

Rough House Media

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1000 WELCOME AND COURSE OBJECTIVES

1015 Press Releases: Good and bad

Discuss and examine good and bad examples of press releases

1030 The ingredients of a good story

What editors are looking for when they commission stories, examples of the types of stories which would grab an editors attention

1045 The ingredients of a perfect press release or pitch

How to lay out press releases and pitches, the content to include and how to structure them, including the importance of headlines

1115 BREAK

1130 Press release writing exercise + review

Group do an exercise in which they write a press release using a genuine set of facts presented to them, then see the press release which was actually published

1200 Story think-tank

Brainstorming story ideas the delegates have brought with them and discussing how to make them attractive to commissioning editors

1300 LUNCH

1330 Pitching your story

How to pitch a story to the media, including who to send it to, what format to deliver it in, it, how often to send them

1345 Practical press release writing exercise

Group write a press release or pitch for the story discussed in the think-tank with feedback

1530 Close