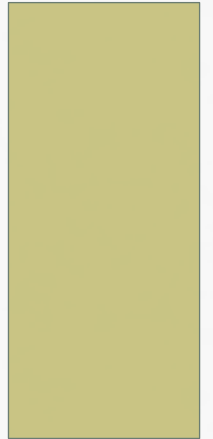


HOW TO WRITE

ZAIMASURI, M.I.KOM



WRITING ISN'T A TALENT YOU'RE BORN WITH: IT'S A SKILL
THAT YOU BUILD OVER TIME.

1. KNOW YOUR MEDIUM AND ITS PURPOSE

- Why are you writing this?
- Who are you writing for?
- Is it for entertainment purposes?
- Are you trying to inform the audience of something?

THE TYPE OF TEXT WRITING

- **Creative writing:** ability to immerse readers into an imaginary world.
- **Creative nonfiction:** think investigative news stories, personal essays, memoirs, and biographies.
- **Marketing writing:** the purpose is to provide information about the product or service and to make a brand image
- **Academic writing:** the purpose is not only to relay information but also to engage and derive meaning from it, so the writing must be to the point, logical, and persuasive.

2. SOAK IN THE WISDOM OF OTHER WRITERS

- Learn to read like a writer
- Though it sounds obvious, you need to read a lot, and you need to read *critically*. Think about the purpose of each piece you come across and trace along to see how the author accomplished it. What made their delivery so effective?

3. MINE FOR IDEAS, THEN REFINE THEM INTO A PLAN

- Freewrite your thoughts
- Start brainstorming
- Create an outline

4. WRITE YOUR FIRST DRAFT LIKE NOBODY'S READING

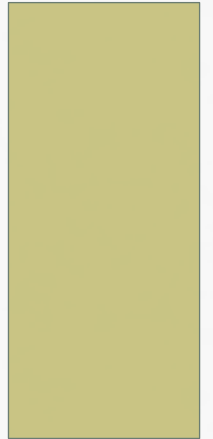
- To quote Jodi Picoult, “you can always edit a bad page. You can’t edit a blank page.”
- **Break your project down into smaller writing goals**
- **Try the trusted Pomodoro technique:** Essentially, this method asks you to work in periods of 20-25 minutes, during which you shut out all distractions

5. EDIT AND REWRITE WITH EVERY TOOL AT YOUR DISPOSAL

- The structure and flow of your content;
- Use of passive voice instead of active voice;
- The sentence length (some maybe too long to be comprehensible).

HOW TO WRITE A PRESS RELEASE

ZAIMASURI, M.I.KOM



WHAT IS PRESS RELEASE?

- A press release is the document that is issued to the press explaining the story that you, or your organisation, wishes to convey.
- **Writing a press release is not difficult and there is a fairly standard structure that most press releases take. The most important thing is to consider the audience you are writing for and to focus on the key messages that you need the press release to convey.**

WHY A PRESS RELEASE?

- The aim of a press release is to get as many journalists as possible to publish your story, whether online, on the radio, or in print. Everything else follows from that.

WHAT YOU NEED TO KNOW BEFORE YOU START

- **Journalists are busy people.**
- **Journalists are not usually experts in your subject.**
- **Journalists are not interested in you or your product.**

WHAT THIS MEANS FOR A PRESS RELEASE

- In practice, these four things mean that there are some fairly simple requirements for a press release:
- It needs to be short and concise.
- It needs to stand alone, without any supporting documentation.
- It needs to be written in easy to understand language.
- It needs to tell a story.
- It needs to provide information about where journalists can get more information

WHAT SHOULD GO INTO A PRESS RELEASE?

- Press releases need to tell a story, ideally one with a human interest angle. To help decide what should go into your press release, answer the following questions about your news:
 - **Who?** *Who are the key players?*
 - **What?** *What is new?*
 - **When?** *What is the timing of this?*
 - **Where?** *Where is this happening?*
 - **Why?** *Why is this news important?*
- As a starting point, writing down the answers to these questions can be helpful. It's then a matter of crafting the answers into short punchy sentences that tell your story and convey your key messages, ideally within the standard journalistic limit of 25 words

THE STRUCTURE OF A PRESS RELEASE

- **Start with a title that could be used as a headline for your story.**
 - This should be short
 - to the point
 - Your headline should convey the value of your story to the reader.
- **Your first paragraph is the most important** and should summarise your key message explaining “who, what, where, when, why?”
- **Following your introductory paragraph which sets the scene, include two or three additional paragraphs that explain the story in more detail, then a quote from someone senior in the organisation saying what effect it will have.**

START WITH THE MOST IMPORTANT INFORMATION

- When writing a press release, include the most important information at the start. This helps to catch the journalist's attention and mimics the structure of press articles which are written to be edited from the bottom up without the key message being lost.

TIMING

- Timing is often key to a successful press release, it is important to think carefully about when you would like your story published.
- At the top of your press release you should clearly indicate whether it is for immediate release or under embargo until a future date

IN CONCLUSION...

- Remember that you can influence, but not control what journalists write about your organisation, and what any particular news organisation chooses to publish.
- **You do, however, have total control over the messages that you issue. If you issue wisely, with a view to the story and those receiving the information, you will be more likely to influence successfully**