



# INSTITUTE FOR THE ADVANCEMENT OF JOURNALISM

JOURNOS' WRITING GYM

25-27 SEPT 2013

Facilitator: Graeme Addison

## PROGRAMME

	09h00 – 10h30	11h00 – 13h00		13h45- 14h45	15h00- 16h00
<b>Day 1</b>	<b>ALIGNING PERSONAL GOALS WITH MEDIA FORMS</b>				
	Introductions and personal goal setting. Principles of the course. Phases of writing. Framing a feature article idea.	Article readings and discussion. News writing exercise from given materials. Morning review.		Talk: The genres & of journalism from straight news & features to blogging and longform. Stylistic conventions.	Personal planning of feature article research. Discussion with colleagues. Day review.
<b>Day 2</b>	<b>MECHANICS AND THE MEANING</b>				
	Talk & exercises: Mind mapping, freewriting, drafting from notes. The sentence as the basic building block of prose.	Talk & exercises: Writing by design. From minds' eye to notebook and screen. Sense, structure & style. Morning review.		Infusing your writing with soul. The importance of story. Guest: Koffi Kouakou	Asking questions that get real answers. The art of active listening. Guest: Koffi Kouakou. Day review.
<b>Day 3</b>	<b>FROM DRAFT TO FINAL PRODUCT</b>				
	Report back on features. Rewriting and sharpening. Signposting, writing précis, SEO and metaparagraphs.	Self-editing, proofing and repurposing for different media formats with illustrations. Pitching and promoting the piece.		Workshop review, feature comments. Feedback and certificates.	Ends 15h30

By the end of the workshop you should be able to:

- Adapt your style for different purposes, from hard news to blogs & other formats
- Conceive of a news feature / current affairs / backgrounder article and plan the research
- Do interviews and keep notes more efficiently, with clearer writing goals in mind
- Draft, rewrite, revise and present stories with strong leads and firm endings
- Maintain reader / user interest throughout with well constructed sentences
- Write summaries and précis, as well as online meta-paragraphs with keywords in text
- Repurpose the story content for different print and online media
- Link the product with additional information sources and graphical elements
- Deal with editors to successfully place your work and gain reputation
- Gain confidence in your own vision and values as a reporter and writer

You will be required to plan, research and write a news feature article, using your own time outside the course, and bring it to the workshop by the third day.

We will be using the IAJ computer lab for some of the time. The offices open at 8am and close around 5pm.

Facilitator: GRAEME ADDISON 084 245 2490 [ngmuntu@gmail.com](mailto:ngmuntu@gmail.com)