



# writing for journalists

Learn to write for mainstream media

**fray**college  
of Communications

# writing for journalists

**Duration:** 5 weeks online eLearning / 2 days training facilitated online or in persons

Are you an experienced writer looking to refresh your basic journalism techniques? Are you a young journalist looking to hone your skills and further your career? Or have you always wanted to put pen to paper but been intimidated by the thought of writing professionally? Regardless of your experience level, our fraycollege Journalistic Writing course is for you!

## OUTCOMES AND GOALS

- The writing process
- Preparing to write a story
- Understanding and choosing relevant story structures
- Writing an introduction to lure your readers in
- Basic grammar and syntax
- Understanding and implementing elements of good stories
- Ensuring logical flow while retaining readers' attention
- Making your story relevant to the reader
- Learning to constantly improve your writing
- Self-editing

## COURSE DESCRIPTION:

Not every writer is a journalist, but you can be. Whether you've never written an article or just starting out in the industry, your stories can make a difference. At fraycollege, we can help you bridge the gap between creative writing and accurate, factual reportage about real people and current events. Our training will help you on your journey towards writing a first draft, putting forward compelling narratives and showcasing people's lived realities.

Good journalism is grounded in facts. It informs, educates and entertains consumers while guiding and empowering them to make the best possible decisions for themselves, their families, their communities and society at large. Journalism is about factual writing, and accessible information for all.

This course will help you cast a critical eye over the current media discourse and look at your own writing through a new lens, examining what works and what does not. You will learn how to write for impact, shine the spotlight on injustice and highlight the successes that are evident every day in the world around you.

Factual writing doesn't have to be boring though –we'll help you weave a compelling, creative and colourful story, filled with rich narratives and attention-grabbing real-world characters that will leave readers hanging on your every word.

Our Journalistic Writing eLearning course consists of training videos, games, exercises, resources, assignments, interactive discussions and a final quiz that will test your knowledge as well as coaching in the writing of a story.

If you're looking for good, practical, writing training grounded in the principles of journalism and reportage, then this is the course for you.

*\*\* 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

**fray**college 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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