

4 March 2019

MEDIA RELEASE



APPLICATIONS OPEN FOR 2019 COPY SCHOOLS IN MELBOURNE AND SYDNEY - Only 20 places available for each school for aspiring copywriters -

Applications have opened for the 2019 Copy Schools in both Melbourne and Sydney, sponsored by NewsMediaWorks, with another world-class line-up of guest creative tutors.

Copy School is designed to encourage the best quality copywriting across all channels and engages some of Australia's leading advertising creative directors and copywriters, as well as news media executives, to pass on their knowledge and experience.

Copy School will be held in Melbourne on 1st to 5th April and in Sydney from 6th to 10th May, and each school is seeking 20 young copywriters, or any aspiring copywriters, to attend the workshop series. The courses run from 9am to 12 noon each day for a week.

The Copy Schools in Melbourne and Sydney will provide participants with a real world brief that will be presented and critiqued on the final morning of the course.

NewsMediaWorks CEO, Peter Miller, said: "Copy School has become synonymous with unearthing some seriously good new talent for the creative industry. The core focus of Copy School on how to create great, effective advertising for brands from of the best in the business attracts a range of students from junior writers at agencies to marketers themselves. Anyone who graduates from Copy School is privileged to have harvested gold dust from Australia's best writers who give their time and knowledge freely. I'd like to sincerely thank our guest tutors for their generous commitment to Copy School."

In Melbourne, this year's convenor is Chris Taylor, Creative Director at Shabbadu. He will host some of the industry's best senior creative talent and a senior newspaper editor, who will donate their time to be guest tutors, including:

- John Bevins, Former Copywriter
- Elle Bullen, Creative Director / Partner, SDWM
- Paul Taylor, Executive Creative Director, M & C Saatchi Melbourne
- Sarah McGregor, Creative Director, Cummins and Partners
- Mark Fuller, Editor (Print), The Age and The Saturday Age
- Jess Wheeler, Associate Creative Director / Partner, Fenton Stephens

- Hilary Badger – Writer & Author, Clemenger – BBDO Melbourne
- Jim Ingram, Chief Creative Tinker and Founder, Thinkerbell
- Ted Horton, Chief Creative Officer, Big Red, Melbourne

In Sydney, this year's convenor is Ray Black, the Founder of Copy School, and he will host the following guest tutors:

- Jane Caro, Social Commentator, Writer & Lecturer
- Alex Derwin, Executive Creative Director, BMF Australia
- Tim Brown, Creative Partner, Disciple
- Ted Horton, Chief Creative Officer, Big Red, Melbourne.
- David Morris, Writer
- Ralph Van Dijk, Founder and Executive Creative Director, Eardrum.
- Alexandra Smith, State Political Editor, The Sydney Morning Herald
- Mike Burdick, Executive Creative Director, 303 MullenLowe
- Ted Horton, Chief Creative Officer, Big Red Melbourne

The workshop fee is just \$275 per student. Copy School will donate the fully tax deductible fee to The Salvation Army in Sydney and Front Yard Youth Service in Melbourne.

Venue details are:

Melbourne:

Dexus Place
Level 14, 385 Bourke St, Melbourne

Sydney:

The Sydney Morning Herald
1 Darling Island Rd, Pyrmont

To apply for Copy School please contact Kylie Hannah on 0404 000 664 or email kyliehannah@newsmediaworks.com.au.

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About NewsMediaWorks: NewsMediaWorks is the peak organisation representing Australia's leading news media publishers. Established in 2006, it focuses on promoting the unique power and value of print and digital news brands as trusted and effective advertising partners that engage more than 90% of Australians every month. NewsMediaWorks also supports the regulatory interests of the sector including advertising codes and environmental sustainability. Its stakeholders are Nine Entertainment Co, News Corp Australia and Seven West Media's West Australian Newspapers.

For more information, please contact:

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