

## OSCAR President

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**From:** Richard Bruinsma <bruinsma1@bigpond.com>  
**Sent:** Monday, 9 April 2018 19:08  
**To:** 'OSCAR President'  
**Subject:** Media/News writing workshop

Hi Greg,

Thanks for your time on the phone earlier.

As discussed, I am happy to host a media writing workshop for members of OSCAR.

As we mentioned, the aim of the workshop would be to provide members with information that hopefully helps them understand the media and prepare effective media releases that generate positive responses - and therefore more publicity - from media outlets:

Some of the topics would be:

1. How a newsroom operates and why;
2. The content, structure and length of an effective media release;
3. The importance of the 5Ws and the H (who, what, where, why, when and how) in the first paragraph;
4. The importance of the three-part headline;
5. How to deliver media releases to the media outlet;
6. Photos and captions;
7. Activity: writing your own media release;
8. Liaising with the media.
9. And more... ☺

As mentioned, the cost of such a workshop would be around \$15 per person, to cover costs.

A suitable date might be a Saturday in June, however, I am happy to further discuss this and any other details with you.

Kind regards

Richard Bruinsma

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