



National Council for the
Training of Journalists

Annual Report

2018-19



www.nctj.com

nctj
National Council for the
Training of Journalists

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NCTJ mission

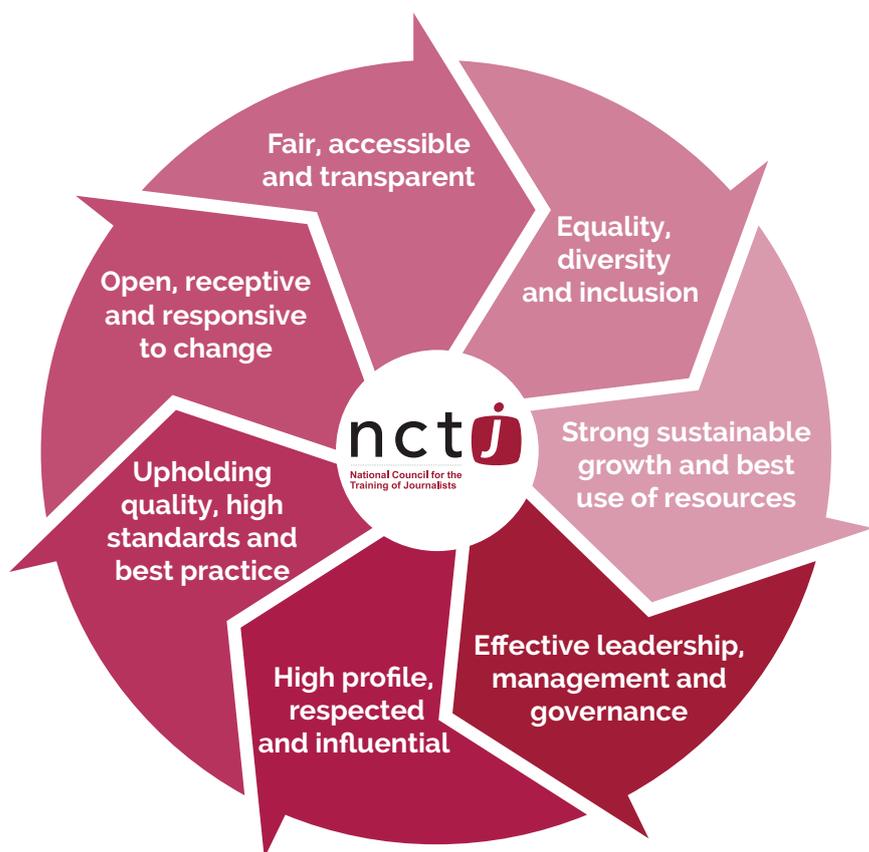
To be recognised as the industry charity for attracting, qualifying and developing outstanding journalists who work to the highest professional standards. We provide a world-class education and training system that develops current and future journalists from all walks of life for the demands of a fast-changing 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.
- Accredit 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 take-up of NCTJ products and services and to increase awareness of the NCTJ's brand values, its role, value for money, agenda-setting activities and status as a charity.
- Make a positive and demonstrable contribution to the future sustainability of quality public interest journalism in the UK.
- 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.

NCTJ values

To grow and develop the NCTJ our values are:



Vital statistics 2018-19



A total of **13,537** NCTJ examinations/assessments were taken throughout 2018-19

These comprised:

8,192

preliminary exams

1,049

portfolio assessments

662

national exam sittings

3,664

shorthand exam sittings

1,552

students enrolled to sit Diploma in Journalism exams



77

distance learners enrolled on the Certificate in Foundation Journalism

54

apprentices were registered



63 accredited courses were run at

36 centres

135

distance learners enrolled on the Diploma in Journalism



230

candidates achieved gold standard Diploma in Journalism

289

students were enrolled on non-accredited courses sitting NCTJ exams

471

candidates sat NCTJ exams in national exam sittings



THE TOTAL NUMBER OF NQJ EXAMS SAT WAS

302



99

trainees sat the NQJ and

65

trainees passed the qualification

THERE WERE

103

REGISTRATIONS FOR THE NQJ



77 Community News Project roles were filled



40 SCHEDULED AND IN-HOUSE SHORT TRAINING COURSES WERE RUN

£303,152

in JDF donations received from

53 bursaries awarded by the Journalism Diversity Fund

11 sponsors and **2** donors



Chairman's review

Journalists have mixed feelings about the big tech companies.

On the one hand Google and Facebook ran off with advertising revenue and destroyed the economic model of the newspaper industry. On the other, they rejuvenated the world of communications. Silicon Valley is not interested in boring tax bills, but it does have some seriously sexy kit. And if the techies are sitting on a mountain of our personal data, those of us old enough to have searched with a phone book and a Kelly's Street Directory revel in our newfound ability to find people online in five minutes.

Which leaves overbearing, sanctimonious, self-referential, arrogant, and the delusion of believing they do only good. Thank heavens journalists aren't like that.

We feel that ambivalence when we walk into any newspaper office. In the newsroom, reporters labour to reveal new intrusions into personal information, sweetheart tax deals with dazzled governments and political activity by Russian bots. In the commercial department and online, their colleagues talk to tech companies about improved download speeds, tools to analyze reader data and commercial deals to share content.

The day journalists started to use the term "content", by the way, was a black one. Content sounds as cheap as whitewash, something to be bought by the bucketload to fill the space on a website. Stories, in contrast, are the product of human endeavour, trade craft, research and thought. Sadly, it's too late to stop the rot. The industry has undervalued its own product.

But let's not start on publishers' mistakes. At the NCTJ we prefer to look forward, which is why we put so much effort into equipping new generations of journalists with the skills they need in the new world - and why we have forged our own relationships with Google and Facebook. In response, the tech companies have opened their offices to seminars and workshops that have become some of the most popular sessions we run with teachers, students and journalists.

At least one of those three groups occasionally succumbs to cynicism, so it has been fascinating to watch them encounter whole-hearted, sunny enthusiasm. Some of the techies have adopted novel habits after years in older forms of journalism, others have known only the modern world, all have been almost aggressively optimistic. They demonstrate new techniques in the pursuit of old ends: finding stuff out, presenting it, informing people.

The relationship with Facebook is deeper. Just over a year ago, we joined a group of publishers to create the Community News Project, a scheme, underwritten by the tech giant, to recruit, train and qualify around 80 additional community journalists in the regional press. Our ambition is to encourage more reporting from areas of the UK that have become underserved as a result of cutbacks in regional journalism. We see the scheme too as a means of encouraging greater diversity in newsrooms, a goal we also pursue through the Journalism Diversity Fund, funded by donations and designed to award bursaries to students who could not otherwise afford to go on a journalism course.

Naturally – this is journalism – there are points about the scheme that are contentious. Have we offered the multi-billion dollar Facebook a cheap way of improving its reputation? Which newspaper groups have benefited? Why should private sector shareholders be subsidised? What is the job security for those new reporters who come on to the scheme? They are good questions that will provoke different opinions. We think there is a bigger question that wins the day: is it a good thing that there are 80 more qualified journalists reporting local news than there were this time last year?

Kim Fletcher, chairman



Chief executive's report

It's been an extraordinary milestone year for the NCTJ.

I'm well into my second decade as chief executive and this job for me and my dedicated team is as fresh, exciting and challenging as it's ever been.

Every year we wonder whether we will be able to catch our breath and if things will settle down, become easier, quieter, perhaps a little more predictable.

They never do because we can never stand still and we must continue to question, innovate, and move with the times to achieve our goals. To thrive during what has been a prolonged period of intense change for the media, journalism education and training must adapt and transform.

Two years ago we set a challenging objective to increase our resources to help us build the capacity and capability of the NCTJ and to strengthen our role and influence. We have also made a commitment to play our part in sustaining quality public interest journalism in the UK.

We have loved the big challenge of setting up the Facebook-funded Community News Project with our publisher partners. It's been an enormous pleasure to see promising journalism careers being forged by people from all walks of life and to watch the difference that this extra grass roots reporting is making to their communities.

Our income has grown significantly this year and the big task ahead is to keep the momentum going and to build on this success. We have an exceptional new head of partnerships and projects who is dedicated to developing new and existing relationships with the charity's stakeholders and like-minded organisations and individuals.

It's heartening to see a significant increase in donations to the Journalism Diversity Fund this year. This has allowed us to award a record number of bursaries to those who can't afford their training. Achieving greater equality, diversity and inclusion in our newsrooms is right at the heart of the NCTJ's work.

Another priority that's growing in importance is our effort to support journalists at all stages of their careers. For people considering a career in journalism we want to make sure they make informed choices. So our new career service, which includes publication of an annual

careers guide, explains the different options and range of opportunities. We also want to encourage experienced journalists to develop and update their skills and we are growing our offer of mid-career training and professional development.

The NCTJ's response to the changing media landscape and skill needs involves ensuring our qualifications remain future proof. We have built in more flexibility and a greater emphasis on digital skills. The National Qualification in Journalism is now open to all journalists who want to qualify as seniors. We have made further changes to apprenticeships, our foundation certificate and qualification for international students.

We are very proud to work with the best journalism education and training providers in the UK who share our commitment to high and exacting standards. They have welcomed our efforts to ensure our accreditation scheme is even more rigorous, supportive and cost-effective, and that the industry is more closely involved.

The NCTJ is privileged to have the active support of so many wonderful people who share our values, passions and beliefs.

As a charity for the public benefit that aims to create a better society and a responsibility for high standards of training and journalism, we take our work very seriously.

In her view of the year, our incredibly inspiring patron, Alex Crawford, pleads for journalists not to stay silent and to call out the lies.

This duty is something that applies equally to the NCTJ and we promise to make a noise and to fight tirelessly for quality training and good journalism that is based on accuracy and the facts.

Alex describes our mission as providing the muscle, the backbone and the foundations for journalists from all backgrounds and genders to thrive and hold everyone to account.

She also says this is more important than ever.

It's why the NCTJ's work and impact has become even more critical. Thank you for your support.

Joanne Butcher, chief executive

Commitment to equality, diversity and inclusion

Journalism Diversity Fund

It's so important that journalists come from a range of backgrounds, and the costs of training shouldn't be a barrier to entering journalism, which is why the Journalism Diversity Fund was set up in 2005.

Since its launch, the JDF has awarded 339 bursaries, which can help with the costs of course fees and/or living expenses while studying.

The JDF is supported by those in the industry who want to make newsrooms better reflect the communities they serve.

In 2018-19, the JDF was supported by donations from the following sponsors: NLA media access, Google News Initiative, BBC, Bloomberg, *Financial Times*, Newsquest, PA Media, Reuters, The Printing Charity and Sky.

The fund also received sponsorship from Cision Jobs to support the development of an improved website for the Journalism Diversity Fund.

The fund is aimed at those who do not have the financial means to support themselves through an NCTJ-accredited course, can bring diversity to a newsroom and have a genuine commitment to journalism.

Applications are open four times per year, and all applications are reviewed by a panel of journalists for shortlisting. Those shortlisted are invited to attend an interview with a senior industry professional.

In 2018-19, interviews were hosted by the BBC, Bloomberg and Daily Mail and General Trust.

In the 2018-19 financial year, £277,053 was spent on supporting bursary recipients, an increase of £32,723 from the previous year.

Mentoring scheme

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

Bursary recipients are matched with non-senior working journalists, who can give valuable guidance throughout their studies.

Mentors and students are in contact on a monthly basis, documenting the progress of goals set at the start of the mentorship.

Feedback from recipients has included:

"My mentor is extremely approachable and responsive. I really appreciate having someone who can offer advice on entering the profession, job applications and internships."

"I feel very lucky to have my mentor and I think the relaxed approach of us organising what involvement we shall have helps build a rapport."



2018-19 bursary recipients



Priscilla Baffour, Toby Granville, Joanna Webster, Claire Sanderson and Dan Wright discuss social mobility

Equality, diversity and inclusion conference

Tackling social mobility issues and how to ensure fairness in reporting were on the agenda at the NCTJ's equality, diversity and inclusion conference.

More than **100** journalists, editors, educators and students attended the event, which took place at Reuters in London on Thursday, 19 September.

One of the event's panel discussions looked at the importance of retaining diverse journalists in newsrooms.

Dan Wright, director of coverage EMEA at CNN International, said:

"We talk a lot about entry level, but how do we develop the diverse staff we are bringing in?"

"We are looking at the barriers to promotion and shattering those glass ceilings by breaking the unconscious bias and to help promotion within."

Previous JDF recipients Jess Glass, now a reporter at PA Media, and Yusuf Khan, now a reporter at Business Insider, gave inspiring addresses on the day.

Jess said:

"I'm a gay, trans orphan from a working-class background and I felt that any one of those identities would disqualify me from a career in the industry."

"Getting the bursary not only meant I could afford to study, but it's given me that reassurance that actually I do belong in this industry and there's something really comforting about knowing that there are tangible attempts to make journalism a better place."

The conference also celebrated the work of the Journalism Diversity Fund and saw the annual cheque presentation for

£100,000

from founding sponsor **NLA media access.**



Bree Johnson-Obeng and Ellen Claburn

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 Journalism Diversity Fund recipient who has indicated a preference for a career as a broadcast or digital journalist.

The award winner receives a £6,000 contribution to their funding from Claire's family, and also receives work experience opportunities with BBC News, PA Media and Wirefree Productions.

The 2019 bursary was awarded to Bree Johnson-Obeng, who is studying on the fast-track news reporting course with PA Training.

The equality, diversity and inclusion award

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

This 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 award, presented at the Awards for Excellence 2018, was won by Abbie Scott, deputy managing editor of the *Financial Times*.

Abbie was praised for creating long-term sustainable change at the *FT* by setting up a paid internship for student journalists. The judges were particularly impressed with her continued contact with interns beyond their time at the *FT*, showing ongoing dedication and commitment to diversity in journalism.



Kim Fletcher, Abbie Scott and Sarah Hewson



Amy Clarke, Kate Pounds and the Read family

The Thomas Read bursary

The Thomas Read bursary is awarded each year to a 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.

The 2019 bursary was awarded to two recipients: Kate Pounds, who is studying on the part-time multimedia journalism course at News Associates London, and Amy Clarke, who is studying an MA in journalism at the University of Sheffield.



Community News Project

It has been abundantly clear for several years that the structural, financial challenges faced by the regional news media are acute – especially in what was formerly the print sector.

In testing times, regional media groups have sought innovative solutions in a wide range of areas. In 2019 the NCTJ has been at heart of one of the most significant attempts to fill the void left by shifting journalistic and technological sands.

The Community News Project was launched at the end of 2018, established as a partnership between Facebook (which provided the funding), the NCTJ (to manage the scheme) and nine regional news publishers (Reach PLC, Newsquest, JPIMedia, KM Group, Archant, the Midland News Association, Baylis Media, Newbury Weekly News Group and the Barnsley Chronicle).

Recognising the gap that has arisen between some communities and their local papers as newsrooms have shrunk during the last couple of decades, the project sought to fund a minimum of 80 new community reporters across the country.

Some are dedicated to a geographic patch, others to a particular demographic group; but all are focussed on that notion of community, engaging with local people and telling their stories. And with each journalist recruited on a two year contract, all will study towards

an NCTJ qualification (either the Diploma in Journalism or, in a minority of cases, the National Qualification in Journalism) alongside their reporting work.

Indeed, training has been at the heart of the project. On the one hand have been formal programmes of study laid down by partner training centres – Bournemouth University, The Sheffield College, Glasgow Caledonian University, Darlington College and Bauer Media Academy. On the other have been skills bootcamps run by Facebook, focussed on the use of technology as a means of audience engagement; and a series of webinars offered directly by the NCTJ.

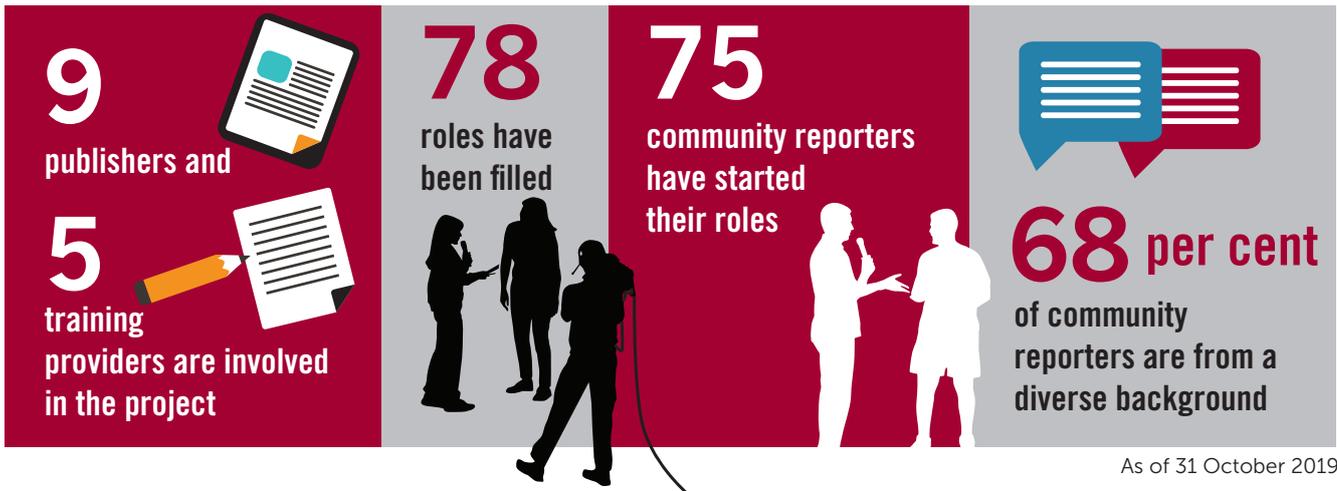
With most reporters recruited between March and August, they have begun to fulfil the primary objective of the project, giving voice to the kind of important community issues which had in recent times gone unreported.

There is no doubt much more still to do to rebuild the connection between local people and their news providers, but the Community News Project is playing a key part in its restoration.



The CNP in numbers so far

4,500 applications received for **83** community reporter roles



Stan Skarzynski,
community reporter,
The Oxford Mail

"Thanks to the absolutely fantastic editorial team at *The Oxford Mail* and *The Oxford Times* I am having truly the greatest time of my life. I thought changing language at work was going to be a nightmare, but the editors here patiently help me develop my English writing skills.

"The job also allows me to explore Oxford and Oxfordshire from a rather privileged position, as journalists are allowed to ask endless questions.

"I work with a variety of communities, mainly those which are still emerging or remain in a state of flux, such as homeless people or EU nationals, who found themselves as a distinguishable group when the Brexit story broke out."



Holly Chant,
community reporter,
Hackney Gazette

"The first week was very daunting but over the past few weeks, I have grown in confidence and started to find and write news stories about people, events and places in Hackney. On-the-job experience has been so valuable.

"My patch is the borough of Hackney in London. It is an extremely diverse community made up of many smaller groups of people. I have spent my first few weeks on the job meeting as many people from the community for informal chats and interviews. I have also visited community centres, pubs and community hubs to find out more about the community I serve."



Community reporters begin their diploma training at Bournemouth University

Maintaining high standards of accredited courses

Close industry links and up-to-date journalism experience are key strengths of NCTJ-accredited courses, ensuring students reap the benefits of knowledgeable tutors, guest speakers and work experience opportunities.

This year, the NCTJ is continuing to strengthen these links within the journalism industry by assigning editors and senior reporters as industry advisers to each centre and by providing placements for tutors.

Industry advisers have been invaluable in offering ongoing support and sharing their specialist expert knowledge by visiting centres. During the visits, the adviser meets with heads of journalism, course leaders and students enrolled on course. Advisers have found it beneficial to watch the students in action on a news production day in order to observe the standard of training and work being produced.

For the NCTJ, industry advisers help to maintain that link with the centre and provide up-to-date information about the centre in between accreditation visits. The NCTJ is working on providing centres with tiers of industry advisers, appointing journalists from a local and national level.



Ulster University students in Stormont on a historic day for Northern Ireland, as MLAs sit for the first time for nearly three years

The industry advisers appointed in 2018-19 are:

University of Brighton – Bruce Talbot, media relations manager, Crawley Town FC

News Associates London – Martin Stabe, head of interactive news, *Financial Times*

News Associates Manchester – Darren Thwaites, editor-in-chief, *Manchester Evening News*

Glasgow Caledonian University – Donald Martin, editor-in-chief, Newsquest Scotland

University of Kent – Luke Jacobs, brands editor, KentLive

Cardiff University – Alan Edmunds, editorial director, Reach PLC, regionals

City of Wolverhampton College – Anna Jeys, editor, Birmingham Live

PA Training – Michelle Johnson, director of digital media, Vantage Media Group

Ulster University – Maeve Connolly, deputy digital editor, *The Irish News*, and Martin Breen, editor, *Sunday Life*

University of Central Lancashire – Gillian Parkinson, editor, *Lancashire Post* and *Blackpool Gazette*, and Chas Watkin, executive editor, BBC Radio 4

University of Sheffield – Nancy Fielder, editor, *Sheffield Star*

University of Salford – Chris Brindley, news editor, BBC Radio Manchester

Teesside University – Hannah Chapman, editor, *The Northern Echo*

Kingston University – Michael Adkins, group editor (London and Kent), Archant

Nottingham Trent University – David Higginson, chief audience officer, Reach PLC

St Mary's University – Pete South, executive editor, MailOnline Sport

Brunel University – David Marley, deputy editor, *The Independent*

Sutton College – Will Harrison, editor, *Sutton Guardian*

Tutor work placement scheme

Ongoing collaboration between the industry and accredited centres is something that the NCTJ has been directly involved in by introducing and co-ordinating a work placement scheme for tutors. So far, 35 newsrooms have signed up to offer tutors industry placements. To date, 18 tutors have signed up to the scheme and many have completed their industry placements. Feedback from tutors has shown they really feel the benefits of going back into the newsroom to refresh their skills and update their teaching:

"The two days spent at ChronicleLive was a fantastic opportunity to refresh my skills and refamiliarise myself with the workings of the modern digital newsroom.

"It gave me a much clearer picture of how things operate, and lots of ideas to refine my teaching.

"It will really help us to keep things fresh so our students are properly prepared for industry."

Neil Macfarlane, senior lecturer in online journalism, University of Sunderland.

"For an NCTJ lecturer, going back into the newsroom can seem daunting – but after spending four days at Radio 4 I can honestly say it was great to be back!

"I was with the You and Yours consumer affairs programme team at their offices in Manchester's Media City and it was a fantastic experience.

"Having worked on local and national newspapers for 12 years I had always wanted to find out what working in radio would be like.

"I was unsure how similar it would be and how much a modern newsroom would differ from when I left the industry five years ago.

"I would thoroughly recommend the NCTJ tutor work experience scheme – I've not only learned loads but also made some great new contacts. In fact, I've already lined up some guest speakers ready for when my new cohort of students start!"

Alice Gregory, course leader, City of Liverpool College

Accreditation of new courses/modules

A focus of the NCTJ in the 2018-19 academic year has been to completely implement the new accreditation approach, offering our centres continued and targeted support in a rigorous, transparent and risk-based system.

The new approach allows efforts to be concentrated where they need it most, visiting centres who need our support more often, and introduces more practical support from editors to NCTJ-accredited courses. Since the new approach was introduced in July 2017, 36 centres have gone through the new process to reaccredit an existing course.

To gain approval to deliver a new course or a new module as part of the new approach, recognised centres are required to submit a proposal to the NCTJ including a business case for the course/module and how it will boost the employability of students.

Centres that have been approved to deliver new diploma modules in the 2018-19 academic year:

- **University of Sunderland** – practical magazine journalism
- **University of Lincoln** – practical magazine journalism
- **University of Central Lancashire** – practical magazine journalism



From left to right: Roy Lee, Richard Morris, Victoria Scott and Joanne Butcher at Sutton College

Centres that have been approved to deliver new courses in the 2018-19 academic year:

- **Highbury College** – one-year magazine journalism course
- **News Associates London** – BA journalism course in partnership with Plymouth Marjon University
- **University of Kent** – one-year 'year in journalism' course
- **University of Brighton** – MA journalism and MA sport journalism
- **University of Lincoln** – BA sports journalism

In September 2019, the NCTJ board of directors also approved a proposal from Sutton College to deliver an 18-week fast-track course to be delivered from February 2020 to July 2020. A second cohort will take place from September 2020.

This is a brand new NCTJ course which has not been delivered before at Sutton College and is primarily aimed at graduates who have previously studied on a non-accredited journalism course, as well as career changers and students who have finished their A Levels. Sutton College is an adult education college.

Accreditation board

Reports from accreditation panel visits, as well as applications to deliver new courses or new modules, are considered by the accreditation board. In the past year, the chairmanship of the board has passed to Abbie Scott, deputy managing editor of the *Financial Times*, following Andy Cairns' decision to stand down. Abbie is passionate in her commitment to helping employers create diverse newsrooms where the most talented can thrive, regardless of class or background. We thank Andy for all his work over the years as chair of the accreditation board.

The accreditation board will continue to ask for evidence of innovations and improvements at centres, commitment to diversity and strong industry links to ensure students' employability. The accreditation board sits four times a year: in February, April, July and November.

Accreditation forums

Each year, centre forums take place to give those delivering NCTJ-accredited courses an opportunity to discuss the challenges and opportunities surrounding the delivery of NCTJ qualifications.

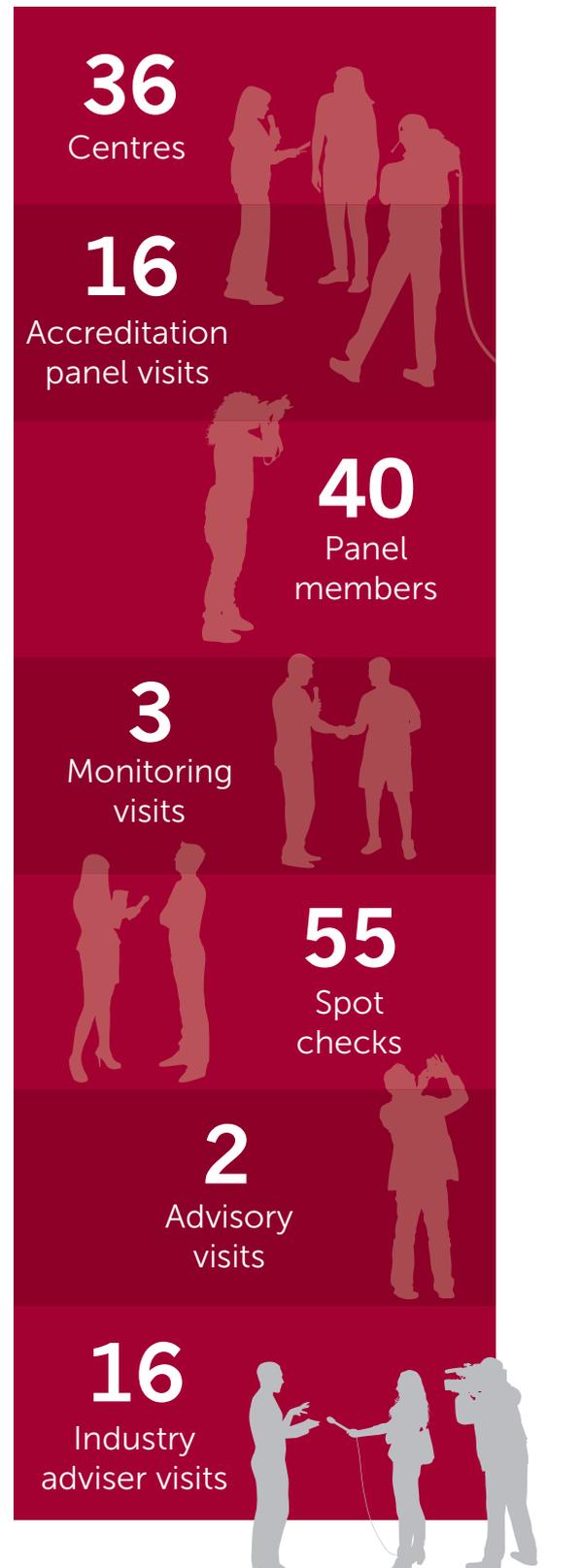
The NCTJ is reviewing a number of suggestions from this year's forums in June and July, such as introducing more flexibility to e-portfolio requirements, adapting the shorthand exam schedule, and how the NCTJ can further support the marketing of accredited courses.

Accreditation panel members

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. The NCTJ continues to appreciate the support of editors and senior journalists who volunteer their time to take part in accreditation panel visits. It is really beneficial to have these journalists offer their opinions and guidance to course leaders about how courses can improve and meet the standards of the industry.

Matt Adams, group editor, Herts and Cambs, Archant
Michael Adkins, group editor, London and Kent, Archant
Wayne Ankers, editor, *Huddersfield Examiner*
Caelainn Barr, data projects editor, *The Guardian*
Helen Barnett, news editor, Express.co.uk
Martin Breen, editor, *Sunday Life*
Chris Brindley, news editor, BBC Radio Manchester
Nicola Caines, deputy editor, Sussex Newspapers
Ian Carter, editorial director, Iliffe Media Group
Maeve Connolly, deputy digital editor, *The Irish News*
Scheherazade Daneshkhu, director of editorial talent, *Financial Times*
Mark Drew, group deputy editor, *Express and Star, Shropshire Star*
Alan Edmunds, editor-in-chief, Media Wales
Nancy Fielder, editor, *The Star*, Sheffield
Douglas Friedli, editor, Wales Business Insider
Matt Furniss, senior data editor, Opta Sports
Kevin Gopal, editor, *Big Issue North*
Luxmy Gopal, video journalist and presenter, BBC Look North
Richard Gurner, editor, *Caerphilly Observer*
Sarah Harness, editor, BBC West Midlands
Will Harrison, editor, Newsquest London
David Higginson, chief audience officer, Reach PLC
Catherin Houlihan, managing editor, ITV Border
Peter Hutcheon, editor, *Londonderry Sentinel*
Luke Jacobs, brands editor, KentLive
Anna Jeys, executive editor, Birmingham Live
Michelle Johnson, director of digital media, Vantage Media Group
Adele Jones, alumni manager and talent coordinator, *Financial Times*
Faith Lee, external quality and assurance consultant, NCTJ
Donald Martin, editor-in-chief, Newsquest Glasgow
Matt Millington, publisher, LeedsLive
Rob Osborne, national correspondent, ITV Wales
Gillian Parkinson, editor, *Lancashire Evening Post*
Mark Payton, former editorial director, Haymarket Media Group
Andy Seddon, head of channels, Local TV Ltd
Abbie Scott, deputy managing editor, *Financial Times*
Darren Thwaites, editor-in-chief, *Manchester Evening News*
Nick Townsend, freelance and secretary of Sports Journalists' Association
Laura Williamson, senior editor, The Athletic UK
Chas Watkin, editor, You and Yours, BBC Radio 4

Accreditation in numbers



Developing journalism qualifications

Apprenticeships

There are many benefits of apprenticeships for employers including using levy funds or sharing costs with government funding to train apprentice journalists and upskill staff while providing the opportunity to gain a valuable NCTJ qualification alongside the apprenticeship.

The junior journalist apprenticeship includes the NCTJ's Diploma in Journalism qualification and is delivered in partnership with a number of approved apprenticeship training providers across England and Wales. A modern apprenticeship framework which includes the NCTJ Diploma in Journalism as a pathway for trainee journalists is also being developed for Scotland.

The NCTJ continues to work with a trailblazer group of employers from across the media to develop a higher-level apprenticeship for senior journalists. This new apprenticeship standard will be introduced across the media via graduate training schemes and CPD programmes for journalists and will include the NCTJ's professional qualification; the National Qualification in Journalism.

Chaired by Toby Granville, editorial development director for Newsquest, the trailblazer group includes representatives from Archant; BBC; dmg media; Guardian Media Group; JPIMedia; KM Media Group; *London Evening Standard & Independent*; MNA Media; Mark Allen Group; Reach PLC; Sky News; Sky Sports News; and *The Telegraph*.

Certificate in Foundation Journalism

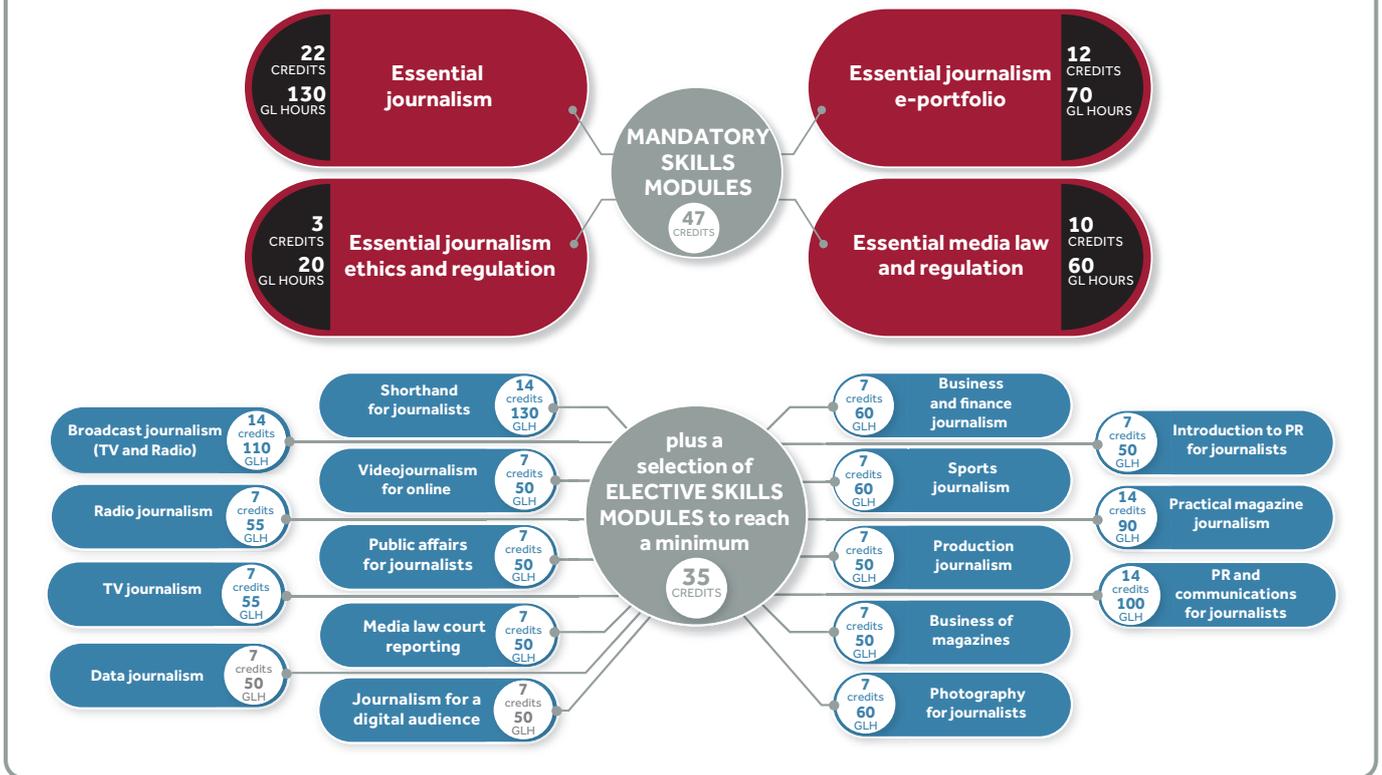
The Certificate in Foundation Journalism offers an opportunity to gain an introduction to journalism skills. The qualification is suitable for anyone aged 16+ with an interest in journalism and can lead to progression to the Diploma in Journalism or the junior journalist apprenticeship.

The flexibility of the foundation certificate has proved to be a significant benefit with the women's sports journalism course designed around delivery of the qualification and tailored to meet the objectives of Nike, PA Training and the NCTJ, who are collaborating on the initiative (see page 24 for details).

The foundation certificate includes evidence-based assessments which can be designed and delivered across a wide range of journalistic specialist areas demonstrated in the 13 optional units available for study. It is also studied via distance learning with learners able to choose to take one or all of the individual study units. To gain the full qualification, candidates must complete the five mandatory subjects and achieve a minimum 25 credits overall.

BBC and City of Wolverhampton College apprentices





Diploma in Journalism

The Diploma in Journalism is the benchmark for quality and high standards for trainee journalists. ‘Gold standard’ trainees achieve A-C grades in all subjects and a minimum of 100 words per minute shorthand (if taken).

Flexibility in the qualification structure allows candidates to study options across different specialist areas of journalism.

New modules covering social media and analytics and data journalism, two skills areas which are increasingly important to the job of a journalist, were developed and added to the diploma suite of elective options in 2019. They will both be delivered across a number of centres during the coming year. All candidates studying the diploma are taught how to use these tools as part of their core training, but the elective options provide further depth of knowledge and understanding equipping new journalists with valuable skills in preparation for the newsroom.

Review and evaluation of the diploma each year is vital to its strength and validity across the industry. While recognising the value of emerging digital tools and skills, the NCTJ continues to place emphasis on the core skills and knowledge and all candidates are rigorously tested on media law, regulation and ethics including Ipso and the Editors’ Code and/or the Ofcom Code.

National Qualification in Journalism (NQJ)

A new level 6 NQJ was introduced this year providing a professional qualification with flexible pathways for journalists working across different sectors of the media. News journalists working in the local and regional press and trainee production journalists working at *The Guardian*, were the first to sit the new online assessments in July.

The above pathways are designed for those working online, in print and broadcast newsrooms.

An NQJ for community journalists was also developed this year to provide a professional qualification for the new roles created through the Community News Project in partnership with Facebook and nine regional publishers. The new exams will be tested next year and will be delivered for the first time in 2021.

Other sectors to be researched for future development include: magazine journalism; sports journalism; data and digital journalism; and journalists working in PR and communications.

The NQJ will also be included as a mandatory qualification in the apprenticeship standard for a senior journalist (currently in development) and will be available to those working in the media sector throughout England.

“The new qualification completely mirrors the changing multimedia landscape and the reality of news gathering by journalists in newsrooms up and down the country.”

Andy Martin, NQJ chief examiner

Qualification in Practical International Journalism

The new Qualification in Practical International Journalism was successfully delivered this year at two pilot centres: Ulster University and the University of Salford. Designed for international students studying journalism in the UK, it is open to native English speakers, but does not lead to a job as a journalist in the UK. It looks at journalism in a global context while covering the core skills that all journalists need wherever they work.

Meeting regulatory requirements

The NCTJ awarding organisation is currently regulated by Ofqual, Qualifications Wales and the Council for the Curriculum, Examinations and Assessment (CCEA) in Northern Ireland. NCTJ qualifications are listed on the register of regulated qualifications for England and Northern Ireland and QiW register for Wales. The NCTJ confirmed its compliance with all three regulators' conditions of recognition via the annual statements of compliance.

The NCTJ is moving towards gaining recognition with the Scottish Qualifications Authority (SQA) to complete its professional recognition throughout the UK.

Ulster University MA students recording their podcast



Gold standard students

The following 230 students and apprentices achieved the NCTJ gold standard in the Diploma in Journalism: A-C grades in all modules and 100wpm shorthand if taken.

Bournemouth University

Celine Byford
Benjamin Coley
Ryan Evans
Alice Knight
Kerry Martin
Alys Miller
Jessica Reid
Stephen Wright

Brighton Journalist Works

Ryan Gulliford
James Langley
Rose Lock
Logan MacLeod
Germaine Broadbent
Michelle Ramiah

Brunel University

Anyron Copeman
Ariana Abawe

Cardiff University

Corey Aunger
William Bolton
John Cooper
Emma Elgee
Jonathon Hill
Lucy John
Michael Jones
Yusuf Khan
Louise Lazell
Oliver Lewis
George Morgan
Isobel Owen
Phoebe Radford

City of Wolverhampton College

Charlotte Bentley
Francesca Smith
Yusaf Akbar
Daniel Ayers
Emma Handby
Jordan Kenny
William Rose
Martin Sharkey

Darlington College

Paige McDermott
James Richardson
Vicky Thompson

De Montfort University

Matthew Chandler
Sophie Sandberg
Alice Warner

Glasgow Caledonian University

David Iain Irvine
Samuel Casey

Glasgow Clyde College

Emma Arthurs

Harlow College

Andrew Impey
Lucy Parish

Highbury College

Samuel Brooke
David George
Belinda Dickins
Samuel Dixon-French
Imogen Tew
Megan Baynes
Edward Welford

News Associates London

Harriet Brewis
Jemma Carr
Cormac Connelly-Smith
Hollie Geraghty
Jess Glass
Andy Gregory
Stephanie Harris
Wesley Hudson
Shahryar Iravani
Kumail Jaffer
Ellie McKinnell
Tim McNulty
Josh Milton
Maighna Nanu
Joshua Parfitt
Anna Sagar
Jennifer Tombs
Emily Webber
Amelia Wynne
Michael Boniface
Yasemin Craggs
Edward Day
Charlotte Duffield
Ruby Jo Hinchliffe
Elena Morresi
Katharine Nicholson
Harry Normanton
Emma Pengelly
Kamal Sultan
Rebecca Harty
Katherine Hodgson
Jess Middleton
Charis St Clair
Luke Walpole
Jonathan Wilkinson

James Perrett
William Beckman
Remy Cabache
Matthew Ford
Kealan Hughes
Kieran Jackson
Ella Jerman
Nicola Kenton
Matthew Long
Max Mathews
Alex Milne
William Pugh
David Saunders
Dylan Terry
Kishan Vaghela
Kieran Wellington
Bradley West

News Associates Manchester

Olivia Baron
Liam Beard
Marthe de Ferrer
Timothy Gallagher
Patrick Jack
James Moules
Nathan Okell
Henry Distasio
Ashleigh Grady
Joseph Hadden
Charlotte Hadfield
William Jennings
Sonal Lad
Adam Maidment
Philip Marzouk
Lucy Milburn
Molly Millar
Cecilia Mitchell
Charles Cockburn
Elizabeth Hyland
James Little
Olena Pfrsch
Sam France
Mark Sleightholm
James Sproston

Nottingham Trent University

Amy Arfi
Isabelle Barker
Tayla Davie
Annabelle Leith
Gurjeet Nanrah
Lucy Pegg
Ellie Rathbone
Demi Roberts
Georgia Shirley
Eve Smallman

Alex Storey
Harry Webster

PA Training

Ashmead Latham
Elly Blake
Beth Colman
Tilly Gambarotto
Costanza Pearce
Victoria Seveno
Jack Wright
Daisy Busel
Sally Hickey
Gregory Kirby
Will Neal
Joel Rabinowitz
Clea Skopeliti
Rory Sullivan
Leon Waite
Izzy Wightman
Dominic Lawson
Mitchell Waddon
Jack Reeve
Jessica Frank-Keyes

St Mary's University

Matthew Davies
Ben Jones
Adam Le Roux
Oliver Stein

Staffordshire University

Louise Hill
Sophie Wheeler

Teesside University

Kelly Lauren Aitkin

The City of Liverpool College

Thomas Massam
Marisa Taylor

The Sheffield College

Donald Greenfield
Ismail Mulla

University of Brighton

Benjamin Knapton

University of Kent

Ayomide Sherifat Alli
Sam Baker
Emma Beavon
Clemen Christensen
Alexander Louis Crean
Joe Zachary Dawson
Bradley Gray
Victoria Lupascu

Reem Makari
Isabel Mueller Eidhamar
Maximilian Pearson
Steven Sanchez Gonzales
Jessica Sharp
Emma Rae Woodhouse
Amelia Charlotte Clarke
Donald Albert Harper
John Kemp

University of Lincoln
Taliesen Bryher Colbourne

University of Portsmouth
Simon Adam Ostler
William Payne
Alex Saunders
Joseph Tomalin
Benjamin Williets

University of Salford
Samuel Carney
Jessica Hodge
Sophie Reaper

University of Sheffield
Florrie Elizabeth Andrew
Eleanor Barraclough
Michaela Bergerova
James Alexander Cowen
David Craig
Lauren Davidson
Elizabeth Day
Michael David Durham
Hannah Phoebe Ellis
Harriet Evans
Sophie Louise Gillott
Tolani Yasmin Idris
Brogan Mae Maguire

Adam May
Charlie George McGrath
Matthew Keith Reilly
Laura Thornber
Kathryn Batte
Harry Patrick Gold
Jessica Murray
Louise Parnaby
Edward Penna
Alexander Steele

University of Sunderland
Faye Jessica Dixon
Mahmoud Mohamed Khattab
Jessica Kirton
Theofanis Pegkas
Sarah Sinclair

City of Wolverhampton College certificate presentation



National Qualification in Journalism

The National Qualification in Journalism (NQJ) is the NCTJ's professional senior qualification that examines all-round competence in a range of essential journalism skills.

In 2019 the NQJ was redesigned following an industry-wide review, in response to changes in journalism, journalism training and the media, and reflects the fast-changing digital skills that are revolutionising journalism. The new level 6 NQJ replaces the level 5 qualification.

The following trainees passed the NQJ level 5 qualification between July 2018 and March 2019

Luke Adams, *Reading Chronicle*

Tanzila Ali, *Eastern Daily Press*

Hayley Anderson, *Romford Recorder*

Daniel Angelini, *Swindon Advertiser*

Beth Baldwin, *The Mail*

Megan Baynes, *Isle of Wight County Press*

Frances Berry, *Herts Advertiser*

Rebekah Chilvers, *Lynn News*

Isabella Cipirska, *Worthing Herald*

Lewis Cox, *Shropshire Star*

Ellena Cruse, *Ilford Recorder*

Sean Davies, *Canvey Echo*

Rachael Dodd, *The Herald*, Plymouth

Matthew Dresch, *Worcester News*

Ciaran Duggan, *Lancashire Telegraph*

Samuel Ferguson, *South Wales Argus*

Finola Fitzpatrick, *Harrogate Advertiser*

Nicholas Fletcher, *Lincolnshire Echo*

Reece Hanson, *The Mail*

Aimee Jones, *Shropshire Star*

Rebecca Jones, *Harwich & Manningtree Standard*

Abigail Kellett, *Halifax Evening Courier*

Suzanne Kendrick, *NWN Media*

Amanda Kennedy, *DNG Media*

Tom Kershaw, *Selby Times*

Jonathan King, *Ham & High*

Jennifer Logan, *Worthing Herald*

David Lynch, *Western Telegraph*

Jack Marshall, *Burnley Express*

John Mason, *Melton Times*

Kelsey Maxwell, *St Helens Star*

Maxine McArthur, *The Evening Times*

Andrew McQuarrie, *The Shetland Times*

Keegan Murray, *The Shetland Times*

Tom Oakley, *Freelance*

Holly O'Flinn, *Lincolnshire Echo*

Tomos Povey, *South Wales Argus*

Eleanor Pringle, *Eastern Daily Press*

Nathalie Raffray, *Ham & High*

Tim Redigolo, *Northampton Chronicle & Echo*

Rosalyn Roden, *Bury Times*

Danny Rust, *Canvey Echo*

Virginia Sanderson, *Eastbourne Herald*

Thomas Seaward, *Swindon Advertiser*

Tamara Siddiqui, *The News*, Portsmouth

Kirstie Smith, *Leamington Spa Courier*

Robert Smith, *Shropshire Star*

Harry Taylor, *Ham & High*

Megan Titley, *Lancashire Evening Post*

Keri Trigg, *Shropshire Star*

Charlotte Turner, *The Herald*, Plymouth

Chloe Marie West, *Louth Leader*

Fraser Whieldon, *Herts Advertiser*

Katie Williams, *Dorset Echo*

Thomas Williams, *Oxford Mail*

Kathryn Wylie, *The Southern Reporter*

Stephen Wynn-Davies, *Worthing Herald*

Eleanor Young, *Weston, Worle & Somerset Mercury*

The following trainees passed the NQJ level 6 qualification in July 2019

Imogen Braddock, *Saffron Walden Reporter*
Hannah Butler, *The Guardian*
Fiona Callingham, *The News, Portsmouth*
James Carr, *Eastern Daily Press*
Lydia Chantler-Hicks, *Kentish Gazette*
Isobel Cotogni, *Warrington Guardian*
Thomas Earnhaw, *Lancashire Evening Post*
Adam Everett, *Warrington Guardian*
Jessica Frank-Keyes, *Eastern Daily Press*
Amy Gibbons, *East Anglian Daily Times*
Danielle Hoe, *Lincolnshire Echo*
Sabrina Johnson, *Eastern Daily Press*

Anna MacSwan, *Kentish Gazette*
Alessia Manzoni, *The Guardian*
Bradley Marshall, *The Bolton News*
Rhoda Morrison, *Bury Free Press*
Amy Pantall, *Wiltshire Times*
Bethany Pridding, *Burton Mail*
April Roach, *Romford Recorder*
Millie Salkeld, *The News, Portsmouth*
Katy Sandalls, *East Anglian Daily Times*
Alastair Ulke, *Northampton Chronicle & Echo*
Aaron Walawalkar, *RightsInfo*
Joseph Wright, *Kentish Gazette*

Community reporters preparing for their NQJ at Darlington College



NQJ awards

The following awards were awarded to the best performing journalists from the level 5 NQJ exams between July 2018 and March 2019



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

Isabella Cipirska, *Worthing Herald*
Tamara Siddiqui, *The News*, Portsmouth
Harry Taylor, *Ham & High*



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

Megan Baynes, *Isle of Wight County Press*
Tamara Siddiqui, *The News*, Portsmouth
Kirstie Smith, *Leamington Spa Courier*



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

Andrew McQuarrie, *The Shetland Times*
Keri Trigg, *Shropshire Star*
Kathryn Wylie, *The Southern Reporter*



Newsquest award for the best logbook:

Tanzila (Taz) Ali, *Eastern Daily Press*
Tom Seaward, *Swindon Advertiser*
Tamara Siddiqui, *The News*, Portsmouth

The following awards were awarded to the best performing journalists from the level 6 NQJ exams in July 2019



The media law award, sponsored by Reviewed and Cleared

Jessica Frank-Keyes,
Eastern Daily Press



The e-logbook award, sponsored by Newsquest

James Carr,
Eastern Daily Press



The practical skills award, sponsored by Esso

Rhoda Morrison,
Bury Free Press

Inspiring the next generation of journalists

Careers guide

A new journalism careers guide was published in September 2019 with the aim of encouraging people from a range of backgrounds to consider a career in journalism.



The guide, sponsored by the *Financial Times*, was sent to more than 3,500 secondary schools and colleges across the UK and is full of valuable advice from journalists in a range of roles.

Aspiring journalists are able to consider their training options by hearing from alumni about the different paths they took into successful careers. The guide also features easy-to-navigate listings of all NCTJ-accredited courses, which are a cut above the rest.

Abbie Scott, deputy managing editor of the *Financial Times*, said:

“At the Financial Times we believe that journalism is the most exciting and rewarding job you can have.”

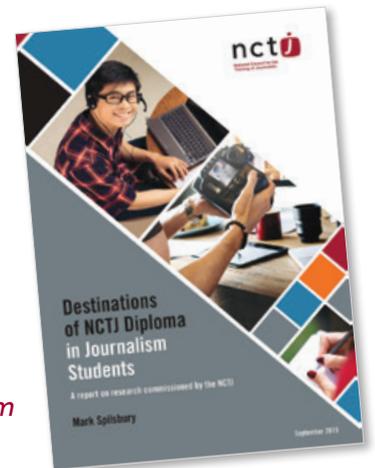
“We are proud to work with the National Council for the Training of Journalists and help underline the importance of gold standard journalism training in our industry.”

She added:

“The information contained in this guide should help you decide which is the best route for you. Whatever choice you make, all of the NCTJ courses are intended to equip you with the skills you need to begin an exciting and successful career in journalism.”

Destinations of diploma students

An independent research report commissioned by the NCTJ, *Destinations of NCTJ Diploma in Journalism Students*, was published in September 2019.



The research aims to assess the impact of investing in an NCTJ-accredited course and performing well in the diploma, and follows the first report published in 2015.

Ninety-three per cent of those with the gold standard diploma (A – C in all subjects and 100wpm shorthand if taken) told researchers they were working six to ten months after finishing their course, with 90 per cent of those working in journalism. This has increased from 86 per cent in 2015.

The majority of recent NCTJ students (81 per cent) believed the Diploma in Journalism prepared them well for employment, including those not working in journalism related jobs. This figure rises to 92 per cent for those who attained the gold standard.

Joanne Butcher, chief executive of the NCTJ, said:

“Employability is one of the most important barometers of NCTJ accreditation. We’re conscious we set a very exacting standard which is challenging and rewarding.”

“We are delighted those who completed the Diploma in Journalism, and particularly those who achieved the gold standard, have such a fantastic record for getting the journalism jobs they’ve worked so hard for.”



Sharing apprenticeship stories

A journalism apprenticeship is a fantastic route into a competitive industry and suits those who want to earn while they learn.

In March 2019, the NCTJ supported the National Apprenticeship Week campaign co-ordinated by the National Apprenticeship Service in order to create more awareness about journalism apprenticeships.

Each day throughout the week we shared first-hand accounts from apprentices and employers to demonstrate how apprenticeships have worked for them.

Sam Dixon-French, apprentice with JPIMedia and Highbury College, said: *“Starting a journalism apprenticeship was one of the best decisions I ever made. It’s hard work and throws you in at the deep end but it is immensely rewarding.*

“If you are considering applying for a journalism apprenticeship then I would say go for it. It offers so many incredible opportunities and is a fantastic way to gain an industry standard qualification, with no tuition fees while getting paid at the same time. Why wouldn’t you?”

Levelling the playing field in sports journalism

Nike women’s sports journalism course

In September 2019 we announced a partnership with Nike and PA Training to provide a free journalism course to teach the foundation skills required to become a journalist and spearhead future conversations around women’s sport.

The eleven-week course is accredited by the NCTJ to deliver the level 3 Certificate in Foundation Journalism.

Students will gain first-hand experience to help to kick-start their potential career in sports journalism and will learn key journalistic skills such as how to

write a match report, how to make their own podcast or video blog and how to interview athletes.

They will also have the opportunity to report live from women’s sport tournaments, have work published by Nike London, and will receive help gaining a post-course industry work placement.

Guest speakers on the course include Anna Kessel, women’s sports editor at *The Telegraph* and Shannon Mahanty, acting commissioning editor for *ELLE*.



Women in Sports Media conference

We were pleased to support the Women in Sports Media conference, hosted by the University of Lincoln and organised with Sky Sports News in February 2019.

Talented young women with a passion for sports were told to work hard and “break the mould” to achieve their career ambitions in journalism.

The NCTJ took part in a panel discussion and promoted sports journalism training opportunities

to the 96 students who attended from schools across Lincolnshire, Nottinghamshire and Sheffield.

Laurie Tucker, day editor and head of training at Sky Sports News, said: “We put on these events to break down the perception that working in sport is simply jobs for the boys.

“Events like this will hopefully inspire more young women onto properly recognised journalism training courses which means employers will have a larger pool of female talent to recruit from.”



The NCTJ took part in a panel discussion on how to carve a path as a woman in sports media

Journalism Skills Training

The NCTJ exists not only to aid journalists at the start of their career, but throughout it.

The rapid change of the industry requires journalists and their media outlets to constantly acquire new skills to survive and thrive.

Sixty-four per cent of recipients from the 2018 Journalists at Work survey stated that they believe they require new, or additional, skills in order to be more efficient in their work.

The NCTJ is responding to the changing environment and industry demands by increasing its range of training options for journalists and media professionals.

One-day courses

Through one-day courses, the NCTJ provides students, journalists, educators, career changers, and those who need to use journalistic skills in their careers with the tools and knowledge to do their jobs successfully. Continuing professional development is a vital part of career growth and productivity, as well as personal fulfilment.

For example, one of the short courses we offer is mobile journalism, teaching skills that are not only useful to journalists but also those working in other sectors such as marketing, PR and fundraising. This one-day course keeps attendees upskilled and updated on the latest technology, and inspires them to approach challenges in a creative way to communicate their message effectively.

Our one-day courses are held at the NCTJ's offices and our trainers are able to address each attendee's unique needs. Webinar training is also starting to be explored, in order to provide a cost-effective and convenience alternative to in-class teaching.

We also continue to offer our National Qualification in Journalism (NQJ) refreshers, as well as Diploma in Journalism refreshers, which prepare trainees and distance learners to successfully pass their exams.

In-house training

We are also able to send a trainer to a company's premises for in-house, bespoke training. This is a great, cost-effective option for a group of five or more, and it offers the advantage of a tailor-made course that directly meets the needs of both the company and the group.

Digital journalism skills seminars

Verification, visualisation and innovative ideas

More than 100 journalists, trainers and educators came together in May to learn about new tools for digital journalism, in a free seminar from Google and the NCTJ.

Held at Google's offices in London, topics included an introduction to advanced search and verification skills, mapping street crime data to embed into crime stories, and using a variety of Google tools to generate ideas, monitor topics and broaden interview sources.

Attendees also heard from Daan Louter, head of design and newsrooms at Flourish, about how to use their simple data visualisation tools to create elegant interactives such as animated charts and emoji maps.

Digital and data-driven journalism

Industry representatives and journalism educators learned about the latest skills in digital and data journalism at an NCTJ seminar in July.

Held at Facebook London, attendees heard from an array of speakers who use data to tell stories and who work with analytics and social media platforms to grow and boost audience engagement.

The importance of teaching future journalists about data skills and embedding these techniques was also a focus of the seminar.

Discussing the latest in journalism skills and celebrating excellence

Journalism Skills Conference

Our flagship event, the Journalism Skills Conference, was hosted in Essex on 29 and 30 November 2018 by one of the longest-standing journalism training centres in the UK, Harlow College.

Kim Fletcher, chairman of the NCTJ, welcomed attendees to the day one of the conference. He said: "The constant is around standards and quality, however much journalism changes."

Bloomberg data visualisation editor Jeremy Scott Diamond led a panel on data journalism and graphics, which focused on how to source and decipher raw data and turn it into an eye-catching and insightful story.

Attendees were also given the opportunity to ask questions about the Community News Project, and learned about the latest digital journalism tools from Facebook.



Attendees hear from Facebook's Sarah Brown

Jo Webster, deputy global editor for visuals at Reuters, chaired a panel that discussed keeping safe as a journalist, and how to deal with trauma and preserve mental health.

Colin Pereira, journalist safety specialist at the Committee to Protect Journalists, said, "We are increasingly working with younger journalists who don't know how to do risk assessments. But those risk assessments can save their lives. Yet freelancers don't have the infrastructural care."



Colin Pereira, journalist safety specialist, Committee to Protect Journalists

The final panel of the day, which was chaired by Mark Allen, executive chairman of the Mark Allen Group, explored the future of magazines and what journalists need to do in order to keep magazines current and thriving.

Joanne Butcher, chief executive of the NCTJ, opened the second day and introduced a panel that discussed how journalists sourced and covered some of 2018's biggest stories.

The *Salisbury Journal's* head of news Rebecca Hudson discussed covering the Novichok poisoning. She said: "Once it was apparent that something quite serious was going on, the international press started to arrive.

"The locals are only used to dealing with the *Salisbury Journal* and suddenly had to deal with journalists knocking on their doors in the middle of the night. We were battling with trying to cover a huge story and the international learning curve, and communicating with the Wiltshire Police was quite difficult."



Conference attendees learn about data journalism and graphics

Conference delegates then formed three specialist break-out sessions in innovative teaching methods, teamwork and assessments; public affairs and local democracy reporting; and recruitment, apprenticeships and broadcasting developments.

Following the sessions, Ian Hargreaves, professor of digital economy at Cardiff University and Mark Spilsbury, research consultant for the NCTJ, presented the findings of the NCTJ's Journalists at Work 2018 survey.

The conference concluded with discussions about verification, fact-checking and creating trust in order to fight misinformation.

Adam Parker, digital news editor of Sky News, said:

"Newsroom skill is improving, but I very rarely get to 100% verifiable on a video and aim for 90%."

The Awards for Excellence 2018

Matt Cooke, head of partnerships and training at Google News Lab, ended the conference with an hour-long presentation on verification and newsgathering, demonstrating a number of digital tools journalists can use for fact-checking.

Awards for Excellence

Students, trainees and apprentices were honoured at the 2018 Awards for Excellence ceremony, which took place at Quendon Hall in Essex on the evening of 29 November, in the midst of the Journalism Skills Conference.

Sky News presenter Sarah Hewson, who hosted the awards, commended the skills, determination and resilience of the shortlisted entrants, adding:

"You should be immensely proud of your work."

"Once again, we would like to thank the expert panel of judges. They were thoroughly impressed with the standard and quality of the work they saw."





Students, trainees and apprentices at the Awards for Excellence 2018

The awards certificates were handed to each winner by Kim Fletcher, chairman of the NCTJ. The categories included news journalism, sports journalism, features, top scoop/exclusive, multimedia story/campaign and student project of the year.

The top performing student, trainee and apprentice journalists who are embarking on promising careers in the industry were rewarded for their impressive exam results.

JP Asher, Gemma Joyce and Megan Baynes were presented with awards for achieving the best set of results overall above their peers despite juggling work commitments.

The best performing NCTJ-accredited courses, based on students' achievements in the Diploma in Journalism exams, were also celebrated.

The sports journalism course at News Associates Manchester was named the best performing course overall, achieving an outstanding 100 per cent gold standard rate.

The innovation of the year award, in its second year, was won by the University of Brighton for its Premier League Apprenticeship, which invited final year students to audition for six paid matchday media journalist roles at Brighton and Hove Albion FC for their inaugural Premier League debut.

Chairman's Award

Jonathan Baker, founding professor of journalism at the University of Essex, was honoured for his outstanding contribution to journalism training and education with the 2018 Chairman's Award.

The award was presented by NCTJ chairman Kim Fletcher, who said: "Jonathan's professionalism, high standards and commitment to excellence in journalism, and journalism education and training, is an inspiration to us all."

"Like many previous recipients of my award, Jonathan is proud to be NCTJ trained and qualified, starting as a graduate trainee on the *Liverpool Daily Post* and *Echo* and winning the NCTJ award for the best candidate in the north of England."

He left newspapers to start a long and successful career at the BBC, where he went on to lead the BBC's College of Journalism.

On being appointed to launch a multimedia journalism degree at the University of Essex, Jonathan worked from the start to ensure that the new course met the requirements for NCTJ accreditation.

He has shown a consistent commitment to giving students the best possible grounding in what it takes to find and tell great stories. The strong foundations Jonathan has put in place will continue to benefit future generations of students in the years ahead.



NCTJ chairman Kim Fletcher presents Jonathan Baker with the Chairman's Award

Student Council and Diploma in Journalism awards

Student Council

A panel of editors were quizzed about the changing landscape of journalism and work experience tips by students at the annual NCTJ Student Council event.

Hosted by the BBC in MediaCity, Salford, on Friday, 8 February 2019, the annual event provides a forum for students to tell the NCTJ what they think about the training scheme and to share information and ideas.

More than 50 student representatives were in attendance, and had the opportunity to have their questions answered by the 'meet the editors' panel, which was chaired by Chas Watkin, executive editor at BBC Radio 4.

Chas was joined by David Higginson, chief audience officer at Reach PLC; Gillian Parkinson, editor of the *Lancashire Post* and *Blackpool Gazette*; Nazia Parveen, North of England correspondent for Guardian News and Media, and Lucy West, head of News for Granada Reports, ITV News.

The panel were asked what they look for in work experience journalists, with Gillian suggesting they come up with lots of story ideas as it shows an attitude of someone who is willing to research and come up with ideas.

Chas added: "Listen to the outputs so you know what stories are being put out there."

Students provided feedback on what they feel the NCTJ does well and where it could improve. They agreed that they liked how the NCTJ is recognised by the industry, and provides a gateway to jobs, and said they would like to be given access to more practice exam papers, and to be able to submit longer pieces in their e-portfolios.

Those who presented their feedback to the room were invited to attend a main board meeting in March.

When asked why they decided to train as journalists, the students said they wanted to have an impact on the world, tell people's stories, hold power to account and be the voice of the people.

From left to right: Chas Watkin, Nazia Parveen, Gillian Parkinson, David Higginson and Lucy West



Thanking the students for their feedback, Joanne Butcher, chief executive of the NCTJ, said: "These reasons you want to be journalists is the reason I do this job."

"As professional, trained and qualified journalists you have an opportunity and responsibility to do all these things."

Diploma in Journalism awards

Eleven students were rewarded for their hard work in the Diploma in Journalism exams at the 2019 Student Council meeting.

The top-performing students in the 2017-18 NCTJ diploma exams were presented with awards by broadcaster and journalist Charlie Webster.

Charlie gave an inspiring address, saying:

"For me, journalism is about affecting people's lives. That's exactly what I want to do. It's about that passion and purpose, find out what you are passionate about and keep your individualism."

Addressing the Diploma in Journalism award winners, Charlie said:

"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



From left to right, Ed Torrance, Peter Rutzler, Joshua Jones, Yusaf Akbar, Emily Coady-Stemp, Charlie Moloney and Charlie Webster

The ITV News broadcast journalism award

Ed Torrance, University of Sussex

The Facebook production journalism award

Emily Coady-Stemp, News Associates London

The Mark Allen Group business of magazines award

Hannah McLaren, Glasgow Clyde College

The Society of Editors shorthand award (100 wpm)

Ynez Wahab, University of Sheffield

The Sky Sports News shorthand award (110 wpm)

Dora Allday, News Associates London

The Archant award for essential journalism

Gemma Joyce, Brighton Journalist Works

The Archant award for videojournalism

Yusaf Akbar, City of Wolverhampton College

The Oxford University Press media law and regulation award

Charlie Moloney, PA Training

The Oxford University Press public affairs award

Joshua Jones, News Associates London

The JPIMedia media law: court reporting award

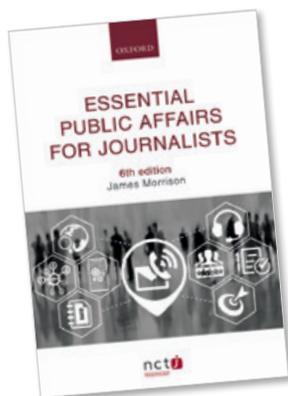
Sophie Louise Gillott, University of Sheffield

The Premier League sports journalism award

Peter Rutzler, News Associates London

Updates and developments

Sixth edition of *Essential Public Affairs for Journalists* launched



The sixth edition of *Essential Public Affairs for Journalists*, written by James Morrison and published by Oxford University Press, was launched in May 2019.

The book remains the definitive handbook for journalism students looking for a firm foundation in their understanding of central and local government.

Updates to the latest edition include an overview and analysis of the Brexit negotiations, updates on the outcome and impact of the 2017 'snap' general election, and fully revised chapters on major policy areas.

The book can be purchased on the NCTJ website.

Move to online exams

The NCTJ is committed to moving to a fully-integrated online exams system, eliminating paper-based assessments, and has been at the forefront of using cutting-edge technology in partnership with Cirrus Assessment.

The majority of Diploma in Journalism assessments are now being held on the online assessment platform, with processes being tested for the remaining exams that require specialist software in 2019-20.

The first online sittings for the new Level 6 National Qualification in Journalism for news journalists were sat in July. NQJ exams for community journalists, sports journalists, magazine journalists and journalists working in PR and communications are planned for development.

Shorthand tutors keep up to date

Shorthand tutors from across the UK visited Twitter's London offices for the 2019 shorthand seminar in June.

Members of the NCTJ's shorthand board ran workshops throughout the day, including a session which gave tutors the opportunity to share shorthand resources they find useful to their teaching.

A short video on marketing shorthand and engaging the new generation of students in a changing industry was also presented.

Following the move to online shorthand assessments, tutors were given an in-depth introduction to accessing, creating and marking exams in the Cirrus platform.

Fundraising

In June, a team of NCTJ staff members and supporters took part in a sponsored walk, raising more than £1,200 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.

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





Business and finance review

Resources

The net incoming resources of the group amounted to £3,856,991 (2018 net decrease: £85,720). This included a net increase of £3,954,718 for the Community News Project and a reduction of £35,472 for the Journalism Diversity Fund. After the addition of net realised and unrealised gains on investments of £8,177, (2018: £82,281) there was a total increase of funds amounting to £3,865,168 (2018: decrease £3,439). There was, exclusive of the Journalism Diversity Fund and the Community News Project, a trading deficit of £62,255, this was offset by the revaluations on investments to give a deficit of £54,079 (2018: surplus £351).

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. It 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 student destinations research; development of the new National Qualification in Journalism; piloting a practical international journalism qualification; and the development of new digital and data journalism modules within the diploma qualification to meet the needs of the wider media industry.

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.

In November 2018, the charity entered into a partnership with Facebook and nine regional news publishers: Archant; Barnsley Chronicle; Baylis Media; JPIMedia; KM Media Group; MNA Media; Newbury News and Media; Newsquest; and Reach PLC to form The Community News Project. It is a two-year programme designed to support local journalism and improve the diversity of journalists in the UK. It will recruit, train and qualify at least 80 community journalists working for the nine publishers, aiming to increase the quantity and quality of news stories in under reported communities in England, Scotland and Wales. A donation of £4.6m was made by Facebook to fund the project and grants totalling £0.56m were made to the publishers in the financial year.

The Journalism Diversity Fund, an industry charitable fund, is managed and administered by the NCTJ as a restricted fund. Donations totalling £306,540 were received from NLA media access, Sky UK, Google UK, The Printing Charity, BBC, Bloomberg, Daily Mail and General Trust, PA Media, *Financial Times*, Reuters and Newsquest, along with a private donations of funds raised by the Thomas Read and Claire Prosser families (2018: £241,291). Expenditure from the fund amounted to £342,014 (2018: £244,330).

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 £327,000.

At 30 June 2019 the group had funds totalling £5,635,098 (2018: £1,769,928) of which unrestricted funds amounted to £2,055,939 (2018: £1,558,052) and restricted funds of £3,579,159 (2018: £211,876). Excluding restricted, designated funds the charity currently holds free reserves of £1,102,571. Part of this balance, £840,916 is in a capital fund currently invested through Investec Wealth Management. Under the instruction of its trustees this fund can be accessed, should the need arise, to meet the charity's obligations under the relevant conditions of recognition set by the regulators in relation to protecting the interests of learners. This ensures sufficient funds and resources are available to enable the charity to develop, deliver and award qualifications so that every learner has the opportunity to complete any qualification commenced.

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.

Safeguarding and whistleblowing

The charity has safeguarding and whistleblowing policies in place which reflect the services it provides and the people it supports and employs. The charity takes its responsibilities in these areas extremely seriously and requires journalism education and training centres to have their own effective policies and procedures in place. Policies are reviewed in line with changes in policy or guidance from our regulators and other relevant bodies including the Charities Commission.

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 Limited, 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 £2,144 (2018: £39,233) to its holding company, The National Council for the Training of Journalists, a registered charity (No: 1026685).

Statement of accounts	2018-19	2017-18
Incoming resources	£5,870,808	£1,206,096
Expenditure	£2,013,817	£1,291,816
Operating Surplus / (deficit) for the year	£3,856,991	(£85,720)
<i>Consisting of:</i>		
<i>Restricted fund (deficit) / surplus</i>	£4,046,424	£14,286
<i>Trading (deficit) / surplus</i>	(£189,433)	(£100,006)
Assets		
Tangible fixed assets	£414,391	£421,368
Investments	£840,911	£832,734
Current assets	£4,536,341	£686,701
Current liabilities	£156,545	£170,875
Net current assets	£4,379,796	£515,826
Net assets	£5,635,098	£1,769,928

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

News Associates students hear from political consultant George Pascoe-Watson





Patron's review

This has been the year of the lie – and it's down to journalists the world over to put a stop to this. Because no-one else can.

It doesn't matter how senior or junior you are; how skilled or inexperienced you are. Whether you're just entering the profession after receiving an NCTJ certification or you're 30 years into the news business. It's a duty that never ends. So please help stop this.

When you're setting your goals for the next year, maybe make this one of your top priorities? This is where top quality training provided by the NCTJ comes into its own. The NCTJ mission is to provide the backbone; the muscle; the foundations for journalists from all cultures, social groups and genders to thrive and hold all, ALL to account.

I'm thankfully far from alone in feeling very strongly it is our role as journalists not just to tell the uncomfortable truth but also to point out the awkward lie, however big, however small. So why do we seem to be failing? Because people, in many ways we are.

Somehow, it's now perfectly normal if you're a publicly-elected official, world leader or industry leader to tell lies. You're almost exceptional if you DON'T. And if we as journalists do not call out these lies – EVERY single time – then frankly we are complicit in this growing addiction with fairy story-telling. I think what we've all got to realise is the rules have dramatically changed. And so too must our approach.

Tear up that old rulebook which said 'a journalist must be impartial at all times' and replace it with 'a journalist must call out lies'. Because there IS no impartiality about the truth. It is either true – or it isn't. You either had sex with a 17-year-old or you didn't. You either declared a personal relationship when you were meant to, or you didn't. You either dropped bombs on a civilian area in Syria, or you didn't. But you need to have done all the digging and unearthed all the 'bodies' so you can face every denial that's coming.

Emily Maitlis led a masterclass in journalist interrogation with charm, persistence and forensic-attention to detail. There are others too leading the charge in uncovering truth and not being afraid to lay it all out there bare – but it needs board rooms, lawyers, editors and publishers too to have courage and persistence. And maybe more, much more. And we should all be trying to work out HOW, as journalists we stop this insidious rot which is spreading like a virus.

If a leader is elected on the back of lies, what then? If a referendum result is based on lies, how do we deal with it? If a war is begun on the basis of a fundamental untruth, how do we live with that? We have to accept the responsibility that if the public, our readers and viewers believe the lies then it's because we journalists are failing in somehow getting the truth across. And that is the harsh reality. We have to be much more clever folks. And maybe much more drastic.

Journalism is more important than ever now – and that means the TRAINING of journalists to turn them into outstanding, creative, questioning, courageous hunters of truth is at its most critical. Let's not forget our collective role is crucial in correcting the wrongs and the untruths, uncovering the reality and perhaps most critical of all, calling out the lies - on every occasion - tirelessly. Staying silent, letting this one pass, failing to speak out – are not options. And all this starts on day one of any training. Good luck and have a great year.

Alex Crawford
special correspondent,
Sky News and patron of the NCTJ

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, head of news output, BBC
Lynne Anderson, deputy CEO, News Media Association
Abu Bundu-Kamara, global diversity and inclusion lead, Boeing
Andy Cairns, former executive editor, Sky Sports News
Jeremy Clifford, editor-in-chief, JPIMedia
Alan Edmunds, regional director, Reach PLC
Toby Granville, editorial development director, Newsquest
Colm Murphy, head of media, film and journalism school, Ulster University
Jas Nijjar, former international finance director, Pearson Vue
Neil O'Brien, commercial director, NLA media access
John Ryley, head of Sky News
Abbie Scott, deputy managing editor, *Financial Times*
Jo Webster, deputy global editor for visuals, Reuters
Martin Wright, editor, *Shropshire Star*

Joanne Butcher, chief executive
Chris Dunham, company secretary

Staff

Nikki Akinola, examinations controller
Joanne Butcher, chief executive
Chris Dunham, head of finance and IT
Kathryn Fladgate, project manager
Will Gore, head of partnerships and projects
Lyn Jones, head of qualifications
Cecilia Judmann, diversity and events executive
Sarah Kenny, marketing and communications manager
Rachel Manby, head of quality and assessment
Alison Puttock, assessments manager
Emma Robinson, accreditation manager
Julie Stanford, examinations controller
Andy Summers, examinations controller
Henry Swarbrick, development manager

Lead consultants

Faith Lee, external quality assurance
Mark Spilsbury, research
Paul Watson, editorial

Accreditation board

CHAIRMAN: **Abbie Scott**, deputy managing editor, *Financial Times*
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 Garnon*
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
Chas Watkin, editor, *You and Yours*, BBC

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

Journalism qualifications board

CHAIRMAN: **Laura Adams**, content director – London, Kent, Herts & Cambs and Southwest Newspapers, Archant
Amanda Ball, NCTJ principal examiner and chief examiner, public affairs
Karen Ballam, chief examiner, shorthand and further education representative
John Dilley, chief examiner, production journalism
Vanessa Edwards, chief examiner, videojournalism for online
Mark Hanna, chief examiner, media law
Catherine Houlihan, chief examiner, broadcast journalism
Simon McEnnis, chief examiner, sports journalism
Rosalind McKenzie, education representative
Nick Nunn, chief examiner, essential journalism
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



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