



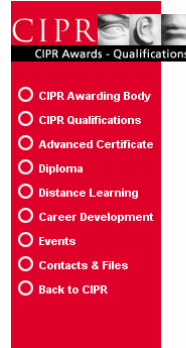
## Our graduate trainee scheme

Parker, Wayne & Kent is a small company that places great importance on the skills of our team, so we put significant investment into staff development.

Parker, Wayne & Kent achieved the Investors in People standard in just two years of operation.

Graduates are sent on external training courses in PR and journalism, and when appropriate other management disciplines.

Unless our trainees have already undertaken a CIPR approved degree, they will be enrolled to do the CIPR Certificate and/or Diploma.



[CIPR Advanced Certificate](#) | [Introduction](#) | [The course: learning methods](#)  
[Quality Assurance](#) | [Syllabus & Assessment](#) | [Enrolment Criteria](#)  
[Fees, venues & dates](#) | [Application details](#) | [Advice from current students](#)

### The CIPR Advanced Certificate in Public Relations

Academic year: 2006-07

The Advanced Certificate Course is owned by the Institute, which is responsible for appointing the examiners and maintaining the content and quality of the syllabus.

The Advanced Certificate Course is aimed at graduates interested in pursuing a career in public relations or those who have been working in the business, at fairly junior levels, for at least two years. It is a qualification in its own right, but serves as a valuable preparation for the CIPR diploma, the major vocational qualification for membership of the CIPR.

Those achieving success on the Advanced Certificate Course qualify for entry to the CIPR Diploma. The Advanced Certificate Course provides the

### Courses for Adults: Writing and Journalism

City > School of Arts > Education and Lifelong Learning > Courses for Adults (evening and weekend courses) > Writing and Journalism > Journalism > News Writing

#### News Writing

##### Course Outline:

This course will examine the craft of writing a news story in both tabloid and broadsheet styles. Most of the classes will centre around practical workshops aimed at teaching the skills involved in collating and presenting information to the standards which appear in daily newspapers.

- General background to the making of a newspaper
- Introduction to news writing and the general rules which apply to the structure of the story
- Intros – their vital importance to the news story and the art of writing them
- Punchy sentences – the necessity of writing in plain English which delivers active prose
- Words – the ones to avoid in news writing, along with tired clichés and needless repetition
- Examination of different newspapers styles
- Getting facts right – the necessity of being accurate

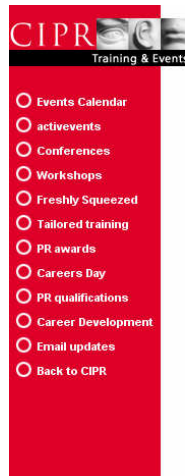
Monthly internal company training sessions and on-the-job coaching for trainees accompany these external courses.

Graduates must be focused on a career in public relations and must have public relations work experience, which we can provide, prior to being considered for a trainee position.

There are details of work experience placements at Parker, Wayne & Kent on the reverse of this page.

To apply for the scheme, please email your covering letter in the form of a press release and your CV to:

[entrylevel@pwkrecruit.com](mailto:entrylevel@pwkrecruit.com)



### About Freshly Squeezed

[View the Freshly Squeezed programme here](#)

**Freshly Squeezed** is a range of breakfast briefings for public relations practitioners with up to two years experience.

Finding time for training can be difficult, that's why we run this series of bite-size training seminars with the busy PR Executive/Press Officer in mind.

This year's Freshly Squeezed programme is bigger than ever and packed with even more sessions to help you improve the effectiveness of your PR – without eating up your day!

Pick up practical tips and advice on a range of PR and personal development skills including topics such as handling the media, working with design and photography, event management, how to be assertive and pitching for new business.