

**Press Release Contact Information:**

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**Break into the lucrative world of freelance writing with award Marion Scher.**

*The course is aimed at anyone who has ever wanted to earn their living through writing or wants to simply improve their skills. This course will give you the tools to write newspaper and magazine articles, press releases and edit copy.*

**/24-7PressRelease/** - SOUTH AFRICA, April 04, 2008 - The idea of this course is for the participants to produce at least two articles, possibly a profile, travel, health, humour piece and even an issue story.

The course will cover:

- Researching and finding stories
- Finding angles
- Interviewing skills
- Using creative writing
- Feature story formulas
- Editing your own and other's copy
- MOST IMPORTANT - Finding the markets and SELLING your work
- We will cover another lucrative market - press release writing.

Successful journalism is about writing for your reader. This is simply a case of learning the correct formulas and putting them into practice.

COST: R6000 00

A DEPOSIT OF R3000 00 TO BE PAID ON BOOKING WITH THE BALANCE TO BE PAID ON 7TH MAY, 2008. DUE TO THE NATURE OF THE CONTENT I CAN ONLY TAKE 6 PEOPLE.

TO CONFIRM OR FOR FURTHER INFORMATION CONTACT: MARION SCHER - 646 5138 OR 082 467 6046 - [www.mediamentors.co.za](http://www.mediamentors.co.za)

This course is being run by award winning journalist Marion Scher. A journalist with 20 years experience in the media, Marion not only writes for many of South Africa's top publications, but has had extensive experience in both radio and television, working in research, production and the presentation field.

Through her company Media Mentors she consults and trains in the corporate world as well as parastatal and NGO organisations - her speciality being training people on all aspects of media.

For the last 14 years she has been head of journalism at Damelin College, Bramley with her pupils now working in every major field of journalism both here and overseas. Marion regularly gives courses both for the Magazine Publishers Association and PRISA, as well as designing specific media courses for companies. She is the author of two books\* and is currently working on two more.

She is completing her Master's Degree in journalism (Thesis - editorial trends in the media) and is a member of the MAPPP SETA Committee. (Magazine, Advertising, Printing, Publishing and Packaging SETA) as well as being a registered SAQA trainer and assessor. In 2005/5 she was awarded the Rosalynn Carter Fellowship for Mental Health Writing and was chosen as the Fellow to present, alongside President Jimmy Carter to their Board of Councillors at last year's meeting in Atlanta, Georgia.

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Media Mentors is involved in media training, consulting, writing, editing - in short anything to do with media and the written word.

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