

WRITING & PITCHING WINNING MEDIA RELEASES?

Are your media messages reaching their targets?

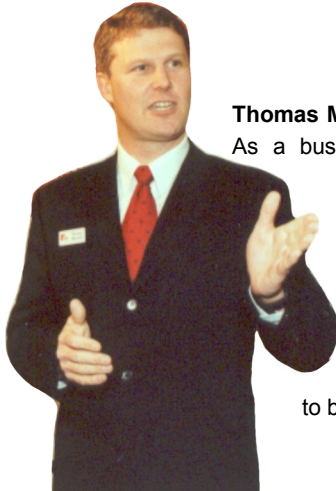
This 3-hour interactive workshop will show you the secrets of Writing and Pitching **WINNING** Media Releases.

You will discover:

- How to make your news release media friendly.
- The requirements of different media—radio, TV, print, Internet.
- How to formulate your media release – get the right angle for the right medium.
- The 12-step process to writing effective media releases that get published.
- The 7 strategies to target your release with laser-like precision.
- How to market your message – efficiently and effectively.
- Understanding deadlines and embargoes.

Presented By

Thomas Murrell MBA CSP
International Business Speaker



Thomas Murrell is the Founder and **Managing Director** of **8M Media & Communications**. As a business educator, media consultant and author of *Media Fundamentals: 8M's Essential Media Kit*, he has a wealth of knowledge on how to generate thousands of dollars worth of publicity for free. He spent 12 years with the ABC as a reporter, presenter, executive producer and senior media executive and has worked for SBS, Bloomberg and Bridge News. Tom is an inspiring, engaging and authentic presenter with a passion for helping others harness the power of the media. Described by *BRW Magazine* as "committed to using creativity as a competitive edge", he is recognised internationally as an expert on how to be media and marketing savvy. You can visit him at www.8mmedia.com

Tuesday 24th November 2009, 9:00am - 12.30pm

Venue

Subiaco Arts Centre, 180 Hamersley Rd Subiaco

Cost Per Person

\$495.00 including GST

Price includes refreshments, comprehensive workbook and FREE critique of your first media release valued at \$250.00

Registration Form

Please Register Me: _____
(Course Date)

I would like to attend this course but am unavailable on the specified dates

Given Name: _____ Surname: _____

Organisation: _____

Position: _____

Postal Address: _____

Suburb: _____ P/code: _____

Phone: _____ Facsimile: _____

Email: _____

Payment Details

Credit Card

Visa

B/Card

M/Card



Name on Card: _____

Signature: _____ Exp: _____

Cheque

Please make cheques payable to **8M Media & Communications** and send with registration form to **PO Box 8086 Subiaco East WA 6008**.

Invoice

Please indicate where to send invoice

As Above, or

Organisation: _____

Attention: _____

Postal Address: _____

Suburb: _____ P/code: _____

Fax to 08 9381 9605

or send to

8M Media & Communications, PO Box 8086 Subiaco East WA 6008