

News Writing : Introduction

Course Description

This course is designed to give a comprehensive all round introduction to news writing.

All the essential aspects of news reporting are covered including how to find and shape ideas for news stories; what to ask when an editor is briefing you; how to make sure you get all the facts you need to write a fully-rounded news report with no gaps or unanswered questions; how to interview subjects, get the quotes you need and present them accurately - and how to write to deadlines.

This is an ideal course for those new to news writing.

Pre-Course Requirements

You need no previous experience to attend this course.

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Pricing & Availability

Course Duration:	Two Days
Public Scheduled Course:	£595.00 plus VAT
Public Scheduled Dates:	18-01-2018 at London Bridge 20-02-2018 at London Bridge 22-03-2018 at London Bridge 18-04-2018 at London Bridge
Private Course:	£1090.00 plus VAT for individual tuition. Call for prices for private groups of two or more.
Follow-on Courses:	Not Applicable
Post-Course Support:	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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Course content

What makes a news story?

- The fundamental requirements for any story to be classified as news
- Knowing your audience - what will be new and of interest to them?

Developing a nose for finding news

- Learning where news is to be found and how to get at it
- How to find a news angle that makes a story worth reporting

Researching a story

- The internet, archives, published and unpublished sources
- Who to ask to find out what will make your story new and fresh

Structuring a news story

- The Inverted Triangle method
- Ensuring the six essential elements are present at the top of your news story

Finding news in press releases, reports and meetings

- How to spot hidden angles and stories in press releases and reports
- How to develop press releases by gathering additional information and finding a better angle

Writing for digital readers

- The differences between print and online reading habits
- Writing for readers that skim
- Making your copy searchable
- Embedding multimedia content in your features

How to interview

- How to win your subject's confidence
- What questions to ask and the order in which to ask them
- Getting sources to say more than they intended
- Getting the right quotes and using them effectively

How to keep to deadlines

- Working against the clock
- How to save time by drafting the bulk of a story before you know what the final outcome - or your angle - will be
- Tips and tricks to make news editors happy

Questions and answers