

DO YOU WANT TO BE A JOURNALIST?

YOUR GUIDE TO GETTING INTO ONE OF THE MOST EXCITING CAREERS AROUND.



WHAT'S INSIDE:

- 7 Benefits of studying journalism
- 12-13 LGBTQ+ journalism network
- 18 Reporting from court
- 26-27 Using TikTok as a journalist

PAGE 23-24

Advice from
presenter and producer
Jacqueline Shepherd

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WHY TRAIN AS A JOURNALIST WITH THE NCTJ?



The National Council for the Training of Journalists (NCTJ) delivers the premier training scheme for journalists in the UK.

The NCTJ Diploma in Journalism will equip you with the skills you need to become an effective journalist, and is the qualification editors look for.

There are a number of ways to become a trained journalist with the NCTJ, including:

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If you could bring diversity to a newsroom you could be eligible for funding through the Journalism Diversity Fund (JDF).

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What are you waiting for?
Find out more today at www.nctj.com



Head to
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to find out more
about the JDF

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facilities and great
work experience
opportunities

Ranked as the
top-performing
undergraduate
journalism course
(NCTJ awards, 2022)

"Studying this course is a great way to immerse yourself in the industry - in every way possible, setting you up for a whole range of potential careers."

Fatima Aziz, Trainee Reporter Lancs Live Reach PLC

uclan.ac.uk/journalism



INTRODUCTION

Welcome to the NCTJ careers guide 2022

It is such an exciting time to be a journalist. Wherever your interests lie, 2022 has had huge stories across the board: the complexities of reporting on the war in Ukraine; changes in the leadership of the country; *that* slap at the Oscars; the energy crisis; the growing use of food banks and of course the superb victory for the Lionesses.

Where there are stories to be told, there is a need for journalists. How and where to start out can be tricky to navigate, so in this guide you'll find advice on starting out in journalism and the different roles available. You will also be able to choose the best NCTJ course to suit your journalism and the stories you want to tell.

Once you start out on your journalism path, you may be offered work experience, internships and fellowships. Use these opportunities to shape your career; whether it is the connections you make, perfecting your fact-checking, formatting your intros, practising your shorthand, learning a new publishing software, learning SEO or getting a byline. You should aim to take away at least one new skill or contact.

The *Financial Times* and the National Council for the Training of Journalists want students from all backgrounds regardless of ethnicity, religion and sexuality to receive gold-standard journalism training and feel welcome in our newsrooms. We further support this by sponsoring the Journalism Diversity Fund which is managed by the NCTJ and works to support a diverse range of students, enabling them to access the right courses and be fully prepared to start their journalism careers, without social background being a barrier.



WE HOPE TO RECEIVE AN
APPLICATION FROM YOU
TO JOIN THE FT!

GOOD LUCK

Abbie Scott
Deputy managing editor,
Financial Times



Come study by the seaside and be a journalist from day one, making content about sports, news, lifestyle and fashion while learning all the skills you'll need from our team of former journalists.

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NEWCASTLE UNITED / MAGAZINES /
BURBERRY / ASOS / BBC SPORT /



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OUT MORE ABOUT
OUR JOURNALISM
COURSES



THE BENEFITS OF STUDYING JOURNALISM

Studying for an NCTJ journalism qualification will ensure you learn a range of cutting-edge skills, designed to set you on the path for a successful career as a journalist. But what skills will you learn and why should you study journalism?

LEARN TO BE A BETTER COMMUNICATOR

Impactful story-telling, emotive language, case studies and detailed information are all part of a journalist's skillset



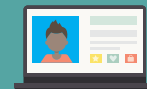
LEARN HOW TO FIND NEWS

Develop your news sense and find out where the best stories can be discovered



MEET NEW AND INTERESTING PEOPLE

Not just your coursemates and colleagues, but every contact you speak to for a story



LEARN HOW TO FACT CHECK

How to spot fake news

ENGAGING WITH PEOPLE ONLINE

How to use social media to boost audience engagement



LEARN HOW TO SHOOT AND EDIT IMPACTFUL VIDEOS

How to use equipment and software to tell meaningful stories through video



DEVELOP YOUR RESEARCH AND INVESTIGATIVE SKILLS

Finding out the crux of an issue is why the public turn to journalists for information



BE TRAINED IN MEDIA LAW

Be confident that what you publish is within the law



LEARN TO WRITE AT 100 WORDS PER MINUTE

Shorthand is a tool of the trade and an invaluable skill for taking down information quickly and accurately



TO MAKE A DIFFERENCE

Journalists are able to hold power to account and investigate issues that change the course of people's lives



DO YOU WANT TO BE A JOURNALIST?

7

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JOURNALISM TERMS DEFINED

The world of journalism features some words unique to the industry and it's true that the newsroom has its own set of vocabulary. We've put together a glossary of some popular journalism words and phrases that may be unfamiliar to you.

SPLASH

The story that is featured on the front page of a newspaper or magazine, also known as 'a front-page splash'.

HUMAN INTEREST

A human interest story is a piece about a person or group of people designed to engage the reader or viewer and to evoke emotion or sympathy.

GV

'General view'. GVs are usually still photographs or panning video shots of a location to paint the scene.

CAPTION

The text that appears with a photograph to explain what's happening or to identify who is in the picture.

BYLINE

The name of the person who wrote the story. A byline can also include their job title and sometimes a picture and email address. Stories can have joint bylines if they were written by more than one person.

NEWSDESK

The department of a news organisation which is responsible for assigning stories and tasks to reporters. A news editor is responsible for the operations of the organisation or publication, often collecting news stories from reporters.

OFF-DIARY

Off-diary journalism refers to stories discovered by the journalists' own news sense, observation and investigation. In contrast, those stories that are more predictable and come from court cases and council meetings are known as on-diary.



The University Of Sheffield.

Journalism Studies.



BA Journalism

Entry Requirements

ABB or equivalent, see our website for details. UCAS Code: P500

Our BA Journalism course at the University of Sheffield equips you with all you need to go into the workplace as a journalist. Accredited by the NCTJ, we will teach you everything you need: from multimedia news packages to radio, TV and podcast production, from creating your own magazine brands to developing social media strategies. You will learn media law and ethics, journalism and politics, and media freedom. Our rigorous course, alongside a set of exams that leave you with a gold-standard NCTJ diploma, means you will graduate newsroom-ready.

"91% of the research in our department is classed as world-leading or internationally excellent".

Research Excellence Framework 2021

MA Journalism

Entry Requirements

A 2:1 honours degree or substantial previous work experience in a media-related role, see our website for details.

Our MA Journalism course may only be a year long, but we don't cut corners. NCTJ accredited, you will graduate with all the skills and qualifications needed to hit the ground running in the newsroom. From multimedia news packages to podcast production, from features and deep-dive investigations to developing social media strategies, we will teach you everything you need. Our staff are top journalists, who bring their industry knowledge and experience to the classroom.

Sheffield is a great place to live, and an even better place to study journalism. Immerse yourself in the surrounding areas and make the most of local history and culture. Get to know the people whose stories you are telling, and explore the beautiful peak district on your doorstep. Our students love it here, and we're sure you will too.



AN INTRODUCTION TO JOURNALISM

If you are looking to get a head start on your journalism studies, the Certificate in Foundation Journalism (CFJ) qualification is a great way to learn the basics.

We spoke to Daniel Burton about his experiences of studying the CFJ as a distance learner.

Why did you choose to study the Certificate in Foundation Journalism?

I started the Certificate in Foundation Journalism course back in July 2020, due to me wanting to use my time wisely during the pandemic along with wanting to expand on my journalism knowledge. The qualification appealed to me due to it not having any examinations and being fully coursework-based. The course also allowed me to do practical work such as interviewing the England football producer for BBC Radio Sport about operating during the pandemic.

How did you find studying on the online e-learning platform?

The Journalism Skills Academy e-learning platform is very easy to navigate, and I enjoyed using the tools that the system provides, such as the free quizzes and other resources. The support that I received from the distance learning tutors was also very easy to understand and allowed me as a learner to reach my full potential. I also thought that the tutorial videos were very helpful and having all the information in one place was very beneficial.

Would you recommend distance learning to others?

I would. Being a student on the course really increased my confidence as the tutors were very supportive and the NCTJ made sure that they provided the best resources to cater for my needs. I would say that the tutors' feedback is very well tailored to learners' needs and

especially those who have disabilities. It is clear to me that being a student via distance learning didn't hinder the support that I received, but instead made the course more tailored to my needs.

What are you doing now?

I am now studying the NCTJ Diploma in Journalism via distance learning, and I have been offered a week's work experience at TalkSPORT in London. I also recently approached a production company for a sports podcast with some ideas, which they were really impressed with. I personally feel that the CFJ really helped me with this, giving me an understanding on how to approach organisations for information.



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"I UNCONSCIOUSLY THOUGHT THAT I COULDN'T BE VALID AND I COULDN'T BE A JOURNALIST, BECAUSE I DIDN'T THINK THAT I WOULD FIT IN."



THE LGBTQ+ JOURNALISM NETWORK: A PLATFORM FOR CHANGE

Oxford Mail digital journalist Sophie Perry founded the LGBTQ+ Journalism Network to be "the change she wanted to see in the world".

Sophie, who lives in Oxford, is a lesbian and was on the hunt for a community specifically for LGBTQ+ journalists in order to share experiences, support one another and network.

Dismayed to find such a community didn't exist, she decided to set one up herself. The industry-wide community space has just grown from there.

The 26-year-old said: "There wasn't a community space for queer people and I was really annoyed, but I thought 'be the change you want to see in the world'.

"The initial launch was about creating a space where we all could connect with each other and network, but I have since felt that I want it to be a platform that can make change."

The network has since partnered with community platform Queer AF to run a new content series: 'Journalist Like Me'. The series of articles will be written by different LGBTQ+ journalists about their experiences working in the media.

Sophie said: "The series is also about how the industry can change and adapt in the future. We also have a panel event about why LGBTQ+ journalism is so important and why we should value these voices in newsrooms.

"I would love to get to the point where we could do a mentor scheme where older journalists who are LGBTQ+ are partnered with younger LGBTQ+ journalists.

"It would be for them to talk about their similar experiences and their identity and the struggles they might face. It would be about offering a helping hand."

Sophie was awarded a bursary from the Journalism Diversity Fund to study for her NCTJ

diploma at City of Wolverhampton College, after previously studying for an undergraduate degree at Brunel University and an MA at Kings College London.

She said about her training: "The training at City of Wolverhampton College was excellent. They encouraged us from the get-go to write stories and find stories. We were journalists from day one.

"I came away feeling like I was ready for a job."

As a digital journalist, Sophie said that her job is thrilling in that you can never plan for a day's work.

She said: "You can wake up in the morning and have a plan for the day, then there may be some major breaking news which you have to go down to.

"There may be a police cordon or there could be some political turmoil, but it's the fact that you are at the forefront of whatever is happening and people are relying on you for the news."

Sophie said that she never envisaged that somebody like her would be able to become a journalist, and the piece of advice that she would like to pass on is that you can do it.

She said: "It doesn't matter where you came from, your perspectives are valid.

"I unconsciously thought that I couldn't be valid and I couldn't be a journalist, because I didn't think that I would fit in.

"I think some people don't think that journalism reflects them, but don't ever think that this isn't a valid career path for you.

"What makes you different and sets you apart is really important as you can bring lived experiences to the table."

How did the Journalism Diversity Fund help you?

"I would not be where I am today without the Journalism Diversity Fund. I am exceptionally proud to say I am a JDF recipient and the financial, career and interpersonal support I received during my studies and afterwards is absolutely unparalleled.

"I firmly believe these extra experiences gave me a leg up and – in turn – helped me secure a reporter role before I even finished my NCTJ.

"The JDF is a fantastic initiative which is helping people get into journalism who otherwise would not be able to. I grew up thinking a journalist isn't a working class lesbian from the Black Country – the JDF is changing that."

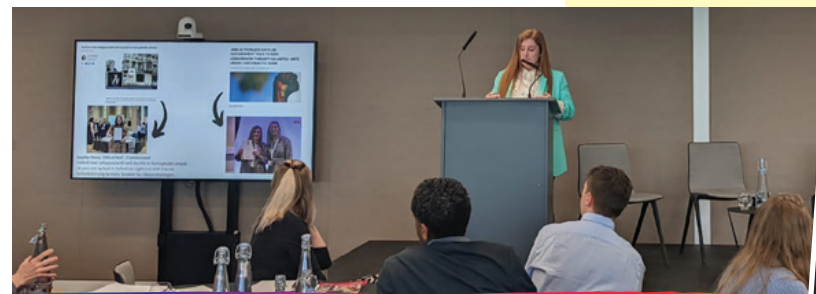
How to apply to the Journalism Diversity Fund


You will need to first secure a place on an eligible NCTJ-accredited diploma course. You must also be a British citizen.

If your application is shortlisted, you will attend a final-stage interview with a panel of industry professionals.

Find out more and apply at

www.nctj.com/journalism-diversity-fund



A woman, Alex Crawford, is shown from the chest up, wearing a black tactical helmet with a mounted camera and a black puffer jacket. She has a serious expression. The background is a blurred outdoor scene with some debris.

**TO HAVE YOUR EAR
TO THE GROUND,
YOU HAVE TO BE ON IT**

Alex Crawford
Special Correspondent and NCTJ Patron

sky news

careers.sky.com

HOW I GOT INTO FINANCIAL JOURNALISM

Yusuf Khan, 25, from London, studied for his NCTJ diploma on the MA News Journalism course at Cardiff University, thanks to a bursary from the Journalism Diversity Fund. Yusuf works as a commodities reporter for Dow Jones and the Wall Street Journal. Yusuf spoke to the NCTJ about how he forged his way into the world of financial journalism.

So, what exactly does it mean to be a commodities reporter?

I get to report on everything that's around you. It could be anything from precious metals, such as gold and platinum, to crisps. An article coming up in the *Wall Street Journal* is using crisps as a lens to see future price inflation.

I could see the inflation story coming months in advance. When you know about Ukraine's place in the farming market you can see the impact the war is going to have.

Why did you pick your course at Cardiff University?

With the Cardiff course, I could get funding through the Journalism Diversity Fund (JDF) and having the NCTJ diploma offered that bit extra. It was a big bonus that the course included shorthand and legal training.

I was always into finance, so I tried to specialise in that area during my MA by the stories I wrote. I also secured work experience at the *Financial Times* after making a beeline for Abbie Scott (FT's deputy managing editor) at an event for JDF recipients. It was an amazing experience.

How important was it for you to receive a bursary through the Journalism Diversity Fund?

Obviously, the funding allowed me to be able to do the course. But without the JDF, I would never have had the opportunity to go to the FT. I got an internship at Business Insider and my first job because I had the FT on my CV. Some people entering the industry might already have those connections, but I didn't. Without the JDF those opportunities wouldn't have been possible.

What advice would you give to aspiring journalists?

Just go for it. Add people on LinkedIn and make connections. If you want to write, do blog posts and write for the student newspaper. If you're into making videos, make TikToks and put yourself out there on YouTube. When you come into the industry as a new journalist, nobody expects you to know it all, they just want you to have the aptitude and enthusiasm.

Kick start your career to become a journalist

Our team of top industry tutors deliver the skills needed to succeed as a journalist – in just 18 weeks! On our fast-track course, you will achieve a **NCTJ Diploma in Journalism**, a qualification recognised throughout the industry that teaches you the skills to work as a professional journalist.

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Training includes: news reporting, media law and court reporting, digital and multimedia skills, sports reporting, features journalism and shorthand. We also offer a part-time option.

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Why people come to us?

- Relevant, up-to-date training from senior journalists and editors
- Strong links with leading employers when it comes to jobs
- You will build professional networks and contacts for life



What our trainees say:

“In a short space of time we covered such a variety of topics and skills, which put me in good stead for my first journalism job. The course helped me learn the basics but also more complicated skills such as video editing.”

Arthur Parashar, trainee journalist, MailOnline



TUNE OUT THE NEGATIVE CHATTER AND SAY YES TO EVERY OPPORTUNITY

Akila Quinio, Paris reporter, *Financial Times*

I thought my friends would gasp when I solemnly declared that I was applying to journalism school. None of them were fazed by my announcement. “Haven’t you always wanted to be a journalist?” they asked.

I realised that I had started talking about it years before I made a conscious decision to pursue a career in news. It was like talking about becoming a football player or a pop singer. I liked the idea, I just didn’t think it was feasible.

Journalism’s reputation didn’t help. People have been preemptively mourning the death of newspapers for years. Once I made it to journalism school, my classmates and I joked about our future unemployment almost daily.

But since joining the *Financial Times*’ Paul McClean graduate programme last year, I have discovered a world full of opportunities and passionate people working together to tell impactful stories. Our industry is not perfect but it rewards curiosity, drive and open-mindedness.

As a graduate trainee, I have been able to move to France, my home country, for six months, to help cover national elections. When Putin’s Russia invaded Ukraine, I was encouraged to jump on the breaking news desk for a weekend shift. I have been at the *FT* for less than a year and already got to try my hands at podcasting and opinion writing.



Things I never thought could help me at a newspaper – like my work experience in startups – have given me fresh ideas to pitch to editors. I learned that each unique set of experiences can help us make better sense of the stories we tell.

SO IF YOU’RE AN ASPIRING JOURNALIST, TUNE OUT THE NEGATIVE CHATTER AND SAY YES TO EVERY OPPORTUNITY YOU GET TO LEARN SOMETHING NEW. IT COULD COME IN HANDY WHEN YOU LEAST EXPECT IT.

To find out more:

www.becomeajournalist.co.uk

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A DAY IN THE LIFE OF A COURT REPORTER

For court reporter Ellie Ng, each day technically begins the day before when her editor sends round a memo of cases at the Old Bailey.

Ellie, a reporter for Court News UK, operated by Central News agency, is tasked to cover certain cases, from plea to trial to verdict or sentence.

It is also her responsibility to check the lists for Southwark Crown Court and Westminster Magistrates Court should there be any interesting cases they can send to news outlets.

By 9.30am the next day, she turns up armed with a notepad, pen and laptop at the central criminal court of England and Wales.

Recently, she's been in court to cover the killings of David Amess MP, London teacher Sabina Nessa and six-year-old Rikki Neave, whose murder was solved after 28 years.

The 24-year-old, who studied on the MA Journalism course at Kingston University, said: "It's exciting to feel like you are part of a story that people will definitely know and remember.

"It's exciting because those kinds of cases attract a lot of press. The energy is really high and you get to meet lots of cool journalists."



Ellie said that it takes a certain type of person to enjoy court reporting.

She said: "Weirdly in a court room, because it's quite clinical the way things are spoken about, you get quite detached.

"It's important to get to know the other journalists because they are the only people who know the situation you are in."

As well as training in media law and court reporting, Ellie said one skill from her NCTJ studies that she now uses every day is shorthand.

She said: "When I went to interview for the job, they said that's the skill that they look for on top of everything on people's CVs."

Court sessions at the Old Bailey usually finish at 4pm, at which point Ellie has written up her copy from either the court room or a dedicated press room.

It's at that point that her and her team then look ahead at the next day, sending round the memo for the next important court cases to cover.

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"The BA Journalism course offers the best practical teaching, which puts you in the shoes of a working journalist. I wouldn't be where I am now without this course or the lecturers."

Jack Shute, Journalism coordinator at BBC Radio Gloucestershire



Scan to discover more.



<http://url.glos.ac.uk/journalism>

COMMUNITY REPORTER'S AWARD FOR INVESTIGATION INTO SALE OF SKIN LIGHTENING PRODUCTS

A community reporter who won an NCTJ award for her investigation into the sale of skin lightening products said it was an amazing feeling to have such a hidden issue acknowledged.

Naomi de Souza, 27, joined the CoventryLive team in 2019, as part of the Community News Project – a partnership between Meta, the NCTJ and local news publishers.

The project meant that Naomi, who had never stepped foot in a newsroom before she got the job, was able to train for her NCTJ diploma while working as a journalist in her community.

NAOMI, WHO HAD STUDIED HISTORY AT THE UNIVERSITY OF LEEDS, SAID HER ROLE OFFERED “REAL VALUE” TO HER LOCAL COMMUNITY.

She said: “It embedded the reporter into disadvantaged or under-represented communities that had traditionally been neglected by mainstream media.

“That opportunity to connect with these communities was really rare and that’s what I wanted to do. I was born and raised in Coventry and I could use my own knowledge to my advantage.”

Groups that Naomi connected with in her role were those that had newly arrived in the country, such as refugees and asylum seekers, as well as both rural and inner-city communities, who had become disillusioned with the local newspaper.

She said: “It was a brilliant challenge, because you are seen as the main media contact for those communities.

“It’s not always about the big-hitting stories, it’s about rebuilding that relationship and the trust they have in the newspaper.

“By being the person with the link to those communities, you can build up that expertise in the newsroom. You can broaden their outlook and make sure the stories are told accurately and sensitively.”

Naomi, who is now a patch reporter for Solihull at BirminghamLive, was recognised during the NCTJ’s Awards for Excellence for her eye for a story and her multimedia skills.

Judges said her investigation into the sale of skin lightening products across Coventry was “as detailed as it was compelling”.

She said that it was an issue she had been aware of for years growing up in Coventry.

She said: “I noticed that the skin lightening products are generally marketed to diverse communities where there is a captive audience. I had grown up seeing them on the shelves and they have really harmful side effects.

“It is prolific in particular areas of Coventry.

“I wanted to speak to people who had used them and I was interested in finding a man who had used them. I spoke to a 66-year-old man who was using skin lightening products, as well as Asian make-up artists.

“It was a complex issue and to show it being sold in Coventry was quite shocking.”

The investigation meant that Naomi was handed the Community News Project award, sponsored by Meta, which recognises the outstanding work being done by reporters who have been hired under the banner of the project.

Naomi said: “It was great to have a hidden issue acknowledged. I spoke to the people I had interviewed for the story to say that I had got the award, and they were happy that the story was being heard.



“IT’S A SAD UNDERWORLD AND I WAS HAPPY TO BRING IT TO A TRADITIONAL NEWSPAPER AUDIENCE. I WAS HOPEFUL THAT IT WOULD CHANGE PEOPLE’S OPINIONS.”

NAOMI’S ADVICE FOR PROSPECTIVE JOURNALISTS:

“Definitely trust in your ability. If you have a story from your community, you have that level of expertise that editors are after.

“Have trust in your own skills and remember that you are in the newsroom for a reason.

“The main thing is to get stuck in, and always be on time.”



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"THE DIPLOMA HELPED ME TO LEVEL UP MY CAREER"



"Stay curious. Keep your eyes and ears open and listen to what's going on around you."

That is the advice from BBC Radio London presenter and producer Jacqueline Shepherd, who says that if you think that something is important then take the initiative to investigate.

She said: "The chances are that there will be someone out there who is interested in what you have got to say."

Jacqueline, 43, from London, studied for her NCTJ diploma on a fast-track course at News Associates London and has since been working in radio and TV.

As well as a stint at Times Radio, she can now be regularly heard on-air at BBC Radio London, presenting The Scene on Wednesdays, a show all about uncovering London's diverse culture and emerging talent.

Before studying for a formal journalism qualification with the NCTJ, Jacqueline had already forged a career for herself within the media.

Originally working as a recruitment consultant, she had managed to make connections with a media course at Westminster University, who were looking for presenters for a TV show.

She said: "Off the back of that, I got a showreel together and I also did some community radio.

"One of the station managers put me forward for the Sky One show 'What's Up TV'.

"It was then that I thought 'you aren't getting rid of me'. I got my foot in the door and I wasn't going anywhere."

JACQUELINE WORKED HER WAY UP TO CO-PRESENTER AND THEN LEAD PRESENTER, WORKING ON THE SHOW FOR EIGHT YEARS.



At that point, Jacqueline was looking for more journalism opportunities, particularly in presenting, and had spoken with contacts at the BBC and Sky News. She was given guidance about studying for her NCTJ diploma and the support available through the Journalism Diversity Fund (JDF).

She said: "I didn't want to find myself in a position where I have got this amazing opportunity and then they say no to me because I am not a qualified journalist.

"I wanted to level up, because I was essentially self-taught.

"It was the confidence in myself that got me this far. If I got some formal training then that will give me the boost I need."

As well as presenting, Jacqueline's passion lies in championing inclusion and ensuring marginalised communities have their voices heard.

She said: "I want to shine a spotlight on underserved communities – it's intrinsic to who I am as a person.

"AS A RESULT OF HAVING A HEIGHTENED PROFILE, I WANT TO HIGHLIGHT THESE IMPORTANT STORIES AND ISSUES."

HAVING THAT FINANCIAL SUPPORT FROM THE JDF MEANT THAT JACQUELINE WAS ABLE TO FULLY IMMERSE HERSELF IN HER STUDIES.

She said: "It was an intense full-time course and I was completely committed to my shorthand too.

"Achieving the diploma was absolutely brilliant and that sense of satisfaction, because it was always a pipe dream for a long time.

"Because I had my NCTJ, I then was confident enough to apply for jobs which I wouldn't have even looked at before."

Jacqueline was offered freelance shifts at BBC Radio London, which then led to the opportunity to present the Wednesday night programme.

Jacqueline said she was particularly proud of the opportunity she had to present for Sky Sports News, as part of a commentary team for new 100-ball cricket competition The Hundred.

She said: "My dad was a cricketer and I have an affinity and fondness for the sport. They wanted a presenter who could talk about cricket in layman's terms rather than an expert pundit.

"I loved being part of it."



THE NEWS UK APPRENTICES MAKING WAVES IN THE NEWSROOM

Journalism apprentices are making waves in the newsroom thanks to News UK apprenticeships to encourage greater diversity in the media.

They are given two years of employment and training by PA Training or News Associates to gain the NCTJ diploma qualification. The apprentices span *The Times* and *Sunday Times*, *The Sun*, *The Scottish Sun*, talkRADIO, Times Radio and talkSPORT to name a few.



Yasmin Choudhury, 23, applied for *The Times* and *Sunday Times* apprenticeship after achieving the Certificate in Foundation Journalism on News UK's Kickstart scheme. She is now

doing news subbing after a three-month rotation on the money desk.

She said: "The Kickstart scheme gave me an insight into what I could expect if I wanted to pursue a career in journalism. Getting my NCTJ diploma was always something I wanted to do.

"I had never written about finance journalism before but being on the money desk was really interesting. A highlight for me was getting a double page spread in the *Sunday Times* about graduates coming from the pandemic and the debt they have. It was great to write on a topic that affected me and my friends.

"I pitched a lot of stories from day one and it was really great to be trusted with that. A piece of advice I would give is to just start pitching ideas, and show that you have the data and the meat of the story to back it up."



Matthew Kayanja, 22, decided he wanted to pursue a career in journalism after getting involved in student media at the University of Oxford. He's also a *Times* and *Sunday Times*

apprentice, currently on the sports desk after a spell on the *Sunday Times Magazine*.

He said: "When I was looking for jobs, it was really attractive to get that training. There were a lot of things I didn't know I didn't know, including media law and basic things like interviewing skills.

"I have recently written a data story about the Formula 1 British Grand Prix and I spoke to Damon Hill and other drivers – I couldn't believe it. This is my dream job.

"My advice is to contact as many people as possible for advice and guidance. You will be surprised how many people respond."



FIND OUT MORE

For more information on apprenticeships and other job opportunities check out newscareers.co.uk

THE ENDLESS OPPORTUNITIES IN USING TIKTOK AS A JOURNALIST

The opportunities are endless when it comes to using TikTok as a journalist, says Rebecca Carey.

Rebecca is an SEO journalist for Newsquest, working with regional titles around the UK, creating search-friendly digital content and tapping into trends leading the national conversation.

The 24-year-old, from Linlithgow in Scotland, spends her time finding out what people are talking about and what they're asking questions about in order to create content.

She's also using TikTok to connect with Newsquest's audience and to give them what they want to know.

Rebecca said: "TikTok is a great platform to explain things in quick and accessible chunks. People want to know something as quickly as possible – they don't want to read long and wordy articles.

"So that's where TikTok comes in – it's a blend between content and journalism. The amazing thing about the platform is that it is a great communication tool."

REBECCA STARTED USING TIKTOK FOR 'NEWS EXPLAINERS' DURING HER NCTJ JOURNALISM TRAINING AT GLASGOW CLYDE COLLEGE.

She said: "I wanted to explain the news and environmental issues, which interested me.

"That's one of the reasons I am in my job now, by playing about with TikTok. My boss wants to grow that area and the social media team. It's an area where newsrooms have been slow to get behind but the opportunities are endless."

As well as creating content from the latest trending searches, Rebecca is part of the team behind the newly-launched 'We try things on TikTok', which includes product reviews and advertorials.

She said: "It's very new and we are playing about with it. Already having the knowledge about TikTok has given me a leg-up. I think if you are already playing about with that sort of stuff, then just go for it – don't wait for somebody else to tell you what to do."

Although Rebecca has been in the role for a year, she has yet to step into a newsroom as the pandemic has meant that her role is so far fully remote. She said she felt that her training at Glasgow Clyde College helped her to prepare for the challenges of remote working.

She said: "I was really fortunate that the college was continuing to offer the course online.

"As stressful as it was to learn remotely, I think it really fast-tracked my digital skills. It was an intense course and very different, though I am grateful for it. Now that I work remotely, if I hadn't studied journalism remotely, then it would have been quite a large adjustment for me."

After completing her training, she carried out work experience at the *Scottish Sun* and wrote articles for different free sites, before being contacted by a recruitment agency for her current job.

She said: "Google Trends and Twitter are my best friends. My job is all about writing about what people want to know about and the conversations they are having.

"It's a lot of fun and no day is the same. I have always been curious and have been asking questions, and there is no better job than journalism for that."

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APPRENTICESHIP

Sunny Badwal, 24, lives in Bradford, and trained as an apprentice with PA Training and PA Media. He's currently a junior sports journalist at PA Sport.

Tell us why doing a journalism apprenticeship appealed to you.

The opportunity came up with PA and it felt perfect for me to pursue that career path whilst also getting that NCTJ training. Actively getting that on-the-job experience felt perfect for me. It's one year on now and I am a better journalist for it.

Tell us what a typical day in your job entails.

If I am going to a game, it's very full on. I would get there a couple of hours before and do all the pre-match notes and previews to make sure that I am well-educated. Then when watching the match, I write up the report and send through to the desk five minutes after the final whistle. Then I am thinking about what questions to ask afterwards at the post-match press conference.

Do you have any advice for aspiring journalists?

Don't be afraid to ask questions. At the end of the day, as journalists that's what we're meant to do.

People sometimes think that if they ask questions about the job, they will look silly or like they don't know what they're doing. But I'd rather be as prepared as I can be and that's what you need to do. Everybody is always so helpful.



DISTANCE LEARNING

Katie Catherall, 18, is studying for her diploma via distance learning whilst working as a multimedia sports journalist at the *Tameside Reporter*.

She shares her story:

I have been working at my local paper for two years and the distance learning programme gave me the freedom to complete the diploma while I was working. I felt that there was lots of help from the NCTJ with the support online. I never felt like I was in a situation where I was struggling, there was always help available.

I do a lot of sports stories as well as broadcast pieces, digital and social media too – it covers all bases. When I left school, it was the year when the pandemic hit and I saw the position come up at my local paper. I was offered the job after I turned 17 and I am loving it. It's a great way to meet people in the community, it's easy to build up contacts.

I have always loved sport growing up and being a sports journalist was a no brainer for me as I wanted to do something that combined sports and English. It is a challenge though as a woman as you will always get those comments from people thinking you don't know what you're talking about. There are so many great journalists who are paving the way for women in sports – Alex Scott, for example. There are a lot more opportunities nowadays.

My ultimate dream would be to cover Formula 1 for Sky Sports News or BBC Sport. I would love to work for those top sports broadcasters and to meet some great people on the way.

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UNDERGRADUATE DEGREE

Jack Shute, 22, who studied on the BA Journalism course at the University of Gloucestershire, is working as a breakfast travel presenter and journalism co-ordinator at BBC Radio Gloucestershire.

He shares his story:

I knew I wanted to go into journalism since before sixth form. I researched the NCTJ and having that as part of the course was essential to me. I wanted to get that top training for entering the industry. I have lived in Gloucestershire all my life so the journalism course at the University of Gloucestershire was the perfect choice.

I have been involved at the BBC since I was 18. I was interviewed by Faye Hatcher because I was part of a drag competition and I was a drag queen. I loved being on the show and am really into entertainment and showbiz, and she asked me if I wanted a regular slot on her show.

The NCTJ training really helped me become the journalist I am today. If the course didn't have the NCTJ diploma, I wouldn't be as strong a journalist. It's given me the confidence, because I know I can do what my bosses are asking of me. Particularly in areas such as media law, I know I won't make a mistake because I've had that training which is engrained in me now.

I was also commended in the NCTJ Awards for Excellence for a podcast I created all about pop culture where I interview celebrities about the projects they have on. When I found out I was on the NCTJ's shortlist, I was blown away.



POSTGRADUATE DEGREE

Peter Moor, 24, from Northern Ireland, studied for his NCTJ diploma on the MA Journalism course at Ulster University. He is currently a production journalist at UTV.

Why did you choose the course?

The fact that the course included the NCTJ diploma was a big draw for me because I had done some work experience on my undergraduate degree and they had all advised me that the NCTJ qualification was what you needed to get into the workplace.

Tell us about your job and what a typical day entails.

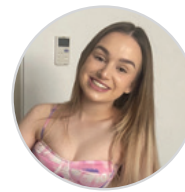
I am mainly behind the scenes at UTV, producing different bulletins, setting up stories, doing online content and finding contributors. Every shift is completely different, it's a very varied role.

How has your NCTJ training helped in your career so far?

I would say the main thing is the training in media law and court reporting, because it gives you such a good grounding that you need on an everyday basis. You need to have that grounding to trust yourself in the decisions you make and to be able to have that confidence.

What advice would you give to aspiring journalists?

Get as much work experience as you can and get out there in the industry. Build up your contacts as this helps you develop in your role. My first job was in commercial radio and I got that off the back of work experience. Work experience also allows you to try out different areas of the industry and helps you figure out what you want to do.



COLLEGE COURSE

Izzy Hawksworth, 19, from Sheffield, is studying for her NCTJ diploma at The Sheffield College. She is looking forward to starting her new role as a trainee reporter at news agency SWNS when she finishes her course.

Why did you pick your course?

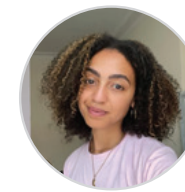
I was already studying at The Sheffield College and had studied some journalism, and my lecturer said that the NCTJ diploma course is offered at the college as well. I hadn't heard about the NCTJ before then, but it made sense for me to continue my studies there.

How did you get your new job?

I contacted them for work experience and in the meantime they had put the job role up so I applied for it before I started work experience. I then discussed it with them while there and they offered me the role. I don't think I would have got the job without work experience as I was basically able to show them how dedicated I am and what I can do.

What is your advice for prospective students?

Get experience wherever you can. I also did an eight-month internship at a personal development company during my diploma, where I worked in digital and wrote newsletters. Even though it wasn't journalism as such, it still gave me the chance to learn skills and do copywriting. I think everything helps. And if you can't get work experience in a newsroom, do it yourself. Pitch ideas, post blog posts and get yourself out there.



FAST-TRACK

Georgia Chambers, 26, studied on a fast-track NCTJ diploma course at PA Training and is now a newsletter editor at the i.

Tell us about your job and what it entails.

My job is very varied. A lot of my role involves news judgement, because I am curating news for our main flagship newsletter which tells the stories of the day and the best journalism. I talk to editors about what stories our readers and subscribers are responding to and want to see more of. It's about what we should be writing.

How has your NCTJ training helped in your career?

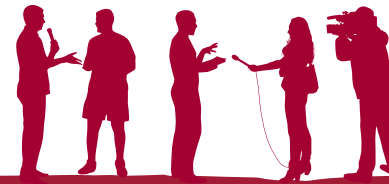
It has massively helped me because I wouldn't have had half the positions or opportunities I've had if it hadn't been for the course. It was a great starting point and very intense and full-on, but it made you work as if you were a working journalist. The main thing was that it gave me the confidence to step into an industry that felt quite intimidating.

Why did a fast-track course appeal to you?

I did an English degree at the University of Kent before studying on the fast-track course and I knew I wanted to go into journalism. I was quite an impatient and ambitious student and I wanted to get a job straight after university, so the fast-track course suited me. I wanted to do training that was quite intense to prepare me for a job. It was a killer but very rewarding.

What would be your advice to prospective journalists?

Definitely persevere. My biggest learning curve has been the knock-backs and rejections, so confidence really is key. A lot of the journey is knowing what you want and really persevering to make it happen. Make sure you make contacts really early on. Reach out to journalists you admire and make friends in the industry.



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DEGREE OF DIFFERENCE

Frankie Rudland, a reporter at the Hampshire Chronicle and a 2021 BA (Hons) Multimedia Journalism graduate, is making headway in his career after an exciting first year as a journalist.

He has already covered a royal visit as a member of the royal rota and interviewed sports stars including Rebecca Adlington OBE, and credits his time at BU with providing him with the skills and knowledge to kickstart his career. As well as his degree, the extra-curricular opportunities at BU helped prepare him – as Head of Sport for Nerve, our student media organisation, he was able to attend numerous press conferences and match days at AFC Bournemouth. Little wonder then, that he recommends BU to anyone looking to start their career in journalism.



Frankie Rudland @frankie_rudland · Jul 2, 2021

Just a few of the many highlights from my time with @nerve_sport. Never in my life did I think that I'd be sat in the same room as Pep Guardiola, Eddie Howe, or Rafa Benitez, not least as a member of the press. But the last 3 years have given me some incredible experiences

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