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# Success with media releases



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# Natalie Lee

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

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



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South-West WA  
Drought Resilience Adoption  
and Innovation Hub



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# 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



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Do you need a  
media release?

**Is it  
newsworthy?**

**Partner  
obligations?**



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# 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.

"We didn't have time to discuss time," Councilwoman Ann Christoph said after Tuesday's meeting.

Members have been known to stay as late as 3 a.m. for meetings that regularly begin at 6 p.m. But even the most dedicated politician can run

out of patience in the wee hours.

"It is not good for the public and it is not good for the council members," Christoph said. "Our decision-making is not that good at that time of the morning."

Christoph and Councilman Wayne Peterson introduced the meeting limitation measure, which also proposes to limit time allotted to speakers.

Tuesday's meeting ended at 1:30 a.m. and item No. 6 was tabled until 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-





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# Partner obligations





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# Now, for the writing





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The  
headline  
'hook'







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# Include contact details

## Contact details

### For interviews

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Images are  
powerful





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# Proofing is important!





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Approvals –  
who needs  
to sign off?





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# Hitting send!





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# Bang for buck







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# Questions?



## Natalie Lee

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