

MEDIA WORKSHOP

Helping newspapers help you.

A practical guide to increasing the coverage your agency, club or business gets in the local press

Even in this digital world the local paper is the beating heart of most communities and still one of the most effective ways of communicating with and influencing customers, partners and politicians. This three hour practical workshop will equip your staff or volunteers to prepare releases that will become newspaper stories.

This three hour workshop covers a range of essential skills:

- **Getting access to your local publications**

Formats, deadlines, style sheets and the editor's favourite restaurant are all key pieces of information you'll need to maximise your coverage.

- **Crafting a story that gets noticed**

What constitutes news? What is the best angle? And how best to shape and package your media release?

- **Effective writing that increases the chance of your story getting used**

Writing Plain English is a course for another day but adopting a few of the principles will make reading - and writing - your releases a lot easier for everyone concerned.

- **Working with pictures**

Newspapers are about words and images. The pictures you take can enhance or destroy your chances of coverage so plan for impact, crop for focus and deliver them in a usable format.

The workshop will be entirely interactive with practical exercises and discussion and be delivered by Mick Owen an experienced journalist and editor who has been working with local papers and specialist magazines for over 25 years.

Let us help you make your local media, your new best friend.

Sport Nottinghamshire Media Workshop

Booking Form

<p>Date: 19th October 2010</p> <p>Venue: Nottingham Trent University, CELS 102, Clifton Lane, Nottingham, NG11 8NS</p>	<p>Session Times :</p> <p>Please tick the session you would like to attend</p> <p>1.30pm – 4.30pm <input type="checkbox"/></p> <p>6.30pm – 9.30pm <input type="checkbox"/></p>
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<p>Organisation/ Sports Club : _____</p> <p>Name: _____</p> <p>Address: _____ _____ _____</p> <p>Postcode: _____</p> <p>Contact Number(s): _____</p> <p>E-mail: _____</p>	<p>Cost :</p> <p>Sports Development £ 70 Professional</p> <p>Sports Club Representative £ 50</p>
<p>I enclose a cheque/purchase order no. for:</p> <p><input type="checkbox"/> £70 <input type="checkbox"/> £50</p>	

Please Return Forms with Cheque/Purchase Order No. to:

**Oliver Ward, Nottingham Trent University, Clifton Sports Centre,
Clifton Lane, Nottingham, NG11 8NS**

For Official Orders please provide PO number and invoicing address.

Cancellation policy:

Cancellations received within 1 week of course commencing will receive no refund.
Those made with more than 1 weeks notice will receive 50% refund.