

Preparing a Press Release

One Day Workshop

If you need to prepare effective press releases that generate strong and positive media coverage, Preparing a Press Release is the workshop for you.

OBJECTIVES

Preparing a Press Release is a one-day workshop that provides a sound basis for developing effective press release packages. This workshop is particularly valuable for those people who need to achieve effective media coverage of their organisation in print, web and electronic mass media. The workshop provides the perfect structure for participants to learn, practice and develop the techniques for producing effective press releases.

OVERVIEW

Participants will learn:

- How to immediately engage the interest of editors and journalists
- How to effectively develop and target the story you have to tell
- Different communication strategies than can be employed in press releases
- Effective writing techniques
- Six key tips for developing effective press release packages

WORKSHOP TIMETABLE

The workshop is run over one full day.

Firstly we look at how the media views press releases. Editors and journalists receive literally hundreds of press releases each week and many of these professionals despise typical press releases. We look at why this is so and examine in detail what the media wants from press releases.

In the second session we look at the mass media audience at which you're aiming the press release – a critical process if the press release content is to be effective.

After morning tea, participants decide on the way in which they will develop the story to be told in the press release, then we look at the strategies that can be used to tell that story. In the afternoon participants cover effective writing techniques, before we finish with six key attributes of press releases that work.

This is a hands-on, interactive workshop with practical and relevant content.

Schedule	
9:00am	Welcome
9.05am	Session 1 – How the Media Views Press Releases <ul style="list-style-type: none"> - Newsworthiness - Relevance to readers - Credibility of source, bias, spin - Resources required to generate story - Quality of story outcome
9.45am	Session 2 - Defining the audience <ul style="list-style-type: none"> - Why define audiences? - Developing story content through the eyes of the audience - Specific-audience press releases versus scattergun press releases
10:30am	<i>Morning Tea (20 Minutes)</i>
10.50am	Session 3 – Developing the story <ul style="list-style-type: none"> - Why is the story worth telling? (Or: is the story worth telling?!) <ul style="list-style-type: none"> - How the audience defines the story - Use of spin - Deciding on the key points to communicate
12.40am	<i>Lunch (50 minutes)</i>
1.30pm	Session 4 – Deciding on the communication strategy <ul style="list-style-type: none"> - Style and structure - Bullets, prose - Visuals - Humanising - interviews, quotes, portrait pics - Backgrounding - text, pics - Contacts - Follow-ups
3.00pm	<i>Afternoon Tea (15 minutes)</i>
3.15pm	Session 5 - Writing Techniques <ul style="list-style-type: none"> - Before you begin writing - Pacing your writing - Avoiding jumps in context and concepts - Style, warmth, formality - Plain English

4.15pm	Session 6 - Summary Key attributes of press releases that work
4.30pm	<i>Finish</i>

LOGISTICS

Please arrive 15 minutes before the commencement of the workshop to allow for registration. Lunch and morning/afternoon tea are provided free of charge. If you have any special dietary requirements please let us know when you book your place.

Please bring with you to the workshop a printed copy of a press release your organisation has issued.

TRAINER

Julian Edgar has worked as a journalist, national print magazine editor and web editor. He has produced the text and photos for hundreds of Web and magazine articles sold around the world, and is a published technical book author. He has worked in both Public Service and commercial roles.

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