presenting story ideas

Pitch your way to success

fraycollege
of Communications

presenting story ideas

Duration: 4 weeks online eLearning / 2 days training facilitated online or in person

Pitching story ideas is a core skill for any journalist or content producer, whether you're established in a newsroom or operating as a freelancer. Regardless of how good you are as a writer or a producer, your skills don't mean much unless you can convince the people who commission your work to buy into your idea.

You (and your story idea) only get one chance at a first impression, so make sure it counts! Join award-winning journalist, Paula Fray, and learn how to write captivating pitches that your editors won't be able to resist.

OUTCOMES AND GOALS

- Sharpening your nose for news
- What makes a good story?
- Collecting the necessary information you need to pitch
- Developing your source network
- Collecting everything together for your pitch
- Appropriate pitching formats
- Tools for supporting your pitch
- Verbal communication basics and how to be convincing
- Incorporating feedback and revising

COURSE DESCRIPTION:

Pitching a story you're passionate about can be daunting, even for the most experienced writer. The quality and impact of that first pitch to an editor or commissioner can be the difference between seeing your article come to life or fizzling out before it even gets off the ground. It's up to you to sell your idea and get the people around you as excited about it as you are!

Your pitch is often the only shot you have at convincing a commissioning editor that your story is newsworthy, timely, relevant and worth publishing. Each pitch should speak to the news value of your story and why it's a right fit for the publication you've reached out to.

Different publications have different requirements, and there can even be multiple submission guidelines for different sections of the same publication. Pitching – like writing – is rarely a one-size-fits-all endeavour. In order to make sure your pitch makes the necessary impact, you need to tailor the information you convey about the story and how you convey it, depending on the publication.

This course takes you through the basics of how to pitch your story – from developing ideas, building source relationships and networks, refining and selecting ideas and presenting them in such a way that they get chosen.

Over the course of the training you'll engage in educational games, have access to online resources, complete quizzes and assignments and learn how to make sure your pitches stand out above the rest.

** 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 **fray**college 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.

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 **fray**intermedia, 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