



National Council for the
Training of Journalists

National Council for the
Training of Journalists

Annual Report

2017-18

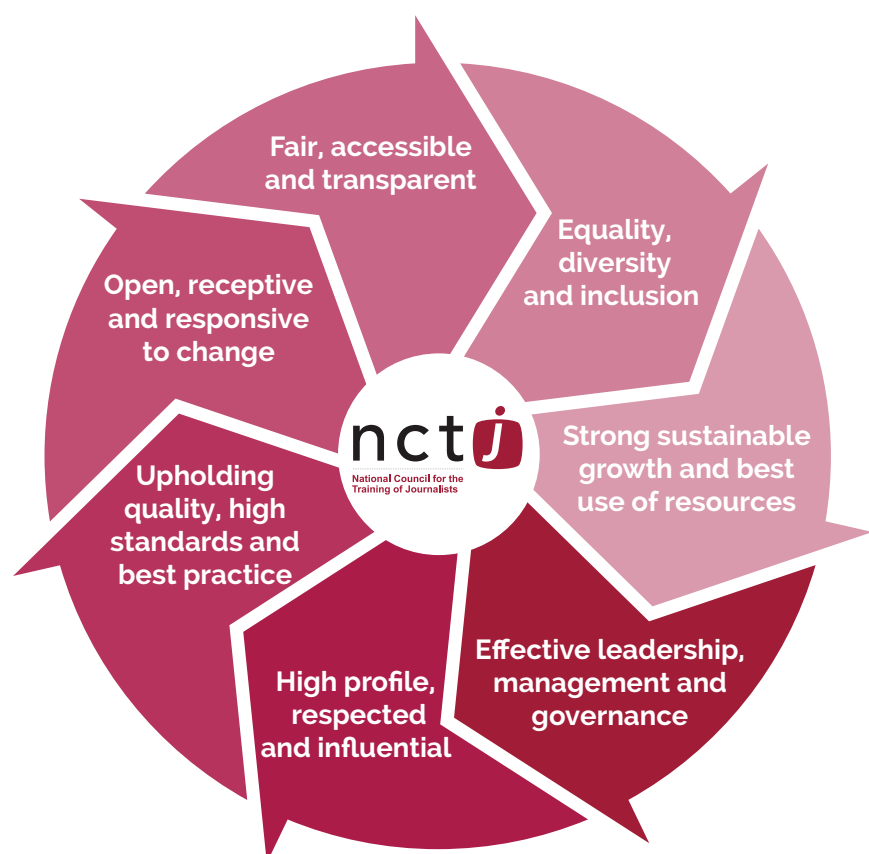


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NCTJ values

To grow and develop the NCTJ our values are:



NCTJ mission

To be recognised as the industry charity for attracting, qualifying and developing outstanding journalists who work to the highest professional standards. We provide a world-class education and training system that develops current and future journalists from all walks of life for the demands of a fast-changing media industry.

NCTJ objectives

- Increase resources to build the capacity and capability of the NCTJ to strengthen its role and influence across all media sectors and related sectors where journalism skills are required.
- Ensure there are effective products and services for journalists and journalism trainers at all stages of their careers and foster a culture of continuing professional development.
- Maintain a progressive, flexible and inclusive framework of respected industry 'gold standard' journalism qualifications and apprenticeships that embrace digital and other changes in practice.
- Accredite journalism courses of excellence at colleges, universities and independent providers and reward and support them to achieve the media industry's challenging performance standards.
- Provide an effective careers information service that promotes journalism careers, accredited courses and the industry's training scheme for professional journalists.
- Take more action on equality, diversity and inclusion to build a journalism workforce that widens participation so that it better reflects its audiences.
- Mobilise employers to ensure the media industry's professional training scheme produces journalists with high ethical standards to win public confidence and trust in quality journalism.
- Communicate and collaborate effectively with all target audiences to increase awareness of the NCTJ's brand values, its role, value for money, agenda-setting activities and status as a charity.
- Provide the industry with substantive research and up-to-date skills information to help us develop our understanding and response to the rapidly changing market place for journalism.

Vital statistics 2017-18



A total of **13,515** NCTJ examinations/assessments were taken throughout 2017-18

These comprised:

8,805

preliminary exams

984

portfolio assessments

568

national exam sittings

3,726

shorthand exam sittings

1,756

students enrolled to sit



Diploma in Journalism
exams on one of:

70

accredited
courses at

37

approved
centres

96

distance learners enrolled on the
Certificate in Foundation Journalism

135

distance learners enrolled on
the Diploma in Journalism



253

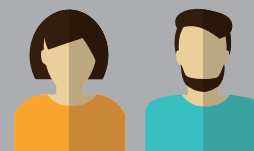
candidates achieved
gold standard Diploma
in Journalism

450

students were enrolled
on non-accredited
courses sitting
NCTJ exams

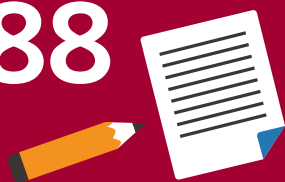
367

candidates sat NCTJ
exams in national
exam sittings



THE TOTAL NUMBER OF
NQJ EXAMS SAT WAS

488



141

trainees sat the NQJ and

107

trainees passed
the qualification

THERE WERE

105

REGISTRATIONS
FOR THE NQJ



31

SCHEDULED AND IN-HOUSE SHORT
TRAINING COURSES WERE RUN

£241,000

in JDF donations received from

49

bursaries awarded by the
Journalism Diversity Fund

10

sponsors and

2

donors



Chairman's view

What are we going to do about the big tech companies? If we are so angry about their holier-than-thou approach to making money, reluctance to pay tax, monopolistic instincts and ability to vacuum up the revenues that once went to altruistic businesses such as newspapers, we had better stop using them.

We could find our way across town without Google, give up Facebook updates, buy from bookshops, stick to ITV and the BBC and make our calls from home. What was wrong with a phone in the hall anyway?

Of course we shall do nothing of the sort. Few of us want to turn back the clock, whatever our misgivings about the models and morals of these mighty new businesses. Perhaps behaviour will improve without our personal intervention: governments, no longer dazzled by the ingenuity of the digital world, are finding ways to regulate and tax; the public are beginning to understand the value of the personal data they used unthinkingly to give away; old-fashioned journalistic inquiry has shamed some modern Goliaths into behaving better.

Newspapers have had more reason than most to be upset, for the newcomers – principally Google and Facebook – have pretty much destroyed their business model by running off with the advertising money. On the one hand, traditional publishers have no more right to complain than the coach and four drivers who watched the first motor cars arrive; new technologies will always challenge old businesses. On the other hand they have every right: these companies, claiming to be pipelines rather than publishers, have avoided many of the legal responsibilities faced by publishers and broadcasters.

As it has become clear that the new world is here to stay, the old world has been ambivalent in its response. Journalists on the editorial floor have laboured hard to expose the wickedness of the new arrivals. Directors of commercial and technology departments at the same

titles have sought partnerships with them. They look for ways to extend reach, find new audiences and benefit from faster download speeds for newspapers served up on mobile phone apps.

At the NCTJ we yield to no one in our love for the feel of an inky page, but we move with the times or become irrelevant. Working with cheerfully optimistic tutors and courses eager to embrace change, we're putting much effort into developing qualifications that examine the new skills needed by journalists today. We're pleased to have developed partnerships with Google and Facebook, sharing the benefits of remarkable technologies with direct application to newsgathering.

The latest development in these relationships is our two-year pilot scheme designed to see the recruitment of some 80 community reporters to work with regional newspaper groups, paid through funds from Facebook. We're overseeing the £4.5m project, making sure the money goes on new hires rather than to subsidise existing staff and seeing that the new recruits get the training they need to become qualified journalists. Some think the scheme offers Facebook an inexpensive way of improving its reputation. We think it brings a local journalist to communities that would otherwise go unreported.

The training element is vital, for the whole basis of our work as an educational charity is the encouragement, inculcation and examination of journalistic standards. The digital world has brought us many great things, but it has also generated a tidal wave of news and information that comes without any warranty, a great spew of stuff that may or may not be true. As people strive to sift the real from the fake, they look for sources we can trust, produced by trained reporters who understand the importance of sources and the role of objectivity. If we can help with that, we shall be doing an important public service.

Kim Fletcher
Chairman



Chief executive's report

Our ongoing commitment to developing partnerships has resulted in significant change at the NCTJ this year, which is set to continue.

The charity's income and activities are growing and we are determined to continue to seek and make significant investments to ensure the future of quality journalism and to help secure the sustainability of this wonderful trade.

Working closely with employers and our journalism college and university partners, we have implemented our radical new approach to accreditation. This is an even more rigorous, transparent and cost-effective system with considerable practical support and closer collaboration between accredited course providers and the industry.

We're opening up the National Qualification in Journalism so that all journalists can qualify as seniors. We've introduced a qualification in practical international journalism currently being piloted at two flagship universities: Ulster and Salford.

Last year we promised our relationships with the big tech companies would grow in importance. In the year ahead we will be playing a lead role in partnership with regional and local publishers in the Facebook-funded community news project. With its focus on training and qualifications, diversity and inclusion, the project aligns perfectly with our strategic objectives. It also sits perfectly alongside the Journalism Diversity Fund, which we are scaling up so that we can help more people into journalism.

Our involvement in such a high profile and large-scale project must not distract us from our other important business. We are conscious we must move quickly to take advantage of new opportunities and to take action when it's needed.

We have taken prompt action to reform journalism apprenticeships. They provide a fantastic opportunity for more school leavers to train as junior journalists and there are many success stories. We are mindful, however, that government agencies are not approving the best training providers to meet demand and we are starting to see symptoms of the return of some of the old bureaucratic

barriers to progress. Hopefully common sense will prevail in the year ahead and the government's drive to reform apprenticeships hasn't stalled.

The success of the Journalism Skills Conference, which was helped by the generous support of our friends at Sky, and the Awards for Excellence, presented at Hampton Court Palace by Sophy Ridge, are a fantastic celebration of talent, innovation, diversity and quality training.

The charity's investment in professional research continued with the publication of *Journalists at Work*, which provides valuable information about training, recruitment and conditions. We also published a new edition of *McNae's* with Oxford University Press and we are indebted to our hard-working authors for ensuring the book continues to give journalists unrivalled practical guidance.

During the year we were thrilled to welcome our first patron, the multi award-winning Sky News journalist Alex Crawford. In her role as patron, Alex will be giving talks, running workshops, writing articles, helping with fundraising events and doing all she can to highlight the importance of professional journalism and the NCTJ's values.

In the first of her bi-monthly blog posts, she called for journalists to rally together against attacks on journalism and to remember in the fight against fake news it's more important than ever to be accurate and honest.

On the day she was appointed patron, Alex was outside the Saudi consulate in Istanbul doing live reports every hour. There was no time to film the planned video announcement.

She's also unable to join us for our awards. Alex is in the middle of a long documentary about the perils of plastic in Africa and it's impossible to get back from South Sudan.

We wouldn't want it any other way.

So many people who share Alex's integrity, commitment and high journalistic standards contribute freely to the work of the NCTJ. Thank you all for everything you do.

Joanne Butcher
Chief executive

Accreditation – a new era

Introduction

The NCTJ officially launched its new accreditation approach in April 2018 to reflect the radical changes made to the structure and content of the Diploma in Journalism.

In brief, key features of the new approach include:

- An even more rigorous, transparent and cost-effective system allowing efforts to be concentrated where they are needed most. Centres with consistently high-performance standards will be subject to fewer visits
- More practical support from editors and the NCTJ with closer collaboration between accredited course providers and the industry. Designated industry advisers are offering knowledge and advice on the latest journalistic techniques and working practices
- A holistic and risk-based proportionate approach using evidence and information gathered by the NCTJ to raise standards and eliminate unnecessary bureaucracy.

Since the new approach was introduced in July 2017, 23 centres have gone through the new process to re-accredit an existing course.

Implementing the new accreditation approach

Self-assessment review

As part of the new accreditation approach, in advance of their re-accreditation visits, centres were asked to complete a self-assessment review of their performance against the NCTJ's new performance standards and to submit to the NCTJ a resulting report/action plan with supporting documentary evidence, such as schemes of work, timetables, CVs of newly appointed staff, internal policies etc. The NCTJ also supplied to centres guidance on how to complete the self-assessment review and how to evaluate their performance against the NCTJ's performance standards.

All NCTJ centres were required to complete and submit to the NCTJ a completed annual return form between June and September 2018. Centres that have tested the annual return form as part of an accreditation panel visit in 2017-18 were exempt from this requirement this year.

Centres were also asked to submit copies of their internal policies for malpractice/maladministration, complaints, appeals and reasonable adjustments with their completed annual return form this year, for NCTJ records. The NCTJ is currently reviewing all policies submitted to ensure they meet NCTJ requirements. Feedback has been given to centres where any changes/ amendments to policies are required.

Accreditation of new courses/modules

A major change for centres under the new accreditation approach is the way modules are approved: centres are now able to offer a mix-and-match selection of diploma options if there is clear rationale for their choices that suit the journalism jobs market. Those offering news courses are still expected to offer the traditional NQJ subjects, including shorthand, court reporting and public affairs.

To date, 10 centres have followed the new accreditation process to accredit a new journalism course or new modules on their existing courses. To gain approval to deliver a new course or a new module, recognised centres are required to submit a proposal to the NCTJ which includes:

- a description of the course and the combination of diploma modules the centre wishes to offer
- a business case for the course/module and how it will boost the employability of students
- evidence of the resources and expertise in place to deliver the diploma module(s) to the required standard
- information the centre will use in their marketing and course information



Centres that have been approved delivery of new diploma modules:

- **Harlow College** – videojournalism for online, production journalism and practical magazine journalism
- **Glasgow Clyde College** – practical magazine journalism
- **Kingston University** – broadcast journalism
- **City of Liverpool College** – practical magazine journalism
- **University of Central Lancashire** – photography for journalists
- **Glasgow Caledonian University** – practical magazine journalism
- **University of Essex** – photography for journalists
- **Press Association Training** – practical magazine journalism

Centres that have been approved delivery of new courses:

- **Brunel University** – news journalism diploma academic year course
- **City of Liverpool College** – Diploma in Journalism as a part-time course

Industry advisers

Representatives from the industry have been assigned to centres offering NCTJ-accredited courses in order to provide ongoing support to the head of journalism and tutors and to check that centres are continuing to meet NCTJ standards in-between accreditation visits. The industry adviser is a volunteer role appointed by the NCTJ.

Following a centre's first accreditation visit on the NCTJ's new approach to accreditation introduced in 2017, an industry adviser has been assigned to the centre by the NCTJ. The adviser is a senior working journalist or editor normally based in the local area. Large centres, offering different types of courses, may be assigned more than one industry adviser so that tutors have access to specialist expert knowledge, where required.

The industry adviser adds 'value' for the centre with up-to-date knowledge of aspects of the industry which they can share with tutors. They provide up-to-date information about the centre to the NCTJ in-between accreditation visits to support the NCTJ's quality assurance process. They also provide a direct link between the centre and the NCTJ.

The industry advisers appointed in 2017-18 are:

Highbury College – Laurie Tucker, day editor, Sky Sports News

Portsmouth University – Mark Waldron, editor, *The News*

Brunel University – Will Gore, executive editor, *The Independent*

City of Liverpool College – Maria Breslin, executive digital editor, Reach

Staffordshire University – Martin Wright, editor, *Shropshire Star*

Sheffield College – Andrew Mosley, editor, *Rotherham Advertiser*

Fife College – Allan Crow, editor, *Fife Free Press*

University of Gloucestershire – Stephanie Marshall, head of BBC West

University of Gloucestershire – Rachael Sugden, senior editor, Gloucestershire Media, Reach

Nottingham Trent University – Steve Hall, editor-in-chief, East Midlands Reach

Nottingham Trent University – Mike Shallcross, editor, Independent Nurse and Associate publisher, Mark Allen Group

De Montfort University – Ben Green, head of digital, *The Star*, Sheffield

De Montfort University – Marc Reeves, editor-in-chief, West Midlands Reach

University of Lincoln – Charlie Partridge, managing editor, BBC Radio Lincs

University of Lincoln – Sharon Hodkin, editor, *Newark Advertiser*

University of Sunderland – Joy Yates, editorial director, JPIMedia North East

University of Essex – Dominic Bowers, head of content, Newsquest Essex

University of Essex – Nikki O'Donnell, editor, BBC Look East

Bournemouth University – Toby Granville, editorial development director, Newsquest

North West Regional College – Ben Lowry, deputy editor, *The News Letter*

Glasgow Clyde College – Colin Hume, editor-in-chief, *Falkirk Herald*

Falmouth University – Jon Gripton, editor, Spotlight, BBC

Falmouth University – Scott Harrison, editor, *Cornish Guardian*

Harlow College – Nick Gill, editor, *The Comet*, *Royston Crow*

Leeds Trinity University – Hannah Thaxter, editor, *Yorkshire Evening Post*

Brighton Journalist Works – Michael Adkins, group editor, London and Kent, Archant

Following appointment of the volunteer role, industry advisers have begun to visit centres to share their specialist expert knowledge and to offer ongoing support. During the visits, the adviser meets the head of journalism, the relevant course tutors and the students currently enrolled on the course. It has also been beneficial for industry advisers to arrange the visit to coincide with a news production day or similar practical event, as this provides opportunities to observe the standard of training and work being produced.

Accreditation forums

In June 2018, representatives from centres offering higher education undergraduate and postgraduate courses, further education centres and independent providers met with the NCTJ at their respective accreditation forums. The discussions at each of these forums were then reviewed at the accreditation board.

Attendees of the HE undergraduate forum had requested that the NCTJ sets up a closed Facebook group for discussions about exams, accreditation, other NCTJ matters and for sharing information and best practice. This has since been set up by the NCTJ.

Some HE centres also asked to have access to the NCTJ results for their students' cohorts to track their progress and make it easier to encourage resits and completion of the diploma. Attendees of the forum asked the NCTJ to consider using some of the Journalism Diversity Fund to go towards the expenses student journalists face when undertaking work experience, e.g. travel and accommodation costs. Attendees suggested the NCTJ could run regional careers events or a roadshow to help centres recruit students, particularly those from disadvantaged backgrounds.

Topics debated at the HE postgraduate forum were similar. It was requested that the NCTJ produce a video on the benefits to prospective students of doing an accredited course and suggested that there were benefits of using other social media platforms to promote courses, e.g. Instagram and Snapchat. The postgraduate forum delegates suggested revisiting those who had responded to the 2015 student job destinations survey to track their career paths.

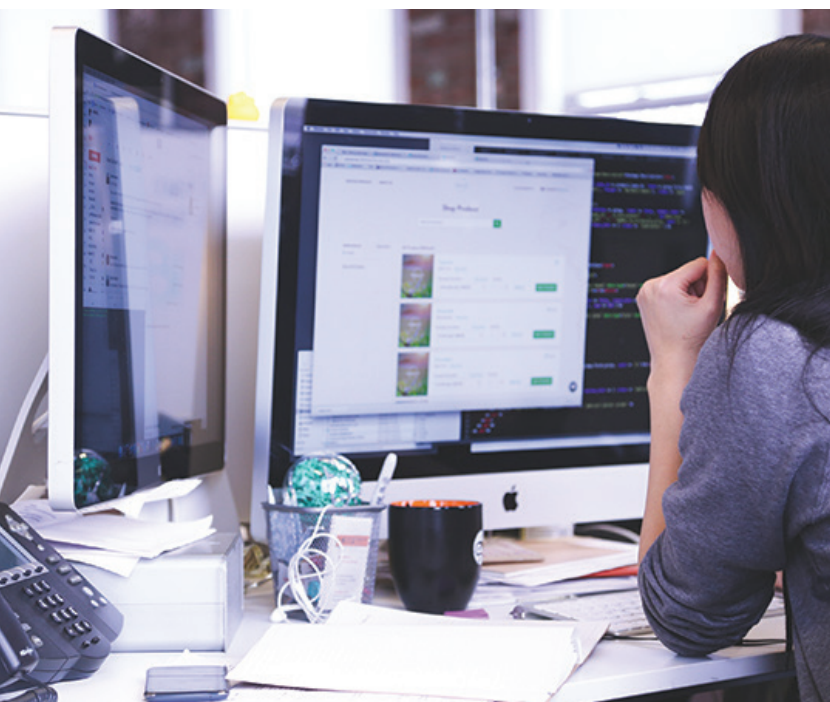
As well as many of the same topics discussed, those at the independent provider forum would like diversity training in terms of dealing with students with particular needs and trauma. They also wanted industry lobbying to help them gain access to apprenticeship funding.

Plans for the future

An immediate next step in the new accreditation approach is to review centres' self-assessment reviews, annual returns and evidence documents and populate the new risk log. In January, annual accreditation membership invoices will be sent out for agreements to be signed and sent back.

There are plans to work with the marketing and communications team to refresh and implement a plan to promote NCTJ-accredited courses and to promote the new approach to accreditation for new centres.

The NCTJ is also planning to support tutors on NCTJ-accredited courses by helping them to gain up-to-date journalism experience so they are aware of changes in working practices.



Accreditation in numbers (Since November 2017)

37
Centres

24
Accreditation
panel visits

54
Panel
members

6
Monitoring
visits

73
Spot
checks

1
Advisory
visit

3
Industry
adviser visits

Accreditation panel members:

Laura Adams, content director, London, Kent, Herts & Cambs and Southwest Newspapers

Michael Adkins, group editor, London and Kent, Archant

Henry Ainslie, deputy editor, *The Evening Times*

Lynn Ashwell, former head of content, *The Bolton News*

Tim Beech, managing editor, BBC Radio Shropshire

Dominic Bowers, head of content, Newsquest Essex

Maria Breslin, executive editor digital, Reach Merseyside

James Brown, senior audience contact editor, *Harlow Star*

Kelly Brown, deputy content editor, Sussex Newspapers

Nicola Caines, deputy editor, Sussex Newspapers

Hannah Chapman, editor, *The Northern Echo*

Suchandrika Chakrabarti, freelance

Paul Coates, managing editor, *Manchester Evening News*

Andrea Davidson, radio journalist, BBC Radio Suffolk

Tim Dawson, president, NUJ

Nancy Fielder, editor, *The Star*, Sheffield

Will Gore, executive editor, *The Evening Standard/The Independent*

Toby Granville, editorial development director, Newsquest

Ben Green, head of digital, *The Star*, Sheffield

Jon Gripton, editor, Spotlight, BBC

Steve Hall, editor-in-chief, East Midlands Reach

Scott Harrison, editor, *the Cornish Guardian*

James Higgins, editor, *North West Mail*

Jacqui Hodgson, editor factual programmes, BBC Newcastle

Sharon Hodkin, editor, *Newark Advertiser*

Catherin Houlihan, managing editor, ITV Border

Colin Hume, editor-in-chief, *Falkirk Herald*

Liana Kyparissis, freelance journalist

Faith Lee, external quality and assurance consultant, NCTJ

Ben Lowry, deputy editor, *the News Letter*

Donald Martin, editor-in-chief, Newsquest Glasgow

Stephanie Marshall, head of BBC West

Matt McKenzie, regional head of print, *Newcastle Chronicle*

Andy Martin, editor, *Bournemouth Daily Echo*

Jerzy Morkis, community content editor, Scottish Weeklies

Andrew Mosley, editor, *Rotherham Advertiser*

Steve Nelson, editorial trainer, Newsquest

Nikki O'Donnell, editor, BBC Look East

Charlie Partridge, managing editor, BBC Radio Lincs

Mark Payton, former editorial director, Haymarket Media Group

Claire Pitcher, freelance editor

Marc Reeves, editor-in-chief, West Midlands Reach

Andy Richardson, former editor, *The Northern Echo*

David Rowell, former head of training and development, JPIMedia

Abbie Scott, deputy managing editor, *Financial Times*

James Shaw, editor, BBC Radio 5 Live Scotland

Mike Shallcross, editor, Independent Nurse and associate publisher, Mark Allen Group

Rachael Sugden, senior editor, Gloucestershire Media, Reach

Laurie Tucker, day editor/head of training, Sky Sports News

Mark Waldron, editor, *The News*, Portsmouth

Chas Watkin, editor, You and Yours, BBC Radio 4

John Wilson, deputy editor, *Cotswold Journal*

Martin Wright, editor, *Shropshire Star*

Joy Yates, editorial director, JPIMedia North East

Qualifications

Junior journalist apprenticeship

Employers across all media sectors support the NCTJ with the research and development work involved in preparing and gaining approval of apprenticeships for journalists throughout the UK.

The level 3 junior journalist apprenticeship, which includes the NCTJ's Diploma in Journalism qualification, is successfully delivered through a number of training schemes with employers and training providers in England.

This year saw the introduction of an equivalent junior journalist apprenticeship framework for apprentices and employers in Wales, which also includes the Diploma in Journalism. The NCTJ is now involved in the development of a further apprenticeship for Scotland and, looking to the future, for Northern Ireland as well.

The NCTJ is approved by the Education and Skills Funding Agency (ESFA) as an end-point assessment organisation (EPAO) for the junior journalist apprenticeship in England. We are approved to deliver valid, reliable and independent assessments for apprentices to complete their apprenticeship. High standards and rigorous assessment policies and procedures provide consistent assessments which have

been quality assured and approved by the external quality assurance body for the government's Institute for Apprenticeships (IfA).

The NCTJ awards the level 3 Diploma in Journalism certificate to successful apprentices, plus an end-point assessment completion certificate. A final apprenticeship certificate is issued by the ESFA.

Senior journalist apprenticeship

The NCTJ is continuing to work with a 'trailblazer' group of employers to gain approval of a higher-level apprenticeship for a senior journalist. Supported by a wide range of employers including: Archant; BBC; dmg media; Guardian Media Group; JPIMedia; KM Media Group; *London Evening Standard & Independent*; MNA Media; Mark Allen Group; Newsquest; Reach Plc; Sky News; Sky Sports News; and *The Telegraph*, a level 7 apprenticeship standard has been designed to meet the needs of senior journalists across all media sectors including PR and communications.

Once approved by the IfA, this new standard may be introduced for apprentices through industry graduate training schemes and for upskilling employees via CPD programmes.

BBC and City of Wolverhampton College apprentices trying out their videojournalism skills



Diploma in Journalism

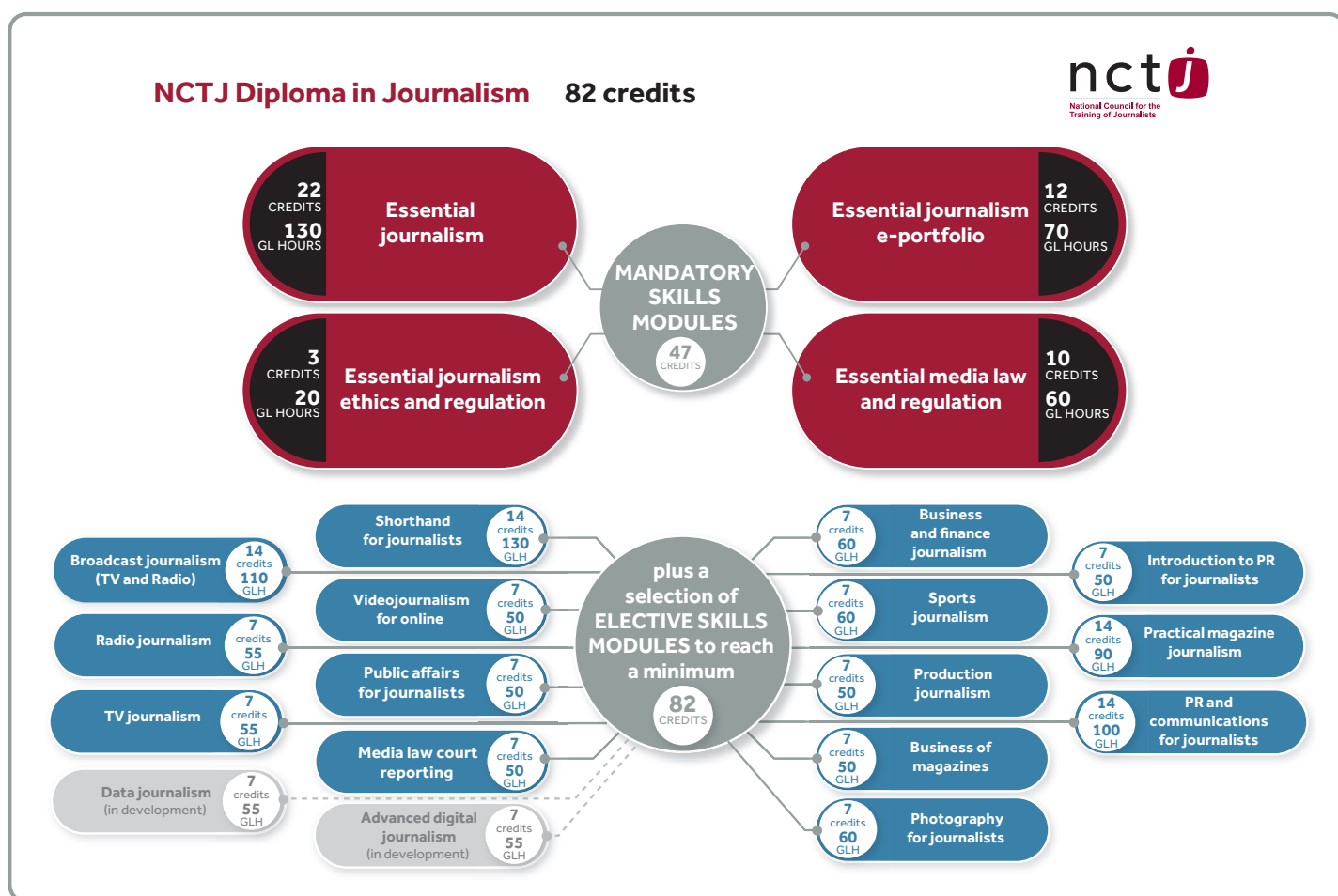
The Diploma in Journalism continues to be the benchmark for quality and high standards for trainee journalists. 'Gold standard' trainees achieve A-C grades in all subjects and a minimum of 100wpm shorthand (if taken).

Flexibility in the qualification structure allows candidates to choose options across different specialist areas of journalism. All candidates complete four mandatory subjects (essential journalism, essential journalism e-portfolio, essential ethics and regulation, and essential media law and regulation) earning 47 credits, and then need to gain a minimum of 35 additional credits from a range of options to achieve the full diploma. All

candidates are tested on regulation and ethics including IPSO and the Editors' Code and/or the Ofcom Code.

A new elective option, *introduction to PR for journalists*, was introduced last year and a double elective option for magazine journalists, *practical magazine journalism*, was designed and tested. New developments including *advanced digital journalism* (covering social media and analytics) and *data journalism* elective modules are currently in development.

The ongoing review and evaluation of the diploma is vital to maintain standards and validity across the industry. Ensuring we keep the content and assessments current and up-to-date is key to the continuing success of this 'gold standard' industry qualification.



New diploma modules

Practical magazine journalism, double elective diploma option: a programme of study and digital feature assessment designed after extensive research and wide consultation with the magazine industry. It has been tested and will be piloted with a small number of centres during 2018-19.

An introduction to PR for journalists, elective diploma option: a new single module designed to compliment the double elective option already available: *PR and communications for journalists*.



National Qualification in Journalism

The National Qualification in Journalism (NQJ) has been redesigned to reflect the changing needs of journalists and employers across all media sectors. The new level 6 qualification provides flexible pathways for journalists and employers.

Candidates undertaking the NQJ will need to demonstrate journalistic knowledge and skills relevant to the media setting they work in. The challenging standards set by the industry provide a platform for candidates to prove their ability to operate as a senior journalist.

Assessments include:



The first practical assessments to be developed include news: online, print and broadcast, and production journalism. The first exams will take place in summer 2019.

Skills-based assessments for all sectors will be developed for 2020 onwards. Andy Martin, editor of the *Bournemouth Echo* and chair of the NCTJ's journalism qualifications board, said: "I'm delighted that after such a detailed and far-reaching review, we have produced a new NQJ that provides quality training and meets the needs of a rapidly changing industry."

"The NQJ is based on exacting professional standards, so those who earn the qualification demonstrate that they can work successfully as a senior journalist."

Andy Martin, chair of the NCTJ's journalism qualifications board

Certificate in Foundation Journalism

The Certificate in Foundation Journalism continues to offer candidates the opportunity to gain an introduction to journalism skills, and is popular with distance learners. The qualification is suitable for anyone aged 16+ with an interest in journalism

and can be used as a stepping stone to progress to studying the level 3 Diploma in Journalism or possibly the junior journalist apprenticeship.

The qualification was reviewed in 2018 and has been updated to include digital skills as mandatory. Some smaller units have increased in size with the overall qualification increasing from 130 learning hours to 250 learning hours.

Qualification in Practical International Journalism

This new qualification has been designed for international students studying journalism in the UK. It will be open to native English speakers, but it does not lead to a job as a journalist in the UK.

It covers all the practical newsgathering and multi-platform story-telling skills that all journalists need, as well as understanding how to deal with the many ethical issues they will confront in their day-to-day work. They must be able to identify appropriate responses dependent on their international environment and they should have an awareness of media law and public organisations on the global stage.

Candidates will be assessed by a portfolio of evidence submitted online. The content will reflect multi-platform journalism skills gained through learning the programme of study with an international dimension.

The regulators

The NCTJ is recognised and regulated by Ofqual, Qualifications Wales and the Council for the Curriculum, Examinations and Assessment (CCEA) in Northern Ireland. NCTJ qualifications are listed on the government's register of regulated qualifications. The NCTJ confirmed it was fully compliant with all three regulators' conditions of recognition via an annual statement of compliance.

The NCTJ is currently exploring recognition with the Scottish Qualifications Authority (SQA) to ensure it meets the professional training needs of employers and journalists throughout the UK.

Looking ahead

Advanced digital journalism/data journalism elective diploma options: content and assessments are focused on social media and related analytics in *advanced digital journalism*. This new elective option module will be ready to pilot next year. Further research will continue for the development of other advanced digital options including data, apps, and content management systems.

Qualification in Practical International Journalism: we are piloting the new qualification designed for international students studying journalism with two accredited MA courses during 2018-19.

Community journalism: tailoring the NQJ and elective options in the diploma to meet the needs of community journalists. Coming from diverse backgrounds, these local journalists serve the communities they report on and providing a professional development route through the NCTJ's qualifications is a priority for next year.

Certificate presentation at City of Wolverhampton College



Gold Standard students

The following 253 students achieved the NCTJ gold standard in the Diploma in Journalism: A-C grades in all modules and 100wpm shorthand.

Bournemouth University

Samual Beamish
Daniel David Bennet
Charlotte Grace Callear
Oliver Dyer
Samantha Everett
Luke Harry Hastings
Carmella Haswell
Aijia Jiang
Hannah Kane
Jason Lewis
Charles Milward
Joseph Papworth
Isabella Perrin
Daniel James Sansom
Holly Megan Sawyer
Oliver James Sirrell

Brighton Journalist Works

Tom Brown
Katharine Hay
John Holden
Gemma Joyce
Sophia Marci-Anderson
Alex McCord
Nicola Morrison

Brunel University

Bradley Hayden
Jessica Watson

Cardiff University

Elgan Alderman
John Arkless
Alexander Brock
Samuel Ferguson
Bronte Howard
Anna Lewis
Thomas Lumby
David Lynch
Andrew McQuarrie
Bronwen Weatherby
Britta Zeltmann

City of Wolverhampton College

Thomas Steven Banner
Corrina Carr
Huw Mabe
Thomas Parkes
Danielle Poole
Anu Shukla

De Montfort University

Holly Hume
Elliot Leadbetter
Kerri Stevenson
Glasgow Caledonian University

Josephine Christie
Jack Stanners

Glasgow Clyde College

Kathryn Wylie

Glyndŵr University

Callum Rice-Coates

Highbury College

Lucy Bryant
Fiona Callingham
Annie Lewis
Samuel Morton
Hayley Pearce
Tamara Siddiqui
Laura Sore
Ashleigh Wilmot

Lambeth College

Joseph Wright

Leeds Trinity University

Daniel Owen

NCTJ distance learning

Catherine Sarah Hunter
Chloe Marie West
Chris Jaffray

News Associates – London

Rachel Addison
Miranda Aldersley
Dora Allday
George Bond
Hugo Brown
Marguerite Camu
Yinsu Collins
Jessica Cripps
Huw Cross
Lucas Cumiskey
Rachel Dobbs
Calum Fraser
George Hallam
Jonathan Harding
Dorothea Jacobs
Katherine Johnston
Josh Jones
Jessica Lester
Abbie Llewelyn
Rhianon Long
Lucy Lyth
Shingi Mararika
Tevye Markson
Alex Marrow
Bonnie McLaren
Dominic Moffitt
Rebecca Morley
Mora Morrison

Vicky Munro
Sean O'Brien
Euan O'Byrne Mulligan
Luke O'Reilly
Abbas Panjwani
Bhishya Patel
Marine Remoue
Husna Rizvi
George Roberts
James Roberts
Matthew Robinson
Peter Rutzler
Josh Salisbury
Laura Sharman
Eleanor Sharples
Ed Sheridan
Samuel Skubala
Chloe Taylor
Helen Taylor
Will Thompson
Kate Tracey
Sarah Turnnidge
Joe Walker
Sophie Watkiss
Kate Whitfield
Eoin Wilson
Patrick Wingrove

News Associates – Manchester

Faye Brown
Emilia Bruce-Watt
Ben Cartwright
Max Chesterton
Sophie-May Clarke
Charlie Cocksedge
Isobel Cotogni
Ciaran Duggan
Jordan Elgott
Laura Fitzpatrick
Daniel Hall
Tom Harle
Ned Holmes
Nathan Jacobs
Michael Jones
Gareth Lloyd
Elisa Menendez
Kate Oglesby
Helen Parkinson
Alice Richardson
Will Shillibier
Cameron Sinclair
Fraser Smith
Scott Sumner
Daniel Taylor
Sandy Thin
Mark Thompson

Joseph Timan
Fiona Tomas
Helena Vesty

Nottingham Trent University

Nick Andrews
Sarah Jessica Bryan
Joseph Cadman
Annalisa Joy Saba Davies
James Gregory
Paige Ingram
Kirsty Kew
Joseph Oliver Locker
Laura Shallcross

Press Association Training

William Bostock
Imogen Braddick
Dominic Brady
Georgia Chambers
Charlie Coe
Aisha Doherty
Tom Edwards
Mathilde Frot
James Gale
Olivia Gantzer
Amy Gibbons
Sarrah Gray
Katie Harris
Danielle Jalowiecka
Vijievan Jeevathayalan
Bryony Jewell
Rachel Judah
Safeeyah Kazi
Conor Matchett
Fionnuala McRedmond
Amar Mehta
Charlie Moloney
Sophie Pierce
Samuel Preston
Joshua Raisey
Will Rider
April Roach
Peter Rogers
Jennifer Sanin
Jessica Sheldon
Lucy Skoulding
Jennifer Sterne
Jay Williams

St Mary's University

Nicholas Friend
Joseph Leavey
Aramide Oladipo
William Pearse
Adam Samuel

The City of Liverpool College

Emily Bashforth
Amy Farnworth
Charlotte Gibbons
Lydia Judd
Ruqayyah Moynihan
Christopher Smith
Lauren Wise

UCFB Education Ltd -

Wembley

Harry Buckley
James Lawson
Matthew Mountford-Brock

University of Brighton

Alexander Holmes
Jack Kinnersley
Lorenzo Ottone
Jamie Phillips

University of Central Lancashire

Andreea Florentina Dulgheru
Thomas Haworth
Isaan Khan
Holly Victoria Smith

University of Kent

Bernardita Botto
Rachel Dixon
Tommaso Fiore
Michael Haffenden
Mohammad Ismail Khwaja
Katie May Nelson
George Nixon
Chandni Sembhi
Kaya-Victoria Terry
Alfie George Tobutt

University of Lincoln

Chloe Galbraith
Liam O'Dell
Faye Tomkotowicz
James Anthony Williams

University of Portsmouth

Lauren Adams
Kieran Bell
Alexander Boyd
Katie Elliott
Alexander Fox
Eleni Harvey
Alice Lerace
Jack Mallinson
Oliver Marsh

University of Salford

Ashlie Blakey

University of Sheffield

Jamie Bell
Paige Fiona Collier
Joel Course
Joseph Samuel Fletcher
James Stephen Gant
Holly Gittins
Giorgia Guantario
Benjamin Alexander Hardy
Laura Grace Holliday
Isaac Johnson
Amy Rebecca Walker
Anna Whittaker

University of Sunderland

Mark Donnelly
Sophie Knight
Ellie Lyall
Charlotte O'Neill
Alysha Stirling



Press Association Training students and apprentices on the set of The One Show

National Qualification in Journalism

The following trainees passed the NQJ qualification between July 2017 and March 2018

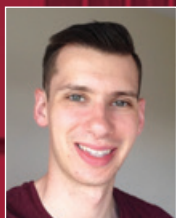
John Asher <i>The Comet</i>	Katherine Hopps <i>Barking & Dagenham Post</i>
Neil Athey <i>Lancashire Telegraph</i>	Rebecca Hudson <i>Salisbury Journal Newspapers</i>
Kieran Beattie <i>Press & Journal</i>	Matthew Jackson <i>The Sentinel</i>
Lloyd Bent <i>Westmorland Gazette</i>	Samuel Jackson <i>Leamington Spa Courier</i>
Christopher Binding <i>South Wales Argus</i>	Christopher Jaffray <i>Press & Journal</i>
Nicola Birch <i>Scunthorpe Evening Telegraph</i>	David Jagger <i>Telegraph & Argus</i>
Hollie Bone <i>Harrogate Advertiser</i>	Catherine Johnson <i>Braintree & Witham Times</i>
Samantha Booth <i>Croydon Advertiser</i>	Lara Keay <i>Wanstead & Woodford Guardian</i>
Charlotte Bowe <i>The Northern Echo</i>	Poppy Kennedy <i>The Scarborough News</i>
Milo Boyd <i>Reading Chronicle</i>	Callum Keown <i>Oxford Mail</i>
Jamie Brassington <i>Express & Star</i>	Anna Khoo <i>Chichester Observer</i>
Ned Bristow <i>Knutsford Guardian</i>	Jessica Labhart <i>Express & Star</i>
Jack Brooke-Battersby <i>Westmorland Gazette</i>	Chloe Laversuch <i>Warrington Guardian</i>
Jennifer Lynn Brown <i>The Cumberland News</i>	Matthew Lennon <i>Watford Observer</i>
Robbie Bryson <i>Braintree & Witham Times</i>	Anthony Lewis <i>Penarth Times</i>
Tom Burnett <i>The Sentinel</i>	Thomas Mackintosh <i>Croydon Advertiser</i>
James Butler <i>Worthing Herald</i>	Nicholas Marko <i>Lancashire Telegraph</i>
Ricky Charlesworth <i>Yorkshire Post</i>	Luke May <i>Kent on Sunday</i>
Stacey-Lee Christon <i>The Northern Echo</i>	Jamie McKenzie <i>Aberdeen Press & Journal</i>
Matthew Clemenson <i>Ilford Recorder</i>	Ryan Merrifield <i>Worcester News</i>
Katherine Clementine <i>Surrey Advertiser</i>	Alex Metcalfe <i>Teesdale Mercury</i>
Emily Collis <i>Bromsgrove Advertiser</i>	Joe Middleton <i>Kent & Sussex Courier</i>
Emma Crichton <i>Inverness Courier</i>	Richard Mills <i>Wiltshire Times</i>
Stephen D'Albiac <i>The Western Gazette</i>	Mary Naylor <i>Bury Times</i>
Tom Davis <i>Kidderminster Shuttle</i>	Liam Norcliffe <i>Derbyshire Times</i>
Michael Drummond <i>Worthing Herald</i>	Laura O'Callaghan <i>Waltham Forest Guardian</i>
Jonathan Drury <i>Shropshire Star</i>	Harriet Orrell <i>Eastern Daily Press</i>
Laura Drysdale <i>Wakefield Express</i>	Huw Oxburgh <i>Worthing Herald</i>
Jack Duggan <i>Rugby Advertiser</i>	James Oxenham <i>West Sussex County Times</i>
Shona Duthie <i>Surrey Advertiser</i>	Steven Prince <i>South Wales Argus</i>
Sian Elvin <i>Kent & Sussex Courier</i>	Thomas Pyman <i>Kent on Sunday</i>
Estel Farrell Roig <i>South Wales Argus</i>	Jasmine Rapson <i>Bucks Free Press</i>
Katie Feehan <i>Thurrock Gazette</i>	Jonathan Rees <i>The Mail</i>
Courtney Friday <i>Reading Chronicle</i>	Nicholas Reid <i>Tamworth Herald</i>
Vicky Gayle <i>Daily Gazette</i>	Jordan Reynolds <i>Shropshire Star</i>
Benjamin Goddard <i>Hereford Times</i>	William Rimell <i>Southern Daily Echo</i>
Niall Griffiths <i>South Wales Argus</i>	Sara Royle <i>Westmorland Gazette</i>
Sophie Grubb <i>Oxford Mail</i>	Steven Salter <i>Somerset County Gazette</i>
Nicholas Gullon <i>The Northern Echo</i>	Andrew Sandelands <i>Whitehaven News</i>
David Hannant <i>Eastern Daily Press</i>	Joshua Searle <i>Maldon & Burnham Standard</i>
Lauren Harris <i>North Devon Journal</i>	James Silcocks <i>Louth Leader</i>
Daniel Hayes <i>Derbyshire Times</i>	Rachel Sloper <i>Derby Telegraph</i>
John Herring <i>Newbury Weekly News</i>	Matt Smart <i>North Devon Gazette</i>
James Hockaday <i>Maidenhead Advertiser</i>	Samantha Spowart <i>Hexham Courant</i>
Wesley Holmes <i>Blackpool Gazette</i>	Anne Suslak <i>Herts Advertiser</i>

David Taylor *The Bolton News*
Will Taylor *Maidenhead Advertiser*
Stephen Topping *Wilmslow Guardian*
George Torr *Sheffield Star*
Emily Townsend *East Anglian Daily Times*
Shruti Sheth Trivedi *Bucks Free Press*
Rhea Turner *Burton Mail*
Thomas Van Klaveren *Croydon Advertiser*
Sarah Waddington *The Herald, Plymouth*

Abigail Weaving *Saffron Walden Reporter*
Jessica Wells *Wiltshire Gazette & Herald*
Ellis Whitehouse *Maldon & Burnham Standard*
Bianca Wild *Royston Crow*
Sam Wildman *Northamptonshire Telegraph*
Grace Witherden *Maidenhead Advertiser*
Joshua Wright *Gloucestershire Gazette*
Cheuk Ling Ann Yip *Get Surrey*

NQJ awards

The following awards were awarded to the best performing journalists from the NQJ exams between July 2017 and March 2018



The media law award for the best performance in the media law and practice exam:

Laura Drysdale, *Wakefield Express*
 Samuel Jackson, *Leamington Spa Courier*
 Ellis Whitehouse, *Maldon & Burnham Standard*



The Esso award for the best performance in the news report exam:

John Asher, *The Comet*
 Matthew Clemenson, *Ilford Recorder*
 Samuel Jackson, *Leamington Spa Courier*



Society of Editors' award for the best performance in the news interview exam:

Charlotte Bowe, *The Northern Echo*
 Huw Oxburgh, *Worthing Herald*
 Jordan Reynolds, *Shropshire Star*



Newsquest award for the best logbook:

Katherine Clementine, *Surrey Advertiser*
 Wesley Holmes, *Blackpool Gazette*
 George Torr, *Sheffield Star*

Celebrating diversity

A new award was launched by the NCTJ in 2018, to recognise the outstanding work of individuals, educators and employers who promote equality, diversity and inclusion in the media and training sector.

The new award reflects the NCTJ's commitment to taking more action on equality, diversity and inclusion to help build a journalism workforce that widens participation so that the media better reflects its audiences and their interests.

The *Equality, Diversity and Inclusion Award* can highlight any form of diversity and inclusion. Nominations can be for:

- **individuals** who have created a diverse and inclusive work environment by inspiring and motivating others to achieve outstanding success

- **education** and training providers that have been proactive through outreach programmes and unique initiatives that have made a difference and supported an inclusive and engaging environment
- **employers** and media organisations that have championed diversity and promoted inclusion within their own workforce and/or for the industry

The award will be presented at the NCTJ Awards for Excellence 2018 ceremony, which forms part of the Journalism Skills Conference.



Diversity forum

In October 2018, the NCTJ brought together a small group of leading publishers and broadcasters to discuss taking action on equality, diversity and inclusion.

The private meeting for employers was hosted by two NCTJ trustees, Andy Cairns, executive editor of Sky Sports News and John Ryley, head of Sky News.

The meeting was chaired by another trustee, Abu Bundu-Kamara, who takes the lead on the NCTJ's diversity strategy and work.

The NCTJ is keen to take more action on equality, diversity and inclusion to help build a journalism workforce that better reflects its audiences.

The aim of the meeting was to discuss the issues positively, share good practice and agree action and targets.

The NCTJ's latest research report, *Journalists at Work 2018*, which highlights the lack of diversity in the industry, was also presented and discussed at the meeting.

The NCTJ's strategy for equality, diversity and inclusion features ambitions to scale up the Journalism Diversity Fund and to attract and train more journalists in our local communities.



Journalism Diversity Fund recipients 2017-18

Journalism Diversity Fund

Since its launch in 2005, the Journalism Diversity Fund has awarded 297 bursaries to financially support the NCTJ training of students from diverse backgrounds, thanks to donations from the fund's sponsors.

The Journalism Diversity Fund is supported by those in the industry who want to make newsrooms better reflect the communities they serve by encouraging people from ethnically and socially diverse backgrounds to train as journalists.

Current sponsors include NLA media access, Associated Newspapers, BBC, Bloomberg, *Financial Times*, Google News Initiative, Press Association, Reuters, The Printing Charity and Sky.

The fund is aimed at those who do not have the financial means to attend an NCTJ-accredited course, can bring diversity to a newsroom and have a genuine commitment to journalism. Bursaries can help cover the costs of course fees and/or living expenses.

Each application is sent to a panel of journalists for shortlisting, and those shortlisted are invited to attend an interview with senior industry professionals.

In the past year, interviews have been hosted by Daily Mail and General Trust, *Financial Times*, Bloomberg and Press Association.

In the 2017-18 financial year, £244,330 was spent on supporting bursary recipients, an increase of £65,482 from the previous year.

Three out of four cohorts have been completed for the 2017-18 academic year. A total of 80 people have applied, 45 were invited for interview and 40 were awarded a bursary.

Mentoring scheme

In 2018, the Journalism Diversity Fund launched its first formal mentoring scheme to support bursary recipients.

The scheme was launched with almost fifty working journalists from sponsoring organisations of the fund signing up as mentors.

The scheme will give recipients the opportunity to learn valuable lessons, such as how to approach employers, excel on work placements and land their first job as a journalist, from mentors who can draw on their own recent experience of starting out in the industry.

Mentors and students will talk on a monthly basis, documenting the progress of goals set by the student at the start of the mentorship. At least one face-to-face meeting is also encouraged, if possible.

Diversity in journalism seminar and celebratory reception

Each year, journalists, editors, educators and bursary recipients are invited to attend a celebratory reception to celebrate the work of the Journalism Diversity Fund.

The 2018 event took part at Bloomberg's London offices on Thursday, 20 September.

For the second year, a diversity in journalism seminar took place before the lunch reception and featured two panels of industry figures, discussing the culture of inclusion as well as recruitment, fair access and retention in journalism.

Attendees also heard from vocal transparency campaigner and businesswoman Gina Miller, who is best known as the woman who successfully fought a legal battle to ensure parliament was involved in the process of triggering Article 50 to begin Brexit, as legally required by our constitution.

Gina told the audience: "Failure is a flipside to success. You need to learn early on how to deal with it.

"Don't be consumed by it – you are going to fail. You have to pick yourself up instead of going into this mourning period. Think about what you can do instead."

NCTJ trustee Abu Bundu-Kamara chaired the event, and Kim Fletcher, chairman of the NCTJ, accepted a cheque for £100,000 from Neil O'Brien, commercial director of NLA media access, bringing the organisation's total contribution to the fund to £1.3million.

Previous JDF recipients Connor Parker, now an intern reporter at HuffPost UK and Rianna Croxford, trainee broadcast journalist at BBC Radio 4 and World service, gave addresses on the day.

Connor said the JDF changed his life, adding: "It's so important to have diversity in the journalism industry – because I have a hidden disability and I'm from the north of England, I don't fit the mould of the stereotypical London journalist, but because of that I can speak about those topics that define my identity, I can bring that voice to the table."

The Claire Prosser bursary

Established in 2016, the Claire Prosser bursary was set up in the memory of diversity champion Claire Prosser, founder and former director of the BBC Journalism Trainee Scheme, who died suddenly in 2014.

The bursary is awarded each year to a successful Journalism Diversity Fund applicant who has indicated a preference for a career as a broadcast or digital journalist.

The award winner receives a £5,000 contribution to their funding from Claire's family, and also receives work experience opportunities with BBC News, Press Association and Wirefree Productions.

The 2018 bursary was awarded to Kay Loveridge, who began her studies at Leeds Trinity University in September.



Claire Prosser bursary 2018

The Thomas Read bursary

The Thomas Read bursary is awarded each year to a successful Journalism Diversity Fund applicant who has a long-term illness, health problem (physical or mental) or disability.

The bursary was set up in the memory of the Sky Sports News journalist Thomas Read, who died unexpectedly in 2015, aged 25.

Thomas was an inspirational young journalist who, in spite of his cerebral palsy, achieved a substantial amount in the field of journalism in a short space of time.



Thomas Read bursary 2018

Journalism Skills Conference and Awards for Excellence

The major issues facing journalism today were debated at the Journalism Skills Conference 2017, which took place on 23 and 24 November at Sky UK and Kingston University in London.

NCTJ chairman Kim Fletcher opened the event at Sky, with a message that in an industry experiencing permanent change, the constant element of trust has never been more important.

This message was supported by head of Sky News John Ryley, who said: "Pessimists look backwards to some mystical age of journalism. I say the golden age of journalism is now. It is a better time to be a journalist than ever before."



John Ryley, head of Sky News

John also stressed the importance of newsrooms reflecting their diverse audiences, attributing the lack of diversity to mainstream media newsrooms being taken by surprise by the Brexit vote.

He said: "To counter that, our newsrooms need to be populated by people who are in touch with what people are thinking."

The BBC's special correspondent Lucy Manning led a fascinating panel discussion on lessons from reporting disasters and terrorism.

Matthew Bell, the *Sun on Sunday's* news editor, explained that while News UK staff were sent on hostile

environment courses, there was a growing feeling that not enough support was provided to journalists once they'd returned from covering a terrorist attack.

News Associates managing editor James Toney felt pastoral support was needed not only for journalists sent to cover terrorist incidents but also those editing coverage in newsrooms.



How to make the most from social media panel

In a panel discussion on how to make the most from social media, UNILAD's editorial manager Ben Hayward and BuzzFeed News investigative reporter Jane Bradley said they both looked for all new hires to have NCTJ qualifications.

Ben and Jane both said they worried about an over-reliance on Facebook for their audiences. Telling the audience that UNILAD has 35 million followers on Facebook, Ben said: "Facebook is a fantastic platform for reaching people but at the same time it is easy to become beholden to them."

The final discussion of the day focused on the importance of diversity in newsrooms. Sky News political editor Faisal Islam told delegates he felt journalism was a sealed world that he needed to break into to get his first foot on the ladder.

He said: "The only reason I am here is that I marched up to the editor of *The Observer* in Waterstones in

Manchester in 1998 and handed him a letter which told him why he should take me on work experience."

He also highlighted that diversity is not just about ethnicity, expressing concern that newsrooms don't reflect voices from all parts of the country.



Faisal Islam, political editor, Sky News

Students, trainees and course providers were then honoured at the NCTJ Awards for Excellence gala dinner and ceremony, which took place at Hampton Court Palace.

An audience of 180 entrants, journalists and educators were in attendance at the ceremony, which was hosted by Sky News presenter and Harlow College alumnus Sophy Ridge.



Sophy Ridge, host of the 2017 Awards for Excellence ceremony

Addressing the shortlisted entrants, Ridge said: "Your place on the shortlist demonstrates the skills, determination and resilience needed to forge a successful career in journalism. Our thanks are due to the expert panel of judges who were thoroughly impressed by the quality of work submitted.

"Competition remains fierce to secure that vital first journalism job. But great opportunities are out there, and outstanding graduates from accredited courses are landing these jobs."

NCTJ chairman Kim Fletcher presented the winners with certificates. The categories included news journalism, sports journalism, features, top scoop/exclusive, multimedia story/campaign and student project of the year.

Performance awards were given to the student journalist of the year and trainee journalist of the year who achieved the best results in their diploma and NQJ exams, respectively.

Apprentice of the year was also awarded for the third year running following nominations from employers and trainers.

Kingston University hosted the final day of the conference, which was opened by Joanne Butcher, chief executive of the NCTJ, who made clear that despite the digital revolution, opportunities remain in the world of print.

Joanne's view was supported by Ted Young, editor of the *Metro*, who gave a presentation revealing some of the strategies that have made his daily national free newspaper such a success among younger readers.

Ted revealed millennials pick up the *Metro* in growing numbers attracted by impartial political coverage and a mixture of powerful front pages, humour and accurate news coverage.

Emma Youle, then an investigations journalist at Archant, explained how her local newspaper group set up an investigations unit in 2015 with the aim of holding power to account.

She explained how her print investigations increased the dwell time on her papers' websites.

Earlier, Brian Cathcart, professor of journalism at Kingston University, chaired a discussion on why accuracy, objectivity and ethics have never been more important.

Panellist Cristina Nicolotti Squires, head of content at Sky News, told delegates how they put huge emphasis on being right rather than first as part of its strategy to combat fake news.

She told delegates that in the wake of the Parsons Green bomb attack, they chose not to run the photograph of the unexploded bomb before it was broadcast by the BBC as at the time they could not verify it was a genuine picture.

She said: "There is a rush to get things on air but we want to be right rather than first. We are very clear to our staff that what we put on air is the facts. Our role is to be the verifier of facts."



Awards for Excellence 2017

Delegates then left the main auditorium for three specialist sessions in magazine, sport and business & finance journalism.

The conference concluded with a presentation by Matt Cooke, head of international at Google News Lab, on

Google's offerings to help journalists create content.

He reminded delegates: "Nothing replaces your own analysis but there are bits of technology which can help you."

Chairman's award

David Holmes, an exceptional broadcast, newspaper and digital journalist who has trained and inspired the careers of hundreds of journalists, was honoured with the 2017 NCTJ chairman's award for his outstanding contribution to journalism training and education.

NCTJ chairman Kim Fletcher presented the award to David at the Awards for Excellence gala dinner at Hampton Court Palace on Thursday, 23 November 2017.

Universally respected and popular, nominations for David to be recognised by the industry for his outstanding contribution to journalism education and training came from his students, former students, his colleagues at the University of Sheffield and those he worked closely with at the NCTJ.

David stepped down as a lecturer in the department of journalism studies at the University of Sheffield in July 2017 where he led the NCTJ-accredited MA journalism course. In his final year in charge, the course has been recognised by the NCTJ as the top performing university post graduate course in the UK.

During the presentation, Kim praised David as "dedicated, enthusiastic, patient and always willing to go the extra mile."

Kim added: "David's legacy is the deserved reputation for his university's journalism department, skilled and talented working journalists for the industry and a robust and rigorous accreditation scheme for the NCTJ."



NCTJ chairman Kim Fletcher presents David Holmes with the chairman's award

Student Council and Diploma in Journalism awards

An audience of 45 journalism student representatives from NCTJ-accredited course providers were in attendance at the 2018 Student Council meeting, held at the BBC Academy in Birmingham on Friday, 2 February.

The event was opened by NCTJ chairman Kim Fletcher, who told students: "The world of media has recently changed beyond recognition. There is so much information available that there's a premium on what we can actually trust. There is a greater need than ever for journalism that has objectivity and trust engrained in it."

Rob Alcock, head of training at BBC Academy, also welcomed students to the Mailbox in Birmingham, where they have been based for 12 years. He said: "Of all our partnerships, we particularly value the relationship we have with the NCTJ, whose exacting standards are something we are very passionate about."

The student representatives participated in a Q&A with senior NCTJ staff. NCTJ chief executive Joanne Butcher chaired the panel, with Amanda Ball, chief examiner; Lyn Jones, head of qualifications and Rachel Manby, head of quality and assessment.

The panel answered questions and listened to feedback from students on a variety of topics, including shorthand, exam structures, reasonable adjustments and the online exam platform, Cirrus.

Students then got into groups and discussed what they feel the NCTJ does well and where it could improve. The students agreed that the NCTJ is great for preparing them for employment, with exams reflecting real-life scenarios.

Students also said they would like more digital training and more detailed guidance to prepare them for exams.

They also discussed reporting disasters and terrorism training. Each student who presented said they would welcome in-depth training on what to do in difficult situations, as well as how to deal with difficult situations emotionally.

Meet the editors panel



Joanne Butcher said: *“While others run away from terrorism, journalists run towards it. We want to ensure that you are prepared properly to deal with difficult situations.”*

Shorthand was a popular topic on the Meet the Editors panel, which was chaired by Laura Adams, editorial director of Archant London, Herts and Cambs. She told students: “Shorthand is really important and it’s such a drag if you go into a job without it and then have to put the extra work in”.

Laura was joined by Naomi Bishop, assistant editor, BBC Midlands Today; Mark McGregor, assistant editor, BBC

Online; Abbie Scott, deputy managing editor, *Financial Times* and Martin Wright, editor, *Shropshire Star*.

Martin Wright echoed Laura’s comments, saying: “Please get 100wpm shorthand. It is so, so important and any editor will ask you about it.”

The panel answered a wide range of questions from students, covering topics such as gender balance in newsrooms, reporting sensitive subjects and what editors look for when recruiting.

The panel were also asked about the survival of local news in an evolving media landscape, to which Martin Wright said: “Our audience is growing, which means there’s still an interest in local news. Increasingly, our top stories are real local news, which gives me great confidence in our industry.”

Diploma in Journalism awards

Eleven students were rewarded for their hard work in the Diploma in Journalism exams after being presented with awards at the 2018 NCTJ Student Council meeting.

The awards were presented to the top-performing students in the NCTJ diploma exams during the 2016-17 academic year at the ceremony, which was hosted by regional and national television journalist Nick Owen, currently presenter of BBC Midlands Today.

Addressing students, Nick said: “The NCTJ demands such a high standard from students and trainees because that’s what will be expected of you in this exciting and competitive industry”.

He added: “Passing the diploma exams is a great achievement, but to get the highest marks in the UK is exceptional”.

Each winner received a certificate and a cheque for £250.



Atif Rashid



Alexander Miller



Matthew Chandler



Sean Walsh



Zosia Eyres

The ITV News broadcast journalism award

Atif Rashid, City of Wolverhampton College

The Mark Allen Group business of magazines award

David McPhee, Glasgow Clyde College

The Facebook production journalism award

Zosia Eyres, Press Association Training London

The Society of Editors shorthand award (100wpm)

Matthew Chandler, De Montfort University

The Sky Sports News shorthand award (120wpm)

Isaac Johnson, University of Sheffield

The Archant award for essential journalism

Emilia Bona, News Associates Manchester

The Archant videojournalism award

Alexander Miller, Leeds Trinity University

The Oxford University Press media law and regulation award

Jennifer Richards, Brighton Journalist Works

The Oxford University Press public affairs award

Louisa Chender, News Associates London

The JPIMedia media law: court reporting award

Anna Riley, Leeds Trinity University

The Premier League sports journalism award

Sean Walsh, University of Portsmouth

Careers, distance learning and developments

NCTJ patron

The NCTJ has appointed Alex Crawford, special correspondent for Sky News, as the charity's first ever patron.

Five times winner of the Royal Television Society journalist of the year award, Alex is based in Istanbul and reports from across the region and on the biggest stories around the world.

The decision to appoint Alex as patron came after she received the most nominations from journalists who were asked which living journalist they felt most embodies the values of journalism that they respect and adhere to as part of the 2018 Journalists at Work survey.

Alex, who began her career at the *Wokingham Times*, said: "It's a huge honour to be asked to be the first NCTJ

patron – and while I'm still struggling to understand how I'm considered anything like responsible enough to take up the position, I'm determined to do everything I can to help those just entering the profession.

"I started out as an NCTJ trainee. I was inspired, encouraged and nurtured by incredibly patient and passionate tutors as well as a larger than life regional newspaper editor who gave me a chance when no-one else would. You don't forget seminal moments like that."

In her role as patron, Alex will be giving talks, running workshops, writing articles, helping with fundraising events and doing all she can to highlight the importance of professional journalism and to promote the NCTJ's values.



Alex Crawford – NCTJ patron

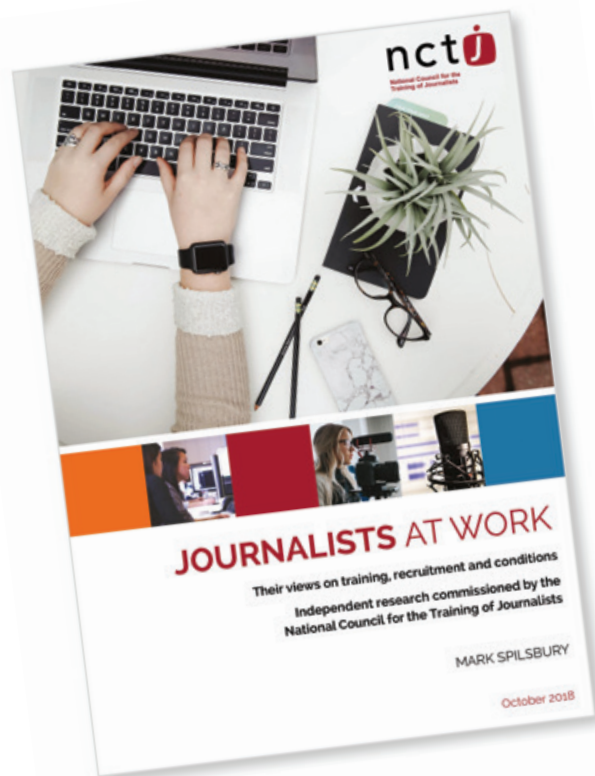
Journalists at Work 2018 research

A major research project exploring how the journalism industry has changed over the past six years has been published by the NCTJ.

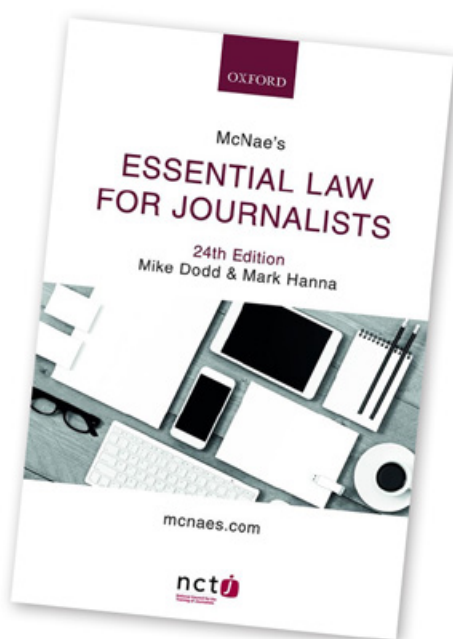
The latest Journalists at Work report reveals that the number of journalists working in the UK has risen substantially from 65,000 in 2012 up to 73,000 now, contrary to the perception that journalism is an occupation in decline.

Despite the changing nature of journalism, the number of journalists holding a journalism qualification has also increased, proving that journalism qualifications are more valued than ever.

Journalists at Work 2018 is authored by Mark Spilsbury, research consultant for the NCTJ, who also compiled the 2002 and 2012 reports.



*The full report is published
on the NCTJ website.*



24th edition of McNae's *Essential Law for Journalists* launched

More than sixty years since the first edition, McNae's *Essential Law for Journalists* remains the definitive law guide for journalists and students alike.

The 24th edition was launched at a reception at Middle Temple in London on Wednesday, 6 June, and offers unrivalled practical guidance on a wide range of reporting situations.

At the launch, authors Mike Dodd and Mark Hanna shared some of the newest components of the latest edition, which includes arguments court reporters can use to uphold the open justice principle against invalid or unnecessary reporting restrictions, and guidance from the chief coroner on media coverage of inquests.

*The book can be purchased on
the NCTJ's website.*



Fundraising

In August, a team of NCTJ staff members and supporters took part in a sponsored walk, raising more than £1,500 for the Thomas Read bursary, helping people with disabilities train as journalists.

The 15km sponsored walk started and ended at the NCTJ's offices in Newport in Essex.

The NCTJ was joined by Carolyn and Kevin Read, who set up the bursary in honour of their son Thomas Read, who died unexpectedly in 2015, aged 25.

Three previous bursary recipients, Rory Claydon, Connor Parker and Gemma-Louise Stevenson, also joined the fundraising efforts on the day.

After the long walk, everyone who took part enjoyed afternoon tea at the NCTJ offices, with homemade cakes baked by NCTJ staff members. A celebratory dinner also took place in the evening.

Shine School Media Awards

For the third year running, the NCTJ lent its support to the annual Shine School Media Awards, a national competition that aims to encourage and recognise young creative talent in secondary schools.

In addition to assisting with the final round of judging, the NCTJ provided three prizes to the winners of the Best Photograph, Best Feature Article and Best Overall Content categories.

The winning students were each given the opportunity to choose a study unit from the NCTJ Certificate in Foundation Journalism as their prize.

NCTJ accreditation manager, Emma Robinson, said: "Being involved in the Shine awards was a great day and the enthusiasm from the students was fantastic to see. I wish them every success in the future."



Emma Robinson, NCTJ accreditation manager, with students at the Shine



50 years of Teeline

The 50th anniversary of Teeline shorthand was celebrated at the 2018 NCTJ shorthand seminar, which took place in London on 15 June.

As well as being brought up-to-date with key issues and developments in shorthand training and qualifications, attendees also enjoyed a celebratory lunch reception with a 'Tee' party themed lunch and 50th anniversary cupcakes.

The NCTJ also called on journalists, students and tutors to join its #showusyourTeeline social media campaign by sharing photos of themselves using, learning and teaching Teeline shorthand.

Piers Morgan, who completed his NCTJ training at Harlow College, said: "Having an ability to take fast contemporaneous handwritten notes as a backup to technology is invaluable. I still use Teeline on Good Morning Britain during a big breaking news story live on air when I want to make a note of a powerful quote, and repeat it very soon afterwards.



"I'm not 100wpm as I was when I left Harlow, but I can still do OK. I'd urge every journalist to learn shorthand."

Piers Morgan



Distance learning

The NCTJ distance learning programmes remain popular with those who wish to achieve either the Certificate in Foundation Journalism or Diploma in Journalism via independent study.

The Diploma in Journalism is a popular choice for career changes and school leavers who do not wish to study at a centre, with 135 people registering on the programme between July 2017 and July 2018.

The NCTJ has also been working with The Prisoners' Education Trust, who provide educational opportunities for prisoners, to adapt the recently updated Certificate in Foundation Journalism programme to suit their needs. The PET cannot offer distance learning courses that require internet access, so by developing a tailored package, we are enabling prisoners to study the programme without the need for internet access.

Online exams update

The aim of the online exams project is to move to a fully integrated online examination system by 2019 and to eliminate paper-based assessments. The following assessments will be held on the online assessment portal (Cirrus) from September 2018:



Plans to introduce more exams to Cirrus are underway. The next modules due to be introduced to the Cirrus platform are broadcast regulation, shorthand, business and finance, sports journalism and business of magazines. Pilot centres are being sourced and the testing process to transition these modules onto the Cirrus platform will take place in 2018-19.

The target for full Cirrus transition for these modules is September 2019.



Short courses

Continuing professional development is more important than ever

The NCTJ's curriculum provides journalism students at all levels with the essential skills they need to be successful in the workplace. But it can't – and doesn't – stop there, because the journalism industry continues to change at breakneck speed.

Editorial management must build regular intervals of training for their journalists into their strategies. Working journalists need to constantly upskill in order to remain employable. For digital journalists in particular, there is tension between maintaining quality and working quickly.

The NCTJ has always provided continuing professional development and works constantly to keep ahead of trends and identify training needs by researching, observing and experiencing those needs first-hand in the newsroom.

Our trainers are skilled journalists and teachers who make their courses engaging and fun, and consistently receive excellent feedback.

What we offer

In 2017-18, we provided free seminars in partnership with Google and Facebook to teach journalists and journalism trainers how to successfully utilise the newest digital features. We also continue to offer masterclasses that teach the latest skills needed in the newsroom, such as podcasting and leadership for editors by an editor.

As always, we run courses for those who need journalistic skills such as news and feature writing, grammar and proof-reading and media law, both as in-house bespoke courses and scheduled courses at our offices.

We are able to provide bespoke in-house courses for any media group. For example:

- We ran a graduate training scheme for magazine journalists at Mark Allen Group in London in 2017-18.
- We launched a Level 5 Certificate in Sports Journalism with Sky Sports News, which will continue in 2018-19.
- We are working with *The Guardian* on a digital sub-editor trainee scheme.

National Qualification in Journalism (NQJ) and Diploma in Journalism refreshers have also run in advance of exam dates throughout 2018, preparing trainees and distance learners to successfully pass their exams.

In short, the NCTJ provides working students, journalists, educators and those who want to acquire journalistic skills with the tools and knowledge to do their jobs successfully.



Our courses

The short course programme is designed to help journalists and anyone who wants to acquire journalistic skills. These courses can be taught either as in-house courses or at the NCTJ's offices in Newport, Essex:





Business and finance review

Resources

The net outgoing resources of the group amounted to £85,720 (2017 net increase: £2,038). After the addition of net realised and unrealised gains on investments of £82,281, (2017: £159,911) there was a total decrease of funds amounting to £3,439 (2017: increase £161,949). There was, exclusive of the Journalism Diversity Fund, a trading deficit of £100,006, offset by the revaluations on investments and transfer between funds to give a surplus of £351 (2017: surplus £132,466).

The charity is a well-established and robust organisation with a well-known brand in the industry that enjoys high penetration, employer support and recognition. It is financially stable with revenue streams offering a range of products and services. The media industry is undergoing significant change and whilst the underlying health of the NCTJ remains excellent, the business direction of the charity reflects the changes to journalism. There are fewer journalism jobs in mainstream media but there is growth in the number of people who regard themselves as journalists and who are NCTJ qualified.

The charity is committed to alleviating the pressures on funding for training and adapting to the digital journalism revolution and continues to invest in the development of a broad range of products and services for all journalists and media organisations.

The trading deficit included: the cost from continued investment in research, including the recently published Journalists at Work report; development of new modules to the Diploma in Journalism qualification; a revision and modernisation of the senior National Qualification for Journalists (NQJ) to meet the needs of the wider media industry; and a one-off expense on repairs and refurbishment of the premises owned by the NCTJ.

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. A long-term commitment has been made to foster a culture of continuing professional development for journalists to ensure there is public confidence in journalism standards and ethics.

The Journalism Diversity Fund, an industry charitable fund, is managed and administered by the NCTJ as

a restricted fund. Donations totalling £241,291 were received from NLA media access, Sky UK, Google UK, The Printing Charity, BBC, Bloomberg, Daily Mail and General Trust, Press Association, *Financial Times* and Thomson Reuters, along with private donations of funds raised by the Thomas Read and Claire Prosser families (2017: £209,081). Expenditure from the fund amounted to £244,330 (2017: £178,848).

Funding

The charity has adopted a diversified approach to income generation. The principal funding sources are: donations from strategic partners; income from registrations; apprenticeships and examination fees; sales of publications and training materials; events and training courses; accreditation fees; donations to the Journalism Diversity Fund; sponsorship, 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 operates an investment policy that provides for a degree of diversification of holdings with different common investment funds in order to mitigate the impact of significant movements in exchange rates and localised economic issues. The directors are satisfied with its overall performance.

Reserves

It is the aim of the directors to generate surpluses sufficient to maintain a level of resources which, in the opinion of the board, is commensurate with the identified needs of NCTJ. The policy is to maintain a minimum level of funds that would allow time for re-organisation/restructure in the event of a downturn in income, protect ongoing strategic work and allow the charity to fulfil its objectives and commitments. This currently equates to c£327,000.

At 30 June 2018 the group had funds totalling £1,769,928 (2017: £1,773,367) of which unrestricted funds amounted to £1,558,052 (2017: £1,557,701) and restricted funds of £211,876 (2017: £215,666). Excluding restricted, designated and capital funds the charity currently holds free reserves of £319,445.

Risk management

The directors have assessed the major risks to which the group is exposed, in particular those related to the operations and finances of the charity and its trading subsidiary, and compliance with the regulators' conditions of recognition for awarding organisations.

The importance of effective risk management operates at all levels of the organisation. The directors are responsible for managing risk at a strategic level and monitor risk on a quarterly basis. The chief executive and management team have primary responsibility for managing risk at an operational level and building a risk awareness culture within the organisation. Individuals and teams are responsible for identifying and managing risk on a day-to-day basis.

Structure, governance and decision making

The National Council for the Training of Journalists 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. Operations are delegated to the chief executive, who is appointed by, and reports to, the board and her management team. Stakeholders are involved through focus groups of editors and trainers, accreditation forums and seminars, the Journalism Skills Conference and the Student Council.

New directors are recommended and appointed by the directors. Nominations are vetted carefully and considerations include skills and experience, representation of stakeholders, eligibility and conflicts of interest. The chairman and chief executive are responsible for the induction and training of new directors and formal training is available covering the role of a trustee, governance, finance, chairing committees and board leadership.

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.

Charitable contribution

During the year, NCTJ Training Ltd made a charitable donation under deed of covenant of £39,233 (2017: £46,170) to its holding company, The National Council for the Training of Journalists, a registered charity (No: 1026685).

Statement of accounts	2017-18	2016-17
Incoming resources	£1,206,096	£1,125,239
Expenditure	£1,291,816	£1,123,201
Operating Surplus / (deficit) for the year	(£85,720)	£2,038
<i>Consisting of:</i>		
<i>Restricted fund (deficit) / surplus</i>	£14,286	£45,040
<i>Trading (deficit) / surplus</i>	(£100,006)	(£43,002)
Balance Sheet as at 30 June 2016		
Tangible fixed assets	£421,368	£436,151
Investments	£832,734	£750,453
Current assets	£686,701	£792,059
Current liabilities	£170,875	£205,296
Net current assets	£515,826	£586,763
Net assets	£1,769,928	£1,773,367

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

Who we are

Trustees

CHAIRMAN: **Kim Fletcher**, partner, Brunswick Group
VICE-CHAIRMAN: **Laura Adams**, content director – London, Kent, Herts & Cambs and Southwest Newspapers, Archant
Gavin Allen, controller, daily news programmes, BBC
Lynne Anderson, deputy ceo, News Media Association
Abu Bundu-Kamara, global diversity and inclusion lead, Boeing
Andy Cairns, executive editor, Sky Sports News
Jeremy Clifford, editor-in-chief, JPIMedia
Andy Martin, editor and head of news, *Daily Echo*, Bournemouth
Roz McKenzie, apprenticeship training manager, Press Association Training
Alison Moore, director of finance and company secretary, NLA media access
Colm Murphy, head of media, film and journalism school, Ulster University
John Ryley, head of Sky News
Martin Wright, editor, *Shropshire Star*

Joanne Butcher, chief executive
Chris Dunham, company secretary

Staff

Jan Alder, PA to chief executive
Beverley Bailey, head of development
Joanne Butcher, chief executive
Chris Dunham, head of finance and IT
Anna Higginson, examinations administrator
Lyn Jones, head of qualifications
Cecilia Judmann, events and training officer
Sarah Kenny, marketing and communications executive
Rachel Manby, head of quality and assessment
Alison Puttock, senior examinations controller
Emma Robinson, accreditation manager
Andy Summers, examinations controller
Hannah Walter, examinations administrator

Lead consultants

Faith Lee, external quality assurance
Michelle Lewis, short courses and professional development
Mark Spilsbury, research
Paul Watson, editorial

Accreditation board

CHAIRMAN: **Andy Cairns**, executive editor, Sky Sports News
Karen Ballam, chief examiner, shorthand and further education representative
Tim Dawson, president, National Union of Journalists

Graham Dudman, tutor and consultant, News Associates London
Nicole Garnon, editor, *South Wales Argus*
Will Gore, executive editor, *The Independent & London Evening Standard*
Ben Green, head of digital, *The Star*, Sheffield
Sue Green, journalism tutor, City of Wolverhampton College
Mike Hill, course director for MA News Journalism, Cardiff University
Ian Reeves, director of learning and teaching, University of Kent
Abbie Scott, deputy managing editor, *Financial Times*
Chas Watkin, editor, *You and Yours*, BBC

Joanne Butcher, chief executive
Rachel Manby, head of quality and assessment

Journalism qualifications board

CHAIRMAN: **Andy Martin**, editor, *Bournemouth Daily Echo*
Amanda Ball, NCTJ principal examiner
Karen Ballam, chief examiner, shorthand and further education representative
Joyce Bishop, chief examiner, essential journalism
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
Pete Leydon, HE representative
Steve Phillips, chief examiner, press photography and photojournalism
James Porter, journalism training manager, news group partner, BBC Academy
David Rowell, industry representative
Chris Rushton, chief examiner, PR & communications
Laurie Tucker, industry and apprenticeship representative

Joanne Butcher, chief executive
Lyn Jones, head of qualifications

Quality assurance and standards committee

CHAIRMAN: **Sean Dooley**
Michael Adkins, group editor London and Kent, Archant
Amanda Ball, NCTJ principal examiner
Sarah Cassidy, programme administrator journalism, University of Salford

Joanne Butcher, chief executive
Lyn Jones, head of qualifications
Rachel Manby, head of quality and assessment