

Copy School founder hands over reins ahead of 2020 program

Copy School founder and chairman [Ray Black](#) has today announced his decision to step back from the leading copywriting school, handing over the reins to renowned ad agent John Bevins.

Black established Copy School, supported by NewsMediaWorks, in 2003, as an avenue to develop top-quality copywriting across the creative industry.

The school now operates annually in both Melbourne and Sydney, offering a stellar line-up of guest creative tutors from Australia's advertising and copywriting elite, as well as news media executives, keen to pass on their knowledge.

Mr Black said: "I am deeply grateful for the dozens of tutors who have generously given their time over the years to offer up lessons from the industry. These people have always enthusiastically accepted the invitation to participate and share their experiences for the benefit of the next generation of copywriters; the practical knowledge they've offered has been priceless."

He also extended his gratitude to NewsMediaWorks for their support, and in particular, Kylie Hannah for her enthusiasm and hard work behind the scenes.

Incoming chairman John Bevins said Ray had left big shoes to fill, but he was looking forward to taking up the challenge.

"Copy School has a reputation of uncovering strong copywriting talent across the creative industry and I intend to continue that legacy. The enthusiasm Ray has created over the years - from tutors, students and NewsMediaWorks - will ensure Copy School's ongoing journey is a rich one."

This year's Copy School will be held in Melbourne from 23 - 27 March and in Sydney from 4 - 8 May. Information about applications, along with the full line-up of guest speakers will be released soon.

NewsMediaWorks CEO, Peter Miller, said: "I'd sincerely like to thank Ray for his dedication and commitment to Copy School over the past 17 years. Copy School is

renowned for turning out strong copywriters, who have greatly benefitted from sessions with the industry's best. Ray's vision for matching creative up and comers with Australia's best writers has been hugely successful. We look forward to working with John to continue this program."

For more information on Copy School, please contact Kylie Hannah on 0404 000 664 or email kyliehannah@newsmediaworks.com.au.