

Media 102

Writing an Effective Media Release

A practical workshop on how to write basic and advanced media releases for government and corporate organisations.

Learn how to construct an effective and newsworthy media release in the style that journalists prefer; when to use graphs and data, how best to present your story and appropriately targeting and distributing your releases.

Over 90% of media releases go straight in the bin – this course is devised for those who want to be part of the other 10%.

Topics include:

- Essentials of media release writing – the do's and don'ts
- The art of professional layout and design
- The correct way to use quotes, data and statistics
- Writing a media release the way journalists prefer
- Targeting the right media in the right way

To book →

Please fax completed form to 026295 7066.

