

MEDIA WRITING WEEKEND

PROGRAMME OUTLINE:

CREATIVE THINKING

- Lateral & Creative Thinking
- The creative paradigm shift: thinking outside the box
- Testing your organisation's Collaborative Quotient (CQ)
- Lateral thinking exercises
- Mind Mapping

INTRODUCTION TO EFFECTIVE WRITING

- Common errors in written English
- Spelling and grammar
- Punctuation
- Calculating and interpreting Readability Ease scores
- Proofreading and Editing

MEDIA AND MEDIA RELATIONS

- Introduction to PR and media
- Gathering the facts
- Interviewing sources
- Effective media releases: Format & Structure
- Writing the story
- Media conferences & Media kits
- Proofreading and editing

WRITING CREATIVE HEADLINES AND CAPTIONS

- Pictures and photographs
- Practical group work on headlines and captions
- Writing for the Web

WRITING FEATURE ARTICLES

- Analysing the audience
- Form and structure
- Sequencing and transitions
- Effective leads
- Types of articles

- House Journals

PRACTICAL:

- Groups break away to complete group assignments
- Completion of group assignments and set-up media conferences
- Practical group media conferences and evaluation of assignments

Duration: Runs from 10h00 on Friday to 13h00 on Sunday.

Target Group:

- Public Relations Managers
- PR or Communication Practitioners
- Event Managers
- HR Practitioners with a writing responsibility

Facilitator: Peter van der Schyff

Duration: 2½ days (Friday to lunchtime on Sunday): Can also be done over any 2½ weekdays

Certification: After attending the workshop, learners will receive a certificate of attendance

Please note: Admission conditions and cancellation policy applies.