

PR (Public Relations) / Week 4:

Creating a press release

Focus: Once you have a story, the next step to focus on is the press release. When writing a press release, you need to construct it so that the text is essentially publication ready and grabs attention from the start. Once your press release has been written it's time to think about how to approach journalists so in this video we will show you the step-by-step process of both.

Common problems/mistakes:

- Rushing to get the word out;
- Press releases are poorly written;
- Using a scatter-gun approach to contacting journalists.

Why is it important:

- You often only get one shot with a journalist;
- To ensure you give them everything they need;
- Relationships are an essential key to PR success.

Screen share:

- Press release structure
- Where to find journalists

Tips for success:

- Stay on top of current events;
- Set up relevant news alerts;
- Keep a record of the journalists you contact and the conversations you have.

Task:

Practice writing a press release with the template provided and search #journorequest to see the type of stories journalists are looking for at the moment.