



## WORKSHOP OVERVIEW

### *Writing Effective Media Releases that Generate Coverage*

Many publicity opportunities are lost simply because some organisations fail to produce effective media releases. No matter how interesting or topical your news is, it generally won't attract media exposure without a well considered and well written media release.

Moore Public Relations and Kennedy Communications have teamed up to provide practical media release writing workshops, drawing on Carol Moore's 20 years of public relations experience and Pat Kennedy's 20+ years in media management and corporate training.

This popular one-day workshop coaches in the art of writing impactful media releases, and is limited in size to ensure personal attention. The emphasis is on ensuring you quickly learn the fundamentals of writing successful media releases in a stimulating, interactive atmosphere that encourages participant interaction and group discussion. The workshop includes practical writing exercises and features relevant media footage and real-world case studies, not just theory.

#### **KEY ASPECTS COVERED IN THE MEDIA RELEASE WRITING WORKSHOP:**

- Dealing with the Australian media
- 14 elements for media attention to ensure your release is newsworthy
- Finding the best 'hook' or 'angle' for your target media
- Tailoring your story for different media; 'soft' and 'hard' news
- 20 guidelines for writing effective media releases – content, style, structure, formatting
- Addressing the Who, What, Where, When, Why and How
- Avoiding common mistakes that reduce the effectiveness of your media release
- Writing effectively within time constraints

#### **WHO SHOULD ATTEND?**

The workshop covers all the basics you need to start writing the moment you get back to the office. It is suitable for anyone who wants to learn how to produce effective media releases, from **public relations and marketing executives** to **businesspeople** who want to undertake their own publicity. It's also **great as a refresher** if it's been a while since you wrote a media release or need some new ideas and inspiration!

#### **SYDNEY OPEN WORKSHOP DATES FOR 2008:**

- Thursday 21 February
- Thursday 22 May
- Thursday 28 August
- Thursday 13 November

The workshop is held at Kennedy Communications' Television and Radio Training studios in Sutherland, which are 40 minutes from Sydney CBD by car or 30 minutes by train.

## COMMENTS FROM PREVIOUS PARTICIPANTS:

"I found the course to be fantastic and very relevant to what I do."

*Rachel Gleeson, Communications Coordinator, Royal Australasian College of Physicians*

"Great course, especially doing it with people from other industries/organisations. Creates a shared learning environment." *Tammy Ingold, Public Affairs Officer, NSW Fire Brigade*

"Excellent examples and case studies, and lots of relevant and valuable up-to-date information." *Laura Peitranonio, PR Account Coordinator, Napoleon Perdis*

"I loved the small group/practical exercise aspect and the opportunity to receive personal feedback on what I had actually written."

*Michelle Dalrymple, Communications Officer, Ray White Financial Services*

"It was a great refresher and I learned a lot. It was good to see other ways to target media outside the obvious publications." *Megan Allman-Hore, Account Executive, Palin Communications*

"This course was a great guide to the 'inner workings' of writing a media release, with . There was logical progression of providing clear and concise information in an easy-to-understand way." *Lucy Mudd, Executive Assistant, Gavin Anderson & Company*

## YOUR TRAINER:

**Carol Moore** is an award-winning public relations consultant, writer, and qualified trainer is passionate about writing and communication. She is the principal of Sydney consultancy Moore Public Relations, a boutique agency she founded in 2000 after 12 years with large consultancies. Carol's experience spans a wide range of sectors, from healthcare and consumer goods to government, not-for-profit and business-to-business. She is a Member of the Public Relations Institute of Australia and holds a degree in Business-Communication, majoring in public relations, and a Certificate IV in Workplace Training and Assessment.

## YOUR INVESTMENT:

**For \$495+GST per person**, you receive a **full day of training** (9am-5pm), a **comprehensive workbook**, and **one hour of personal coaching** via email within a month after the workshop to maximise your learning outcomes. We also offer discounts:

- Early birds: Book and pay at least one month before the workshop for \$470+GST.
- Two workshops: Book for *Writing Effective Media Releases* AND our related workshop on *Strategically Targeting Media* (see below) for \$895+GST (\$850+GST for early birds).

**RESERVE YOUR PLACE TODAY** or find out more by calling Carol Moore on 02 9560 2826 or emailing [carolmoore@moorepr.com.au](mailto:carolmoore@moorepr.com.au).

## RELATED WORKSHOPS:

For those interested in the techniques of media relations strategy, we offer a separate yet related full-day course that runs two weeks after each media release workshop:

***Strategically Targeting Media: How to Plan, Package, and Pitch your Story*** covers how to identify the right media, prepare and package tailored media information, plan the timing of your media campaign, and implement media activities from writing a pitch email to holding a media conference. (Note that this workshop does not cover media release writing.)

Our other workshops (open groups, in-house or private coaching) include:

***Preparing a PR/Communication Plan, Effective Business Writing, Media Interview Training, Speech Writing, Presentation Training and Crisis Management.***