

Media Release writing

Media release writing will guide you through the skills and pit falls of writing an effective media release. It will show how a good story is constructed, how it should be written down and how the release should be formatted. You will be shown how to build an appropriate message for your audience and provided with a year's free subscription to Scotland's fastest growing media release distribution service.

Wonder why your media releases are failing to generate the media coverage you think they deserve?

Worried that your media releases might be liable to misreporting in the media?

Would you like to learn some simple techniques that will make your media releases so much more effective?

Method

At allmediaskills we believe in practical experience and hands on practice. We offer a supportive and nurturing learning atmosphere. Participants will write two press releases in the day, including one which directly relates to their work.

This course offers easy-to-learn techniques on how to construct a perfect media release. The training concentrates on developing the following core skills:

- Identifying the 'top line' to a story;
- Crafting that knockout first paragraph;
- Getting the language right;
- Structuring your release logically;
- Compiling quotes, contact details and Notes to Editor.

What do you receive?

- Highly professional training from hugely experienced journalists;
- A simple tool to help you identify potential stories within your organisation;
- Easy-to-learn techniques to judge whether your opening paragraph is up to the job;
- Lots of practice;
- A review of the good, bad and indifferent of media releases already 'out there';
- Extensive accompanying literature.

This very practical course will have you writing media releases that work, every time.

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