

SHORT COURSE DETAILS

WE6771 FREELANCE WRITING

Tutor: JOANNA MOORHEAD

Dates: WEEKEND FRIDAY 3 MARCH – SUNDAY 5 MARCH

ABOUT YOUR COURSE:

Have you ever read a newspaper, magazine or online article and thought: I'd like to write a piece like that? If so, this fun and inspiring two-day course is for you.

Covering the basics of how to pitch and write articles for newspapers, magazines and websites, we look at how to hone ideas; how to judge whether a piece is 'right' for an outlet and how to pitch to an editor. We also look at techniques for writing for the current newspaper/magazine/online market. How do you put a piece together? What are the rules and tricks of professional journalism? How do you 'break in' and, once you are in, how do you keep getting work published?

We look at: what do I want to write about, and how can I write it? Where can I get ideas? Who can I write for? How important is networking? How do I get to know editors? Do I need to know people 'on the inside'? How much money can I make?

We also go into the nuts and bolts of journalism – what makes a good piece and how to craft a piece. The course is discussion based and includes short practical exercises and lots of insider tips.

An ideal course for those who are looking for a second or part-time second career and who want to have a go at writing, as well as those who sometimes need to write pieces for magazines and journals as part of their job. The course teaches you to see newspapers and magazines as a writer, and not just as a reader.

You will leave the weekend having written one or more pitches, and with a clear idea of how and where to feed them into a newspaper or magazine.

LEVEL: BEGINNERS

Starting points. For those with little or no experience who want to go back to basics and would like a structured introduction to a subject.

ABOUT YOUR TUTOR:

Joanna Moorhead is an award-winning freelance journalist who writes regularly for *The Guardian*, *The Times*, *YOU magazine*, *the Daily Telegraph*, *the Independent*, *Good Housekeeping*, Mumsnet and BBC websites. She is a columnist at The Tablet. She has also edited the Guardian's women's and health pages and made two arts documentaries for BBC Radio. She works mostly from home, and is a mother of four daughters.

TIMETABLE:

Arrival day: Friday 3 March

From 4.00pm	Arrival for residential students
6.45pm	Non-residential students please arrive by 6.45pm for welcome chat and dinner
7.00pm	Dinner
8.00pm – 9.00pm	First teaching session – attendance is an essential part of the course. It is absolutely essential that students attend the first evening session where the basic theory and technique will be introduced.

Other days: Saturday 4 March

9.15am	Morning classes start
10.30am	Coffee
11.00am	Morning classes continue
12.45pm	Lunch
2.00pm	Afternoon classes
3.30pm	Tea
4.00pm	Afternoon classes continue
5.00pm	Classes finish
From 6.30pm	Dinner
8.00pm	Evening working – the studio is open until 10pm

Departure day: Sunday 5 March

(Residential students to vacate rooms by 10am)

9.15am	Morning classes start
10.30am	Coffee
11.00am	Morning classes continue
12.45pm	Lunch
2.00pm	Afternoon classes
3.00pm	Classes finish
3.30pm	Tea then departure

REQUIRED PREPARATION:

Bring copies of magazines/newspapers you would like to write for.

MATERIALS FOR YOUR COURSE:

We have a generously stocked craft shop, which opens daily from 8.30am–2pm.

For any materials you need to purchase from the shop, we suggest you do so during the first morning of your course, after having discussed with your tutor.

Available from the Shop:

Notebook, pencil, pen

Please bring any of the above, if you have them, and in addition:

Laptop (if you have one)

Students also have access to PCs in the IT Suite or Library

HEALTH AND SAFETY:

The tutor instructs students in health and safety issues relevant to this course. There are no health and safety restrictions on access to this studio/teaching space in the absence of the tutor. All Personal Protection Equipment, apart from footwear, is provided by the College.