REGISTRATION FORM

Writing for the Media

Please submit the completed Registration Form together with payment to Centre for Extension Education
Universiti Tunku Abdul Rahman
9 Jalan Bersatu 13/4, 46200 Petaling Jaya
Selangor Darul Ehsan
Fax: 03-7957 3818

Participant(s) details

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Organisation: ________________________________
Address: ________________________________

Contact Person: ________________________________
Designation: ________________________________
Tel: __________________ Fax: __________________
Email: __________________

Tick ( ) if applicable:
☐ 10% discount
☐ a group of 3 or more participants from the same organisation
☐ alumni of UTAR & KTAR
☐ Early Bird discount for those who sign up before 27 June 2011

Please enclose documented proof with programme registration form

PAYMENT DETAILS:
Enclosed is Cash/ Cheque No. _________  RM______
made in favour of Universiti Tunku Abdul Rahman.

TERMS & CONDITIONS
◆ All registrations MUST be accompanied with payment.
◆ Payment must be received at least 7 working days prior to the date of programme.
◆ Fees paid are not refundable but substitution of participants may be accepted.
◆ The University reserves the right to cancel or postpone, or make any amendments and/or changes to the programme if warranted by circumstances beyond its control.

Participants are advised to retain a photocopy of this programme flyer for reference

Universiti Tunku Abdul Rahman
Centre for Extension Education
No.9 Jalan Bersatu 13/4
Petaling Jaya 46200
Selangor Darul Ehsan
Selangor Darul Ehsan, Malaysia
WRITING FOR THE MEDIA

The Art and Craft of Creating Press Releases, Reports, Features and Other Kinds of Articles that Will Impress Editors and Readers

OVERVIEW

All too often, Public Relations and Corporate Communications personnel of companies find it hard to get their events and publicity material accepted by editors for media publication. This is often because they don’t write their press releases or publicity articles in a manner that coheres with media practice. Writing such copy comes with certain rules and techniques. If you want to master these techniques, come to this workshop. It will show you how editors think, and discuss what they look for in copy submitted by PR practitioners.

If you are involved in producing and/or editing copy for in-house publications, this is also the workshop for you. It will show you how to write media articles well and to express yourself eloquently in prose. You will learn how to write editorials, reports, features, interview pieces, even reviews.

The workshop will be conducted by Kee Thuan Chye, a journalist with more than 30 years of experience, who has worked for newspapers like the New Straits Times and The Star.

Not only will he show you the tricks of the trade; he will also teach you the secrets of good writing.

The workshop will be interactive and conducted over two days during which participants are expected to take part in writing exercises and discussions. Participants are encouraged to come with an appetite for fun, sharing and learning.

TRAINING OBJECTIVES

By the end of this course, you’d be able to:

• Write better generally
• Write media materials worthy of publication
• Have a better understanding of how the media works
• Apply what you have learnt for your own professional work
• Carry out other writing projects like writing for newspapers/magazines for your own edification

LEARNING OUTCOMES

Gain understanding of:

⇒ The rules and techniques of writing media copy
⇒ The types of media writing
⇒ How to write impressive press releases, editorials, reports, articles, features, interviews, reviews
⇒ What good writing is all about
⇒ The writing process – drafting, revising, redrafting
⇒ Choosing the right word
⇒ Effective sentences

WHO SHOULD ATTEND

• Public Relations and Corporate Communications executives and managers
• Professionals who want to express themselves well in writing
• Those who aspire to become professional writers
• Anyone who wants to learn more about writing

COURSE OUTLINE

These issues will be addressed, accompanied by writing and other exercises:

• What editors look for
• How to write press releases and publicity articles worthy of media publication
• How to promote your product in writing without bending the truth
• How to make it sound good but truthful
• Analysis of good writing examples
• How to write editorials
• How to write reports
• How to write articles
• Secrets of good interviewing
• How to write good interview features
• How to write reviews
• Getting ideas
• Gathering information and data
• Organising your material
• Keeping your focus
• Writing the first draft
• Revising and polishing your draft

Kee Thuan Chye has been a professional writer for more than three decades. During that time, he has been a full-time journalist; poet; playwright; theatre, book and film reviewer; arts columnist; feature writer; biographer and political commentator.