

ANGLING THAT PRESS RELEASE

Need to write press releases that catch the discerning eye of busy journalists?
Need to angle that same press release differently for different media and different organisations? Find out how at this workshop.

Our Objectives

We aim to equip you with

- a sound understanding of how different media work
- strategies for positioning your press releases to get maximum media coverage

Your Profile

This course is suitable for busy public relations professionals and executives who have to write press releases within a tight deadline.

Your Results

By the end of the workshop, you will have

- become more conscious of the needs of different media forms - print, TV, radio and the Internet
- gained insights into why journalists reject some press releases
- practised sussing out news angles for different media
- practised writing sizzling headlines
- learnt how to use facts and figures to full advantage
- practised writing press releases for maximum coverage

Our Methods

This practical workshop will include

- hands-on practice exercises
- sample analysis
- class and group discussions
- peer and facilitator feedback

Our Trainers

Our trainers are qualified and very experienced Singapore Polytechnic lecturers with specialised language training qualifications.

Please note that we only specialise in customising courses for organisations; public courses for individuals are not available.

**SINGAPORE POLYTECHNIC
BUSINESS COMMUNICATION CENTRE**

Course Enquiry

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