

A person is shown from the waist down, wearing a vibrant red, pleated skirt and black, pointed-toe, block-heeled boots. They are holding a newspaper in their left hand, which is partially visible on the right side of the frame. The newspaper has a headline that reads "Uneasy wait as Russia keeps Western allies guessing". The background is a plain, light-colored wall.

# Hack Your Own PR

Program Fact Sheet  
& Module Explainers

Hack Your Own PR

# Program Fact Sheet

## What you're committing to:

- A 9-week program
- Weekly calls from 4-6pm SGT on a Thursday
- 3 – 5 hours of homework time per week

## 2023 program dates:

27 April - 22 June

5 October - 30 November

## What's included:

- 4 x 90-minute live theory sessions
- 4 x live calls with journalists from outlets including Channel News Asia, Honeycombers, Straits Times etc
- Email and WhatsApp support throughout the program with Lynda
- 2 x private strategy sessions
- 4 x 20-page homework workbooks with detailed tasks and background to embed the media theory
- Access to a library of templates and resources, including media bios and pitches

# Module Explainers

## Module 1:

- Media 101
- Understanding your audience
- Building a media database
- PR etiquette
- Romancing the media
- Your media kit
- The dreaded phone pitch

## Module 2:

- Uncovering your why story
- Writing a media bio
- Finding your media headlines

## Module 3:

- Refining key messages
- Media releases vs pitches
- How to write a media release
- Crafting a headline-making media pitch
- Writing an op-ed

## Module 4:

- Grasp the art of storytelling in media interviews
- Learn what to expect and how to prepare ahead of radio, print or television interviews
- Get the how-to for hosting a media event or press conference
- Gain tips on dealing with curly questions
- Understand the value of saying thank you and maximising your coverage
- Perfect that 1-minute pitch