

Writing press releases

Training course outline

Short, intensive course that teaches how to produce well written and effective press releases using the tools and techniques available to established journalists.



Course summary

This course focuses on:

- How the media works and what they are looking for.
- What to include in press releases, and what to leave out.
- How to build long-term relations with the media.

Duration

One day.

Who should attend?

This course is ideal for anyone working in public relations or a company press office whose responsibilities include writing for the media.

As well as developing and refining your journalistic talent, our journalism training courses offer invaluable hints and tips from a seasoned journalist and instructor who has built up a rich knowledge base from years of exposure to the front line of journalism.

In-class or live online

You can attend in-person at our centres, or participate live online from your place of work or home.

To read about our approach to online training, see armada.co.uk/liveonline.

General information

Courses are hosted by a seasoned journalist and instructor who has built up a rich knowledge base from years of exposure to the front line of journalism for both local and national newspapers.

Refreshments and lunch are provided.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

Course materials and certificate

You'll receive:

- A comprehensive training guide and practice files.
- An e-certificate (PDF) confirming successful course completion.

Method of delivery

Training is designed for the busy professional, being short and intensive and combining lecture and demonstration. Practical exercises carried out under guidance help you learn the techniques taught.

You have ample opportunity to discuss specific requirements with the trainer.

After course support

Following training, you're entitled to 30 days' email support from your trainer.

Further information

For further details, including prices and dates of forthcoming courses, see armada.co.uk/course/press-releases.

Course syllabus

See over.

Topics	Sub-topics
Introduction	The essential characteristics of news stories
Understanding the media	<p>An introduction to how the media works, and the terminology it uses</p> <p>Learn which media to have contacts with, how and when to approach them, and what they are looking for in a press release</p>
Preparing your material	<p>What to include in a press release and what to leave out</p> <p>Learn the importance of good headlines, introductions and quotes</p> <p>How to deal with:</p> <ul style="list-style-type: none"> • Statistics • Negative issues • Complex stories • Long-running campaigns
Writing press releases	<p>Samples of good press releases:</p> <ul style="list-style-type: none"> • Their typical structure • Their content and message <p>Exercises in writing press releases, and following up your work with editors</p> <p>Individual feedback on your organisation's work</p>
Catering for different audiences	<p>Learn the requirements of different types of media:</p> <ul style="list-style-type: none"> • Monthlies • Weeklies • Magazines • TV/radio • The Internet <p>Learn to tailor your material and press releases for different outlets</p>
Beyond the press release	Building relations with the media. The longer term prospective