

## Writing press releases/dealing with the media

Tutor – Jenna Weekes, Deep South Media



Thursday 22<sup>nd</sup> April 2010, 10am-4pm  
Alderney West Community Centre,  
77 Bedford Road South,  
Poole,  
BH12 4PR

£15.00 per person

**Please bring your own lunch**

Would you like to improve your chances of getting your organisation coverage in the local media by making the most of press releases?

Are you confident that you will know how to handle calls for information from the media if something newsworthy, and potentially damaging to your organisation, occurs?

You'll learn how to identify strong stories within your organisation as well as the basics of writing and distributing press releases and handling media calls.

This course is aimed at people new to the subject and is intended to help you understand and deal more effectively with the local media.





**Booking form: Writing press releases/dealing with the media**

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Organisation name	
Attendee(s) names (max 2 per organisation)	
E-mail address	
Tel number	
Any specific access requirements?	

Please return the booking form to Bournemouth CVS, Boscombe Link, 3-5 Palmerston Road, Bournemouth, BH1 4HN, with your cheque for £15 per person made payable to “Bournemouth CVS”. Places are limited, so please book early. Please note that your place will not be reserved until payment has been received.

Any queries about the course, contact [david.leighton@bournemouthcvs.org.uk](mailto:david.leighton@bournemouthcvs.org.uk)

**Cancellation policy:**

Up to 14 days before the event- full refund. Please e-mail the above address to request this.

After 14 days before the event- no refund but you may send someone else in your place.

