

Ms Sally Peters
Kenya Airways
3 World Business Centre
Newall Road London Heathrow Airport
Hounslow
TW6 2TA

Alex Singleton Associates

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Dear Ms Peters,

Would you like more press coverage? Until last year, I was a journalist at *The Daily Telegraph*, and I'd like to share with you the inside knowledge I learned about securing bigger and more favourable newspaper cuttings.

So how am I going to do this? Well, I'm organising a masterclass around a boardroom table at Soho House, the media club, in central London.

It's on **Wednesday 23 May 2012** – and I think you will find it invaluable if you want to get your news consistently written about by the media – and if you want to know the secrets of getting articles accepted by comment desks.

I'll explain how to:

- move beyond the scatter-gun of spamming journalists with press releases and genuinely engage with writers;
- think like a journalist, so that you develop story ideas that are routinely considered to be newsworthy;
- get your news stories shortlisted by a newsdesk by following the six steps to a perfect pitch;
- gain coverage that is more favourable;
- ensure that 99 per cent of letters you send to a newspaper are printed;
- get comment articles published, rather than ignored;
- take full advantage of newspaper websites, without wasting your time producing content that no one will read;
- use social media to boost your newspaper coverage;
- become a journalist's favoured source.

Taking part will give you a rare insight into how newspapers think – hearing first-hand what I discovered from commissioning and editing at the biggest-selling quality newspaper.

Here's what some recent participants have said:

"Thanks for this morning's informative and engaging session. You provided an interesting seminar full of useful, memorable nuggets."
– Melissa Jobson, Senior Media Relations Manager, HSBC

"Just wanted to say thanks for the PR masterclass last week. I thought it was enjoyable and very useful." – Niall Dowds, Group Public Relations Manager, FirstGroup

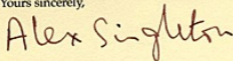
"Alex's masterclass was extremely informative and I would definitely recommend it to anyone working in PR – you may even pick up a couple of useful contacts!" – Sophie Millward, Account Manager, Weber Shandwick

"I cannot recommend Alex's masterclass highly enough. The practical experience Alex has, combined with his effective presentation style, means I found it invaluable." – Ruth Porter, Communications Manager, Institute of Economic Affairs

This newspaper masterclass will run from 1pm to 4:30pm on Wednesday 23 May 2012 and costs £199 + VAT. It includes a hot buffet lunch. There are two easy ways to register to attend:

- Email me at alex@alexsingleton.co.uk and I'll send you an invoice
- Register at www.alexsingleton.co.uk/may and pay by card

Yours sincerely,



Alex Singleton,
Director

P.S. Soho House's boardroom table only has a limited number of places, so please book early to avoid disappointment.