

National Council for the Training of Journalists Annual Report

2020-21

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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 2021-22



A total of **14,129** NCTJ examinations/assessments were taken throughout 2021-22

These comprised:

9,019 **696** **1,028** **3,269** **495**

diploma exams

national
exam sittings

portfolio/coursework
assessments

shorthand exam sittings

Certificate in Foundation
Journalism assessments

1,313

students have been
studying on one of



136

distance learners enrolled
on the Certificate in
Foundation Journalism

63

apprentices were
registered



64 accredited
courses at

36

approved
centres

202

distance learners enrolled on
the Diploma in Journalism



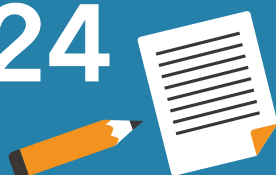
134

students were enrolled on
non-accredited courses but
may have sat NCTJ exams



THE TOTAL NUMBER OF
NQJ EXAMS SAT WAS

224



94

trainees sat the NQJ and

56

trainees passed
the qualification

THERE WERE

74

REGISTRATIONS
FOR THE NQJ



62 Community News Project
reporters are in post



72 SCHEDULED AND IN-HOUSE SHORT
TRAINING COURSES WERE RUN

£508,231

in JDF donations from

53 bursaries awarded by the
Journalism Diversity Fund

22 supporters and **3** donors



Chairman's review

The NCTJ is 70 years old? How did that happen? I know, I know, you can't believe it either, not when you see our energy and youthfulness and our fleet of foot on the dance floor. You have to say that anyway: no one making a career in journalism ever did a vox pop without simulating astonishment when senior interviewees revealed their age. "No! I don't believe it. You don't look it." Just don't use the phrase "young at heart". It only emphasises the wrinkles.

We were sad when plans for a big birthday bash at the Palace of Westminster were stymied by Covid, but even as we put party suits and dresses back in plastic wrappers, we reminded ourselves that much worse things have happened to many people over the last two years. You'll get no moaning from us – it's always a mistake when journalists think the story is about them.

I'm pleased to report that, over the last year, in the office, out of the office, half in and half out, the Newport team has been cracking on, led by our indefatigable chief executive, a woman running constantly to embrace the next challenge and to make this organisation as important tomorrow as it is today. Thank you too to members of the board and to so many colleagues from the industry and academia who have taken on time consuming duties appraising all aspects of the work we do.

If many days have seemed to blur into each other, some events stand out with crystalline clarity. The enthusiasm with which Sky News took on our awards cheered everyone. That evening, news and tech teams at Isleworth showed that, if you must make something virtual, you can make it virtually perfect. I think everyone who watched was delighted to see those big names in broadcast give up their time to sprinkle sparkle over the event.

The same enthusiasm was on show at our diversity conference, when the Bloomberg tech team matched Sky digital frame for frame. Yet again, big and busy figures who believe in the industry found the time to join panels to discuss those important issues with which journalism is now getting to grips. It's so encouraging to have people offering such support and encouragement to a

new generation. It's striking how much they care about standards.

Of course, we've been banging on about standards all our lives, ever since the Royal Commission on the Press identified a problem in 1949, a diagnosis that led to our creation: "The problem of recruiting the right people into journalism, whether from school or from university, and of ensuring that they achieve and maintain the necessary level of education and technical efficiency, is one of the most important facing the Press, because the quality of the individual journalist depends not only on the status of the whole profession of journalism but the possibility of bridging the gap between what society needs from the Press and what the Press is at present giving it."

"What society needs from the press..." If it seemed all about newspapers back then, it's now also about everything else that has come along since. As social media explodes, rumours fly around the world and bad people find sophisticated ways to infect the conversation with lies, our society still needs a lot from journalists. The more we are surrounded by information, the more we want to know which bits of it we can trust. If journalists are trained to sift the good from the bad, to bring objectivity to their reporting, to take pride in getting it right, we may all understand the world a little more.

The team believes in the work they do and all of us feel proud to watch a figure from the next generation of journalists take those first confident steps in the trade. We shall never stop adapting and changing at the NCTJ, but we shall never lose sight of that big mission, our primary purpose, high standards.

Kim Fletcher, chairman



Chief executive's report

This anniversary year for the NCTJ has been very special for all of us involved in its work.

Although seventy years ago the media world was very different, the core values that have always been at the heart of the NCTJ are still perfectly valid.

Never has it been more important to have trained, qualified and professional journalists that are so vital to our democracy. Quality, trust and diversity are what the NCTJ stands for and values we as a society need to protect and promote more than ever before.

Our role in bringing together all sectors of the media with journalism educators and trainers remains unique.

There really is nothing else quite like the NCTJ and leading our wonderful team, working with all our supporters and overseeing the work of the charity is an absolute privilege.

It's never been more exciting and rewarding.

We are constantly adapting our qualifications and accreditation standards to keep up with digital developments and with changes in working practices and shifting education and media landscapes. The NCTJ provides the go-to qualifications for contemporary journalism because they are the gold-standard for journalistic training.

We invest in the best research, provide clear and comprehensive information about journalism careers, encourage more professional development, support public interest journalism and are building even more partnerships to increase our resources and our impact.

We have done such a lot to be proud of this year.

The pioneering remote delivery of exams, fit for the digital industry we serve, is transforming our awarding organisation.

The new Journalism Skills Academy, which Google is headlining, is becoming fully established.

The continued support from our friends at Facebook for the brilliant Community News Project is revolutionising careers and the coverage of under-represented communities.

And, of course, the Journalism Diversity Fund is having a growing impact, helping an increasing number of people from different backgrounds into journalism. We are thrilled to have reached our £500k fundraising target thanks to all the enlightened media employers and organisations that are donating to this fantastic cause.

Our ambition as we move into the next decade for the NCTJ, is to place even more emphasis on equality, diversity and inclusion.

It's not a bolt-on strategy and much more than a series of projects; it's right at the centre of everything we do and everything we stand for.

We aim to do much more to promote equality of opportunity in journalism by taking action to encourage a diverse and inclusive culture. Changing an entrenched culture is one of the biggest and hardest challenges all of us need to confront.

We need to encourage those from all walks of life into journalism roles, take down the barriers and support people in their careers so they can join the decision-makers. We must place equal value on alternative, non-graduate entry points and boost recruitment and promotion from this talent pool.

So, let's all work as hard as we can to ensure that in ten years' time, when we celebrate our 80th, we are really proud of the make-up of our newsrooms that truly reflect our communities.

Thank you to everyone for supporting the NCTJ and for making a difference

Joanne Butcher, chief executive



Patron's address

This year may go down as the year journalists fought back. And my God, they did it in style.

Afghanistan was one of journalism's significant turning points. Not just for the country and geopolitics – because what happened in August is undoubtedly seismic. But for this generation of journalists, it brought home dramatically and terrifyingly just how much is at stake for our profession. And they rose to the occasion in a quite astonishing and brave way.

Journalists from across the globe watched as our Afghan brothers and sisters fought for their lives in the face of the advancing Taliban. We looked on horrified as they were beaten and tortured by them, much safer in our Western skins and cloaked in a certain security by dint of the foreign passports we hold.

My team interviewed two incredibly courageous young Afghan journalists – both in their mid-twenties – who'd been held for hours by the Taliban and whipped with cables. By the time they were released they could barely walk and had to be helped by colleagues.

But both were back in the newsroom and at their desks the day after their ordeal. Both determined not to be cowed and to continue to search for and document the truth. Amazing courage. Astounding determination.

Both seemed to accept they may end up dying for their job eventually – and both were convinced it was a job worth this suffering and terror. They are teaching us lessons in journalistic standards and ethics I hope most of us are never faced with.

The events in Afghanistan have also highlighted what a band of brothers and sisters we are and how a common faith and passion in all that the profession stands for has brought out the best in many, at a time when the very worst appears to be unfolding in front of us.

By mid-July, the *Guardian's* Emma Graham-Harrison and *The Times's* Anthony Lloyd had rallied together a coalition of British newspapers and broadcasters to demand help for Afghan journalists who'd worked with British media outlets during the twenty-year-long Coalition campaign.

The media group wrote a joint open letter to Foreign Secretary Dominic Raab and Boris Johnson insisting our ability to keep the British public informed of events in

Afghanistan during the previous two decades had been 'heavily reliant on the loyalty and commitment of the Afghan journalists, translators and support staff.'

The letter led to a dramatic u-turn on policy by the British Government and an agreement to issue visa waivers to those Afghan journalists who had helped build a vibrant, independent media – and then there was an almighty scramble to get them on flights. Many of the visiting journalists were reporting on some of the most distressing scenes in their careers – witnessing people being crushed to death in front of them, babies being handed over to soldiers, mass panic and fear – whilst also trying to manage a very personal refugee crisis and help men and women who were now dependent on them for their survival.

How many received frantic phone calls, emails and pleading texts? 'Please help me, you are a fellow journalist, you are my only hope' was one I got. 'I'm going to kill myself if I don't get out. The Taliban are knocking on every door hunting us down, please help' was another.

What happened in Afghanistan may go down in history as one of the most tragic – and some will argue – perhaps avoidable catastrophes ever but it was also completely and truly inspiring seeing how journalists rallied around each other and did what they could in the most awful of circumstances.

And please, let's remember, there are many more journalists still there who have been left behind in Afghanistan, still in hiding, still fearing for their lives. And there are others determined to continue the fight to tell the truth. We cannot and should not forget them or the terribly difficult and dangerous conditions they are working under.

But as a template for camaraderie and collegiate behaviour in the future, what happened in Afghanistan and beyond should fill all journalists with fire in our bellies to go on – and emulate elsewhere.

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

Building our capacity and capability

The NCTJ is growing and we are working hard to increase our impact and to make a measurable difference with everything we do.

Why? There are more journalists than ever before: up from 78,000 in 2018 to 96,000 in 2020. The percentage of qualified journalists who have NCTJ qualifications is increasing.

Recruitment of entry-level journalists is booming, both within and outside the traditional newsroom. Under-representation of diverse groups in journalism and reliance on graduates continues. We recognise that there is a growing number of freelance journalists that need our support. We now have to cater for all types of journalists, way beyond the skillsets of news journalists.

The media industry is undergoing seismic change with declining print circulation and advertising revenue, growing digital revenue and audiences, and threats to the sustainability of public interest local and regional news. Journalism is changing rapidly in terms of the skills required and what journalists are expected to do. This is a time when investment in the quality of trusted and trained journalists is more important than ever to society.

The business direction of the charity reflects all this change. We are committed to alleviating the pressures on funding for training and ensuring journalists and trainers are appropriately skilled in a sector that has been revolutionised by digital developments. The role of the NCTJ has become more important in ensuring quality content and high standards of journalism.

The charity is dedicated to making a positive and demonstrable contribution to the future sustainability of public interest journalism in the UK.

Achieving greater equality, diversity and inclusion in the journalism workforce has become such a vital aspect of the charity's work.

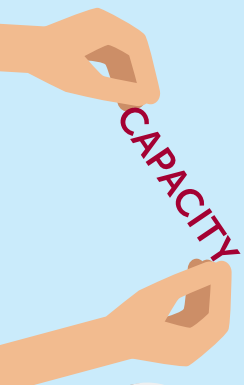
This means the NCTJ has to build its capacity and capability in order to achieve its mission and strategic objectives. Key to our success is securing and implementing more high-profile partnerships and projects.

To do this we need to continue to diversify, collaborate and invest. Our industry funding now comes from all media sectors and a much wider range of employers.

The contraction of the regional press and the broadening of entry and career paths means that we need to continue to expand our funding streams and range of stakeholder support. The NCTJ's systems and procedures demand ongoing investment. As a lean organisation we need to build partnerships and collaborate with other like-minded relevant organisations.

Our work to target more of the major employers to more actively participate in our work and to contribute to our resources is reaping rewards for journalism and journalism education and training. We are going even further by engaging the support of more digital media businesses and supporting the new breed of digital content creators, producers and communicators.

To build our capacity and capability, we need the help of all those who appreciate that our society needs trained and qualified journalists to function effectively.





Continuing professional development for journalists and trainers

Having launched the Journalism Skills Academy (JSA) in the autumn of 2020, the last year has been a period of consolidation and expansion, as we look to make the JSA a one-stop shop for journalists' development needs throughout their careers.

In July, we were pleased to relaunch our Level 5 Diploma in Journalism programme for distance learners as an e-learning package, with all study materials now available at the click of a button. The transfer of our tried and tested scheme to a modern platform not only enables us to scale up the interactive elements of the course, but also to develop a distance learner community, with a managed forum available for students to communicate with one another and with the NCTJ.

This latest development means that all three of the NCTJ's main qualifications – the Certificate in Foundation Journalism, the Diploma in Journalism and the National Qualification in Journalism – are now available to study through the JSA in a fully online format, accessible from any internet-enabled device. Learners can truly study at any time, in any place.

A significant number of publishers have used the distance learning option to train or upskill new starters. Some have undertaken the full diploma package, while others with particular needs have studied only for a single module. The flexibility of the programme means it can be used to meet most requirements.

The NCTJ can also create bespoke packages incorporating additional trainer-led support alongside self-study towards a qualification. And we regularly create standalone training courses for a wide range of corporate clients, both within and outside the traditional journalism sector.

Responding to a survey of audience needs conducted over the summer, we have overhauled our programme of scheduled masterclasses to incorporate new webinars on subjects including podcasting, feature writing, smartphone journalism and data journalism. Webinars are available to be booked by any interested parties, or can be booked on a sole-client basis.

The JSA has benefitted very significantly from the ongoing support of the Google News Initiative, to whom we are hugely grateful. The scaling up of the initiative to meet industry needs is possible thanks to their generosity.



John Battle, head of legal and compliance, ITN

“ITN has been working with the NCTJ for nearly a decade. In that time over 150 members of our staff have passed either or both the NCTJ media law exam and NCTJ court reporting exam. Those who have taken these examined courses come from all parts of ITN (both editorial and non-editorial) and all levels of seniority.

“The students are given significant help and input on the course and syllabus from the NCTJ which is supplemented by in-house teaching sessions and preparation for the exam.

“The courses achieve many objectives, whether as a refresher/update, an introduction to media law and court reporting for new staff and apprentices and also a path for non-editorial staff to consider transferring into a role in the editorial team.

“The courses help ITN keep our staff up to date with the ever-changing law and industry regulations. The courses provide essential knowledge on the tough legal issues journalists face every day in their work and have direct practical application.

“Working with the NCTJ has been a joy. They always provide an excellent service on the course and the exams. We can’t thank them enough.”



Journalism Skills
Academy





Fast-track News Associates students presenting news bulletins in front of a green screen

Highly-respected industry qualifications for journalists

Diploma in Journalism

This year has been a challenging one for us all, but the NCTJ has always remained focused on ensuring the Diploma in Journalism remains the industry standard for entry-level journalists. Keeping up-to-date with industry practice is key to ensuring the content and assessments in the diploma are relevant, rigorous, fair and reliable.

During the last 12 months we have conducted comprehensive reviews of the essential journalism mandatory module and the broadcast journalism elective option. Essential journalism was mapped against a revised and updated apprenticeship standard for an entry-level journalist to ensure it continues to deliver current industry practices and provides a valid

test of a new journalist's reporting skills and knowledge. The wide use of video on social media platforms to find and promote news stories enhanced the video category in the e-portfolio.

Our broadcast journalism elective option covers radio and TV journalism and it was reviewed and updated in consultation with a range of broadcast journalists and employers. A key element in this module is broadcast regulation and the subject has been upgraded to a distinct mandatory module for broadcast journalists with grades listed separately on diploma certificates. Assessing journalism skills for TV in a newsroom environment and accepting podcasts as part of the radio assessments were also designed for introduction in 2021-22.

The diploma is now a level 5 qualification, raised from level 3 in September 2020. The new level reflects the digital content and ever-evolving technology and tools used by journalists for newsgathering and storytelling in their day-to-day role.

The Diploma in Journalism is a mandated qualification in the level 5 journalist apprenticeship standard and can be studied via distance learning on the NCTJ's Journalism Skills Academy.

National Qualification in Journalism (NQJ)

This year saw the introduction of a new NQJ pathway for community journalists. Designed specifically for reporters taking part in the Facebook-funded Community News Project (CNP), two sittings of the senior level exams were delivered in March and July 2021. Another important job role, that of a local democracy reporter, has also had a bespoke NQJ pathway developed for it.

Moving away from news, magazine journalists working for specialist brand publishers now have an opportunity to qualify at a senior level through an NQJ specialist brand publishing pathway. Development of the assessments included mirroring the skills and knowledge required in this job role and the NQJ now provides professional development for journalists in the sector.

The NQJ is a mandated qualification in the level 7 senior journalist apprenticeship standard and can be studied via distance learning on the NCTJ's Journalism Skills Academy.

Journalism apprenticeships

A revised and updated level 5 'Journalist' apprenticeship standard and end-point assessment plan was submitted to the Institute for Apprenticeships and Technical Education (IfATE) in June 2020 and approved for delivery in England.

A wide range of journalist employers make up a government 'trailblazer group', and, facilitated by the NCTJ, they design and develop the apprenticeship standards for journalism. Due to become available from 2022, the new level 5 journalist standard will replace the level 3 junior journalist apprenticeship. The revised standard includes the industry 'gold standard' Diploma in Journalism qualification as mandatory. Expansion of the journalist apprenticeship development across the nations is under consideration for 2022.

The level 5 journalism standard provides progression to the level 7 senior journalist apprenticeship which launched in 2020 and also includes an NCTJ professional qualification; the National Qualification in Journalism.

End-point assessments (EPAs)

The NCTJ is the approved end-point assessment organisation (EPAO) for both journalism apprenticeship standards. Approved by the Education and Skills Funding Agency, the EPAs are listed as qualifications on the Register of Regulated Qualifications and are regulated by Ofqual. The NCTJ delivers the assessments that complete the apprenticeships. The EPA for the senior journalist apprenticeship is comprised of two assessments: a journalism project with a presentation; and a professional discussion. The EPA for the new level 5 journalist standard also has two assessments: a journalism project and a report with supplementary questioning; and a professional discussion.



Certificate in Foundation Journalism

The Certificate in Foundation Journalism is a level 3 qualification providing basic journalism skills training at an introductory level. It is not designed to prepare learners for employment as a journalist, but can provide a solid stepping stone to the Diploma in Journalism.

It is delivered to a wide range of learners including those with disabilities, through our partnership with Ability Today, and through the government's Kickstart scheme via News UK. It is studied by prisoners via the Prisoners' Education Trust and is also delivered as an enrichment programme for sixth formers alongside A-levels. This flexible qualification is available via distance learning on the NCTJ's Journalism Skills Academy and will be reviewed in 2022.

High-performing accredited journalism courses



City of Wolverhampton College students celebrate graduating

This year continued to be turbulent for centres running NCTJ-accredited courses as tutors navigated lockdowns and adapted their courses to suit online and hybrid training.

The high-quality practical training students continue to receive, as well as exposure to the world of journalism with work experience opportunities and guest speakers thanks to strong industry links, is a testament to the hard work of the teams running accredited courses.

Supporting centres to ensure that the exacting standards of accreditation continue to be met has been a priority for the NCTJ. A webinar series for tutors to share best practice has continued, with a particular highlight being a session on how to boost students' confidence and employability, particularly relating to issues faced during the pandemic.

Tutors have responded well to the support offered via these webinars, which will continue, and further sessions are planned for the start of 2021-22 to support tutors who are new to delivering the diploma and need that extra guidance from the NCTJ. Our dedicated tutor Facebook page continues to be a source of collaboration.

The NCTJ has acknowledged the changing situation centres are faced with as the restrictions ease, and has liaised with course leaders via a centre survey on how delivery of their courses will look going forward. The NCTJ's standards of accreditation will be adapted to take into account remote learning and teaching when required.

Accreditation forums

Course leaders at undergraduate and postgraduate courses discussed the challenges and opportunities surrounding delivery of NCTJ qualifications at accreditation forums taking place in November 2020. Course leaders of courses run by independent training providers are now invited to separate sessions with the NCTJ, and a forum for Further Education course leaders will be scheduled later in 2021-22.

Accreditation visits and meetings

The NCTJ is continuing to concentrate its efforts on those centres and courses that need it the most, offering targeted support in a rigorous, transparent and risk-based system.

In the 2020-21 academic year, the NCTJ carried out nine visits as either accreditation panel meetings or monitor-

ing meetings, offering that additional support by bringing together panellists and industry advisers to ensure centres are training students to industry expectations. Delivered virtually, these meetings ensure the NCTJ is continuing its support to centres by meeting with course staff, students and involving senior working journalists from all parts of the industry who offer their opinions and guidance to course leaders about how courses can improve.

Industry advisers

Industry advisers continue to offer invaluable support to the centres they are linked with by meeting with heads of journalism, course leaders and students remotely. Advisers have found it beneficial to observe students creating their own original journalism in remote news days or other practical journalism sessions. For the NCTJ, industry advisers help to maintain a link with the centre and provide up-to-date information about the centre in between accreditation visits.

The NCTJ continues to appreciate the support of editors and senior journalists who volunteer their time to take part in accreditation panel visits. Our thanks go to:

Lucie McInerney, commercial editor, *The Independent*
Kim Hewitt, programme and digital editor, ITV Meridian
Louise Hastings, managing editor, Sky News
Steph Marshall, head, BBC West
Keiron Tourish, reporter, BBC Newsline

Sally Hampton, consumer magazines publisher, DC Thomson

Laura Paterson, Scotland editor, PA Media

Gregor Kyle, content editor, Frame PR

Peter MacRae, deputy head of news and managing editor, BBC Scotland

Gary Stewart, audience editor, *Liverpool Echo*

Laurie Tucker, day editor, Sky Sports News

Michelle Johnson, director of digital media, Vantage Media Group

Centres approved to deliver new diploma modules in 2020-21:

Bournemouth University – videojournalism for digital audiences, photography for journalists, broadcast journalism, practical magazine journalism, journalism for a digital audience and sports journalism

Brunel University – data journalism

Oxford Brookes University – public affairs for journalists

University of Kent – data journalism, journalism for a digital audience and sports journalism

University of Portsmouth – practical magazine journalism

Highbury College – sports journalism, radio journalism and practical magazine journalism

Glasgow Clyde College – practical magazine journalism (replacing introduction to PR)

University of Central Lancashire – broadcast journalism (replacing photography for journalists)

Harlow College – journalism for a digital audience

Centres approved to deliver new courses in 2020-21:

The NCTJ is delighted to welcome **Oxford Brookes University**, which has been approved to deliver an NCTJ-accredited journalism pathway on their BA Media, Journalism and Publishing course, as well as an NCTJ-accredited MA Journalism programme

Bournemouth University – BA Sports Journalism

An effective careers information service

With so many courses to choose from, it is important that aspiring journalists are able to make an informed decision before embarking on their studies.

The NCTJ aims to arm prospective students with the facts so they can avoid making investments in non-accredited courses that will not equip them with the right skills for employment.

We regularly engage with national career awareness weeks, such as National Careers Week and Journalism Matters Week, to inform and inspire the next generation of journalists.

It is also important that we encourage young people from a range of backgrounds to consider a career in journalism, and spread awareness of non-traditional entry routes into journalism, such as apprenticeships.

The Journalism Skills Academy hosts a number of free careers resources, such as video masterclasses on a wide range of subjects, presentations on digital tools, tips and advice from editors and employers, and interactive quizzes.

The third edition of the NCTJ's journalism careers guide, sponsored by the *Financial Times*, was published this year, and was sent to secondary schools, colleges and job centres across the UK.



Aspiring journalists can consider their training options by hearing from alumni about the different paths they took to successful careers.

Also in the guide are tips on how to start out in journalism, an introduction to podcasting and a spotlight on investigative journalism.

The guide also features easy-to-navigate listings of all NCTJ-accredited courses. A digital version is available on the NCTJ website.

Emma Robinson, accreditation manager at the NCTJ, said: "Sending out this annual careers guide to schools and colleges means we can reach out to students about the exciting prospect of making that first leap into their journalism career."

"We want students to choose the right journalism course with the NCTJ to give them the cutting-edge skills and knowledge to operate in the newsroom to professional standards."



Mobilising employer support for journalism training

The NCTJ is, and has always been, an industry-led organisation. We exist to respond to the changing needs of the journalism sector, which is why the story of the NCTJ is one of constant evolution.

Collaboration with news providers is therefore critical to everything we do, and we continue to work hard to deepen our relationships with our partners, and to bring more media organisations into our network.

Companies which support the NCTJ financially as strategic partners receive a discounted rate on distance learning programmes booked through our Journalism Skills Academy (JSA), which continues to be backed by the Google News Initiative.

The last year has seen a significant recruitment drive by several major publishers, and it has been positive to see how the JSA has been used by employers to ensure that new starters who require additional training to achieve applicable qualifications can access courses in a flexible way.

A notable new partnership has been developed with News UK, with the NCTJ working alongside their team and one of our accredited training centres, News Associates, to develop a Certificate in Foundation Journalism course for a group of interns with no previous experience of news. The scheme, backed by the government's Kickstart

programme, proved a huge success and demonstrated once again the value of our collaborative approach – and the importance of rigorous training.

Following the introduction last year of a senior journalism apprenticeship standard, we have been pleased in 2021 to welcome the first cohort of candidates to the qualification. Led by employers, the development of the senior standard means there is now a complete apprentice journey from raw talent to fully-fledged senior reporter, and we look forward to working with a growing number of news providers in the coming year as they develop the skills of their staff.

Indeed, the engagement of employers with our apprentice schemes is a further demonstration of the value placed on NCTJ qualifications, which are now more accessible than ever before. Eighty-one per cent of qualified journalists in the UK hold an NCTJ qualification, and we aim to increase that number with the support of the industry.





Journalism Diversity Fund recipients

Equality, diversity and inclusion

It is so important that journalists reflect the communities they serve, and we are committed to leading radical change in the industry to improve the diversity of newsrooms.

We know that, for many, the costs of studying on an NCTJ-accredited course can be out of reach. This is why we set up the **Journalism Diversity Fund (JDF)**, which awards bursaries to help with the costs of NCTJ course fees and/or living expenses while studying.

Thanks to the financial support of our industry partners, the JDF has awarded more than 440 bursaries since its launch in 2005.

"It would have been impossible for me to study without the JDF. The JDF helped me to be able to bring my different outlook and experiences to the newsroom."

Sanny Rudravajhala, JDF recipient

Despite the challenges faced by the industry this year, eight new partners have come on board, helping us reach our ambitious goal of raising the annual value of the fund to half a million pounds.

In July, the Journalism Diversity Fund was honoured with a special award from the Press Awards.

Joanne Butcher, chief executive of the NCTJ, said:

"This award is recognition of the JDF's achievements since it was established, and of the significant amount of work that remains to be done to make the news media sector more diverse and inclusive."

"We know from our regular research that there is so much more to do to make the journalism industry accessible and truly representative: and we want the JDF to be at the heart of that ongoing effort."



Sanny Rudravajhala



Victoria Scholes



Mark Hudson

Our annual **equality, diversity and inclusion conference** provides an opportunity to bring JDF students, educators and industry supporters together. This year's event was hosted remotely by Bloomberg and featured panels on the challenges and opportunities of covering race and how to attract early talent and develop long-lasting careers.

We recognise that tackling inequalities and making journalism better reflect our audiences needs the combined efforts of the industry, businesses, employers and journalists.

This is why our **forum for employers** from across the media sector regularly meets to discuss and advise on the further action needed that will make a difference to the equality, diversity and inclusion of newsrooms.

Chaired by NCTJ trustee Abu Bundu-Kamara, global diversity and inclusion lead for Boeing, the forum also provides an opportunity for businesses to share and promote good practice.

In March, Victoria Scholes celebrated being the first student from **Ability Today's Academy for Disabled Journalists** to pass the NCTJ Certificate in Journalism.

The NCTJ partnered with the social enterprise last year to launch an introductory course for aspiring journalists with disabilities.

Victoria, who passed all of her assessments first time, said:

"I am really happy to have passed, it feels like a great achievement and to know I did it first time means that it can be done."

"It takes a lot more than that of an average person to get where I am, and lots of hard work and I need a lot of assistance, but it shows that just

because you are disabled you can still achieve things.

"Ability Today have been so supportive of my needs and studying in a group of people who understood me helped me to succeed."

A new course is now underway, with the cohort studying for the NCTJ's Diploma in Journalism qualification.

Also in March, we **partnered with News UK** to train up to 100 out-of-work young people through the Government's Kickstart Scheme.

The paid placements are designed to offer young people a head start in a career in the media, and recruits are studying towards the Certificate in Foundation Journalism with News Associates.

In addition, the interns are also given a mentor from News UK, career support from The Media Trust, and pastoral support from Barnados.

Mark Hudson, head of early talent at News UK, said:

"You shouldn't have to fight so hard to get a foot in the door in the media industry. Through this scheme, we're blowing that door right off, and giving young people the tools, experience and confidence they need to land a job in journalism."





Effective communication and collaboration

During such an uncertain period, and at a time in which the NCTJ continues to grow, clear and effective communication has never been more important.

As the coronavirus pandemic continued to present challenges, we have kept all stakeholders well-informed about the NCTJ's contingency plans, and any updates.

We have continued to encourage collaboration and the sharing of ideas through a regular webinar series around delivering training remotely.

We have also launched two new regular e-newsletters this year, to help us strengthen our communications with Journalism Diversity Fund recipients and distance learners.

Student Council

Student representatives were able to meet with each other, quiz editors and give feedback to the NCTJ team thanks to a selection of remote Student Council events in early 2021.

Students attended the events via Zoom according to which sector they are studying in, giving them the opportunity to connect with peers on similar courses or training programmes.

Senior journalists and editors, representing roles in TV, magazines, radio, national and regional newspapers, digital and social media also joined the meetings to give advice to students.

Awards for Excellence

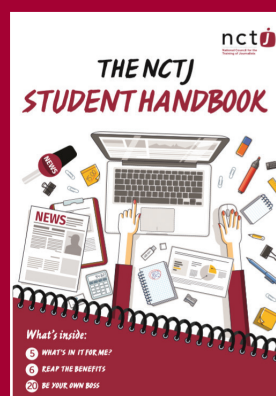
Outstanding student, trainee and apprentice journalists were honoured in a virtual Awards for Excellence ceremony, hosted by Sky News in March.

The virtual ceremony, which was live streamed on YouTube, was presented by Sky News presenter Anna Botting.

Anna announced each category and the shortlisted entrants before cutting to Sky News and Sky Sports presenters from all over the world to announce each winner. Some famous names included Alex Crawford, Dharmesh Sheth, John Sparks and Sophy Ridge.

Journalists, employers and trainers who have gone the extra mile were also celebrated with two awards to recognise achievements in innovation and diversity.

Also honoured at the ceremony was Mark Hanna, co-author of *McNae's Essential Law for Journalists*, who won the Chairman's Award for his outstanding contribution to journalism training and education.



Student handbook

The NCTJ continues to send the NCTJ student handbook to students starting accredited courses, in a bid to help make their relationship with the NCTJ more tangible and longer lasting.

The 24-page booklet provides an introduction to the NCTJ, and information about the Diploma in Journalism and assessments. It also provides comprehensive careers advice and tips on applying for, and succeeding in, their first journalism jobs.

The future sustainability of quality public interest journalism training

We were delighted that in December 2020, Facebook confirmed it was to extend funding for the Community News Project (CNP), the scheme launched in 2019 to fund new community reporter roles in newsrooms across England, Scotland and Wales.

The renewed backing of this ground-breaking, NCTJ-managed scheme enabled many reporters to continue in their role – moving on to work towards the NQJ, having previously completed their Diploma in Journalism during their time as CNP journalists. Other CNP reporters moved into full-time journalism roles after completing their qualifications, and a new cohort was recruited to take their place.

Among the many CNP success stories was Natasha Meek, who in 2021 moved into a full-time reporting job with Newsquest. Reflecting on her experience of the project, Natasha said: "Being a community reporter was more than just a job to me, you become a part of the city's hustle and bustle with your contacts reaching every street corner of the patch.

"By the time coronavirus took hold of our lives and left Bradford damaged not only by grief but loneliness, food poverty, youth unemployment and mental struggles, the role became more important than ever."

The NCTJ's commitment to high quality training is driven by an understanding that public interest journalism is at the heart of the news media's democratic function. All of our qualifications are designed to set journalists on the path to producing news that holds power to account and searches out truth in challenging places.

One consequence of the coronavirus pandemic has been that journalists have not had their usual access to court hearings. The NCTJ, via its membership of a media working group set up by HM Courts & Tribunals Service (HMCTS), has raised questions about similar challenges facing journalism students.

the Ministry of Justice in their work to improve accessibility, the NCTJ undertook a survey of its accredited centres last summer, which showed that all but one of the 31 respondents considered direct observation of real court cases to be 'very important' for students working towards the NCTJ diploma. Yet in-person access to cases during the pandemic had been impossible for every centre; and only 6 out of 31 had been able to gain remote access to hearings for their students.

It was clear from the research that almost every NCTJ teaching centre was keen to have virtual access if it was not possible to arrange physical visits.

Tutors who had been able to observe cases remotely had found the experience beneficial for their students.

The NCTJ has also this year worked closely with government and other industry stakeholders in relation to the National Action Plan for the Safety of Journalists.

Keeping journalists safe is plainly vital if they are successfully to carry out their work, and the threats they face have become more significant and varied in recent years.

The NCTJ worked with the University of Portsmouth and Surrey Police to develop pilot workshops, and will develop an e-learning programme on this subject in early 2022.



Professional research and skills information

The NCTJ is committed to an ongoing programme of research to provide the industry with up-to-date labour market information about journalism.

Research conducted is also used to inform our current and future strategy and to help us develop our projects and services so that they benefit everyone the charity helps.

Diversity in Journalism

In May, we published a new report on diversity in journalism, examining the characteristics of journalists in the UK.



The report, authored by research consultant Mark Spilsbury, was unveiled at an employer forum on equality, diversity and inclusion.

The research is based on 2020 Labour Force Survey (LFS) data, which suggests that the journalism workforce is getting younger, with the proportion aged below 30 increasing from 16 per cent in 2020.

The most notable feature of the 2020 data relates to the number of working journalists in the UK which is estimated at 96,000, an increase of 18,000 over the 2018 level of 78,000.

The report also noted a continuing increase in the 'graduatisation' of journalism, which could be acting against attempts to increase some aspects of diversity.

Joanne Butcher, chief executive of the NCTJ, said: "The headline result for the NCTJ in this really useful report is that under-representation of diverse groups in journalism and reliance on graduates continues.

"We need to do more to encourage and support those diverse groups into journalism, promote alternative, non-graduate entry points and encourage employers to recruit from this talent pool. Apprenticeships, foundation courses and initiatives like the Community News Project are becoming even more important.

"At the same time, we will encourage those who share our values in the higher education sector to recruit a more diverse intake and to offer NCTJ-accredited courses and qualifications."



Emerging skills for journalists

The NCTJ is commissioning a follow-up to its 2014 report: Emerging Skills for Journalists.

The world in which journalists work is fast-changing, therefore it is vital that we understand what is happening, and what will happen, to the skills needs of journalists.

The research will feed directly into the provision of journalism training, via our development strategy, and will also contribute to the wider discussion on the development of journalistic skills.

Business and finance review



Despite the challenges of the pandemic, particularly in the charity, awarding organisation and media sectors in which the NCTJ operates, the organisation remains financially stable and continues to invest in its products and services to support journalists and media organisations.

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 committed to alleviating the pressures on funding for training and supporting journalists in the digital journalism skills revolution.

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.

Resources and funding

The net income to the group amounted to £715,442. After the addition of net realised and unrealised gains on investments of £226,928, there was a total increase of funds amounting to £942,856. There was, exclusive of the Journalism Diversity Fund and the Community News Project, a trading surplus of £112,223.

The charity continues to work in partnership with Facebook and nine regional news publishers on the Community News Project. The Initial two-year programme with funding of £4.6m was extended by Facebook with a further donation of £2.18m in the year and is designed to support local journalism and improve the diversity of journalists in the UK.

The Journalism Diversity Fund, an industry charitable fund, is managed and administered by the NCTJ as a restricted fund. With an increasing demand for bursaries, NCTJ marked the fund's 15th anniversary by setting an ambitious fundraising target of £500k. Donations totalling

£508,231 were received from the media industry along with private donations of funds raised by the Thomas Read and Claire Prosser families. Expenditure from the fund amounted to £413,077.

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; sponsorship and donations, and investment income. The charity's portfolio is invested with the advice of Investec Wealth and Investment.

Reserves and going concern

It is the aim of the directors 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 and restructuring 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£420,000.

At 30 June 2021, the group had funds totalling £4,556,981 of which unrestricted funds amounted to £2,315,717 and restricted funds of £2,241,264. Excluding restricted and designated funds, the charity currently holds free reserves of £1,463,746, including £1,093,571 in a capital fund. 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. The directors are satisfied that the charity has adequate resources to continue in operational existence for the foreseeable future.

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.

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 (No: 1026685). The training activities of the group are carried out by NCTJ Training Limited, a wholly-owned subsidiary. During the year, NCTJ Training Ltd made a charitable donation under deed of covenant of £163,252 to its holding company, The National Council for the Training of Journalists.

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.

Charitable contribution

Statement of accounts	2020-21	2019-20	2018-19
Incoming resources	£3,855,553	£1,335,196	£5,870,808
Expenditure	£3,140,111	£3,380,043	£2,012,677
Operating Surplus / (deficit) for the year	£942,856	(£2,020,973)	£3,865,168
Consisting of:			
Restricted fund (deficit) / surplus	£550,000	(£1,822,327)	£4,046,424
Trading (deficit) / surplus after taxation	£392,856	(£198,646)	(£181,256)
Balance Sheet as at 30 June 2020			
Tangible fixed assets	£422,159	£401,451	£414,391
Investments	£1,093,566	£866,638	£840,911
Current assets	£3,441,303	£2,569,912	£4,536,341
Current liabilities	£400,047	£223,876	£156,545
Net current assets	£3,041,256	£2,346,036	£4,379,796
Net assets	£4,556,981	£3,614,125	£5,635,098

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

Strategic partners

The NCTJ works with journalism producers in every part of the industry. Our strategic partners play an especially important role, enabling our work, and benefitting from a close relationship with our activities. Strategic partners help us to innovate, and – by their generosity – build our capacity so that we have the necessary resources to make a difference in the areas where our help is needed most.

Some strategic partners make regular charitable donations to the NCTJ and the Journalism Diversity Fund;

others support the development of specific products and services – for instance by running regular bespoke courses or qualifications for their staff. Others make in-kind contributions to the NCTJ's work, joining our boards and forums, hosting events, or judging awards.

Thanks to the direct and indirect support of our industry partners, the NCTJ is able to develop its role in a way that serves the needs of the industry.

We are always glad to hear from journalistic organisations which would be interested in becoming a strategic partner of the charity.

Current strategic partners:

Archant

Barnsley Chronicle

BBC

Bloomberg

Bullivant Media

Chronicle Publications

Congleton Chronicle

DMG Media

DC Thomson

ESI Media

Facebook

Financial Times

Google News Initiative

Henley & South Oxfordshire Standard

KM Group

JPIMedia

Maidenhead Advertiser

Mark Allen Group

Methodist Recorder

Midland News Association

Newbury Weekly News Group

Newsquest Media Group

News UK

NLA media access

Portfolio Publishing

PA Media

The Printing Charity

Reach PLC

Rotherham & South Yorkshire Advertiser

Shetland Times

Sky UK

Teesdale Mercury

Thomson Reuters

Twitter

Our people

Trustees

CHAIRMAN: **Kim Fletcher**, partner, Brunswick Group
VICE-CHAIRMAN: **Laura Adams**, client editorial director, Archant
Lynne Anderson, deputy CEO, News Media Association
Abu Bundu-Kamara, global diversity and inclusion lead, Boeing
Andy Cairns, former executive editor, Sky Sports News
Alan Edmunds, group chief operating officer, Reach plc
Toby Granville, editorial director, Newsquest
Colm Murphy, head of media, film and journalism school, Ulster University
Jas Nijjar, charity finance, Target Ovarian Cancer
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, diversity and inclusion co-ordinator
Christina Borg, Journalism Skills Academy manager
Joanne Butcher, chief executive
Chris Dunham, head of finance and IT
Kathryn Fladgate, project manager
Kat Hendry, training co-ordinator
Will Gore, head of partnerships and projects
Lyn Jones, head of qualifications
Rachel Manby, head of quality and assessment
Kimberley Mason, assessment co-ordinator
Alison Puttock, assessment manager
Sarah Rix, head of marketing and communications
Emma Robinson, accreditation manager
Ellen Sanderson, assessment administrator
Andy Summers, senior co-ordinator/developer
Sophie Talbot, finance officer and administrator

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, shorthand chief examiner and shorthand tutor, Bournemouth University
Maria Breslin, executive digital editor, Reach plc
Tim Dawson, president, National Union of Journalists

Graham Dudman, deputy managing editor, News Associates London
Ben Green, head of digital, *The Star*, Sheffield
Louise Hastings, managing editor, Sky News
Mike Hill, course director for MA News Journalism, Cardiff University
Michelle Johnson, director of editorial, Vantage Media Group
Roy Lee, vocational curriculum leader, Sutton College
Stephanie Marshall, head of BBC West
Ian Reeves, director of learning and teaching, University of Kent

Joanne Butcher, chief executive
Rachel Manby, head of quality and assessment
Emma Robinson, accreditation manager

Journalism qualifications board

CHAIRMAN: **Laura Adams**, client editorial director, Archant
Gavin Allen, chief examiner, journalism for a digital audience
Amanda Ball, NCTJ principal examiner and chief examiner, public affairs
Karen Ballam, chief examiner, shorthand and further education representative
John Dille, chief examiner, production journalism and practical magazine journalism
Vanessa Edwards, chief examiner, videojournalism for digital platforms
Mark Hanna, chief examiner, media law
Catherine Houlihan, chief examiner, broadcast journalism
Andy Martin, chief examiner, National Qualification in 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

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



National Council for the
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