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Vital statistics

A total of 14,818 NCTJ examinations/assessments were taken throughout 2013-14

8,498 preliminary exams
1,145 portfolio assessments
681 national exam sittings

There were 4,326 shorthand exam sittings

1,607 students were enrolled to sit Diploma in Journalism exams on one of
78 accredited courses at 39 approved centres
397 candidates achieved the gold standard while on an accredited course

439 students were enrolled on non-accredited courses and sat NCTJ exams and

279 candidates sat NCTJ exams in the national exam sittings

The total number of National Qualification in Journalism/National Certificate Examination exams sat was 849

265 trainees sat the NQJ/NCE

256 reporters, 5 sports journalists and 4 photographers

181 trainees achieved the gold standard of passing the NQJ/NCE –

172 reporters, 4 sports journalists and 5 photographers

Registrations in 2013-14 consisted of 241 reporters, 3 sports reporters and 4 photographers

28 scheduled and in-house short training courses were run in 2013-14
It’s said that you cannot teach an old dog new tricks, but the media tycoon Rupert Murdoch continues to confound orthodox opinion. At the age of 83 he has embraced the world of Twitter with enthusiasm. A little while ago he responded to the popular view that newspapers were being killed by the internet:

“Newspapers suffered more from radio (60 yrs ago) and TV (30 yrs) than Internet today. What happened to evening papers before dial arrived?”

Apart from demonstrating that there is still an important place for sub editors – it’s easy to miss letters on those glass phone screens – his tweet should encourage a little perspective. We are past the glory days of print, but a remarkable number of titles survive – and some even thrive – in defiance of those who forecast their closure.

I imagine Mr Murdoch is looking for a “git” where he writes “dial”, in which case he is right about that too: the circulation of evening papers was falling long before the internet. But death is not inevitable: the London Evening Standard found new life by going free to create a 900,000 circulation that advertisers could not ignore – and turned a multi-million pound loss into a growing profit.

Which is not to say that things are rosy. Newspapers aren’t making the money they did and most now work with a fraction of their previous staff. Rates of pay for journalists are depressing. Career paths are unclear. While there’s great excitement about digital – a new world in which some entrepreneurial thinkers are making astonishing fortunes on the basis of future promise – there’s little comfort for the foot soldiers below who wonder whether any of that wealth will percolate to other reaches of the industry.

Yet there seems no end to the line of bright, energetic young people who want to get into that thing we still call journalism, who believe it can offer a role that is interesting, entertaining, stimulating, mischievous and – yes – even important. What are we to say? You’re mad – go and find something safer, with a clear pay structure and an obvious way to get on? Be an accountant, learn business, settle down?

Or do we take a different view? Well, if you are sure about this, then develop the skills that will help you make a living. You’ve got the passion, now make yourself employable. There are basic principles to reporting that apply whether you are writing a story, making a video or producing audio. The internet has changed the medium: it shouldn’t change those principles. As the NCTJ develops in the new world, we want to introduce the new skills that newsrooms are looking for, but not at the expense of core tenets to do with balance and objectivity that go to the essence of journalism.

So we talk to employers about what they want and to our students about what they need. We work with universities and training centres to adapt courses to new realities, whether that is greater emphasis on ethics or more practical work on writing for the web. As more and more words and images are disseminated on the internet every day, we believe there is additional value in the stories and pictures that we can trust, produced by people who have taken the trouble to train. We don’t make it easy, but we hope we make it worthwhile.

Kim Fletcher
Chairman
This year marked the culmination of our ambitious five-year plan to transform the NCTJ into a charity working in all media sectors and for all journalists and has provided the opportunity to make an even greater impact.

We have worked with employers across the media, reforming apprenticeships, setting benchmarks for the training and assessment of ethics, accrediting courses to even more exacting standards, and broadening our training and qualifications further and in-line with digital developments.

There were some memorable milestones during the year: celebrations to mark 60 years of the journalists’ “bible” McNae; the BBC’s endorsement of the Journalism Diversity Fund at the annual lunch; the first cohort of young newspaper, magazine and broadcast apprentices starting their training at Lambeth College; and our chairman’s appeal for continuous training for all journalists at the Society of Editors’ conference.

Our Student Council has evolved into one of the best events in our calendar when tomorrow’s journalists meet to discuss their training and career ambitions. Bournemouth University hosted an amazing skills conference and we organised a plethora of other events covering defamation changes, ethics training and mobile journalism. We have enjoyed teaming up with Press Gazette to produce a popular new careers guide. Our HoldtheFrontPage Training Matters blog goes from strength-to-strength.

In the following pages you can read more about our charitable work and our priorities. Everything we do is geared towards our mission to deliver the premier training scheme for journalists and provide a world-class education and training system to develop journalists for the demands of a fast-changing multimedia industry.

Our latest research, Emerging Skills for Journalists, has helped us understand this change and where we need to focus our work in the future. Three main drivers of change are highlighted: developments in the business environment; the aftermath of Leveson; and IT and digitisation. These all have implications for the way journalists do their jobs, the age balance and employment patterns of journalists, the quality of journalism, the wider range of platforms journalists are working across, relationships with audiences, and further multi-skilling.

We face some challenging issues and tough decisions. How can we support a diversifying and increasingly complex journalism market? What is the future for training and qualifications for photographers? How can we best defend quality against the rising costs of education and lowering of funding? How can we work effectively with a fragmented careers service? Why do so many unaccredited bogus journalism courses get away with misleading students?

The year ahead will see some exciting projects come to fruition – including a new international journalism qualification and accreditation standard, reformed journalism apprenticeships and delivery of the foundation certificate in schools, evening classes and community projects.

The Journalism Diversity Fund will be ten years old in 2015 and we will be celebrating the success of people the fund has helped and thanking NLA media access and all the contributors and supporters.

We are looking forward to a fabulous conference in Sheffield working in partnership with two of the country’s top journalism schools, Sheffield College and the University of Sheffield.

Each year our chairman’s award recognises an individual’s outstanding contribution to training and it’s always a tough decision to choose from so many committed and generous people. Thank you to everyone involved in our work – particularly all our volunteers and supporters. The NCTJ’s success is your success.

Joanne Butcher
Chief executive
Our strategy has four objectives: accrediting education and training providers and recognising courses of excellence; offering outstanding professional qualifications which guarantee the high standards of journalism needed in the workplace; fostering continuing professional development for journalists throughout their careers; and providing services and products that are demonstrably helpful and relevant to customers.

Our work in 2013-14 was rooted in our current strategy. This focuses on six priorities:

- To extend the NCTJ's role and influence in order to deliver effective products and services for all journalists across all media sectors and at all stages of their careers
- To develop and broaden the progressive framework for ‘gold standard’ journalism qualifications that are the respected benchmark of excellence
- To support and enhance the high standard and quality of education and training provided by accredited journalism courses for employability
- To take action to ensure high ethical standards of journalists and greater public confidence and trust in journalists
- To take action to achieve greater diversity of journalists in the media industry
- To communicate effectively with all target audiences to increase awareness of the NCTJ's brand values, its role, agenda-setting activities and status as a charity
Extending the NCTJ’s role and influence

Emerging Skills for Journalists

Following the successful publication of *Journalists at Work 2012*, the directors commissioned a follow-up study, *Emerging Skills for Journalists 2014*, to identify the issues and the impact of changes affecting journalism.

The independent report and its findings were based on detailed submissions from journalists, educators, employers and industry bodies from all sectors of the media.

Three main drivers of change are highlighted in the report: developments in the business environment; Leveson; and IT and digitisation. These have implications for the way journalists do their jobs, the age balance and employment patterns of journalists, the quality of journalism, the wider range of platforms journalists are working across, relationships with audiences, and further multi-skilling.

While traditional skills remain vital to journalism, the report pinpoints a number of enhanced skills that are needed to equip the current work force for the demands of the digital newsroom.

This programme of research feeds directly into the provision of journalism training and qualifications via the NCTJ’s development strategy, as well as contributing to the wider discussion on the current and future employment of journalists and the use of journalistic skills.

Apprenticeship trailblazer

In March 2014, the NCTJ became part of a government initiative to develop new standards and assessment approaches for apprenticeships. An employer-led initiative, the NCTJ worked in partnership with a number of employers across the media sector to become a ‘trailblazer’; leading on the development of reforms to the current apprenticeship model.

Our role was to facilitate the group and drive the new approach to employer-led apprenticeships. Employers on the group included: Archant; the BBC; *The Independent and i* newspapers; Johnston Press; Kent Messenger Group; *London Evening Standard*; and Newsquest. The department of business, innovation and skills (BIS) supported the process.

The new apprenticeship standard for journalism, which includes the NCTJ Diploma in Journalism qualification as a mandatory requirement and leads to the role of a ‘junior journalist’, was approved by the minister for skills and published in 2014.

Higher-level apprenticeship in journalism

The NCTJ and journalism employers have been successful in a bid to develop a standard for a higher-level apprenticeship in journalism. The group will produce a new apprenticeship standard and assessment plan for the role of a senior journalist during 2014-15.

Skills minister Nick Boles visited Sky as the announcement was made and met Bella Vuillermoz, director of Sky Academy, Nicola Hart, head of future talent, Andy Cairns, executive editor, and Laurie Tucker, head of training, at Sky Sports News, and Joanne Butcher, chief executive of the NCTJ. They were able to discuss the apprenticeship reforms and the minister also met Sky’s first journalism apprentice, James Kilpatrick, who is working at Sky Sports News while on a day-release course at Lambeth College.'
Certificate in Foundation Journalism

The Certificate in Foundation Journalism provides an introduction to journalism skills and is aimed at community reporters, students, volunteers, bloggers and those with an interest in journalism who want to learn more about what the job entails.

Interest in the qualification has risen in 2014, particularly with schools and sixth-form colleges, as it can be delivered alongside A-levels as an additional vocational course. The certificate also attracts a UCAS tariff which is useful to students intending to progress to university. Brighton Journalists Works were the first centre to pilot the qualification through evening classes and through two local schools, Brighton Hove and Sussex Sixth Form College and Hove Park School Sixth Form.

Journalism apprenticeships

The inaugural journalism apprenticeship programme began in September 2013. Twelve journalism apprentices from a range of employers including: Archant London; BBC Radio 4; The Independent and i newspapers; London Evening Standard; and the Kent Messenger Group, attend Lambeth College on a day-release basis working towards gaining the Diploma in Journalism qualification alongside the Level 3 Advanced Apprenticeship in Journalism.

The scheme is due to complete in 2015 and another three schemes are now up and running in conjunction with Darlington College, Lambeth College and City of Wolverhampton College with a combined total of 68 apprentices.

Joanne Butcher spoke about the benefits of employing apprentices at the Society of Editors regional seminar in April. She was joined on the panel by the Duke of York, who is a strong supporter of vocational training, and Doug Wills, managing editor of The Independent titles and the London Evening Standard. They were also joined by apprentices on the pilot scheme including Dan Wright, Mollie Goodfellow and Jochan Embley.

Diploma in Journalism reviews

The fast-pace of change for how journalists work and ever-changing technologies, including the use of social media, creates a challenging environment for educators and trainers and the NCTJ strives to keep its qualifications and training up-to-date.

Two specialist options, production journalism and videomagazine, for online, were reviewed in detail this year to assess their continuing relevance for trainee journalists in the newsroom. Surveys and focus groups were conducted with employers, tutors and trainers to gain feedback and suggestions for both subjects.

The journalism qualifications board (JOB) approved the following changes:

Production journalism

The assessment has more focus on editing and online headline writing within a template page. Candidates must identify a legal or ethical consideration in the lead story and are given a picture.
story to crop and edit and create a ‘call to action’ to drive traffic to the website.

Videojournalism for online

The assessment has been revised to reflect the use of social media as a platform for video and driving traffic to news websites. Candidates must produce tweets and video ‘snippets’ for each story they edit along with an online headline and a text story.

The range of specialist options offered in the diploma will be reviewed in the coming year.

NQJ for press photographers

Due to a shift in the market for employers to use freelance press photographers, the photography exam board redeveloped the National Certificate Examination (NCE) to broaden the market for photography qualifications.

The National Qualification in Journalism (NQJ) for Press Photographers was introduced in 2014 and is being piloted with a small number of press photographers. Eligibility for the new qualification includes the NCTJ Diploma in Journalism for Press Photographers and Photojournalists, or relevant industry experience plus the diploma qualification in media law for photographers (which can be studied via distance learning). Candidates also have to demonstrate their skills and experience by submitting a series of published and verified pictures covering news, sport and features.

The first sitting of the NQJ will take place in 2015.

“We are developing NCTJ qualifications that move with the times and provide a benchmark trusted by editors.”

Donald Martin, editor-in-chief DC Thomson Newspapers and chairman, journalism qualifications board
National Qualification in Journalism, 2013-14

Reporters
July 2013

Katie Anderson  Rognor Regis Observer
Lauren Archell  Luton on Sunday
Helen Frances Hannah Barnett  Harwich & Manningtree Standard
Rachel Bishop  Richmond & Twickenham Times
Hollie-Marie Bone  Cornwall & Devon Media
James Broadhurst  Times & Star
Jonathan Brown  Yorkshire Evening Post
Rachael Burnett  Dorset Echo
James Burton  Hull Daily Mail
Anna Clarke  Westmorland Gazette
Hannah Colllisson  Hastings & St. Leonards Observer
David Comeau  Courier Media Group
Joseph Curtis  The Hampshire Chronicle
Damian Fantanto  Lancashire Mercury
Laura Nightingale  Manchester Evening News
Sarah Fielden  Oxford Mail
Phoebe Halsey  Shropshire Star
Ben Hargreaves  Whitchurch Guardian
Amy Dyduck  Richmond & Twickenham Times

Reporters
November 2013

Matthew Abbott  Thurrock Gazette
Ramzy Alvaekel  Romford Recorder
Emma Angell  Courier Newspapers
Ellis Barker  Newbury Weekly News
Kathryn Cain  Bedford on Sunday
Johanna Carr  The West Briton
Elise Chamberlain  Sutton Coldfield Observer
Marcus Chippindale  Bucks Herald
David Cosgrove  Hertfordshire Mercury
Robin Cottle  Bexley Times
Jessica Cree  Lancastershire Telegraph
Robert John Dalling  Llanelli Star
Lizzie Dearden  Ilford Recorder
David Doyle  Romford Recorder
Anna Dubuis  Dagenham Post
James Dunn  Grimsby Telegraph
Alexander Evans  Weston Worle & Somerset Mercury
David Freezer  Eastern Daily Press
Sam Inkersole  Courier Newspapers
Ben James  The Argus
Laura James  The Sentinel
Nicola Jaques  The Garstang Courier
Lydia Sophia Johnson  Hereford Times
James Johnson  News & Star
Alex Johnston  Ackrill Media Group
Craig Jones  Wiltshire Times
Luke Lambert  Evening Echo Newspapers, Basildon
Lucy Elizabeth Leeson  Hull Daily Mail
Samantha Lewis  Advertiser
Stephanie Manley  Wiltshire Gazette
Katie Mansfield  Essex Enquirer
Michael John Marsh  Somerset County Gazette
Hardeep Matharu  Epsom Guardian
Daniel Robert Milligan  Somerset County Gazette
Sophie Morgan  Western Gazette
Samuel James Morris  Lincolnshire Echo
Andrew Nowell  Wigan Evening Post
Amanda Nunn  Ilford Recorder
Lisa Porter  Target Series
Thomas Potter  East Anglian Daily Times
James Preston  Maidenhead Advertiser
Jonathan George Pritchard  Shropshire Star
Jason Pritchard  Banbury Guardian
Emma Rigby  Wirral Globe

Reporters
March 2014

Alexander Robertson  Courier Media Group
Sarah Robinson  Whitehaven News
Daniel Robinson  Oxford Mail
Anna Slater  Hendon Times Group
Sophia Sleigh  Sutton Guardian
Francesca Taffs  North Devon Journal
Jonathon Taylor  Western Gazette
Christopher Terris Taylor  Warrington Guardian
Sarah Trotter  News Shopper
Emma Walker  Dorset Echo

Reporters
November 2014

William Ackermann  Express & Star
Christopher Adams  Lancashire Telegraph
Shams Al-Shakarchi  Courier Media Group
Richard Ashton  Brancknell News
Hywel Barrett  Hunts Post
Donna-Louise Bishop  Eastern Daily Press
Hannah Louise Bryan  Newsquest (North East)
Sara Bryce  Isle of Wight County Press
Elizabeth Buchan  Cambridge News & Mail
Adam Care  Wiltshire Times
Rebecca May Carr  Kidderminster Shuttle
James Chapple  Camberley News
Daniel Chipperfield  Gloucestershire Gazette
Rebecca Cohen  Burnley Express
Thomas Cotterill  Littlehampton Gazette
Emily Davies  Oswestry Advertiser
Michael Davies  The Argus
Nazia Dewji  Surrey Comet
Charlotte Dobson  The Bolton News
Amy Dyduck  Richmond & Twickenham Times
Martin Elvery  Banbury Guardian
Bethan Evans  Weston Worle & Somerset Mercury
Joseph Faretra  Andover Advertiser
Samuel Greenway  Bromsgrove Messenger/Adviser
Philip Hayes  Courier Media Group
John Alexander Hayward  Freelance
Hannah Hulme  The Sentinel
Matthew Hunter  East Anglian Daily Times
Amy Jones  Western Telegraph
Lee Kettle  Tamworth Herald
Emma Lake  Bury Free Press
Timothy Oliver Lamden  Ham & High
Andre Langlois  Surrey Advertiser
Tim MacFarlan  News Shopper
Frederick Mayhew  Barking & Dagenham Post
Ruth McKee  Enfield Gazette & Advertiser
Hayley Milli  South Wales Argus
James Morris  Congleton Chronicle
NQJ awards

There are six awards for the top performers in the National Qualification in Journalism (NQJ) exams. Four are presented after each exam cycle (three a year), and there are also annual awards, given out at the end of the academic year.

The winners are:

Society of Editors’ Award for the best performance in the news interview exam:
Duncan Leatherdale, *Northern Echo*
Ramzy Alwakeel, *Romford Recorder*
Emma Robinson, *Maldon and Burnham Standard*

The Esso Award for the best performance in the news report exam:
Janine Rasiah, *Henley Standard*
Emma Rigby, *Wirral Globe*
Shams Al-Shakarchi, Courier Media Group

The Ted Bottomley Award for the best performance in the media law and practice exam:
Helen Barnett, *Basildon Echo*
Lizzie Dearden, *Ilford Recorder*
Emma Robinson, *Maldon and Burnham Standard*

The Newsquest Award for the best logbook:
Rachael Burnett, *Dorset Echo*
Jonathon Taylor, *Western Gazette*
Joshua Powling, *West Sussex County Times*

The Pamela Meyrick Award for the best NQJ candidate working on a newspaper in the north of England or north Wales:
Andrew Nowell, *Wigan Evening Post*

The TS Murray Award for the best-performing candidate employed by a Scottish newspaper:
Michael Owens, *Evening Telegraph*, Dundee
The accreditation process

The NCTJ’s accreditation system is proof of how deeply editors care about the standard of training on offer to young people seeking a career in journalism. In an era when the pressures of the day job are often intense, the great majority of editors are only too willing to give up their time to spend a day sitting on an accreditation panel visiting their local course. Those who do turn down the invitation usually respond with a message along the lines of: “Can’t make that day, but would love to get involved another time.”

The involvement of senior working journalists from all parts of the industry is at the heart of an accreditation system which is professional, challenging, supportive and fair. Course leaders respect the opinions of editors, and panellists are often invited to return for a guest lecture to the students. Increasingly, editors – whether their own background is in print, online or broadcast – encourage courses to teach the full range of skills needed for today’s digital-first newsrooms. Editors always relish meeting the students, generally using the occasion to insist on the importance of shorthand.

We are very grateful to all the industry professionals who give their time to sit on accreditation panels and provide valuable feedback and support which ensures that courses are able to remain in touch with the needs of the industry.

Week after week, the accreditation system provides a place to meet, discuss and exchange ideas for journalists, lecturers and students. These conversations ensure that the accreditation system stays relevant to all sides of the industry. If a course is accredited by the NCTJ, a prospective student can be sure that they will be taught the essential skills of the trade thoroughly by people with a wealth of professional experience. This happens because an NCTJ-accredited course delivers vocational training which meets an industry standard recognised across the UK media industry as the hallmark of excellence.

The NCTJ believes that the solid framework of core skills provided by the industry standard gives the experts at universities, colleges and commercial training centres the freedom to create individual courses according to their own preferred structure and using their favoured methods of teaching.

During the accreditation process, the NCTJ also aims to:

- Ensure the NCTJ syllabus is delivered effectively so that students leave the course ready to work as trainee journalists and eventually achieve their professional qualification, the NQJ, which raises them to the level of a senior journalist
- Support course leaders and lecturers as they work to teach students the converged skills that they need to work effectively in a 21st century newsroom
- Work in partnership with course providers and the accreditation board to maintain and inform an accreditation process that ensures quality, “real world” journalism skills which is flexible enough to accommodate creative initiatives

Supporting and enhancing quality journalism training
From Aberdeen to Bournemouth, and from Derry–Londonderry to Eastbourne, the NCTJ currently accredits 78 courses at 39 centres in every nation and region of the United Kingdom. From July 2013 to June 2014, 26 centres, boasting 50 courses between them, were visited for new accreditations, re-accreditations, monitoring visits, and advisory visits for new centres wanting to apply for accreditation.

**Newly-accredited courses**

Five new journalism courses were awarded NCTJ accreditation for the first time during the course of the 2013-14 academic year. They share a common theme: innovation to meet the changing needs of the industry. They are:

- Brighton Journalist Works – Part-time Diploma in Journalism
- Highbury College (in partnership with The News) – Academic Year Diploma in Journalism
- News Associates London and Manchester – One-year Diploma in Multimedia Sports Journalism
- University of Brighton – BA (Hons) Travel Journalism

**Taking action to improve shorthand results**

Over the past year, the accreditation board added its weight to the drive to help more students pass their 100 wpm shorthand exam. Picking up on concerns expressed over shorthand results in a number of accreditation panel reports, the board asked the head of accreditation to take a detailed look at how the subject is taught on accredited courses.

Shorthand teachers were surveyed and a report which aimed to identify and share best practice was circulated to all centres running accredited courses. Among the ideas which emerged was the establishment of an informal shorthand buddy system, putting less experienced teachers in touch with colleagues with a strong track record of success.

*NCTJ accreditation measures achievement against the industry standard, which seeks courses:*

- That are promoted clearly and compellingly to students seeking a vocational qualification that is widely recognised and highly-valued by journalism employers
- Where students are selected on the basis of ability and the potential to succeed in a career in journalism
- That are committed to fostering a safe, supportive and inclusive learning environment, regardless of class, gender, ethnic origin, age, sexual orientation, disability, or particular needs
- Where the NCTJ syllabus is delivered effectively and in full by knowledgeable and experienced teaching staff
- Where there is an integrated approach to teaching with formal classroom tuition linked to practical journalism that reflects developments in media convergence
- Where the teaching of ethics and regulation is integrated into the delivery of the practical journalism programmes of study
- Whose providers are dedicated to a culture of continuous improvement based on a well-developed and coherent quality management process
- Where staff are able to carry out the required administrative and examination functions in a timely and professional manner

“Once learned, shorthand is there as a basic support forever; learn it because you’re worth it”

Chris Elliott, readers’ editor, *The Guardian* and chairman of the NCTJ accreditation board
Gold standard students

In 2013-14 1,607 journalism students enrolled on NCTJ-accredited courses

The following students who achieved the NCTJ gold standard passed all Diploma in Journalism modules with A-C grades and achieved 100 wpm shorthand.

Diploma in Journalism

**Bournemouth University**
Jasmine Ping Allday
Thomas William Bennett
Beth Graham
Briana Millett
Robyn Montague
Craig Jonathon Rodhouse
Sophie Annesha Rebecca Sinclair
Jasper Osborne Taylor
Sophie Turner
Tanya Yilmaz

**Brighton Journalist Works**
Emily Barker
Ruari Barratt
Federica Bedendo
Christian Brazier
Iain Burns
Josie Carder
Derek Chukwukaele Anasiudu
Grace Clarke
Andrew Colley
Ellie Costigan
Marc Crosby
Stephen Dale
Thomas Davies
Laura Davis
Jian Farhournand
Sophie Gallagher
Joanna Gilbert
Francesca Greetham
Chloe Gronow
Oliver Gross
Gemma Hicks-Logan
Emma Hobley
Samuel Hogbin
Henry Holloway
Katie Hopkins
Tom Irving
Lewis Jaffa
Emily Jarvis
Charity Knight
Sacha Louise Kurucz
Natalie Leal
John Lucas
Emma McGrath
Gemma Mitchell
Elizabeth Mitchell
Chloe Mossell
Holly Motion
Helena Murphy
Sebastian Murphy-Bates
Jimmy Nicholls
Sebastian Noble
Tony O’Hara
Sophia Purcell
Alastair Pusinelli
Charlotte Schroeter
Christopher Spring
Georgina Townshend
Victor Verster
George Ward
Hayley Wells
Emma Williams
Max Williams

**City of Liverpool College**
Thomas Byrne
Joseph Carroll
Steven Craddock
David Hort
Kate Lally
Simon Mulligan
Joseph Viney
Matthew Waring

**City of Wolverhampton College**
Charles Benton
James Forrest
Jordan Stuart Harris
Thomas Haynes
Lauren Jeal

**Darlington College**
Alistair Stewart Paterson

**De Montfort University**
Emma Kate Billingham
Rebecca Felicity Dixon-Kennedy
Thomas Malina
Sian Young

**Glyndŵr University**
Elin McDonald

**Harrow College**
Holly Braine
Lauren Cope
Ian Parker
Francesca Tye

**Highbury College**
Stephanie Allen
James Butler
Ben Fishwick
Joanne Steele
Stephanie Strong

**Kingston University**
Sarah Fopma
Gold standard students

Joseph Lo
Charlotte Tobitt
Nicole Zandi
Natassja Zielinski

Lambeth College
Eleanor Cambridge
Jonathan Day
Charlotte Elmore
Rebecca Lewis
Charlotte McDonagh
Eleanor Muffitt
Amelia Murray
Melissa Neate
Harriet Orrell
Stephanie Palmer
Florence Snead
Amelia Tait
Oliver Wheaton
Aime Williams

Leeds Trinity University
Kate Russell

News Associates London
James Abbott
Naomi Agius
Lee Astley
Jaskaran Bahia
Luke Baker
Rachel Barr
Kai Seng Ing Bawmwang
Lauren Belcher
Max Bentley
Ashley Birch
Imogen Calderwood
Felicity Capon
Stuart Clarke
Sean Conner
James Cozens
Jack Crones
Ciara Farmer
Alex Finnis
Naomi Firsht
Owen Fulda
Charlotte Goodwin
Kerrina Gray
Jonathan Green
Emma Griffin
Charlie Hare
Felix Henderson
Robert Horgan
Tabi Jackson Gee
Kathryn Jacques
Rachel Jenkins
George Jones
Sean Kearns
Molly Kersey
Joel Lamy
Ed Langford
Liane Lau
Andrew Lawton
Francesca Le Noury
Amy Clare Martin
Jack McCluskey
Jack Miller
Koel Mukherjee
Drew Nicol
Fiona O’Brien
George Odling
Olivia Parish
Douglas Patient
Eleanor Pipe
Tom Powell
Daniel Prescott
Hannah Pupkevitz
Theo Lee Ray
Emily Ray
Carly Read
Joe Short
Jack Skelton
Julie Small
Kit Sproson
Hannah Stubbs
David Taylor
Rebecca Taylor
Oliver Todd
Alice Todman
Sarah Ward
Bethany Whymark

News Associates Manchester
Sean Butters
Patrick Dinham
Scott Hunt
Alex Lanigan
Amy Lofthouse
Josh Nicholls
Alan Ross
Arandee Singh Dhillon
Sally Acton
David Aspinall
Jessica Badger
Annabal Bagdi
Kate Brady
Megan Bramall
Steven Brown
Richard Browne
Rachel Buckley
Alex Carey

Patrick Christys
Eve Commander
Charlotte Court
Charlotte Emsley
Liam Geraghty
Judith Hawkins
Louise Hill
Ana Hine
Helen Jakes
Kenneth Lomas
Stefan Mackley
Hannah Marshall
James Metcalf
Katie Moore
Richard O’Meara
Matthew Ord
Christopher Ord
Jess Owen
Marios Papaloizou
Edward Roberts
Danielle Roper
Amelia Shaw
Nicholas Statham
Gabriella Swerling
Michael Taylor
Matthew Turner
Lucy Varley
Chiêu Vinden
Toby Wadey
Danielle Wainwright
Olivia Wheeler
Joshua Willacy
Daniel Windham
Kathryn Woodcock

Nottingham Trent University
Christopher Anderson
Laura Bennett
Abigail Binns
Rebecca Burnage
Darce Chambers
Nick Charity
Edward Dingwall
Nicholas Fletcher
Elizabeth Fry
Jennifer Gale
Phoebe Harkin
Joanna Hunt
Sarah Knight
Jason Noble
Alanna Lintin
Katie Lloyd
Alexandra Lomax
Kieran Matthews
Simon Murfitt
Gold standard students

Lily Raddats
Adam Reid
Laura Reynolds
Natalie Robinson
Paramveer Singh
Oliver Stainforth
Sinead Stroud
Priya Sund
Kelly Taylor
Hannah Walker
Benjamin Watts
Sam Wildman

Press Association Training London
James Caven
Louisa Clarence-Smith
Eleanor Davis
Gregor Dickie
Abra Dunsby-Sircana
Charlie Eccleshare
Mark Edwards
Francesca Gosling
Alexandra Kraiger
Frances Ivens
Hasseb Malik
Jessica Nevin
Oliver Platt
Henry Readhead
Tom Wadlow

Press Association Training Newcastle
Susie Beever
Tom Belcher
Stewart Carr
Douglas Faulkner-Gawlinski
Laura Foad
Kate Foley
Kieran Gill
Chiara Giordano
Polly Grice
Ellie House
Erinn Kerr
Julian Laffin
Kieran Lynch
Flossie Mainwaring-Taylor
Sabah Meddings
Rory Mitchinson
Stuart Rust
Emma Sisk
Harry Slavin
Mark Summers
Charlie Taverner
Chris Waugh
Alex Wignall

Robert Gordon University
Anna Dove
Ben Hendry
Conor Riordan
John Robertson

Sheffield College
Rachel Andrews
Alexander Cooper

St Mary’s University
Simon Collings
Justin Feck
Benjamin Grounds
Lucy Lomax
Beth Shine
Louise Warr
Emma Webb
Grant Yardley

University of Brighton
Michael Gowler

University of Central Lancashire
Victoria Hepworth
Rachael Moon
Kara O’Neill

University of Kent
Jemma Louise Collins
Lydia Deichman
Laura May Griffiths
Lydia Janet Hamilton
Benjamin Kennedy
Declan Oliver
Clarissa Place
Jack Reed
Graham Stothard
Sam Thompson
William David Topping
Kieran David James Watkins

University of Portsmouth
Harry-Jay Bellew
Victoria Castle
Levi Arona Hanssen
Rebecca King
Nicola Webb

University of Salford
Alice Roberts
Jon Taylor
James Thommasson
Harriet Whitehead

University of Sheffield
Polly Albany-Ward
Rosanna Austin
Jessica Bell
Benjamin Blosse
Harriet Collier
Duncan Geddes
Hannah Glew
Lauren Hartley
Eleanor Stephens

University of Sunderland
Matthew Barber
Bethany Clark
Nicholas Clark
Mark James Hodgson
Marc Jobling
Elliot McGrath
Christopher Sykes

University of Sussex
Bradley Allen
Robert Jamieson
James Lillywhite
Laura Stevens

University of Ulster
Christopher Morrison
Adam Morton
Dean Mulhern

Up To Speed Journalism Training
Harriet Letherbarrow

Diploma in Journalism for Press Photographers and Photojournalists
Sheffield College
Anna Bruce
David Enyori
Ian Hinchcliffe
Lesley Pickersgill
Michael Robinson
Arnaud Stephenson
Harry Whitehead

Up To Speed Journalism Training
Maggie Burford
Laura Dale
Rebecca Greig
Awards for Excellence

The NCTJ Awards for Excellence sponsored by NFL UK are awarded annually to the best journalism students completing NCTJ-accredited courses and journalists/photographers with less than two years’ experience on the job.

Category award winners

News journalism

Student: Ben Fishwick, Highbury College
Ben was praised highly for his entries with the panel commenting he had “sourced, researched and written the stories in the manner of a well-seasoned reporter”. He currently works at The News, a daily paper in Portsmouth, and hopes to work on a national paper or abroad in the future.

Trainee: Jonathan Robinson, Lancashire Telegraph
Jonathan achieved the NCTJ gold standard at News Associates in Manchester last year. He believes the course gave him “the best possible start in to a career in journalism”. While working towards his NQJ, Jonathan has been covering Ribble Valley in East Lancashire.

Sports journalism

Student: Brogan Amelia Kay-Jessop, University of Portsmouth
Following her studies, Brogan has been working at The Guardian. As an aspiring sports journalist with a particular passion for Arsenal F.C. she would love to work for the North London club. The judges said: “Each piece showed a flair for anecdote, detail and flow that keeps the reader engaged.”

Trainee: Gavin Caney, Eastern Daily Press
Gavin felt humbled to win this award saying: “To receive national recognition for doing something that I love has come as a huge surprise.” He completed his senior exams while working as a sports reporter and had previously been a reporter at the Cambs Times/Wisbech Standard.

Top scoop/exclusive

Student: Thomas Jenkin, Nottingham Trent University
Tom’s exclusive on drunken England cricketer, Gary Balance, was talked about for weeks after being picked up by national newspapers. The judges deemed it a “genuine national scoop”. He was delighted to win saying: “It’s great to be recognised for a story I put a lot of effort into.”

Trainee: Chris Dyer, Essex Chronicle
The panel of judges said Chris’ scoop on a man who attacked a Mosque in Braintree saying ‘sorry’ was the “runaway winner for this category”. They added: “It’s an excellent example of how a talented and resourceful journalist can move an everyday story on to produce a compelling exclusive.”

Features

Student: Rosanna Austin, University of Sheffield
Astounding case studies brought Rosanna’s unique features to life according to the panel of judges. Rosanna said: “all the late nights transcribing illegible shorthand notes in the library seem worth it”. She feels lucky to already be doing her dream job as a breakfast bulletin editor for Radio Aire in Leeds.

Trainee: Louis Emanuel, Bristol Post
A feature exploring the cultural pressures around using a legal high in Bristol, that was soon to be changed to a Class C drug, caught the judges attention. They said Louis’ piece on Khat was “an inspired idea, brilliantly realised” and they were “blown away” by the leg-work that must have been involved.

Images

Ian Hinchliffe, Sheffield College
Photos of a debauched Grand National, a ritualistic pagan event lit only by fire, and a mourner after the stabbing of Leeds teacher Anne Maguire intrigued the judges. Ian is now working as a staff photographer for the Southern Daily Echo.

Multimedia story/campaign

Catrina Cochrane, Glasgow Clyde College
Catrina’s apolitical multimedia campaign, Dearest Scotland, aims to give everyone a voice to contribute their vision on the future of Scotland. She considers the project “a labour of love” in what has been a crucial year for the country. The website and social media act as a platform to share hopes, dreams and fears. Cat wants to publish the letters in a book.

Best student publication

Amigo, University of Central Lancashire
Learning Spanish at Key Stage 2 has never been more fun for kids. The cartoon magazine provides easy-to-access content in print, online and in an app. In just three weeks an idea became a multiproblem reality. Editor Christopher Wosu said “shining a spotlight” on Amigo was “a huge confidence boost to everyone involved”.
Performance award winners

NCTJ student of the year
Douglas Faulkner-Gawlinksi, Press Association
Newcastle

NCTJ reporter of the year
Paul Berentzen, Blackpool Gazette

2014 judges

- Laura Adams, digital editorial director, Archant London
- Mark Allen, chairman, Mark Allen Group
- Jon Austin, reporter, Newsquest
- Brien Beharrell, group editorial director, Newbury Weekly News
- Laura Brown, senior feature writer, Take a Break
- Dominic Castle, head of editorial design, Archant London
- Jon Coleman, Carlisle United writer, The Cumberland News
- Tim Dixon, news editor, Western Daily Press
- Brian Flynn, investigations editor, The Sun
- Lee Marlow, features writer, Leicester Mercury
- Steve Phillips, group picture editor, South Wales Evening Post
- David Rowell, head of editorial learning and development, Johnston Press
- Alice Ryan, head of magazines and features, Cambridge Magazines
- Laurie Tucker, day editor/journalism training, Sky Sports News
- Paul Walters, director, South Wales News Service
- Neil White, editor-in-chief, Derby Telegraph and Burton Mail
- Ben Wilkinson, reporter, Daily Mail

Course performance awards

In 2012-13, the top performing courses according to the NCTJ results tables were:

- HE postgraduate: Nottingham Trent University
- HE undergraduate: Nottingham Trent University
- FE fast-track: Lambeth College, (fast-track Magazine Journalism)
- Independent fast-track: News Associates, Manchester
- Academic year: City of Wolverhampton College

“Your hard work and dedication to this great profession will stand you all in good stead as you advance through your careers and I look forward to following your progress.”

David Tossell, director of public affairs, NFL international

Diploma awards

Prizes are awarded annually to those achieving the highest marks in various Diploma in Journalism exams.

This year’s winners are:

Archant award for reporting: Jemima Owen, a former student at News Associates, London
Johnston Press media law award: Eleanor Stephens, University of Sheffield
Mustard TV reporting award: Calum Leslie, Glasgow Caledonian University
Oxford University Press media law award: Tamsin Rutter, University of Sheffield
Oxford University Press public affairs award: Rosalind Branagan, Brighton Journalist Works
Society of Editors shorthand award: Liam Moffett, Press Association, Newcastle
Short course programme

The NCTJ has been delivering gold standard training to journalists since 1951, and we apply the same standard of excellence to our short courses. We train anyone who needs journalistic skills. We also run NQJ and diploma refreshers in advance of national exam dates twice a year.

In 2013-14, the NCTJ continued to expand its short course programme. Taking into account the industry feedback that came from the Emerging Skills for Journalists report, we are developing and offering new courses, such as data journalism, mobile journalism and digital optimisation for news. In addition to the original core skills courses on offer, these new courses are being delivered as ongoing courses, special masterclasses and in-house courses. The new courses are proving popular with journalists, journalism educators and professionals who want to learn new journalistic skills.

The NCTJ also organises in-house bespoke training for businesses in both the UK and abroad. Course leaders teach transferrable journalistic skills to delegates in such a way that they can apply them within their own sector. Each trainer is an experienced journalist who is handpicked for each course’s particular requirements. The trainer researches the business, writes a bespoke programme for the client and then teaches delegates the relevant skills. In the past year, clients have come from the media, healthcare, political, legal, academic and energy sectors.

We currently offer the following courses, which can be taught either as in-house courses, or at the NCTJ’s offices in Newport, Essex:

- Digital optimisation for news
- Grammar and proof-reading skills
- Interviewing skills
- Journalism to PR
- Mobile journalism
- News and feature writing
- The essentials of media law
- The essentials of sub-editing
- The new editor
- Video and audio reporting for the web
- Writing for the web

A masterclass in science and statistics for journalists at Bloomberg in London

What our customers said:

“The media law training was incredibly valuable, exactly what we wanted, and everyone came out of the day with a real buzz and enthusiasm for the subject.” Trade magazine group

“I was really pleased that the NCTJ worked with me to identify and meet our needs. The grammar and proof-reading training went really well and everyone found the day really valuable. A good sign was everyone wished it had been longer. There was great feedback from the group.” Health website
Distance learning

The Diploma in Journalism is offered through distance learning and is available to purchase on the NCTJ website. We registered 143 people on the distance learning programme between July 2013 and June 2014.

Media law for photographers is the latest distance learning module to be offered this year. It is one of the core subjects of the Diploma in Journalism for Press Photographers and Photojournalists and is a requirement for any candidates wanting to sit their NQJ exams to become senior photographers.

Distance learning: a student’s view

Laura Brown is a senior feature writer for Take a Break (the UK’s biggest selling women’s magazine). She studied the NCTJ Diploma in Journalism through distance learning.

“After completing a journalism degree in Ireland, when I moved to England all the jobs specified that they were looking for someone with NCTJ qualifications. My degree had taken four years so by that stage I was ready to work and didn’t want to be studying full time for another year. There was also my financial situation to consider: I simply couldn’t afford paying for the course and not earning so I decided to get a job in PR and marketing and study for the NCTJ alongside it.

“Doing the NCTJ through distance learning is tough. It was a lot of working and studying at the same time and took up most evenings and weekends, but it meant that when I started looking for work again I had all the necessary qualifications and (although it was in another field) good work experience behind me so I got offered the first two journalism jobs I interviewed for.

“The area of the NCTJ that has proved most valuable for me is the law training. Take a Break is a true life magazine so there is great potential for legal issues if stories aren’t handled with great care and attention to detail.

“It’s important to be able to spot any potential legal issues immediately to avoid time wasting if the story has to be pulled later down the line.

“Our stories are of a very sensitive nature covering everything from sexual abuse, rape, murder and issues involving children, family courts and social services to love rats and issues of privacy. Accuracy and knowing what you can and can’t publish is essential. Everything must be backed-up should any potential legal issues arise. These are all things you learn through doing the NCTJ course.

“Shorthand was my biggest battle. While recording devices can be used it’s always good to have a shorthand note as back up too and it’s handy for jotting down a quick quote should someone return a call when you might not have a dictaphone to hand.”
Delivering the ethics module

As the needs of the industry change, so the standard required for courses must also develop. For the academic year 2013-14, a mandatory programme of study in practical journalism ethics was introduced to the Diploma in Journalism.

Ethical journalism and the decisions journalists make day-to-day is now embedded across all NCTJ-accredited courses and throughout the diploma qualification. The assessment of journalism ethics was introduced to the reporting exam, the e-portfolio, and the essential media law and regulation exam. After a review of how well candidates performed in the ethics assessments, the journalism qualifications board approved an increase in the emphasis on assessing ethics in the reporting exam and a new question has been developed for 2014-15.

The JQB also considered how ethics may be assessed through the diploma specialist options and, although the decision was taken to continue with the current arrangement for 2014-15, the board will continue to monitor overall performance in the diploma.

Practical journalism ethics seminar

Industry professionals and journalism trainers had the opportunity to discuss ethics teaching and share best practice at a special ethics seminar in May 2014. The topical seminar held at the Daily Mail offices in London, featured lecturers on three accredited courses reflecting on their individual approaches to embedding the NCTJ ethics programme of study into their teaching.

It also provided an opportunity for those involved in the training and development of current and future journalists to discuss with editors the different approaches being taken to ethical decision-making in newsrooms, how the codes are being interpreted and the expectations of professional journalists.

Teaching practical journalism ethics

Karen Fowler-Watt, associate dean of journalism and communication at Bournemouth University

We have always delivered ethics across all modules of the NCTJ-accredited programme. In 2007 we introduced a stand-alone journalism ethics module, which combines the teaching of some basic moral philosophy with applied ethics, involving real-life case studies. Following the Leveson Report we appointed a practitioner in residence in journalism ethics, who teaches this module and delivers masterclasses on ethical issues. Ethical challenges raised by stories are reflected upon in a newsroom environment and in the field. Students also focus on the ethical issues associated with interviewing in a broadcast assignment: they submit a justification for their final project, applying ethical codes and editorial and regulatory guidelines.

Richard Lindfield, tutor at Brighton Journalist Works

We don’t believe ethics should be taught in isolation as some sort of quasi-academic subject. Questions of how we deal with people and how sensitive we should be about what we publish are central to our teaching. We try to open students’ eyes to the practical dilemmas they are likely to face as journalists by drawing on decisions they have been forced to make when chasing their own stories. As working journalists, we tutors can also quote ethical questions we come across between lectures. No ‘ologies’ or ‘isms’: ethics, as far as young journalists are concerned, should be rooted in real life.
Journalism Diversity Fund

The Journalism Diversity Fund has aided another successful set of budding journalists.

Over 80% of bursary recipients from the 2013-14 academic year are now in journalism employment. A total of 23 bursary recipients were on accredited courses during the year.

So far, for the 2014-2015 academic year, three of the four cohorts have been completed. Fifty-nine people applied for a bursary – 20 were invited for interview and 13 were awarded a bursary.

To date, the Journalism Diversity Fund has helped 174 people pursue a career in journalism. Thanks to an annual contribution from NLA media access, and financial support from Associated Newspapers; The Scott Trust and BskyB, the industry-driven bursary scheme has been helping to increase diversity in UK newsrooms by funding socially and ethnically diverse students on NCTJ-accredited courses.

Applicants must demonstrate their diversity, as well as their determination, commitment and potential to succeed in the profession. They must not have the financial means to study NCTJ training courses at universities, colleges or private training providers.

Taking action to achieve greater diversity

Celebratory lunch

The celebratory lunch had a surprise visit from Tony Hall, the director-general of the BBC this year. He spoke to some of the recipients about their experience in journalism.

The lunch is always the highlight of the Journalism Diversity Fund calendar. It is a chance for supporters of the fund to meet those receiving the bursaries, while giving recipients a chance to network with journalism industry professionals.

Over 70 people attended the annual reception and lunch in 2014, hosted by the BBC at New Broadcasting House in London. Keith Blackmore, managing editor of news and current affairs at the BBC, welcomed guests and Kim Fletcher, chairman of the NCTJ, accepted a cheque for £100,000 from David Pugh, managing director of NLA media access.

Attendees heard speeches from Keith as well as two former bursary recipients. Keith praised the work of the fund and encouraged greater diversity in newsrooms. Megan Bramall and fellow recipient Layth Yousif told guests how the diversity fund had helped them.

“The Journalism Diversity Fund is a massive force for good and working as a journalist I never get that Sunday feeling anymore. I love what I do.” Layth Yousif
2012-2013 recipients: where are they now?

Jyoti Rambhai

Growing up as part of an ethnic minority group, Jyoti was attracted to journalism because she wanted to offer a voice that related to readers. She is now working at the Watford Observer.

Course: MA Print Journalism
Centre: University of Sheffield

Ese Erheriene

As the child of immigrants, Ese wanted to become a journalist to report on people who are underrepresented. She is covering commodities as a reporter for the Wall Street Journal.

Course: ‘Become a Reporter’ Foundation Course
Centre: Press Association London

Waithera Junghae

Waithera was driven to be a journalist to represent interests of ethnic minorities in the newsroom. Following her course she secured a job with Microsoft as a digital journalist.

Course: Multimedia Journalism Foundation Course
Centre: Press Association London

Zoah Hedges-Stocks

Zoah’s family have been travelling showmen since the 1820s. She grew up in a deprived rural area in a single parent family. She has been working as a trainee reporter at London24.

Course: Diploma in Newspaper Journalism
Centre: Press Association London

Layth Yousif

Layth is the son of an Iraqi immigrant father and an Irish mother who grew up on ethnically diverse council estates. He is currently working as a reporter for The Comet (Hitchin).

Course: Diploma in Magazine Journalism
Centre: Lambeth College

Ana Hine

Ana is from a low-income, Scottish household and had been homeless when applying for the Journalism Diversity Fund. She is a reporter at The Evening Telegraph.

Course: Fast-track News Journalism
Centre: News Associates Manchester

Suhail Patel

Suhail grew up in a working-class borough, immersed in a combination of a traditional Muslim and British culture. He is now a researcher with BBC North West Tonight.

Course: Multimedia Journalism
Centre: Lambeth College

NQJ success for diversity fund alumni

Joey Severn, a diversity fund recipient in 2010-11 was the latest alumnus to pass the National Qualification in Journalism (NQJ) in July 2014. He is now a senior reporter at the Derby Telegraph.

Developing diversity criteria for the accreditation standard

For the year ahead, the accreditation board has asked for a new focus on ensuring that accredited courses are doing all they can to ensure that they are open to candidates regardless of their ethnicity, class, gender, age, economic circumstances or background. Journalism has been criticised by the government’s social mobility adviser for failing to open its doors to disadvantaged students, and employers are seeking to recruit newsroom teams which more accurately reflect the diversity of modern Britain.

Part of the answer could come from a willingness to offer training at a time that is convenient to those who are juggling busy lives. The number of part-time courses is growing, with students showing the tenacity to learn journalism in the evening and at weekends, fitting in daily shorthand practice around full-time jobs in other industries.
Journalism Skills Conference

A highlight of the NCTJ calendar is always the Journalism Skills Conference and 2013 was no exception. Hosted by Bournemouth University on 27 and 28 November, the annual gathering brought together delegates with a common interest in journalism education and training.

It was a chance to share good practice, exchange ideas and discuss key issues in the industry. The conference began with a keynote address from John Ryley, head of Sky News and a director of the NCTJ. He urged news organisations to explain to young journalists that “negativity, fear and an ‘at-all-costs’ culture is ultimately self-destructive”, and warned that the behaviour of a small minority had tarnished the reputation of all in an industry which is aggressive and competitive.

This set the scene for a conference which engaged with the key challenges facing those involved in training the next generation of journalists. Changing business models and the impact on skills of economic constraints was debated by a panel of regional news editors: Tom Thomson from Herald and Tribune Group, Andy Martin from the Bournemouth Echo and Frank le Duc, who gave the perspective from local TV.

In the evening, delegates gathered in the Print Room for the awards dinner. The cavernous art-deco restaurant adjacent to the Bournemouth Echo offices was the former home of the paper’s printing presses.

It was familiar territory for after-dinner speaker and ITV news anchor Mark Austin, who started his career at the Bournemouth Echo in the mid-70s. He reflected that he would probably not have the career he has today without his NCTJ training and the experience gained at the regional paper. Mark was also on hand to congratulate student and trainee award-winners when he presented the annual Awards for Excellence.

Communicating effectively with all target audiences

This was followed by a session on journalism and the digital landscape, with a panel comprised of Pete Clifton from Microsoft, Peter Bale, CNN, and Liisa Rohumaa, senior practice fellow at Bournemouth University.
He described the paper as being “full of characters” and recalled having one of his first stories subbed by a bearded 26-year-old, now better known as award-winning author Bill Bryson.

Day two opened with a look ahead to ways that we can lead and direct the shape of journalism education. The changing nature of the core skills, was scrutinised by a panel chaired by Derby Telegraph editor Neil White and featured Ian Murray, president of the Society of Editors and editor-in-chief at the Southampton Daily Echo, Rachel Bartlett of journalism.co.uk, and Jake Wallis-Simons of the Sunday Telegraph.

The conference closed with a debate about ethics. Donald Martin, editor-in-chief of DC Thomson Newspapers and chairman of the NCTJ’s journalism qualifications board, told delegates that the introduction of compulsory ethics training into the Diploma in Journalism was the most important change made by the NCTJ.

“The trainees face even greater responsibility. The ethics code of conduct is not a work in progress. They need to know this stuff from the outset.” Donald Martin

He added that centres needed to provide students with a basis to recognise ethical issues and understand how their stories can impact peoples’ lives. Those trainees should then seek employers that offered continuing training and development as their careers progressed.

Chairman’s award 2013

David Kett

David Kett, senior examiner for the NCTJ and member of the public affairs board, was honoured with the 2013 NCTJ chairman’s award at the conference awards dinner.

The winner of the annual award is nominated by their peers and the prize celebrates the individual’s outstanding contribution to high standards of journalism training.

During the presentation, Kim praised David for his “infectious enthusiasm” for his subject, estimating that he had taught at least two generations of journalists.

Kim added: “David Kett is the eminence grise of public affairs. He is highly respected by students and colleagues as a fantastic teacher and NCTJ examiner. David has been a delight to work with and has been unfailingly generous in his support to others. The NCTJ is fortunate to have such committed examiners supporting its work”.

David has taught public affairs on accredited courses for almost 40 years. He started teaching at Highbury College in 1971, and later taught at the University of Bournemouth and the Southampton Institute, as well as tutoring at Up to Speed Journalism Training.

David has been a member of the NCTJ’s public affairs exam board for over 30 years. In this capacity, he has been responsible for setting and marking exams, designing and up-dating the programme of study and pioneering distance learning provision in this area.
Student Council

Students from all over the UK were given the chance to grill industry professionals and NCTJ representatives during the Student Council at Pearson in London.

At the seventh annual event, 43 budding journalists represented their accredited courses and had their opinions heard by key members of the industry’s training body.

This year’s reps raised issues on the format of exams, ethics and the need for greater careers guidance. However, students were pleased with the multiplatform emphasis in the qualification and the high standards expected, leading one student to sum up the NCTJ in three words: “reputation, preparation, and practicality”.

The Student Council also acts as a networking and development opportunity, giving the delegates direct access to experienced professionals who are best-placed to offer advice on progressing in journalism.

A panel of industry professionals was chaired by Chris Elliott, readers’ editor at The Guardian and chairman of the NCTJ accreditation board, and included: Laura Adams, editorial director, Archant London; Mary Hockaday, head of multimedia newsroom, BBC; and Doug Wills, managing editor, London Evening Standard, i, The Independent and The Independent on Sunday.

They were asked a range of questions including what they look for when recruiting staff, tips on how to pitch as a freelance and how the panelists view the future of journalism.

Although there was some lively debate about the fate of print journalism, all the panelists agreed there would always be a need for good journalism, no matter what the platform. Three recent NCTJ graduates were also on-hand to offer students advice. Rachel Blundy, digital journalist, London Evening Standard, Andy Dickens, senior reporter, C21 Media and Ollie Joy, digital business journalist, CNN gave a brief insight into how they found work following their studies.

Rachel Blundy recommended a trainee job at a regional paper as she began her career on the Streatham Guardian and said: “I was the only reporter on the paper so I had everything from a big murder trial to silly Twitter spats.”
Preceding these panels, the NCTJ management team, including chief executive Joanne Butcher, took questions from the student representatives on all aspects of accredited courses, including: the current resources available for shorthand; the scope of the law and public affairs study materials for students in Northern Ireland; and communication between the NCTJ and the Student Council. The representatives also took the opportunity to suggest additional specialist options for consideration and changes to the way shorthand results are published.

The afternoon session began with presentations from the students following group discussions. The conclusions were taken on board and were considered by the relevant party.

A select group of representatives, nominated by their peers during the group exercise, were invited to put their views to the NCTJ board of directors in June.

Careers information

The NCTJ is continuing to raise awareness of accredited qualifications among school children considering post-GCSE career options.

During the year, the NCTJ partnered with Press Gazette to publish a training guide. The publication was distributed to around 4,000 sixth-form departments and careers libraries across the UK in June 2014. The 24-page guide included tips from top journalists (including NCTJ alumni David Dinsmore, Kay Burley and Lorraine Candy) and rising stars, 10 pieces of advice for those starting out in journalism and a full list of accredited NCTJ courses.

Claire McAllister, student representative, Glasgow Caledonian University

The Student Council was a great forum for talking about my course but I didn’t realise how useful it would really be.

Speaking to others who studied NCTJ-accredited courses around the country provided a unique opportunity to hear about different ways of studying the same diploma. While there were obvious similarities, we bonded more over discovering the differences – for instance, comparing the range of ways the centres teach their shorthand sessions.

Before setting off I forced my classmates to offer up at least one good and one bad point about our course. “I’d like to see law and public affairs exams more spread out in the week” was slightly more productive than “I don’t like reporting”. Responses from the NCTJ were reassuring during the Q&A because their answers weren’t defensive and it seemed like constructive feedback would be taken on board. It was a valuable opportunity for our voices to be heard.

In the afternoon, it was particularly promising to hear from alumni and editors as it offered a reminder of what we were all working towards. The alumni were really varied and interesting, while the editors offered a useful insight into what employers were looking for in new recruits.

“If you want to be a journalist, unless you are exceptionally lucky and exceptionally brilliant, you are going to need proper training to get your foot in the door.”

Dominic Ponsford
Editor, Press Gazette

The NCTJ is in contact with careers advisors and associations, attending careers events and providing support materials for schools and colleges, as well as to editors taking part in careers days.

We have also set up an annual careers seminar for our local schools, giving students a taste of what it’s like to work in journalism. A group of sixth-form students from Newport Free Grammar School and Saffron Walden County High School attended the latest seminar in January 2014 and were given information on the different career choices available in the media industry. They also had their journalism skills tested with a current affairs quiz and a headline writing competition. Sam Tonkin, senior reporter at the Saffron Walden Reporter, was also on-hand to answer questions on what it’s like working on a regional newspaper. Saffron Ward, a student at Saffron Walden County High School, said of the event: “The seminar was extremely useful in aiding my decision to work towards becoming a journalist… I was unsure about courses and the sectors but I am leaving today with the knowledge to move forward.”
McNae anniversary

The year 2014 marked the 60th anniversary of the book commonly known as the industry’s bible: *McNae’s Essential Law for Journalists*. The occasion was marked with a special reception at the Honourable Society of the Middle Temple in London in June.

The event, hosted by the NCTJ and supported by Oxford University Press, also marked the launch of the 22nd edition of the book which is a core text for the media law module of the Diploma in Journalism.

Those in attendance included current editors Mike Dodd and Mark Hanna, regional and national press, broadcasters, journalism trainers and the family of the late Leonard McNae, the original author.

Solicitor and advocate David Price QC gave the keynote address in which he recounted his first shift as a night lawyer on the *Today* newspaper with the 11th edition of McNae as his “only support”.

NCTJ chairman Kim Fletcher described the book as both a “sword and a shield” for journalist, while Lucy Read, publishing manager at Oxford University Press, paid tribute to former editors Walter Greenwood and Tom Welsh, who died in 2013 and 2014 respectively.

Defamation seminar

Following the introduction of the Defamation Act 2013, the NCTJ organised a defamation seminar to ensure tutors and industry professionals were up-to-speed on the new law.

The seminar took place at Bloomberg in London in October 2013 and was delivered by Mike Dodd, co-editor of *McNae’s Essential Law for Journalists* and legal advisor to the Press Association.

He discussed a number of topics, which included: how traditional defamation defences are being updated and redefined; new rules on web libel law; and the new benchmark for defining a defamatory statement.

“What gets me to work in the morning is the belief that with enough skill and creativity, we can find solutions to help journalists avoid the many pitfalls that have been set for them. And that is the spirit in which [McNae’s] has always been written.”

David Price, QC
Structure and governance

The National Council for the Training of Journalist is a registered charity. The training activities of the group are carried out by NCTJ Training Ltd, a wholly-owned subsidiary. In common with all charities, the NCTJ exists to help create a better society. The principal objective of the charity is the provision, supervision and accreditation of journalism-related training.

The directors have the ultimate responsibility for running the charity and exercising all the powers of the council, and in particular, for its property, finances, strategy and accountability. They provide external independent guidance, advice and oversight of the direction of the charity.

New directors are recommended and appointed by the directors. The number of directors is not subject to any maximum but is not less than three. A director’s term of office is normally for at least three years and a period of up to nine years. Thereafter the term of office of individual directors will be reviewed and may be extended further by the directors if it is in the interests of the charity.

The charity is an established and robust organisation with a well-known brand in the industry. It is financially secure with sound revenue streams offering a range of products and services. The media industry has gone through challenging times and, with fewer traditional journalism jobs, pressures on funding for training and the unethical behaviour of some journalists, the importance of quality and high standards has come under scrutiny. In-line with media convergence, the charity has been transforming into a multimedia organisation and stakeholders now come from all media sectors. The charity continues to invest in the development of a modern and broader range of products and services to meet the needs of all journalists and media organisations. The directors consider the financial state of affairs of the charity to be satisfactory and remain focused on the need to manage expenditure appropriately and in-line with its charitable objectives.

Resources

The net outgoing resources of the group amounted to £11,545 (2013 net gain: £35,970). After the addition of net realised and unrealised gains on investments of £49,431, (2013: £65,900) there was a total increase of funds amounting to £37,886 (2013: £101,870). There was, exclusive of the Journalism Diversity Fund, a trading surplus of £4,788 increased by revaluations on investments to £54,219 (2013: £100,944).

The industry charitable fund, the Journalism Diversity Fund, is managed and administered by the NCTJ as a ‘restricted fund’. Donations totalling £149,550, were received from NLA media access, The Scott Trust, BskyB, Associated Newspapers and Creative Access (2013: £145,000). Expenditure from the fund amounted to £165,326 (2013: £143,556).

The principal income sources are: donations from per capita members; income from registration and examination fees; sales of publications, distance learning packages and training materials; accreditation fees; donations to the Journalism Diversity Fund; and investment income.

Investment powers, policy and performance

Under the memorandum and articles of association, the NCTJ has the power to make investments in such securities, property...
and other investments as the directors see fit. The charity’s portfolio is invested with the advice of Investec Wealth and Investment and the directors are satisfied with its performance.

**Reserves**

It is the aim of the directors to generate surpluses sufficient to maintain adequate resources, in line with the board’s policy, to meet risks associated with the various income streams, expenditure plans and balance sheet items.

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### Statement of accounts

<table>
<thead>
<tr>
<th></th>
<th>2013-14</th>
<th>2012-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incoming resources</td>
<td>£1,025,624</td>
<td>£1,022,545</td>
</tr>
<tr>
<td>Expenditure</td>
<td>£1,037,169</td>
<td>£986,575</td>
</tr>
<tr>
<td>Operating surplus/(deficit) for the year</td>
<td>(£11,545)</td>
<td>£35,970</td>
</tr>
<tr>
<td>Consisting of:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted fund surplus/deficit</td>
<td>(£16,333)</td>
<td>£926</td>
</tr>
<tr>
<td>Trading deficit/surplus</td>
<td>£4,788</td>
<td>£35,044</td>
</tr>
<tr>
<td><strong>Balance Sheet as at 30 June 2014</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible fixed assets</td>
<td>£481,550</td>
<td>£493,611</td>
</tr>
<tr>
<td>Investments</td>
<td>£567,093</td>
<td>£417,662</td>
</tr>
<tr>
<td>Current assets</td>
<td>£539,033</td>
<td>£646,224</td>
</tr>
<tr>
<td>Current liabilities</td>
<td>£166,487</td>
<td>£174,194</td>
</tr>
<tr>
<td>Net current assets</td>
<td>£372,546</td>
<td>£472,030</td>
</tr>
<tr>
<td>Net assets</td>
<td>£1,421,189</td>
<td>£1,383,303</td>
</tr>
</tbody>
</table>

**Notes**

1. This financial information does not constitute statutory accounts within the meaning of Section 394 of the Companies Act 2006
2. Copies of the full statutory accounts are available on request

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### Charitable contribution

During the year NCTJ Training Limited made a charitable donation under deed of covenant of £48,385 (2013: £56,073) to its holding company, the National Council for the Training of Journalists, a registered charity (No: 1026685).
People

NCTJ board of directors

CHAIRMAN: Kim Fletcher, partner, Brunswick Group
VICE-CHAIRMAN: Brien Beharrell, editorial director, Newbury News
Laura Adams, editorial director, Archant London
Peter Barron, editor, The Northern Echo
Sue Campbell, director, Media Messages
Chris Elliott, readers’ editor, The Guardian
Stephen Mitchell, former deputy director, BBC News
Alison Moore, director of finance and company secretary, NLA media access
Colm Murphy, head of media, film and journalism school, University of Ulster
Steve Panter, journalist and senior lecturer, University of Salford
David Rowell, head of editorial learning and development, Johnston Press
John Ryley, head of Sky News
Bob Satchwell, executive director, Society of Editors
Malcolm Vickers, former group director of human resources, Johnston Press
Neil White, editor-in-chief, Derby Telegraph and Burton Mail
Russell Whitehair, solicitor director, Mediaforce Group
Joanne Butcher, chief executive

NCTJ staff

Jan Alder, PA to chief executive
Katie Burgess, examinations controller
Joanne Butcher, chief executive
John Cary, head of accreditation
Helen Condron, head of examinations
Chris Dunham, head of finance and IT
Sam Goodacre, examinations controller
Kimberley Holland, examinations administrator
Shevon Houston, events and website manager
Lyn Jones, head of qualifications
Claire McAllister, journalism intern (diversity)
Lisa Nelson, marketing and communications manager

NCTJ consultants

Michelle Lewis, short courses
Mark Spilsbury, research
Paul Watson, editorial

Journalism qualifications board

Amanda Ball, NCTJ principal examiner
Marie Cartwright, chief examiner, shorthand and further education representative
John Dilley, chief examiner, production journalism
Mark Hanna, chief examiner, media law
Catherine Houlihan, chief examiner, broadcast journalism
Helen Hutchinson, chief examiner, videojournalism for online
Janet Jones, chief examiner, public affairs
Dave King, chief examiner, sports journalism
Steve Nelson, chief examiner, reporting
Steve Phillips, chief examiner, press photography and photojournalism
David Rowell, industry representative
Sarah Rowlands, higher education representative
Mark Wray, head of the BBC College of Journalism
Joanne Butcher, chief executive
Lyn Jones, head of qualifications

Accreditation board

CHAIRMAN: Chris Elliott, readers’ editor, The Guardian (NCTJ director and trustee)

Members

Andy Cairns, executive editor, Sky Sports News
Paul Connolly, group managing editor, Belfast Telegraph
Graham Dudman, editorial development director, News UK
Dave King, programme leader, Highbury College (NCTJ chief examiner – sports journalism)
Roz McKenzie, course leader, Lambeth College
David Holmes, lecturer in journalism, University of Sheffield
Michelle Stanisstreet, general secretary, National Union of Journalists
Ian Reeves, lecturer, centre for journalism, University of Kent
Chas Watkin, editor, You and Yours, BBC Radio 4
Joy Yates, group editor Johnston Press North East (South)
Joanne Butcher, chief executive
John Cary, head of accreditation

Quality assurance and standards committee

CHAIRMAN: Sean Dooley
Amanda Ball, NCTJ principal examiner
Barry Hunt, Archant
Sarah Niblock, Brunel University
Joanne Butcher, chief executive
Helen Condron, head of examinations

Helen Condron, company secretary