

Irish Wheelchair Association Story Shows the Power of the Press Release.

Shot on location at the Irish Wheelchair Association (IWA) Headquarters in Clontarf, Dublin, the new video from Irish Academy of Public Relations is all about writing press releases. It's available to view on YouTube at <http://youtu.be/a8nxSqEcsyY>

November 25, 2013 (FPRC) -- The Irish Academy of Public Relations has just uploaded a new video to YouTube <http://youtu.be/a8nxSqEcsyY>. The video explains how PR officers should write a good press release. It does this by following developments at the Irish Wheelchair Association as they plan a programme of action to get people with disabilities to sign up for public housing. The campaign was targeting everyone in Ireland with a disability, not just wheelchair users. The support of the media, including coverage of the IWA press releases, was vital in helping them to spread the message. The footage follows the development of the ideas for the release, the photo-opportunities with the Minister, the coverage generated in local and national newspapers, and in magazines.

“Anyone with a story to tell, who is trying to get coverage for their sports organisation, business, charity or community group, understands the value of writing a good press release” said Ellen Gunning, the Academy’s director. “If you don’t know the simple rules about how to write a release, how can you expect to achieve coverage?” she added.

PR practitioners need to understand how to structure a press release. Journalists structure their news stories in exactly the same way. The skill is identical. The Irish Academy of Public Relations teaches online courses in both journalism and PR. The Academy has graduates in 27 countries worldwide working in both disciplines.

The Irish Academy of Public Relations’ Certificates in Public Relations and Journalism are taught over 10 weeks and are tutored by practitioners who work in the industry on a daily basis. The next course begins online on November 14 2013. Further details call Toll Free 855.2780.802 or online at www.irishacademy.com/us

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