



Success with media releases



Natalie Lee

Stakeholder & Communications Manager South West Drought Reslience Adoption & Innovation Hub

- Writing media releases for 15 years 1000 +
- WA Newspaper Ltd journalist eight years
- Partner in family farm south of Kukerin





South-West WA Drought Resilience Adoption and Innovation Hub



What we'll cover today

- Step-by-step guide to writing a media release
- Insights from working journalists
- Hands-on session writing a media release



Do you need a media release?

Is it newsworthy?

Partner obligations?



Newsworthiness



City Council runs out of time to discuss shorter meetings

LAGUNA BEACH, Calif. (AP) — Another marathon City Council meeting forced councilors to put off agenda item No. 6: a proposal to limit the length of meetings. Out of patience in the wee hours. ''It is not good for the public and i members,'' Christoph said. ''Ou decision-making is not that good a

"We didn't have time to discuss time," Council woman Ann Peterson introduced the meeting Christoph said after Tuesday's meeting.

Members have been known to stay speakers.

that time of the morning."

limitation measure, which also proposes to limit time allotted to

as late as 3 a.m. for meetings that Tuesday's meeting ended at 1:34 regularly begin at 6 p.m. But even a.m. and item No. 6 was tabled until the most dedicated politician can run Feb. 2. But then it will be item No. 1.

Woman finds a hat in a tree

A HAT has been found up a tree in Bilton.

The woollen head garment, which is red and has a bobble, was discovered on Tuesday by Bilton Lane res-



Partner obligations





Inverted Pyramid Writing



V Could Stoo realling or ent cine Information they MUST have for your communication to be successful Additional information that is helpful but o at the beginning not crucial Be nice



The headline 'hook'





Include contact details

Contact details

For interviews

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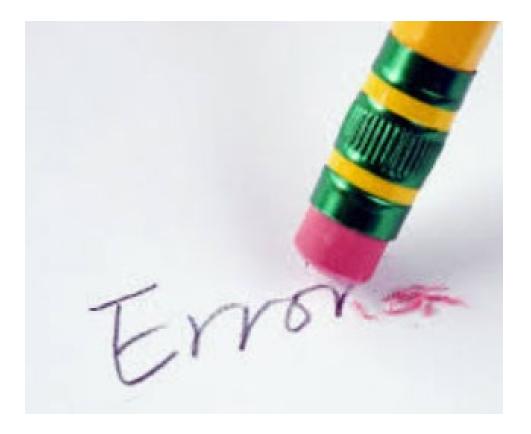


Images are powerful





Proofing is important!



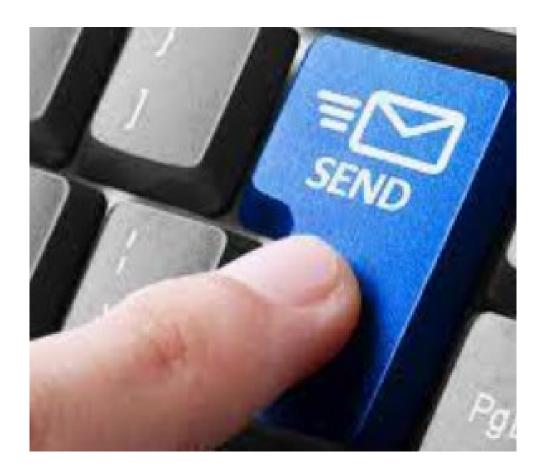


Approvals – who needs to sign off?



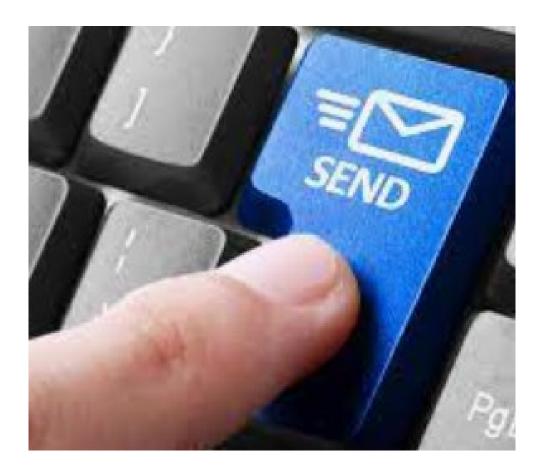


Hitting send!





Bang for buck





Questions?

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