

# Writing for the Media & the Public

2 Days **BGWMP**

## OVERVIEW

This course helps participants improve their personal skills in writing for the media and the public. The most basic tool of communication to the company's external audiences is through writing news releases, articles, brochures and reports for the public to read. In order to get the best results it should start with an understanding of the processes and best practice of editorial writing – whether for creating first drafts or a final copy.

## DESIGNED FOR

Designed for staff who have the need to draft news statements or news releases; press articles or news features; brochures, leaflets or reports for publication. This includes, but is not limited to, those in the information, communication and press functions.

## LEARNING OUTCOMES

By the end of this course participants will be able to:

- Equipped and confident in the principles of news values, newsworthiness and readability.
- Understand what makes a good news release and its role in media relations.
- Have learnt a lot of practical tips on writing for external communication and what to avoid.

## TOPICS COVERED

- What is news?
- How journalists find stories
- The role that the news release plays
- Basic writing formulae
- Structuring your release
- Tips to improve writing
- Brevity and clarity
- Punctuation, spellings and capitals
- Things to avoid in your release
- How to lay out your release
- How the public assimilates written messages
- Converting reports into public leaflets/brochures
- Copy that generates a response
- Writing first drafts
- Editing copy for media or public consumption



## EXTRA NOTES

*An equivalent course is available in Arabic and French. Please call us for details.*