



## One-Day Open Group Workshop

# WRITING EFFECTIVE MEDIA RELEASES THAT GENERATE COVERAGE

Sydney, 9am-5pm, Thursday 26 November 2009

\$525+GST per person (maximum 10 people in group)

Many publicity opportunities are lost or media coverage fails to meet expectations because of ineffective media releases. No matter how interesting or topical your news is, it usually won't attract significant media coverage without a well considered and well written media release that captures journalists' attention and delivers the relevant angle and newsworthy elements in an effective format.

**WRITING EFFECTIVE MEDIA RELEASES THAT GENERATE COVERAGE** is a practical, back-to-basics workshop that coaches in the art of writing impactful media releases. Based on a solid theoretical framework and extensive real-world experience, the workshop incorporates case studies, writing exercises and group discussion to ensure participants quickly develop their media releases writing skills in a supportive, informal atmosphere.

Developed by communication and training specialists **Moore Public Relations** and **Kennedy Communications**, this popular workshop is limited to ten people to facilitate individual attention, including email feedback on a media release after the session.

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

- Dealing with the Australian media: print, radio, television, online
- Using the 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 develop their skills in writing effective media releases, from **executives in public relations, media or marketing roles to businesspeople** who want to undertake their own publicity. It's also **great as a refresher** for those who haven't written a media release in a while or who need formal training or some new ideas and inspiration!

### YOUR TRAINER:

**Carol Moore** is an award-winning public relations consultant, corporate writer, and qualified trainer who 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. Her communication experience spans a wide range of sectors, from healthcare and consumer goods to government, not-for-profit and business-to-business. Carol is a Member of the Public Relations Institute of Australia and holds a Bachelor of Business-Communication, majoring in public relations, and a Certificate IV in Workplace Training and Assessment.

...tell me more...

## COMMENTS FROM PREVIOUS PARTICIPANTS:

“Great course, especially doing it with people from other industries and organisations. Creates a shared learning environment.”

*Tammy Ingold, Public Affairs Officer, NSW Fire Brigade*

“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*

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

“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.”

*Lucy Mudd, Executive Assistant, Gavin Anderson & Company*

**VENUE:** The workshop will be held at Kennedy Communications’ Television and Radio Training studios in Sutherland (Suite 8, Level 1, 49-51 Eton Street), which are 40 minutes from Sydney CBD by car or 30 minutes by train.

## YOUR INVESTMENT:



For **\$525+GST per person**, you receive a full day of training (9am-5pm), a comprehensive workbook and morning and afternoon tea, plus **email feedback on one media release after the workshop**.

Payment may be made by cheque or electronic funds transfer (we do not take credit cards). Our payment terms are 14 days from the invoice date or five business days before the workshop, whichever comes first.

Please note that unless we have agreed alternative arrangements in writing, we may assign your place to someone else and/or decline entry to the workshop if payment is not received by the due date.

## RESERVE YOUR PLACE TODAY:

Please contact Carol Moore on 02 9560 2826 or [carolmoore@moorepr.com.au](mailto:carolmoore@moorepr.com.au) to check availability of places in the workshop. Then, simply complete the attached booking/training needs form (one copy per participant) and fax it back. We will then send you a tax invoice; your place in the workshop is confirmed when payment is received.

**OUR WORKSHOPS:** Moore Public Relations and Kennedy Communications offer workshops on: *Writing Media Releases, Strategically Targeting Media, Media Interview Techniques, Speech Writing, Presentation Training, Preparing a PR/Communication Plan, Crisis Management and Essentials of Effective Business Writing*. Please contact us for details.

## NON-ATTENDANCE, CANCELLATION & TRANSFER POLICY:

- We do not refund your workshop fee unless we cancel or postpone the workshop due to insufficient registrations or circumstances beyond our control.
- You may nominate someone else to attend the workshop in your place at any time.
- **If you (or a nominated colleague) are unable to attend the workshop, you need to advise us in writing at least two weeks before the workshop date;** you may transfer your booking to another scheduled workshop or, if a further workshop on your chosen topic is yet to be scheduled, a credit note will be provided.
- In exceptional personal circumstances, we may consider cancellations or transfers within the two-week period. If this occurs, you may be charged a \$150+GST administration fee.



**Workshop Booking & Training Needs Form**  
**WRITING EFFECTIVE MEDIA RELEASES**  
**THAT GENERATE COVERAGE: 26 November 2009**

Please fax your completed form to Carol Moore on 02 8569 0236

PARTICIPANT'S NAME									
PARTICIPANT'S JOB TITLE									
ORGANISATION NAME									
ORGANISATION ADDRESS									
CONTACT PHONE NUMBER									
EMAIL ADDRESS									
SIGNATURE (indicates acceptance of payment terms & cancellation/transfer policy)									
CONTACT PERSON/DETAILS FOR INVOICE (if different to above)									
HOW DID YOU FIND OUT ABOUT THE WORKSHOP? (Please indicate with * or underline)	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Previous workshop</td> <td style="width: 50%; border: none;">Google / other search engine</td> </tr> <tr> <td style="border: none;">Kennedy Communications' website</td> <td style="border: none;">PRIA / RCG / IABC</td> </tr> <tr> <td style="border: none;">Moore Public Relations' website</td> <td style="border: none;">Recommended by (please specify):</td> </tr> <tr> <td style="border: none;">Email about workshops</td> <td></td> </tr> </table>	Previous workshop	Google / other search engine	Kennedy Communications' website	PRIA / RCG / IABC	Moore Public Relations' website	Recommended by (please specify):	Email about workshops	
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Kennedy Communications' website	PRIA / RCG / IABC								
Moore Public Relations' website	Recommended by (please specify):								
Email about workshops									
INDUSTRY SECTOR  Please indicate the industry in which you work or, if you are a PR/marketing consultant, the sector in which you specialise e.g. health, IT, government									
LEVEL OF EXPERIENCE  Please indicate your level of experience in writing media releases. If you have some experience, please give details of the topics you write on and the media you target.	<table style="width: 100%; border: none;"> <tr><td style="border: none;">No experience</td></tr> <tr><td style="border: none;">A little experience</td></tr> <tr><td style="border: none;">Quite experienced</td></tr> <tr><td style="border: none;">Very experienced</td></tr> </table>	No experience	A little experience	Quite experienced	Very experienced				
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A little experience									
Quite experienced									
Very experienced									
YOUR TRAINING OBJECTIVES:  What specifically do you hope to gain from the workshop? Are there any particular skills you would like to learn and/or improve on?  Please include any other details that you feel may help us meet your training needs.									