

WRITING FOR THE MEDIA: THE ESSENTIALS

Do the press releases and documents you write score a high success rate with journalists? Do you know how to get maximum media coverage for your company's events? This course gives you some basic tips on how to catch the eye of the journalists and maximise media coverage for your organisation.

Our Objectives

We aim to

- provide insight into how the different media handle news
- facilitate understanding of how the workings of the media and the constraints they face impact on your writing for the media
- enhance your use of techniques to angle your writing on the same event for different media for maximum coverage
- deliver the skills on writing a press release, fact sheet and short web article for the same event.

Your Profile

This course is suitable for public relations / corporate communications professionals who want to get maximum media coverage for their organisations. Managers and executives who have to write for the media occasionally will also benefit from this course.

Your Results

By the end of the workshop, you would have

- understood how the media work
- understood the constraints the media face
- practised writing press releases, fact sheets and web articles that catch the journalist's eye
- practised coming up with news angles
- practised writing in a clear, simple, yet creative & compelling manner to interest the media

Our Methods

This practical workshop will include

- hands-on practice exercises
- sample analysis
- class and group discussions
- peer and facilitator feedback

Please note that we only specialise in customising courses for organisations; public courses for individuals are not available.

**SINGAPORE POLYTECHNIC
BUSINESS COMMUNICATION CENTRE**

Our Trainers

Our trainers are qualified and very experienced Singapore Polytechnic lecturers with specialised language training qualifications

Course Enquiry

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