

# Creative writing for the media

In the shift from the traditional print and broadcast media to the digitally infused current media landscape, media writers had to adapt or risk becoming irrelevant. The rules of writing have changed radically and so have its tools and languages. The modern media writer requires new technical writing skills combined with a much more creative spirit to craft texts that attract, entice and entertain readers irrespective of media channel or platform.

Attend this highly entertaining and intensive three day workshop to learn all about writing English texts and preparing imaginative content that people will want to read, remember and respond to. Creative writing is an art that can be learned. When writing for the media you need to create copy that is well planned, purposeful and memorable. You are required to perfect the balancing act between journalism and creative writing to provide the media with compelling news that promotes your organisation and gets its key messages across to all its targeted stakeholders.

## The creative writing workshop covers:

- writing effective media releases for different media and platforms
- crafting creative feature articles
- harnessing the characteristic of the different media types optimally to create compelling messages
- the effectiveness of different writing styles
- writing creative headlines and captions
- Making the transition from print to web writing creatively

## About our facilitator

Peter van der Schyff is a freelance writer and communication specialist, managing his own public relations consultancy, Pringle-Scott Communication, in Johannesburg. He has established himself as an accomplished writer, proof reader and editor of English and Afrikaans texts with numerous clients.

He holds degrees in law, communication and industrial psychology. Peter is a Chartered Public Relations Practitioner (CPRP) and active member of the Public Relations Institute of Southern Africa (PRISA) where he has been lecturing on a part-time basis on all facets of corporate and media communication since 1987.

Between 2007 and 2014, Peter acted as both Judge and Chief Judge for the PRISA PRISM Awards, Southern Africa's most prestigious awards for excellence in Public Relations and communication projects. During 2008/9 he was chairman of PRISA's Gauteng Region and a member of the board of PRISA.

In May 2010 Peter received the PRISA President's Award for his contributions to the public relations and communication profession in South Africa. Earlier, in 1997 Peter was recognised for his presentation skills when he was named Communicator of the Year by International Training in Communication (ITC)

**Date:** 21 February 2018 to 23 February 2018

**Time:** 08:00 - 16:00

**Venue:** 108 Bram Fischer Drive, Ferndale, Randburg

**Cost:** Early bird PRISA member: R 6 000.00| Early bird non member: R 6 850.00

## More info:

For directions, click [here](#).

**Date:** 14 March 2018 **to** 16 March 2018

**Time:** 08:00 - 16:00

**Venue:** TBA, Cape Town

**Cost:** arly bird PRISA member: R 6 000.00| Early bird non member: R 6 850.00

**Date:** 12 September 2018 **to** 14 September 2018

**Time:** 08:00 - 16:00

**Venue:** 108 Bram Fischer Drive, Ferndale, Randburg

**Cost:** arly bird PRISA member: R 6 000.00| Early bird non member: R 6 850.00

**More info:**

For directions, click [here](#).

**Date:** 13 June 2018 **to** 15 June 2018

**Time:** 08:00 - 16:00

**Venue:** Limpopo Guest Manor, Polokwane

**Cost:** arly bird PRISA member: R 6 000.00| Early bird non member: R 6 850.00

For more, visit: <https://www.bizcommunity.com>