



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Pitching News Stories And Feature Ideas Training

Communication Studies and Language / Media Studies

Unit Standard 117545 · NQF Level 5 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the skills to identify, develop, and pitch compelling news stories and feature ideas to editors and media gatekeepers. Participants will learn to craft persuasive pitches that align with editorial needs and audience interests, enhancing their ability to secure coverage in print, broadcast, or digital media.

Category	Communication Studies and Language
Subfield	Media Studies
Unit Standard	117545
Accreditation	SAQA Accredited · NQF Level 5 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify and evaluate news angles and feature ideas that align with target media outlets' editorial policies and audience preferences.
- Develop a structured pitch package including a hook, angle, sources, and supporting materials.
- Apply persuasive communication techniques to tailor pitches for different media formats (print, broadcast, online).
- Analyze feedback from editors to refine and resubmit pitches for improved acceptance rates.
- Demonstrate ethical considerations and accuracy in pitching news stories and feature ideas.

WHO SHOULD ATTEND

- Journalists, public relations practitioners, content creators, and communication professionals who need to pitch stories or feature ideas effectively to media outlets and editorial teams.

COURSE OUTLINE

Day 1: Foundations of News and Feature Pitching

- Defining news vs. feature content.
- The anatomy of a successful pitch: angle, hook, and news peg.
- Researching media outlets and understanding editorial calendars.
- Identifying newsworthy angles from everyday events.
- Crafting a compelling one-line summary.
- Writing a pitch email: subject line, body, and call to action.
- Common pitching mistakes and how to avoid them.
- Practical exercise: Draft a pitch for a local news story.

Day 2: Advanced Pitching and Practical Application

- Adapting pitches for print, radio, TV, and digital media.
- Pitching feature ideas: narrative arcs, human interest, and exclusivity.
- Timing and follow-up: when to send and how to nudge.
- Building and maintaining media contacts.
- Handling rejection and constructive feedback.
- Ethical considerations in pitching: accuracy, fairness, and sensitivity.
- Practical exercise: Pitch a feature idea to a specific outlet.
- Group feedback and refinement of pitches.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,200.00	R 16,200.00
1	In-House	R 21,000.00	R 21,000.00
1	On-Campus (Pretoria)	R 24,300.00	R 24,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
04 Aug 2026	05 Aug 2026	On-Campus	Dubai, UAE
04 Aug 2026	05 Aug 2026	On-Campus	Mauritius
04 Aug 2026	05 Aug 2026	On-Campus	Lagos, Nigeria
06 Aug 2026	07 Aug 2026	On-Campus	Pretoria, South Africa
06 Aug 2026	07 Aug 2026	On-Campus	Cape Town, South Africa
06 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 117545) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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