



National Council for the Training of Journalists Annual Report

2021-22

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NCTJ mission

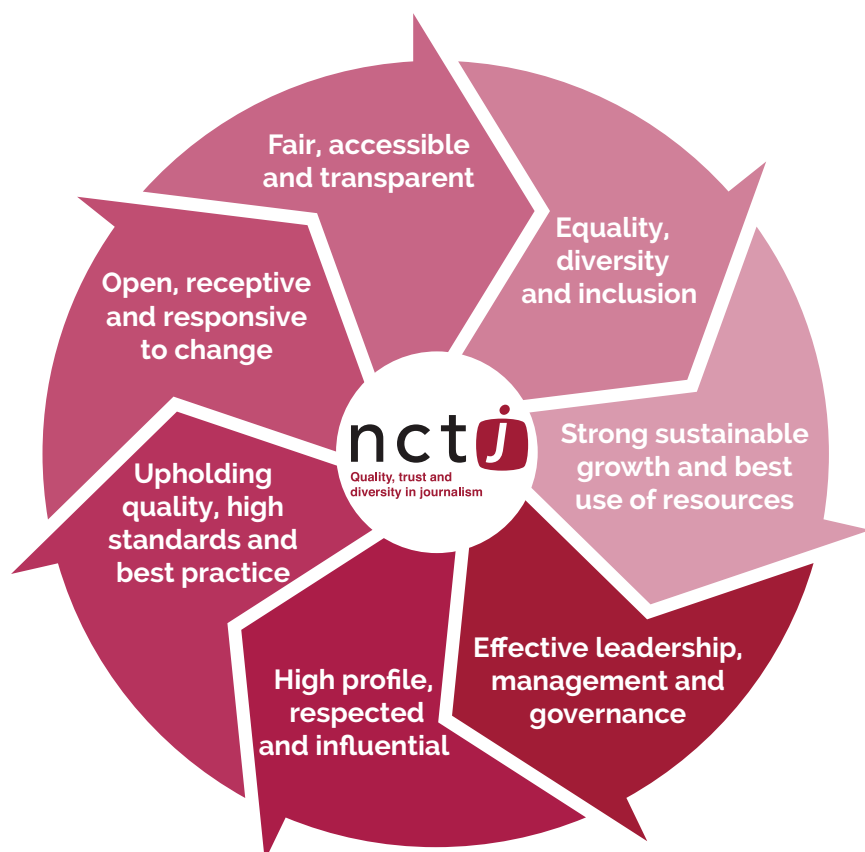
To be recognised as the industry charity for attracting, qualifying and developing outstanding journalists who work to the highest professional standards. We provide a world-class education and training system that develops current and future journalists from all walks of life for the demands of a fast-changing 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 **12,114** NCTJ examinations/assessments were taken throughout 2021-22

These comprised:

7,675 **580** **1,050** **2,701** **449**

diploma exams

national
exam sittings

portfolio/coursework
assessments

shorthand exam sittings

Certificate in Foundation
Journalism assessments

1,163

students have been
studying on one of



62 accredited
courses at

34
approved
centres

77

distance learners enrolled
on the Certificate in
Foundation Journalism

166

distance learners enrolled on
the Diploma in Journalism

124

apprentices were
registered



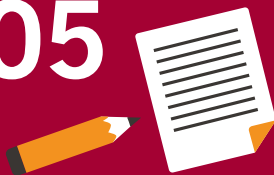
139

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



THE TOTAL NUMBER OF
NQJ EXAMS SAT WAS

205



91

trainees sat the NQJ and

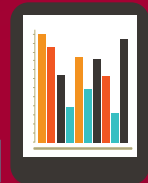
47

trainees passed
the qualification

THERE WERE

97

REGISTRATIONS
FOR THE NQJ



119

Community News Project
reporters in post



68 SCHEDULED AND IN-HOUSE SHORT
TRAINING COURSES WERE RUN

£513,225

in JDF donations from

58 bursaries awarded by the
Journalism Diversity Fund

26 supporters and **2** donors



Chairman's review

Elon Musk has made many comments since spending £37 billion to buy Twitter. Perhaps the boldest was this one: "Twitter needs to become by far the most accurate source of information about the world. That's our mission."

Not if we have anything to do with it, Mr Musk.

The richest man in the world should take care, for he is pitting himself against the might of the NCTJ, whose sole purpose is the promotion of the highest standards in journalism. Our enthusiastic team works with teachers, journalists and employers who believe in those standards. We work with trainees who are keen to achieve them. Together, we help equip reporters with the skills they need to work in print, broadcast and – of course – online. We have been at it for more than 70 years and remember when journalists with NCTJ qualifications took The Daily Telegraph online 28 years ago. So we're not ready to cede moral high ground to newcomers like Mr Musk.

He may believe he is on top because, over the last 30 of our 71 years, newspaper groups and broadcasters have yielded much to new media, even as they have become part of it. The commercial direction of travel is clear when we compare that £37bn price tag – this for a company founded only 16 years ago – with the £665m that the Barclay brothers paid for The Daily Telegraph (founded 1855) in 2004, the £844m Nikkei spent on the Financial Times (1888) in 2015 and the £127m Trinity Mirror found for the Daily Express (1900) in 2018.

But in the face of declining sales and advertising revenues, older established media have had one important advantage online, which is that their coverage is the product of trained journalists, has been seen by more than one pair of eyes and is published according to certain principles. In short, amid the huge amount of stuff that is flying around the internet, stuff that is mischievous, stuff that is malicious, stuff that is rumour, there are pieces that carry greater authority because they appear under the brand of a trusted name. "Citizen journalists" are great, but not when they merely pass on something they heard from that bloke in the pub last night.

There's a temptation online to use clickbait to compete for attention, to believe being first up is more important than being right and to stir up controversy because it gets page views. Better to stick by principles that attract readers not just for a hit, but to come back again and again because they believe what they are reading, watching and listening to.

We never doubt the public good that is done by journalism and the crucial role it plays in a democracy. We believe too in the difference that is made by reporters who bring to their work a knowledge of basic principles and an understanding of responsibilities. The kind of journalists – but then we would say this – who have an NCTJ qualification.

Mr Musk, inevitably, had further thoughts to offer us: "As Twitter pursues the goal of elevating citizen journalism, media elite will try everything to stop that from happening." No, we don't want to stop anything. We are all for a free flow of information and we welcome competition. We just think trained journalists are already ahead on this.

"Mainstream media will still thrive, but increased competition from citizens will cause them to be more accurate, as their oligopoly on information is disrupted." It's kind of him to give us a future, not least when the future of Twitter is now in doubt. But the oligopoly is pretty much dismantled already, which means the older companies must win on merit. With the help of trained journalists who care about what they do, we believe they can.

Kim Fletcher, chairman



Chief executive's report

Coming out of a global pandemic, after an exhilarating period of change and innovation, and when many things will never be the same as they were before, we have a lot to celebrate together.

It was wonderful to meet in Manchester to recognise the achievements of new journalists in our Awards for Excellence and to highlight the outstanding work of our accredited course providers and those who make a real and lasting difference to journalism.

Our 70th anniversary year culminated at a reception at the UK Parliament for our loyal supporters, many gathering together for the first time since the restrictions of lockdowns. That memorable event was held against a backdrop of political turmoil – our Prime Minister resigned the following day. How fitting it was that one of the most significant and influential journalism-related organisations in the UK, the standard bearer for quality, trusted journalism and diversity, should celebrate its own ethical base of professional journalism and role in supporting democracy and promoting equality, diversity and inclusion.

We need trained and qualified journalists like never before and we are proud to oversee the 'gold standard' for contemporary journalism.

We are operating in a challenging media landscape and at a testing time for journalism. Changing business models and revenue streams, media convergence and a digital revolution, all mean none of us can stand still and we all need to innovate. It makes our responsibility for skills, training and qualifications even more critical.

The groundbreaking Community News Project, which trains and qualifies journalists from diverse backgrounds, was given a huge boost during the year with a further £6m of funds from Meta to expand the scheme to 23 publishers and 100 journalists.

The number of journalists working in the UK is breaking records and recruitment has been booming. It's hardly surprising that demand is outstripping supply for our highly qualified and dedicated alumni. Expect to see a major effort to boost recruitment for accredited courses and to provide a bigger pool of talent from which employers can hire apprentices and trainees.

We are strengthening our resolve and developing our expertise to equip journalists with the skills and resilience to do their vital work safely and without prejudice.

The Journalism Skills Academy is our offer of expert, quality, professional training for journalists throughout their careers. It supports employers to create highly skilled and motivated teams and leaders who can sustain journalism and win the trust and respect of the public. This is a long-term campaign, of course, and we are thrilled to have the ongoing support of Google News Initiative to provide firm foundations and greater scale.

Once again, fundraising for the Journalism Diversity Fund reached £500,000 during the year thanks to the support of so many forward-looking organisations who want to join forces to take action.

We know from our research how difficult it is for those from poorer backgrounds to get into journalism. While ethnic and gender diversity is gradually improving (although more needs to be done), the number of journalists from wealthier backgrounds is increasing. The lack of working class representation at all levels of journalism and the woeful record of promoting people of colour into senior roles is shameful.

So looking ahead, we are planning to bring as many groups as we can together to take more action to make journalism reflect today's diverse society. Expect to see an ambitious outreach scheme that casts the net wider to seek out new journalism talent from disadvantaged communities across all nations of the UK.

Addressing the issue of social mobility and helping to break down the barriers was a pledge we made at the end of our anniversary year.

We can only do this and all our other charitable action by working together and sharing our resources and expertise.

Joanne Butcher, chief executive



Patron's address

What a year. Military wars. Political wars. Economic wars. And how journalists and journalism have risen to the challenges constantly being thrown their way.

Surely there can be no better time to enter journalism or work in it.

This year we've seen explosive journalism pile pressure on the Prime Minister – with the first sitting PM to be found guilty of breaking the law. We've seen journalists investigate war crimes in Europe and be shot, maimed and killed whilst covering the fighting. And we've seen journalists navigate the country's economic chaos, translating complex data into information audiences can easily understand.

They have been a force of nature and it's been stunning to watch, witness and be part of. I was in either Ukraine or Afghanistan as the 'Partygate' scandal played out over weeks and months. But it was gripping watching superb journalists set the political agenda with expose after expose.

Pippa Crerar (Daily Mirror now Guardian) and Paul Brand (ITN) led the way in exposing the mountain of denials over the gatherings in Downing Street during lockdown. Every denial was nailed to the post of truth as they were overturned, picked apart and blown wide open with the journalists' incontrovertible evidence – every journalists' dream.

As Pippa Crerar herself said: 'Right until the end, the PM thought of Partygate as trivial. But it was never about cake or bubbly. It was about there being one set of rules for him, one for everybody else. The Sue Gray report vindicated every single line of our journalism.'

And even when she was picking up the first of no doubt several awards for her sterling work at the inaugural Society of Editors Media Freedom awards in November, Pippa paid tribute on Twitter to her competitors and friends in the lobby. 'I'm sharing my Investigation of the Year award with Paul Brand of ITV for Partygate.

We may have been first,' she tweeted, 'But he also had many scoops on the story. (And we both got so much s*** for it). I'm going to cut it in half and give his to him when I next see him.' This was a combined assault on obfuscation, denial and deceit at the very heart of Government by journalists whose joint force and determination to speak truth to power, did just that. It's what we all entered journalism to do, isn't it?

Like so many other foreign correspondents, I've spent much of the year covering the war in Ukraine and watched with admiration and respect at how journalists not only come together in the most dire of times but also how powerful our voices are. And journalists have paid a high price for being on the ground seeing for themselves what is happening. Within weeks of the war starting, far too many journalists were dying, being blown up, shot at and maimed whilst trying to get at the truth.

And as well as dodging bombs and bullets, reporters need to go armed with a sturdy 'bulls**t shield'....to try to work out what's true and what is not. And often the only way of doing this is by seeing and getting the evidence yourself. That is easier said than done, even if you have your journalistic boots on the ground.

All sides in this war are pretty coherent media manipulators, none more so than the Ukrainians. The Ukrainian authorities are incredibly media savvy and led by President Zelenskyy himself, they have controlled much of the public agenda by expert use of the media. They are obviously aided by countries such as the UK and USA and those nations' officials are also drip-feeding information to reporters and outlets which then go onto shape the agenda – but the Ukrainians are top of their field.

They've done much of this by controlling access to the battlefield. It's becoming more and more challenging to get close to Ukrainian troops on the frontline. Journalists are managing it and that is important to get a sense of how the war is going. But I would argue, it is most definitely not the only way of finding out information and in fact can be downright abused with reporters getting a very skewed view of the war if they rely simply on military movements.

There have been some notable bear traps, for sure. There are in every war. It's been fantastically difficult to get access in Russia, for a start, with journalists like my Sky News colleague Diana Magnay in Moscow having to dance on a very dangerous tightrope telling the truth whilst working under the country's strict media laws.

All the journalist teams operating inside Russia are extremely courageous in my opinion and know any single word or consonant out of place could have dire personal consequences. But the Ukrainians too are not above using and misleading journalists. Reporters were effectively kept away from Kherson for instance by the Ukrainian authorities and denied access to the much-heralded southern front counter-offensive.

It very effectively duped the Russians into relocating their troops to the south whilst in fact the Ukrainians were moving on the north-eastern front instead. The Russians were comprehensively duped but so were the journalists. The Ukrainians were then able to launch a lightning blitz on Kharkiv, thereby setting off a chain of events which has so adroitly given them the upper hand right now. So far journalists and editors have passed off the multiple misleading statements by the Ukrainians as part of the 'fog of war' or maybe even convinced themselves it was necessary – but misleading, it certainly was.

While every journalist who's covering Ukraine knows only too well that battlefield access is phenomenally controlled by a series of Ukrainian military press officers, it's still possible. However, many have been pouring more resources into finding alternative ways of covering the war.

A lot of focus has been put on investigating war crimes and atrocities carried out by the invading forces – as well as spending time with the volunteers, the medics, and the civilians right at the centre of this invasion and who can often provide the most telling – and most accurate – testimony about exactly what is going on.

And against this backdrop of war, the economic turmoil in Britain has been playing out with some outstanding coverage and analysis from a stream of incredibly well-informed economic journalists such as Sky's Ed Conway and the BBC's Faisal Islam. What a time to be a journalist in so many diverse fields and to be at the heart of such seismic events, explaining them, interpreting them and putting them in context for an audience growing ever more eager for informed and dependant reportage.

It's been a stunning year for journalism with so many different outlets and journalists rising to the challenges with aplomb and creativity. What a year. What a maelstrom of events so no better time to launch the NCTJ's safety and resilience workshops. It's a cracking idea and I was desperately disappointed to have missed the inaugural workshop due to some real-life resilience I had to put into action because of an emergency on the home front. Forgive me for missing it – but I fully intend to be part of future discussions on this essential subject. There is so much for us to be inspired about in this industry – and so much for us all to learn.

What a great time to be a journalist. Bring it on 2023. We're ready for you!

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



Sportswriter Ian Herbert speaks to News Associates London students

Continuing professional development for journalists and trainers

The Journalism Skills Academy (JSA) has grown in scale and ambition during the last year so that it is well placed to offer expert, quality, professional training and development for journalists throughout their careers.

The JSA is committed to ensuring training and development is at the heart of the industry so that quality standards are maintained which will, in turn, ensure the media is trusted and respected in the eyes of the public.

Furthermore, our vision is to ensure that working journalists are empowered to develop their skills and expertise so that they feel valued and motivated in their jobs.

We continue to develop relevant and engaging training courses for journalists covering a range of skills and disciplines, reflecting the increasing diversity of roles in the industry. From core skills to specialist subjects, the

JSA seeks to meet the needs of as many different people as possible including trainers and tutors at educational centres across the country. We aim to provide different learning experiences including e-learning, virtual training and discussion panels.

The e-learning platform is an important part of the JSA offering, and we invested in a relaunch last year to include improved functionality which provides a better user experience for learners. The Continuous Professional Development (CPD) section has developed significantly with the launch of a range of new courses including investigative journalism, data visualisation, reporting on climate change, business and economics, data and analytics and social media.

Meanwhile, all three of the NCTJ's main qualifications – the Certificate in Foundation Journalism, the Diploma in Journalism and the National Qualification in Journalism – continue to be available to study through the JSA and the platform development means this is now a more engaging and interactive experience.



PA Training students honing their interview skills

The JSA also seeks to support and advise journalists by developing campaigns about key industry-wide topics. We were proud to launch the course, safety and resilience for journalists, responding to increasing concern about the issue across the industry. Modules within the course include online safety, staying safe while on the job and mental health and wellbeing. We also hosted a lunchtime discussion panel to coincide with the launch, which was attended by dozens of journalists across the country.

The JSA will continue with its successful run of virtual training sessions on different subjects throughout the next year. These quality sessions include core subjects such as writing skills and media law to specialist subjects including podcasting and investigations. Interactive sessions on safety and resilience will also form part of the programme in 2023. Further campaigns will include supporting freelance journalists and diversity and inclusion.

We continue to be supported by the industry and by the Google News Initiative, whose funding has allowed us to be innovative and bold in our thinking so that training and development continues to be considered central to the overall sustainability of journalism.



**Journalism Skills
Academy**



PA Training students and apprentices, sharpen their interviewing skills at the London Assembly

Highly-respected industry qualifications for journalists

Diploma in Journalism

The Diploma in Journalism is the industry's entry-level qualification, recognised by employers and studied through NCTJ-accredited courses, via the level 5 journalist apprenticeship or by distance learning with the NCTJ's Journalism Skills Academy. Aspiring journalists strive to achieve the 'gold standard' which means earning A to C grades for all assessments (and 100 words per minute shorthand, if applicable).

Sports journalism is a popular elective option in the diploma, delivered by 14 NCTJ-accredited course providers and via distance learning. To ensure the content remains up-to-date and continues to reflect industry practice, an extensive review of the programme of study and the exam took place

with sports editors, tutors, trainers and candidates informing changes introduced from September 2022. Contemporary issues in sport, such as diversity and mental health and the rise in prominence of women's sport were added to the syllabus and a live blog of a sporting event has been added for assessment in the e-portfolio.

The sports journalism exam has been updated and closely mirrors the sports news cycle, strengthening the assessment of a candidate's digital and interviewing skills. Its core focus continues to be a football match (male or female), from preview to post-match review and follow-ups, but the knowledge and skills that are tested apply to reporting across all sports.

Podcasting is increasingly an essential tool for trainee journalists and is included in the essential journalism syllabus with all candidates being taught preparation and planning, formats, recording, mixing and editing audio, production and publishing skills, guests and building audiences. Candidates can also submit a podcast for their radio journalism coursework as long as it includes the following elements within the first 15 minutes for assessment: opening music; at least one interview; and at least one minute of content recorded on location.

During the pandemic, temporary arrangements and adaptations for the e-portfolio and video journalism coursework were introduced to support candidates completing their training under lockdown conditions and these arrangements continued during 2021-22 due to lockdowns and government guidance on Covid-19 restrictions. Since September 2022, these arrangements were all removed unless individual reasonable adjustment requests are made.

National Qualification in Journalism (NQJ)

We continue to diversify the NQJ, the industry's senior journalist qualification, and have introduced a professional pathway for journalists working on specialist brands and online magazines. The specialist brand publishing assessment asks candidates to produce, publish and promote an online feature. Candidates prepare a brief, pitch the idea to their employer and plan and prepare their feature meeting specified requirements before sitting the three-hour assessment where a minimum 1500-word feature is produced and published. This is followed up with online promotion of the article. They also sit a tailored media law and ethics in practice exam and produce an e-logbook, again tailored to their job role.

NQJ pathways for journalists working as local democracy reporters or sports journalists have also been developed to meet the needs of employers and reporters working in these fields.

The NQJ is a key element of the level 7 senior journalist apprenticeship. Apprentices must gain the qualification to complete the scheme. The qualification is also available for study via distance learning with the NCTJ's Journalism Skills Academy providing a flexible study plan for working journalists who have completed the Diploma in Journalism and want to professionally develop their career to senior level.

Journalism apprenticeships

This year has seen a gradual increase in the recruitment of journalist and senior journalist apprentices across a wide range of organisations including regional publishers and national broadcasters. An apprenticeship offers a direct route into the industry encouraging applicants from diverse backgrounds. The schemes offer a combination of both on and off-the-job training and numbers are growing on the level 5 journalist and level 7 senior journalist apprenticeship standards.

End-point assessments (EPAs)

The NCTJ delivers the end-point assessments (EPAs) for the journalist and senior journalist apprenticeship standards. This is a final assessment of an apprentice's knowledge, skills and competence in the job role. We deliver the EPAs as qualifications and they are both on the Ofqual Register of Regulated Qualifications. The EPAs are assessed by a number of different methods including: a journalism project, project presentation or a report; and taking part in a professional discussion with an independent assessor. The assessment decisions are quality assured by the NCTJ and both EPAs are externally reviewed by our regulator, Ofqual.

In the coming year we intend to widen our scope of recognition for delivering EPAs and apply for approval to offer the assessments for media-related level 3 apprenticeships that could provide progression on to the journalism standards.

Certificate in Foundation Journalism

The Certificate in Foundation Journalism has been reviewed and updated for learners studying via distance learning on the NCTJ's Journalism Skills Academy. This flexible qualification is delivered in 'bite-sized' units and the materials have been designed to create an interactive learning environment. Providing basic journalism skills training, it does not prepare learners for employment, but it will provide a solid stepping stone to the Diploma in Journalism qualification.



Cutting-edge journalism training on accredited courses



Graduates from News Associates' School of Journalism celebrate their achievements

As the world comes to terms with the 'new normal' post-covid, so have training providers offering NCTJ-accredited courses.

Many adaptations to courses to suit online and hybrid training are continuing. On the other side of the coin, course leaders have returned to in-person teaching for diploma modules that are best taught in centre.

No matter what mode of delivery, students continue to receive cutting-edge and high-quality journalism training and exposure to the industry through work experience placements and guest speakers. This is testament to the hard work of the teams running accredited courses and their industry links, which remain crucial to the student experience.

As always, the NCTJ prioritises its support to centres to ensure that the exacting standards of accreditation are being met. The NCTJ updated its accreditation standards to consider remote learning and teaching when required. The standards include student access to appropriate hardware and software, training on equipment and systems, monitoring of student engagement and support of cohort cohesion.

The 2021-22 academic year also saw a first for the NCTJ: accreditation of the first fully remote courses. The University of Portsmouth began its remote MA programme in September 2022, and News Associates have launched a fully remote part-time course spanning 18 months.

The NCTJ has also shown commitment to arranging better access to courts for journalism students on accredited courses. The NCTJ gathered feedback from course leaders and law tutors who said that they were unable to access court cases in person during the pandemic while Government restrictions were in place.

Only one in five respondents said their students had been able to access cases being heard remotely.

Despite restrictions easing, the NCTJ found that some students were still unable to access local hearings.

By putting course leaders in contact with the relevant court officials, centres have now been able to give students first-hand experience in allowing students to develop their understanding of court cases, media law and court reporting. Some have been able to access hearings via video link.

Resilience training

The NCTJ has also updated its performance standards for accredited courses to ensure students are adequately supported to deal with challenging scenarios in training and assessments, and to prepare them for what they may encounter in the newsroom.

These updates came after the NCTJ held a webinar with course leaders and tutors to discuss how to support students that may be impacted by these topics.

The updated performance standards were subsequently reviewed and approved by the NCTJ's accreditation board.

Accreditation seminar

The NCTJ reunited with course leaders again in Manchester in March 2022 before the Awards for Excellence ceremony took place. Course leaders heard

updates from the NCTJ and plans for 2022, including about the awarding organisation, marketing and communications and equality, diversity and inclusion. They also took part in round table discussions reflecting on the challenges, opportunities and issues of teaching in the pandemic and the lessons learnt.

Accreditation visits and meetings

The NCTJ is continuing to concentrate its efforts on centres and courses that need it the most, offering targeted support in a rigorous, transparent and risk-based system. In 2021-22, the NCTJ carried out 13 visits as either accreditation panel meetings or monitoring meetings, offering additional support by bringing together panellists and industry advisers to ensure centres are training students to industry expectations. Carried out in-person in the latter half of the academic year as restrictions eased, 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.

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:

Kimberley Barber, regional editor for Hampshire, Newsquest

Alex Boyd, content editor, SussexLive

Maria Breslin, editor, *Liverpool Echo*

Jeremy Clifford, editor-in-chief, Archant

Tim Durrans, sports editor, BBC Radio Sussex and BBC Radio Surrey

James Gregory, content editor, Essex Live

Emily Hewett, head of audience, Archant

Kim Hewitt, programme and digital editor, ITV Meridian

Michelle Johnson, Vantage Media Group

Andrea Macmillan, news reader and planner, BBC Tees

Ian McNeal, editor, Teesside Live

Andrew Mosley, editor, *Rotherham Advertiser*

Gillian Parkinson, former editor, Lancashire Post

Mike Shallcross, deputy editor, Men's Health

Phil Spencer, sports writer, TalkSPORT

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

Mark Waldron, editor, the News, Portsmouth

Joanna Webster, deputy global editor, visuals, Reuters

Charlotte Wilkins, reporter, ITV Meridian

Industry advisers continue to offer invaluable support to the centres they are linked with by meeting with heads of journalism, course leaders and students.

New modules and courses

Centres approved to deliver new diploma modules in 2021-22:

City of Liverpool College – sports journalism

Liverpool John Moores University – editing skills for journalists

PA Training – editing skills for journalists and practical magazine journalism

Teesside University – data journalism

University of Brighton – practical magazine journalism

University of Sheffield – journalism for a digital audience, data journalism, introduction to PR and videojournalism for digital platforms

University of Sunderland – journalism for a digital audience

Centres approved to deliver new courses in 2021-22:

Liverpool John Moores University – BA Journalism, BA Journalism with foundation year and BA Sports Journalism

News Associates – part-time diploma (remote)

University of Portsmouth – MA Journalism (remote)

Centres approved to deliver new NCTJ qualifications in 2021-22:

Oxford Brookes University – Practical International Journalism

An effective careers information service

To help students make a well-informed decision on which journalism course to choose, we have ramped up our careers service this year.

We want to inform and inspire the next generation of journalists, particularly to ensure that students pick the right courses that equip them with the quality skills needed for employment in the industry.

Too often do journalism students make big investments in courses and come to realise that they don't have the NCTJ qualification and should have done an NCTJ-accredited course.

Our aim is to explain the different pathways into journalism careers, the value of studying for an NCTJ qualification and the opportunities available to students.

We regularly engage with national careers weeks, such as National Careers Week and Journalism Matters Week, to encourage young people from a range of backgrounds to consider a career into journalism.

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

Jobs board

We have also listened to the needs of our current students and distance learners, who ask for support in finding their first journalism job.

We aim to position our website, which was re-launched this year, as the 'go-to' careers information service for journalism. Therefore, we launched our very own journalism jobs board to signpost opportunities including entry-level and early careers roles, apprenticeships, Community News Project vacancies and internships.

Coinciding with the jobs board, we promote listings via monthly newsletters to those currently studying on NCTJ-accredited courses, plus those studying via distance learning. Opportunities are also promoted via weekly social media round-ups.



A digital version of the guide is available on the NCTJ website.
[CLICK HERE](#)

Careers guide

Now in its fourth year, our journalism careers guide 'Do you want to be a journalist?' is sent to schools and colleges across the UK.

The bumper edition, sponsored by the *Financial Times*, promotes the different training routes available and features the different paths they took into successful careers.

The guide also features easy-to-navigate listings of all NCTJ-accredited courses, which are a cut above the rest.

BBC Radio London presenter and producer Jacqueline Shepherd, who studied at News Associates in London, is this year's cover star and talks about how achieving the NCTJ Diploma in Journalism has helped her "level-up" her career.

Mobilising industry support for journalism training

The NCTJ was set up to work with and for the journalism sector, to set industry standards through our qualifications and to ensure the quality delivery of training towards those qualifications. Securing strong and ongoing industry support for our training schemes is key.

To this end, we have been delighted in the last year to see numerous industry partners taking advantage of both our standard distance learning programmes, as well as bespoke courses, which we are able to develop to meet a partner's specific needs.

The ongoing growth and development of the Journalism Skills Academy's e-learning offer has provided an opportunity for several employers – notably DC Thomson and Newsquest – to train previously unqualified new recruits on the job, working towards the Diploma in Journalism alongside learning skills in the newsroom. The Certificate in Foundation Journalism (CFJ) and, for those working towards senior reporter positions, the National Qualification in Journalism (NQJ) are available as distance learning options too. They sit alongside a wide range of short courses devised for working journalists to develop their skills in key areas.

Following the success of a pilot project in 2020-21, in the last year News UK successfully put two further groups of interns through a CFJ programme devised by the NCTJ in partnership with News Associates. There are plans to repeat the exercise in the coming year, and we are encouraging other employers to consider the CFJ as a useful gateway to apprenticeships and to the Diploma in Journalism.

We were very pleased once again in the last year to provide training to a cohort of journalists from the Mark Allen Group towards the Diploma in Magazine Journalism, a qualification specifically designed to develop the skills of those working in the magazine sector. The commitment of Mark Allen Group to the continued professional development of its employers has paid dividends over many years and we are proud to support those efforts.

In partnership with Media Trust, the NCTJ delivered a series of fourteen practical training sessions on the subject of inclusive reporting in the first half of 2021. The webinars set out to equip journalists at a wide range of news media companies – as well as freelancers – with the skills to better engage with subjects and audiences from diverse backgrounds and communities. Feedback from the sessions was very positive.

Following a break during the coronavirus pandemic, we have been delighted to secure an agreement with Sky Sports News to recommence its annual training programme for staff keen to develop their skills and progress their careers. We are also very pleased to be working with Sky Sports News on a new, bespoke Diploma in Journalism programme for new starters.

The NCTJ remains absolutely committed to working with industry partners to find solutions to their particular training and development needs – at whatever level.



NCTJ alumni Fadumo Olow reporting at Silverstone for Sky Sports

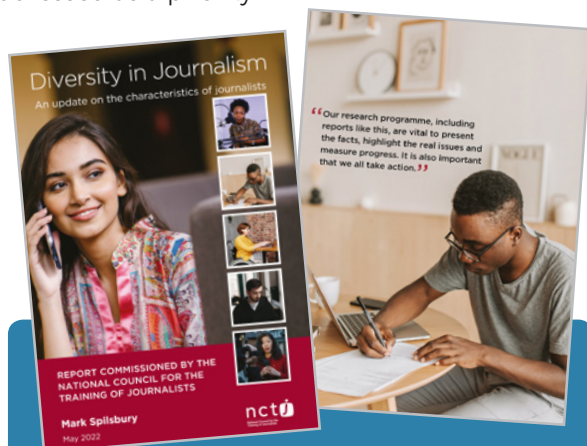


NCTJ Diversity in Journalism report launch event

Equality, diversity and inclusion

The NCTJ is committed to leading radical change in the industry to improve the diversity of newsrooms. Looking forward, we aim to do more to facilitate equality of opportunity in journalism by taking action to encourage a diverse and inclusive culture.

This was highlighted in the NCTJ's **Diversity in Journalism report**, published in May, which found ongoing issues with social class which need to be addressed as a priority.



A digital version of the report is available on the NCTJ website. [CLICK HERE](#)

Joanne Butcher, chief executive of the NCTJ, said: "We know we need to do more and that is what we are currently debating at the NCTJ and with our partners. Expect to see greater investment and the introduction of more interventions designed to make a difference."

The report was discussed at the NCTJ's **EDI forum for employers**, which brings the media sector together to discuss and advise on the further action needed that will make a difference.

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

In July, the NCTJ launched a best **practice guide to work experience and internships** for employers.

We have regularly argued that the existence of lengthy, unpaid – and often ad hoc – work experience placements in the media sector is both morally wrong, and can act as a barrier to entry.

Joanne Butcher said:

"Short placements are fine to see if the job is for you or to hone your skills and training. But we have to work together to stop unpaid internships: they are morally wrong, illegal and unfair. Networks and wealth should not open doors that are shut to hard work and poverty."

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

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



Apprentices complete a journalism bootcamp at PA Training

We are now supported financially by 26 industry partners, who have made it possible to award more than 500 bursaries since the JDF launched in 2005.

In July, five JDF alumni participated in a reporting tour of the United States, thanks to a partnership between the U.S. Embassy in London and the Journalism Diversity Fund.

Anita Langary from BBC News, Rebecca Banovic from Sky News, Thomas Grant, a reporter with the *Clydebank Post* and other Newsquest titles in Scotland, Joshua Salisbury from the *Evening Standard*, and Sophia Alexandra Hall from Classic FM spent 10 days in America, visiting sites in Washington DC, Minneapolis in Minnesota and Phoenix, Arizona.

Anita Langary said: "I want to give a massive thank you to JDF for giving me the once in a lifetime opportunity to report in the U.S. There is no denying the barriers to entry for working class ethnic minorities, but this scheme and their support removed those obstacles for me. The trip has given me invaluable tools to progress in my career and without the JDF I would not be where I am today, and for that, I will always be grateful to them."

The NCTJ has partnered with social enterprise Ability Today since 2020 to offer accessible journalism courses to aspiring journalists with disabilities and longstanding health conditions.

Students enrolled on the courses study remotely towards either the Certificate in Foundation Journalism or the Diploma in Journalism via the NCTJ's Journalism Skills Academy platform and through interactive online video classes.

Jamie Green, who is completing his diploma training with Ability Today, credits the course for helping him secure a prestigious traineeship with ITV Meridian.

He said: "I wouldn't have got to this point and got this job without Ability Today or the NCTJ. "One of the biggest attractions of the course was that you don't have to go to a certain place at a certain time. That's hard for people with disabilities."



NCTJ Awards for Excellence 2021

Clear and effective communication is a key focus for the NCTJ, and we continue to engage with stakeholders across social media, e-newsletters and in-person and online events.

We are also establishing new ways of collaborating with our audiences, including an educator panel to formalise links with NCTJ training providers, and an ambassador group to participate in a range of outreach activities.

New website

In May, the NCTJ launched a new website, which aims to improve accessibility and engagement, and offer an improved user experience.

Among the new features is a jobs board, which enables students and alumni to search for opportunities and vacancies.

The student and tutor login area has moved to the Journalism Skills Academy site, which hosts resources and will publish student exam results from 2022-23.

Student Council

Student representatives had their questions answered in a virtual Student Council event on Instagram Stories in March.

The NCTJ Student Council enables students and apprentices from across the UK to communicate their views on their journalism training, and to have their questions answered by the NCTJ team and senior editors.

Representatives from accredited courses, apprenticeships and the NCTJ's distance learning programme were asked to provide their feedback and ask questions relating to their training, the NCTJ, or journalism careers in an online survey.

Awards for Excellence

Student, trainee and apprentice journalists were honoured at the Awards for Excellence ceremony, which took place at Hallé St Peter's in Manchester on Thursday, 17 March.

The ceremony was hosted by Nick Powell, Sky Sports News presenter, who said: "The importance of journalism has been thrust into the spotlight once more through the unbelievable courage and bravery of reporters in Ukraine, risking their lives to tell the stories the world needs to know."

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

Also honoured at the ceremony was Karen Ballam, shorthand tutor at Bournemouth University, who won the Chairman's Award for her outstanding contribution to journalism training and education.

70th anniversary celebrations

To mark its platinum anniversary, the charity hosted a celebratory reception at UK Parliament in July, joined by supporters from across the media and journalism education and training.

The reception was postponed from November 2021, due to the coronavirus pandemic.

Speaking at the reception, Joanne Butcher, chief executive of the NCTJ, said: "It's heartening that our charity, in reaching this milestone anniversary, has become such an important journalism organisation that is unique in getting all sectors of the media to work together with all sectors of journalism education and training."

The future sustainability of quality public interest journalism training

Following its highly successful pilot period from 2019 to 2020, the Community News Project was expanded at the start of 2021. Meta's ongoing – and indeed increased – financial commitment to the scheme, meant that the number of community reporter roles could grow from 82 to 100, and could benefit a wider range of publishers.

The NCTJ oversaw a competitive tender process, and ultimately brought a further 14 regional publishers into the project. The quality of tender bids was very high and we were pleased to be able to extend support to several smaller, independent publishers – including the Brighton & Hove News and Congleton Chronicle – as well as bigger players in the market, such as Tindle, Iliffe and DC Thomson.

Recruitment for the new cohort of community reporters progressed very smoothly for the most part, with the project once again offering opportunities to individuals from a wide variety of backgrounds.

The impact of the reporters' work has continued to be very evident.

Naomi de Souza was one of the original community reporters, taken on by Reach Plc in 2019. She successfully completed the Diploma in Journalism and was retained in her role to work towards the National Qualification in Journalism, which she completed in March. She also won the Community News Project award at the NCTJ's Awards for Excellence, for a raft of brilliant stories.

She said: "Getting to represent unheard stories from large swathes of the city was a privilege, you have a special power to bring important stories to the forefront.

"People talk a lot about diversity in the newsroom, but you see its benefits in action on the scheme. Reporting on stories that strike at the heart of diverse communities and resonate with real people not only builds audience, but trust, which has sometimes been lost in newsrooms.

"There is nothing quite like local news, and being a part of the prestigious scheme was truly the best start to my career. I would encourage anyone thinking about it to apply."



Naomi de Souza wins the Community News Project award 2021

The NCTJ has continued in the last year to work with government and other stakeholders as part of the National Action Plan for the Safety of Journalists. In partnership with tutors on three NCTJ-accredited courses (from the universities of Portsmouth and Ulster, and Leeds Trinity University), we have developed an e-learning resource aimed at working journalists and journalism students alike. The course, to be made available for free on the Journalism Skills Academy (JSA), will offer advice on staying safe, building resilience and covering sensitive stories.

Beyond journalism safety, the JSA offers a range of other courses and resources to develop the skills needed to deliver public interest journalism – from fact-checking and media law, to shorthand and investigative techniques. The ongoing expansion of the JSA will further aid the NCTJ's work in this key area.

Professional research and skills information

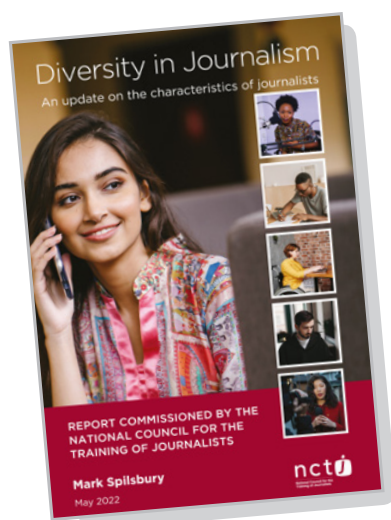
Apprentices complete a journalism bootcamp at PA Training

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

Now published annually, the Diversity in Journalism report 2021 was launched at an industry event in May.



The report provides a fascinating insight into the characteristics of UK journalists, and is designed to help us monitor progress and change.

It is heartening that there is good progress with gender balance, including at senior editorial levels where there had been concerns that there may be gender disparity. Progress has also been made with the employment of journalists with disabilities and health issues.

To some extent, there has been an improvement in ethnicity representation, although there is still work to be done. What is worrying is that there are clearly issues associated with promoting those from non-white ethnic groups into more senior editorial roles.

The report also identified ongoing issues with social class which need to be addressed as a priority. This is linked to journalism being a 'graduate-level' occupation with most new entrants being selected from a highly educated graduate pool.

Joanne Butcher, chief executive of the NCTJ, said: "Our research programme, including reports like this, are vital to present the facts, highlight the real issues and measure progress. It is all important that we all take action."

The continuing increase in the number of journalists working in the UK is particularly interesting. It suggests that journalism remains a positive choice for a career in terms of the availability of opportunities and competition for talent.

At the industry event, hosted by the *Financial Times*, a panel of senior editors and journalism educators discussed the key findings of the report and what action should be taken.

Mike Hill, director of the MA News Journalism course at Cardiff University, said the key to tackling socio-economic diversity was to reach out to students early.

He said: "We do a lot to attract students who could be put off by the course fees by offering bursaries.

"We also do a lot of work in the community. It's about doing more earlier, it's offering more money and it's about working with employers to get paid work experience opportunities."

Business and finance review



Although the NCTJ experienced disruption and made adaptations to its operations and activities as a result of the pandemic in 2021-22, it has continued to innovate and benefit from new ways of working and to deliver a growing range of products and services. The organisation remains financially stable and continues to invest in updating and developing new products and services to support journalists and media organisations.

Operating in a challenging media landscape and at a testing time for journalism, the charity has become one of the most significant and influential journalism-related organisations in the UK. It is a well-established and robust organisation with a well-known brand in the industry that enjoys high penetration, employer support and recognition. It works actively across digital, social, broadcast and print media and all sectors of journalism education and training.

Resources and funding

Total income to the charity was £7,690,765 and total expenditure was £8,159,532, including an accrual of £4,569,798 for publishers participating in the Community News Project. There was a net expense to the group of £468,767. After the addition of a net reduction in the value of investments of £178,597, there was a total decrease of funds amounting to £647,364. Exclusive of the Journalism Diversity Fund and the Community News Project, there was a trading surplus of £454,264.

The charity continues to work in partnership with Meta (formerly Facebook) and a further donation of £6.01m in December 2021 has extended the project to December 2023 and increased the number of publishers involved from nine to 23.

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

restricted fund. The fund fosters greater diversity in newsrooms by promoting careers in journalism and awarding bursaries to those from diverse backgrounds without the means to attend NCTJ-accredited courses. For the second year, the ambitious fundraising target of £500k has been exceeded. Donations totalling £512,709 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 £339,426.

The charity has 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. With the support of sponsorship from the Google News Initiative, NCTJ has developed a Journalism Skills Academy with an e-learning platform to deliver courses and training online. With funding to develop new products and services the plan is to expand this further to provide career-long support and training to journalists, working in collaboration with the industry and other relevant organisations.

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 £590,000.

At 30 June 2022, the group had funds totalling £3,909,617 of which unrestricted funds amounted to £2,769,981 and restricted funds of £1,139,636. Excluding restricted and designated funds, the charity currently holds free reserves of £1,300,450, including £914,974 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 £25,021 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 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	2021-22	2020-21	2019-20
Incoming resources	£7,690,765	£3,855,553	£1,335,196
Expenditure	£8,159,532	£3,140,111	£3,380,043
Operating Surplus / (deficit) for the year	(£647,364)	£942,856	(£2,020,973)
Consisting of:			
Restricted fund (deficit) / surplus	(1,101,628)	£550,000	(£1,822,327)
Trading (deficit) / surplus after taxation	£454,264	£392,856	(£198,646)
Balance Sheet as at 30 June 2022			
Tangible fixed assets	£429,048	£422,159	£401,451
Investments	£914,969	£1,093,566	£866,638
Current assets	£7,577,243	£3,441,303	£2,569,912
Current liabilities	£3,733,159	£400,047	£223,876
Net current assets	£3,844,084	£3,041,256	£2,346,036
Net assets	£3,909,617	£4,556,981	£3,614,125

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 partners from across the media landscape, ensuring that everything we do is informed and supported by industry.

Some partnerships are focussed on specific initiatives, such as the Community News Project. Others are built on regular training towards qualifications or bespoke skills development programmes. We always set out to create relationships that have a clear and practical purpose, befitting the particular needs of the applicable partner, and the charitable objectives of the NCTJ.

Representatives from our industry strategic partners are involved with the ongoing evolution of the NCTJ by acting as trustees of the charity or as members of boards and committees. Thanks to their expertise, media

organisations can continue to have complete confidence that the NCTJ's training programmes – for students, apprentices and working journalists – are preparing and developing journalists to meet the requirements of the modern news environment.

Some of our strategic partners make regular, financial contributions to the NCTJ, while others support the development and delivery of specific courses, deploying bespoke NCTJ training schemes to the benefit of their employees. Such partners can, where their contribution reaches an agreed threshold, benefit from discounted training courses for their staff, as well as unlimited listings on the NCTJ's online jobs board.

If you would like to find out more about becoming a strategic partner of the NCTJ, or working with us on any particular projects, we'll be glad to hear from you.

Current strategic partners:

- BBC
- DC Thomson
- Financial Times
- KM Group
- National World
- Mark Allen Group
- Midland News Association
- Newsquest Media Group
- News UK
- Reach PLC
- Sky UK



News Associates student Eve Bennett presents on Black Country Radio

Our people

Trustees

CHAIRMAN: **Kim Fletcher**, partner, Brunswick Group
Lynne Anderson, deputy CEO, News Media Association
Abu Bundu-Kamara, senior director of inclusion and diversity, Expedia
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, finance and operations director, The Pace Centre
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

Laura Adams, head of the Journalism Skills Academy
Nikki Akinola, senior diversity and inclusion co-ordinator
Joanne Butcher, chief executive
Natalie Coleman, quality and standards manager
Chris Dunham, head of finance and IT
Will Gore, head of partnerships and projects
Lyn Jones, head of qualifications
Rachel Manby, head of awarding
Laura Pilling, project manager
Alison Puttock, assessment manager
Emma Richens, assessment co-ordinator
Sarah Rix, head of marketing and communications
Emma Robinson, marketing and communications manager
Ellen Sanderson, assessment controller
Molly Shand, assessment administrator
Rachel Slater, events and training co-ordinator
Andy Summers, senior co-ordinator/developer
Sophie Talbot, finance officer and administrator

Lead consultants

Faith Lee, external quality assurance
Mark Spilsbury, research

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
Louise Hastings, managing editor, Sky News
Michelle Johnson, director of editorial, Vantage Media Group
Stephanie Marshall, head of BBC West
Ian Reeves, director of learning and teaching, University of Kent

Joanne Butcher, chief executive
Natalie Coleman, quality and standards manager
Rachel Manby, head of awarding

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 Dilley, 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
Chris Rushton, chief examiner, PR & communications
Dan Townend, chief examiner, media law
Laurie Tucker, industry and apprenticeship representative

Quality assurance and standards committee

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 awarding