



Writing for the media

Our courses

Getting the right message across isn't always easy. Ask any politician. The power of the media to influence public opinion is immense. But how do you make sure people hear what you're saying?

Press release writing

This intensive, practical media writing course will walk you through writing press releases that pack a punch. We'll also look at what makes news and how to build a good story – whether you're writing for the nationals, company newsletters or new media. Writing experts will analyse your copy to ensure it is tight, compelling and accurate. And that editors read it.

Writing feature articles

But writing for the media is about more than just grabbing headlines. This is also a news and feature writing course that will equip you with the tools you need to write engaging and informative articles.



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Who is it for?

This course is suitable for anyone who writes for an external audience, but will particularly benefit those working in communications or web teams.

How long is it?

One day + short one-to-one coaching session.

Why it works

- **Pre-course writing analysis identifies the areas you need to work on.**
- **Small group training ensures you get individual attention.**
- **The course is tailored so that examples and exercises are relevant to your work area.**
- **Targeted follow-up coaching focuses on ongoing problems.**
- **Follow-up support includes free telephone and email support for a year.**

What you'll learn

On this one-day course you will learn how to:

- **determine what journalists – and their readers – want**
- **use the 12 core news values to generate stories**
- **spot the best angle**
- **structure for instant news**
- **write features with compelling intros and endings**
- **use four ways to grab attention**
- **use four ways to go out with a bang**
- **write tighter copy**
- **keep your target readers in mind**
- **make your writing active.**



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Course programme

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9.30 Introduction

- Welcome
- Course overview
- Thinking about what journalists want
- Establishing what you want to achieve

10.45 Coffee

- Generating ideas for good news stories
- Deciding on the best angle for a story
- Using a structure for instant news
- Writing press releases: a checklist
- Writing features
 - Deciding on the structure
 - Using titles and subheads to tell a story
 - Grabbing attention at the start
 - Going out with a bang

1.00 Lunch

- Producing tight copy
 - Addressing the reader directly
 - Making your writing active
 - Being clear and concise
 - Structuring your sentences for easy reading

3.30 Tea

- Ensuring there are no mistakes
 - Perfect punctuation
 - Correct grammar

Summary

5.30 Close

Get media-smart: discover the art of writing press releases, news and features.