



column writing

Create good arguments to shift
public dialogue

fraycollege
of Communications

column writing

Duration: 4 weeks online eLearning / 1-2 days training facilitated online or in persons

Writing for the media remains a highly effective way to communicate the opinions and perspectives of your organisation. Column writing is one way to present and develop support for your views, shift public dialogue and cement your brand as a changemaker and thought leader – but there is a difference between technical reports and great articles. This online workshop will hone the writing skills you already possess and allow you to polish your technical and corporate written works for mass media consumption. Let's turn your content into publishable articles!

OUTCOMES AND GOALS

- Recognising distinctions between technical and media writing
- Differentiating between technical/corporate writing and writing for the media
- Understanding and navigating modes of communication
- Clarifying your thinking on an issue
- Techniques for planning a column
- Tricks and tips for building your argument
- Structuring your article
- Understanding and applying evidence in support of your article
- Applying basic grammar and syntax
- Writing in an accessible and reader-friendly manner
- Self-editing
- Getting published
- Building relationships and a reputation around your writing

COURSE DESCRIPTION:

As a researcher, expert or developmental practitioner, we know you're doing great work, and we want to help you reach more people. Writing for public consumption is one way to make sure your work is noticed and your message is heard.

Column writing is a powerful way to transmit ideas, contribute to and shape the public dialogue about everything from the economy, society, politics, arts and more. There is an increasing demand for quality news, and the column section is often the most-read section of any news website.

Our fraycollege training helps experts and executives, like yourself, hone your skills and take your key messages to the public in a clear, effective and conversational manner. Good column writing allows you to put forward unique arguments and help drive national, regional and global discourses.

Our facilitators have written, edited and published hundreds of articles. Over the past 15 years they have worked with countless executives and experts to polish technical and corporate copy, transforming it into prose suitable for publication in mainstream national publications.

We want to help you to get your message out there, and this course, available online or in-person, will help you to turn even the most technical writing into a publishable article. Our experienced coaches work closely with you as you write your first article, offering solid writing tips and constructive advice. We know, however, that an unpublished article carries no weight, which is why getting your column published and seeing your name and narrative in print is such an important component of this course.

This course can be taken by groups of people in an organisation or association to build a campaign on an issue. Take this course alone or pair it with our online social media training or eight months of online writing coaching.

*** This course is aligned to Unit Standard 115081 Write technical text within a specific field, which will earn you 10 credits should you choose the accredited option. You will receive a statement of results for this from the Media, Information and Communication Technologies Sector Education and Training Authority (MICT Seta).*

media courses

Master key media concepts and gain in-depth knowledge that will help you keep pace with the latest trends and new technologies

LEADERSHIP

- Media Management

FUNDAMENTALS

- Presenting Story Ideas
- Research for Journalists
- Mastering the Press Code
- Writing for Journalists
- Social media for journalists

WRITING

- Writing Winning Proposals
- Column Writing

REPORTING

- Court Reporting (South Africa)
- Specialist reporting

LAW AND ETHICS

- Introduction to Media Law
- Online Ethics for Journalists

AUDIO AND VISUAL

- The Ultimate Radio Sales Course
- Introduction to Podcasting



CUSTOMISED COURSE PROGRAMS

We know your organisation is unique, and that means your training should be too! At fraycollege we will work closely with you to customise training programmes, offering you tailor-made interventions that meet your personal and organisational learning needs.



SETA FUNDING FOR YOU OR YOUR TEAM

fraycollege deals with five Sector Education and Training Authorities (Setas) and can assist you in obtaining funding for your leadership and communication training programmes.



GROUP DISCOUNTS ON SELECTED COURSES

Take advantage of our special group rates and discounts when you book three or more spots on a course and ensure that your entire team reaps the benefit of our world-class **fraycollege** training programmes.

about **fray**college

fraycollege provides short courses and qualifications in journalism, as well as communication training to all sectors and industries across the African continent and beyond. Over the past 14 years, we have refined our programmes to ensure our learners gain theoretical knowledge and practical skills in line with national, regional and international best practice.

Our **fray**college facilitators are qualified industry experts with a passion for learning, training and information sharing. The college operates under pan-African impact communication firm **frayintermedia**, which boasts media specialists and a newsroom that produces traditional and new media content.

Our dynamic training courses are offered both online and in person, based on the latest learning trends and developments within the South African and international training sphere. The **fray**college trainers and facilitators have worked with groups and individuals for more than a decade across 31 African and Middle Eastern countries, training participants in journalism, communication and social media skills in line with the latest global trends and standards.

our **team**



Paula Fray

CEO

Paula Fray has worked in media for more than three decades as a journalist, editor, trainer, and media manager. Paula was the first female editor of the Saturday Star newspaper in South Africa. She is currently the managing director of the pan-African media training organisation **frayintermedia**, which she founded in 2005. The organisation has trained journalists, media leaders, civil society organisations, government officials and corporate leaders during its decade-long existence.

She is President of The New Humanitarian news agency, a board member of Africa Check and of Accountability Lab SA. She is a Print and Digital Media SA fellow and a public representative on the Press Council of South Africa.

Paula graduated with a BJourn degree from Rhodes University and has a Woman and Law Certificate from UNISA. A recipient of the prestigious Nieman Fellowship at Harvard University, she is a former member of the Nieman Foundation Advisory Board at Harvard.

Dr Sandra Roberts

Academic Head



Dr Roberts heads **fraycollege**. She has worked in media development for over 18 years and was lead developer of the learning materials and contributed to the EISA of the new Journalism Certificate. Dr Roberts specialises in the development and application of practical journalism and communications training.

Most recently she was research and academic head of **frayintermedia**, before which she was the Centre Manager of the Centre of Excellence in Human Development at the University of the Witwatersrand. She was previously the Writing Unit Manager of the Institute for the Advancement of Journalism and the Head of Research of Media Monitoring Africa. Dr Roberts has her degree in Information Science, her honours and Masters (cum laude) in Sociology and her D Litt et. Phil in Sociology.

our clients



fraycollege has been an excellent sounding board for Media24 in terms of strategy, the approach we should be taking in terms of learning and development. They have become a true business partner as they understand our organisation and its needs so well

Adam Cooke
Head: Media24 Academy
Media 24

fraycollege, has provided Soul City with training for story writing, column and formal report writing as well as web and online skills. They have provided these high-quality services timeously and at an effective cost.

Phinah Kodisang
Chief Executive Officer
Soul City

fraycollege is a professional and efficient organisation and we recommend their services, we have been more than happy with the service we've received

Kate Skinner
Executive Director
SANEF

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