

How to Freelance & Article Writing

by Felix Cheong

WHAT YOU'LL GET

Learn effective methods for selling magazine and newspaper articles, and how to craft compelling feature articles from a professional freelancer and writer.

COURSE OUTLINE

Many writers make a living by selling articles to magazines and newspapers on a freelance basis. The trick is to generate saleable ideas and match them to the right publications. In particular, you must know exactly which publications are appropriate for which ideas. Topics include:

- Overview of the magazine/newspaper market
- How to generate saleable ideas
- How to write great query letters
- How to scope out magazines and newspapers
- Effective ways to make contact
- How to send your materials

Feature articles abound in magazines and newspapers, and they can even grow into books. Article writing combines the reporter's hunt for a story with a storyteller's flair. In our course, you will learn:

- Learn journalistic techniques as angles, research, interviewing, as well as craft elements such as description, structure, character, and voice.
- Types of features
- How to write articles that grab a reader's attention.

WORKSHOP LEADER

FELIX CHEONG was the recipient of the National Arts Council's Young Artist of the Year for Literature Award in 2000. He has published three books of poetry, of which his third, *Broken by the Rain* (2003) was shortlisted for the 2004 Singapore Literature Prize. He has also published a non-fiction book commissioned by the National Youth Council, *Different* (2005), which includes interviews with more than 50 successful Singaporeans like pop singer Kit Chan and entrepreneur Charles Wong. In 2006, he published his first work of teen fiction, *The Call from Crying House*, which is now being used as an English Literature text in secondary schools. The sequel, *Woman in the Last Carriage*, was published in 2007.

Felix's creative work has been published extensively in newspapers like *The Straits Times*, poetry journals like *Quarterly Literary Review of Singapore*, foreign journals like *Papertiger* and *Stylus Poetry Journal*. As a literary activist, he has been involved in promoting Singaporean literature abroad. He was instrumental in organising and leading a Singapore contingent on 4 successful reading tours – The Philippines (2001), Australia (2001), the US (2002) and UK (2003). He is currently a regular columnist for *The Edge Singapore* and *Today* newspapers.

TARGET AUDIENCE

For anyone interested in freelancing and writing features articles for magazines, journals and newspapers.

DATE and TIME

19 June 2009 (Fri), 9.30am to 5.30pm

VENUE

Imagination Room, Level 5,
National Library Building, 100 Victoria Street

YOUR INVESTMENT

S\$250 per person
S\$200 for Early Birds who register by 18 May 2009; or
group registration of 2 & above

Organised by



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COURSE ADMINISTRATION

Registration Fees (please tick one)

- S\$250 per person
 S\$200 per person for early bird registration by 18 May 2009
 S\$200 per person for group registration of 2 & above

Fee is nett and is in Singapore dollars. Includes workshop materials and tea breaks.

Ways to register

1. Register online by visiting www.bookcouncil.sg
or
2. Complete the form below and fax it to **(65) 6742 9466**.

Cancellation & Substitution

Fees paid are non-refundable but transferable. Requests for cancellation must be made on/before 5 June 2009, after which a cancellation charge of 50% of the full course fee is applicable.

Payment

Payment is required before the workshop commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS", mailed together with your form to us. Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/emailed/submitted your online registration.

Mailing Address

National Book Development Council of Singapore
c/o Geylang East Community Library
50 Geylang East Avenue 1
Singapore 389777

Enquiries

Email : clap@bookcouncil.sg
Tel : (65) 6848 8290

ABOUT THE ORGANISER

NBDCS is a non-profit umbrella body inaugurated in 1969 to promote storytelling, reading, writing and publishing, with a current objective to establish and develop Singapore as the Asian centre for publishing and the literary arts. NBDCS brings Singapore book industry and literary community together through industry events, courses, seminars, conferences and author lectures. NBDCS has been organising the prestigious Singapore Literature Prize since 1990 and also manages the Centre for Literary Arts and Publishing and Singapore Writers Centre

Registration Form – How to Freelance & Article Writing

Mr/Mrs/Ms/Dr _____

Organisation: _____

Designation: _____

Address: _____

Tel: _____ Mobile: _____ Fax: _____

Email Address: _____

I am paying by cash/cheque. Bank: _____ Cheque no.: _____

I am sponsored by my company / organisation.
Contact person for invoicing: _____ Email: _____