

PR Writing Skills

Learn to create content and releases for public relations purposes

Press releases and PR content, because they are short and fact-based, are often misunderstood. We think they're easy to write and that, because they contain important information, they're valuable for everyone to read.

But our audiences are busy, impatient and distracted, plus they don't always consider news what we consider news, so it's important to craft every release for quick scanning, clear messaging, punch, power and logic.

Course duration:

Workshop (group) format: 1 x full day (08h30-16h00)

Course outcomes:

1. What's a press release?
2. Unpacking the technicalities
3. Dos and don'ts
4. Knowing your audience
5. Finding the right hook or angle
6. Identifying the core messages
7. Crafting heads and sub-heads
8. Using captions to best effect
9. Mastering structure and flow
10. Creating your own template
11. Building good writing style
12. The 3 levels of editing

Please note: Final course content may deviate slightly from what's described above.

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