

# Press Release Writing



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## 1000 WELCOME AND COURSE OBJECTIVES

### 1015 Press Releases: Good and bad

Examine and discuss 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

### 1345 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

### 1400 Practical press release writing exercise

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

## 1600 Close