Press release and media writing

Polish your PR skills as you learn how to write media-friendly press releases in this five-month online correspondence course, under the tutelage of international PR expert, Fiona Walsh.

This course would suit:
-Novice writers wanting to break into PR writing.
-Journalists who want to start writing media releases.
-Writers already doing PR but who want to polish their press release skills.

Our writing courses run all year round. Sign up and start your one-on-one training whenever you want.

Find out how to:
- Identify target media and news angles for a press release
- Write a great press release
- Adapt your press release to suit a variety of media
- Charge for work done

Your course provides:
- Detailed expert feedback
- Rigorous training in press release writing skills
- Individual attention and prompt assessments

Students must complete:
- Five writing exercises (five for assessment and feedback)
- Two press releases suitable for issue
- One letter of introduction
- One photocall invitation

About your tutor:

- Fiona Walsh has an MA in communications from the City of London University, and over 12 years of experience as a publicist. Previously she was senior account executive with international PR firm Grayling, based in Dublin, Ireland, where clients included Weetabix, Colgate and Mills & Boon. She has also been press officer for English National Ballet, head of press for the Royal National Theatre and director of press and marketing for Bermuda Shorts Film, all based in London.

Since moving to South Africa she has worked for David Barrett PR, where clients included Transnet and SAA. Subsequently, Fiona worked on a freelance basis for a range of clients, including the Market Theatre, David Krut Publishing, SABC3, MNet, Talk Radio 702 and Tourism Ireland. Fiona has also been a lecturer in public relations at Boston Media House, Johannesburg.

Admission requirements:
- Basic writing skills are essential
- Computer skills, email and Internet access required
- No previous tertiary qualification required

Course curriculum:
- Module one: getting started - overview of the public relations field
- Module two: finding the right style for your media release
- Module three: paragraph two of your media release

- Module four: the closing paragraph
- Module five: issuing your press release (compiling distribution lists, dealing with journalists)
- Module six: images vs photocalls. Drafting and redrafting press releases

Sign up and start your course at any time
Register online at http://www.sawriterscollege.co.za.

Date: 07 September 2017
Venue: Online correspondence course, Countrywide
Cost: R4,995

Date: 28 September 2017
Venue: Online correspondence course, Countrywide
Cost: R4,995

Date: 05 October 2017
Venue: Online correspondence course, Countrywide
Cost: R4,995

Date: 26 October 2017
Venue: Online correspondence course, Countrywide
Cost: R4,995

Date: 02 November 2017
Venue: Online correspondence course, Countrywide
Cost: R4,995

Date: 30 November 2017
Venue: Online correspondence course, Countrywide
Cost: R4,995

Date: 07 December 2017
Venue: Online correspondence course, Countrywide
Cost: R4,995

Date: 21 December 2017
Venue: Online correspondence course, Countrywide
Cost: R4,995

Date: 04 January 2018
Venue: Online correspondence course, Countrywide
Cost: R4,995

Date: 25 January 2018
Venue: Online correspondence course, Countrywide
Cost: R4,995