

Writing For Media

Week 14

PR Writing / Course Round-Up /
Revision

Notices

- Notices are around everywhere we go – in the supermarket, on the LRT, at the entrance of shopping centres, at the cinema.
- Most organisations have notice boards posted around the offices which are used to bring special items to the attention of the staff.
- Notices can serve a number of purposes:
 - Announce social events
 - Report on matters of interest to employees
 - Inform of new and remind of existing procedures
 - Advertise posts for internal appointment

Guidelines for designing notices

- Give notice a clear heading
- Use different size print for emphasis
- Use sub-headings to break up the main information logically
- Use bullet points to display points on separate lines
- Use paper effectively to display the notice attractively
- Include the name of writer at the bottom as a reference and date.

Questions

- What is the difference between advertising and public relations writing?
- What is the difference between hard news and soft news?
- There are SIX criteria for newsworthiness? Name and explain ALL SIX.
- What is the inverted pyramid writing style?
- Discuss when you would use the summary leads?
- Why is it important to write in an active voice?
- What other writing styles are there in addition to the inverted pyramid?

- What are some of the factors that influence coverage?
- How many types of quotations are there? What are they?
- When would you use a quotation in your reporting?
- When would you use a direct quotation in your story?
- What are the FOUR reasons for attribution?
- When is soft news appropriate?
- What are the different types of features?
- What is a slug?
- What would you do if a story in a broadcast copy runs to more than one page?

- What are actualities?
- Which of these punctuations is not used in a broadcast copy to indicate a pause – period (.), comma (,), semi-colon (;), ellipsis (...)? Why?
- What is the difference between a copy for a TV news story and a radio news story?
- What is the purpose of a storyboard?
- Why is copywriting so important? Discuss.
- What is the purpose of advertising?
- Name the FOUR departments in an advertising agency?