



**An introduction to copywriting for all media, from print and web to broadcast and beyond! Learn the basics from real ad pros with decades of experience in the industry. Short, concise and easy to read, it's the book you'll keep coming back to throughout your career as an ad writer.**

## **Writers, Write!** *A Pocket Guide to Media Writing*

Authors: Joshua Hampton & Vijay Reddy  
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## **Writers, Write!** *A Pocket Guide to Media Writing*

*Writers, Write!* is not only a great introduction to the art of media writing, it's a great resource for seasoned professionals of all kinds. It's an easy read—and we mean really easy. Our goal was to keep it conversational. To avoid convoluted lessons bogged down with terminology and jargon. In fact, our writing style underscores one of the book's key points—keep it simple.

For the most part, writing for media is about saying what you need to say and getting right to the point. That's what we've tried to do in this book. From the very first page you can jump right in and get started. So whether you're a student who needs a quick reference guide, a busy CEO who'd like to better understand the art of writing, or a copywriter just starting out in advertising, you'll be able to understand and implement the helpful tips in this book right away.

### **What's Inside**

*Writers, Write!* covers a wide-range of media writing, beginning with print and web then expanding into scriptwriting for radio and TV.

- Brochures, Magazine & Newspaper Ads
- Direct Mail & Outdoor Advertising
- Press Releases
- Website, Blogs & Banner Ads
- Radio & TV Scripts

Readers will also find insights into the creative process and the workings of the typical ad agency, as well invaluable advice for writers at any stage of their careers.

### **About the Authors**

**Joshua Hampton** is an award-winning writer with almost two decades experience in the advertising industry. As a Senior Copywriter and Associate Creative Director, he writes and directs creative for brands such as KFC, Taco Bell, American Medical Association, and many others. Joshua graduated from Indiana University-Bloomington with degrees in Film & Telecommunications.

**Vijay Reddy, PhD**, is a professor and coordinator of the Advertising department at Indiana University Southeast. He is also a consultant for several national and international Fortune 500 businesses. He has received several teaching accolades including the prestigious FACET (Faculty Colloquium on Excellence in Teaching) award. Dr. Reddy earned his PhD from Ohio University.

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