

SPORTS **BEAT**

NEWS ASSOCIATES

NCTJ Diploma in Multimedia Sports Journalism

London and Manchester



Sports journalism taught by the UK's top sports press agency

Officially the UK's number one NCTJ accredited journalism course



Andrew Greaves, head of journalism and public affairs; Holly Manj, training manager; James Toney, managing editor; Rachel Bull, head of journalism training and Graham Dudman, chairman of News Associates' editorial advisory board after receiving the top journalism course award at the Journalism Skills Conference.

Foreword

***'I always turn to the sports section first. The sport section records people's accomplishments, the front page nothing but man's failures.'* Earl Warren**

It's a nice sentiment from the one-time US Senator but anyone who watched or even worse, covered, the England football or rugby teams at their most recent World Cups might disagree.

Sports journalism is changing – the proliferation of dedicated TV channels, websites, radio stations, niche publications and, of course, newspapers offers a world of opportunity and has changed the nature of the job.

Gone are the days when you'd turn up, perhaps write one quick story for the first edition then revise it with a more considered take before heading off in the general direction of last orders. Now you might be providing a live blog, snaps for a website and updating a Twitter feed before you get around to writing your story for the following day's edition.

You might be juggling the demands of a website that craves immediate SEO-friendly content with the requirements of a newspaper – which still wants the latest and freshest take on the story with a witty, punchy and original intro.

However, despite these changes, the key skills remain – and that is a key element of the training we offer you. The content for our Diploma in Multimedia Sports Journalism has been designed by the editors at Sportsbeat, meaning you will be taught the skills that employers, not academics, think are relevant.

At News Associates we are proud of our graduates' successes and proud to once again be named not just the UK's top sports journalism course but the UK's top NCTJ journalism course of any kind.

And we're looking for the stars of tomorrow.

James Toney is the managing editor at press agency Sportsbeat and journalism school News Associates. Regularly shortlisted for his journalism in industry awards, he was responsible for the agency's extensive print, online and video coverage of the London 2012 Olympics and Paralympics. He is a regular commentator on sports and news issues on television and radio, with experience of covering nine summer and winter Olympics and numerous World Championships.

His first book Sports Journalism: The Inside Track was published by Bloomsbury in 2013.

'News Associates gave me the best possible training coupled with great opportunities to work in radio, TV and print with Sportsbeat. They set me up for my current job.'

Tom MacLeod, Presenter, TalkSport and Sky Sports News





Who are Sportsbeat?

Every year we tell thousands of stories. Tales of triumph and despair. Gold medals and 43rd places. Five-goal thrillers and no-score bore draws. For more than a decade Sportsbeat has been at the heart of the UK sports press – a trusted supplier of content to newspapers, websites and magazines.

From newsrooms in London and Manchester, the agency distributes text, videos, camera-ready pages and supplements to more than 200 newspapers and 150 websites across the UK and around the world.

We report on football and rugby union from the parks to the Premiership (producing 300 match reports a week during the season) and cover sport from the grass roots up. You'll find our reporters at the UK School Games as well as the Olympic Games.

Editors trust our content and more and more brands are realising the power of the media we supply. We provide news distribution and official press agency services to a number of leading events and national governing bodies.

We also provide content, in a number of languages, and run official websites for sports competitions and associations, including the Six Nations, British Olympic Association, Aviva Premiership Rugby, PRO12 Rugby, the British and Irish Lions and the Football Association.

We're a team that works hard and, very occasionally, plays hard too. We love what we do and we love delivering our editors with top-quality content.

We are also totally committed to ensuring that trainee reporters studying for their Diploma in Multimedia Sports Journalism and their industry-accredited qualifications get the full benefit of our experiences.

Our newsroom is your classroom.

David Parsons is the executive editor at national press agency Sportsbeat. He is responsible for all editorial output, in text and video, and played a key role in devising a qualification that aims to be both practical and relevant to the sports editors we supply.

WHAT IS THE NCTJ?

As part of your qualification you will sit all the examinations required to gain your Diploma in Multimedia Journalism from the National Council for the Training of Journalists.

Exams are covered by your course fee and will be taken at regular points in your study programme.

The NCTJ administers the industry gold-standard qualification for all aspiring reporters in the United Kingdom. It was founded in 1951 and is a long-established and respected benchmark of excellence for journalists – graduates of NCTJ training dominate all sections of the media and, according to recent research, 73% of qualified journalists are NCTJ trained.

If you want a job as a journalist, be aware of an editor's first question: have you got your NCTJ?

You will be prepared for your NCTJ exams by staff at award-winning training provider News Associates, Sportsbeat's sister company.

News Associates trains more journalists and win more awards than any other journalism school. We were recently rated the UK's number one journalism course by the NCTJ.





Why News Associates?

News Associates has again been named the UK's leading journalism school with our academic year sports journalism course, taught in association with national press agency Sportsbeat, officially the best NCTJ accredited course in the UK.

The national 'gold-standard' pass rate for the hugely-demanding NCTJ Diploma in Journalism in 2014/2015 was 27%. Our sports journalism courses in London and Manchester boasted figures of 100% and 92%, ranking them number one and two in the country in the NCTJ league tables.



We take pride in our award-winning training and we have worked hard to become Britain's biggest and best NCTJ journalism school. And our unique partnership with national press agency Sportsbeat means you won't just be learning in a classroom, but putting skills to action in real life.

You will find our graduates making their mark on the back pages of our national newspapers and presenting and reporting on Sky Sports News.

We have dominated the NCTJ's Sports Journalist of the Year award since its inception, with five wins in six years and we have graduates working on local and regional newspapers, at press agencies, websites and for broadcasters including Sky Sports, ESPN, ITV, Talksport, BT Sport and the BBC.



Over 30 former trainees reported on the London 2012 Olympics for a range of media and that's a bigger squad than Fiji and Bermuda combined.

Other graduates have moved into public relations, working with organisations such as Wimbledon, the British Olympic Association and Premier League football clubs.

In 2014/2015, at nearly 80 courses around the UK, 388 journalists graduated with gold standard NCTJ qualifications – secured by A-C grades in all modules and 100 words per minute shorthand. Nearly four in ten (37%) were trained at the six NCTJ-accredited courses run by News Associates in London and Manchester.

This means we boast an unrivalled network of successful trainees, meaning that whatever newsroom you find yourself in, you'll never be far from a News Associates alumni, ready to give you advice as you take your first steps into the industry.



Tom Reynolds (pictured third from left) graduated with his NCTJ Diploma from News Associates and joined the news desk at Sportsbeat. He was part of the team that covered the 2012 London Olympic and Paralympic Games. He now works as a broadcast journalist for BBC Sport, and will be part of their team at the 2016 Rio Olympics.



Former News Associates trainee Sarah Gwynn started work as a news reporter in local newspapers after graduating before joining the sports staff of an international wire service. She now works as a senior press officer at golf's European PGA Tour, travelling to events around the world.



Jo Carter (left) graduated with her NCTJ Diploma from News Associates and also won a national shorthand prize for achieving 100% accuracy at 120 words per minute – a very rare achievement. She joined the reporting staff at ESPN and is now a senior editor at Tennis Head magazine.



Sam Green graduated with his NCTJ Diploma from News Associates. He now works as the multimedia editor for the communications department at Fulham Football Club, where he is responsible for delivering video content across all their online and social channels.



Former trainee Josh Burrows now works as a cricket journalist for The Times. He won the sports journalist category in the NCTJ's Excellence in Journalism Awards and started at News UK developing the award-winning iPad edition of The Times.



Will Kelleher secured a place on the prestigious Daily Mail graduate scheme after completing his studies at News Associates. "What sets the course apart from all the others is the practical opportunities you get, my portfolio was the reason I got my break," he said.



Daniella Matar graduated with her NCTJ Diploma from News Associates and joined PA Sport and then Presse Media 81 in France. She now works as the Italian sports correspondent for the Associated Press, covering Serie A, Formula One and winter sports.



Teddy Cutler is a winner of the David Welch Award, the UK's most prestigious student sports journalist prize. During his News Associates course he produced a series of page lead sports investigations for the Mail on Sunday and now works as the sports correspondent for international news magazine Newsweek.



Nemesha Balasundaram, a journalist at the Irish Post, was shortlisted in the Sports Journalists' Association young journalist award. She was named trainee sports journalist of the year at the NCTJ Excellence in Journalism Awards for a wide-ranging portfolio of work, covering football, cricket and F1.

Editorial Advisory Board

“Journalism trainees at News Associates get the best training in the country, delivered by the best tutors. Their NCTJ results and job record speak for themselves.”

- *Graham Dudman, chairman, editorial advisory board*

GRAHAM DUDMAN



Graham is an editorial consultant to News Associates and chairs the editorial board.

After spells at the Daily Mail and Daily Express, he joined The Sun where he held a number of roles including managing editor.

He was responsible for the team that brought Ronnie Biggs back to the UK from Brazil, recognised by Press Gazette as one of the best 50 British newspaper stories of the 20th century.

He sits on the board of the Society of Editors, advises the Journalism Diversity Fund and is a member of the accreditation board of the National Council for the Training of Journalists.

SIMON COLE



Simon started his career as a newspaper journalist and went through local radio into television

news, where he worked for the BBC and ITN as a correspondent before joining Sky News as head of home news.

Simon went on to become Sky News managing editor and deputy head of news.

With colleagues he won many news awards including RTS, BAFTA and Emmy. He is now a news consultant in the UK and USA.

CLAIRE GILLINGWATER



Claire is an experienced media trainer and recognised expert in crisis communications,

who counts FTSE 100 chief executives, international businesspeople and emerging corporate talent among her clients.

An experienced journalist, she began her career on the Sheffield Star and Leicester Mercury, before moving into broadcast journalism working as a presenter at Yorkshire TV, a bulletin editor at TV-am, a

With over 160 years' experience across a range of media – from newspapers to broadcasting to digital media and public relations – the News Associates editorial board's remit is to provide counsel, insight and advice.

The editorial advisory board is chaired by Graham Dudman, most recently the editorial development director at News UK, with responsibility for digital training across The Times, The Sun and The Sunday Times.

producer at Sky News and a news editor at Reuters TV.

PAUL HORROCKS



Paul spent over 34 years at the Manchester Evening News, including 12 as editor-in-chief, and was previously a journalist at the Daily Mail.

He is a former president of the Society of Editors and a member of the Press Complaints Commission and a member of the DA Notice Committee at the Ministry of Defence.

He has specialist knowledge of multi-media journalism convergence and has been a trainer for overseas media houses on investigative reporting through the Thomson Foundation.

DAVID PARSONS



David is the executive editor at national press agency Sportsbeat, the UK's largest

sports news service.

He guides a team that delivers over 75,000 stories a year, in text and broadcast, to over 500 clients, including national newspapers, broadcasters and organisations such as the Football Association, British Olympic Association, Six Nations, British and Irish Lions, Aviva Premiership and Guinness PRO12.

SIMON PEARSON



Simon Pearson is the obituaries editor of The Times, where he has worked for most of the past 30 years. In that time, he has been chief sub-editor on both the home and foreign desks, night editor and executive editor. He led the team that turned the paper from a broadsheet into a compact in a week. He was associate night editor of The Daily Telegraph.

Course outline

Journalism is changing. And News Associates must stay ahead of constantly shifting trends to make our trainees adaptable to the newsrooms of today, where writing a story is combined with curating social media, using a mobile phone to shoot a video, sourcing picture galleries and much much more.

We want our trainees to create stories that can be produced across multimedia platforms and aren't just agenda setting but also sharable.

They need to think in words, pictures and audio.

You will study core subjects of the NCTJ curriculum: sports journalism, news reporting, shorthand, media law and public affairs.

You will produce a portfolio of work, with a day a week spent on placement either with Sportsbeat or an external publication, broadcaster or agency.

Being adaptable to the multimedia environment is embedded through every subject, whether that's writing a perfectly optimised headline or understanding the dangers of rushing to publish on social media.

Along the way, there will be a range of guest speakers – with experienced journalists, former trainees and leading industry figures, such as the Independent Press Standards Organisation, regular visitors.

You will produce content for every platform, in text and video, for online and print and you will embrace a series of podcasting projects.

And, while most sessions will involve your whole class, there is time for small group work and individual tutorials.

If anyone is feeling challenged by a topic, we will know immediately and will work with you to address it.

‘The best results, the best contacts for sports journalism, the best experience for trainees. News Associates is just the best.’

Jack Skelton, BBC Sport Journalism Trainee Scheme

‘News Associates gave me the opportunities to gain invaluable experience reporting on high level sport and instilled a belief that I could flourish in an extremely demanding and competitive industry. They helped to put me in a position where I could work for a national newspaper shortly after completing the course – something I doubt I could have achieved elsewhere.’

Tom Barclay, sports writer, The Sun

‘If you want a qualification to your name then pick a name out of a hat. If you want to learn how to become a proper journalist, go to News Associates.’

Kerry McCarthy, commissioning editor, Runner’s World

‘Choosing to study with News Associates was the best early career move I made. And Sportsbeat’s contacts in sports media were invaluable.’

Sarah Gwynn, press officer, European Tour golf

‘You will never work harder but everyone works just as hard as you. It’s the very best place to study sports journalism.’

Nick Lustig, Daily Express

Subject guides

SPORTS JOURNALISM

Sports journalism runs through all modules – including media law and public affairs – but our first priority is to prepare you to master all the key skills required of any sports reporter.

Despite an ever-changing job description, we believe that mastering the basics is the foundation to any successful career in this most competitive of journalism specialisms.

The skills you will learn include mastering how to write fast, accurate and interesting copy to a tight deadline, interview technique (both phone and face-to-face), covering breaking news stories, the use of social media in sport as well as going behind the scenes and finding out who the real ‘power players’ are and what they do to influence sport.

As well as learning how to write professional match reports, you will get to grips with the issues that matter. What is the Olympic legacy? What are the controversies dogging Fifa? Why is world athletics in such a sorry state? And many more.

Sport is now big business and increasingly dominates the news agenda. This module will provide you with the skills necessary to write both front- and back-page sport stories.

When the National Council for the Training of Journalists consulted the industry on the sports journalism module it was our editors that helped shape the syllabus and our training team that drafted the examinations. **We believe this means no-one is better placed to teach this subject.**

A key text to buy is James Toney’s book: Sports Journalism: The Inside Track which will provide excellent support throughout the course.

MULTIMEDIA JOURNALISM

There’s a difference between being a good writer and being a good reporter – but our aim at News Associates is to make you both.





Whether it's learning how to gather news, develop sources or write against the most demanding deadline, we're there to help.

You will learn how to be an effective interviewer and to develop feature ideas that will grab a reader's attention and maintain it. You will be taught how to take a complex story and make it engaging for a range of audiences.

The journalist of today must be comfortable working not just in words but with pictures. You'll be taught how to use the most powerful tool in your pocket, your mobile phone, to produce video content and learn the importance of producing sharable journalism.

Photography and video journalism are both elements of the study programme, you will be taught how to amplify your words with audio slide shows and develop rich and responsive long form stories, without the need for a knowledge of coding.

And we'll explore the importance of making your copy optimised and the do's and don'ts of using social media to add depth to your reporting.

Print journalists, radio journalists, TV journalists – the old demarcation lines that separated them have gone forever and we're all multimedia journalists now.

Trainees will be prepared for their news writing examination, a demanding exam that will test a range of journalism skills.

It's a tough test but News Associates boasts the best results in the country and our staff are involved with the NCTJ in exam setting, marking and moderating – as well as helping to shape the changes required to keep it contemporary.

Our training isn't all theory based. We want to prepare you for the newsroom not the classroom and our trainees should expect the unexpected. As a journalist you never know where a day or story will take you and life at News Associates can be the same.

Every trainee will produce a portfolio and we'll work with you individually to collate a range of stories – in print and video – that will appeal to the most demanding editors.

Our trainees consistently dominate the NCTJ's Excellence in Journalism Awards, underlining that our unrivalled exam results are combined with a highly-practical





approach. Our journalism tutors believe in learning by doing.

We are proud of our employment record and we'll coach you for job interviews and assessment centres, with a series of mock exercises that will take you out of your comfort zone.

Our aim is simple. We want to prepare you for the challenges of the job, so when you face a situation for real, you'll know what to do.

Your journalism studies remain the most important part of your studies with us – and so they should be.

Journalism isn't easy but news should be simple. It's just telling people something they didn't know.

SHORTHAND

Shorthand is arguably the toughest of the course modules – but the hard work is worth it in the end. We don't expect any of our trainees to know any shorthand before they start the course, we like a blank canvas to work with.

Speed is everything in today's internet age. According to the British Institute of Verbatim Reporters – it's three times quicker to type out shorthand notes than to listen back to audio recordings.

Piers Morgan, when asked for advice on being a good reporter, said 'work hard and do your shorthand' while Andrew Marr, when talking about the skills needed for journalism wrote: 'You need some intelligence, even more stamina and excellent shorthand'.

Shorthand is a skill used by most sports journalists daily. Dictaphones are useful but you can never rely on recording equipment. Shorthand is fundamental if you are to take down every word from phone interviews or press conferences and when provided with a tight deadline as it is far faster to transcribe your shorthand than a lengthy audio recording.

Don't make us tell you the story of a journalist who had a 45-minute interview with a very prominent rugby player and only realised his dictaphone had run out of batteries after five minutes when the interview had finished...

'I chose to study with News Associates because of the work experience opportunities they were able to offer via Sportsbeat - one of the most respected names in sports journalism.'

Joanne Carter, deputy editor, ESPN

'Following my training with News Associates, Sky Sports offered me a full-time job. This would not have been possible without the experience I gained from their journalists and tutors.'

Charlie Byrne, Sky Sports



We have long experience of delivering this subject, making sure to keep it upbeat and interesting.

Our teachers are recognised as the best and our results are the best in the country.

We also don't stop at 100 words per minute. If a trainee is willing and has the ability, 110 and 120wpm are well within reach.

Shorthand is a skill that almost every employer in the industry requires so we make sure you have everything at your disposal to reach the magic 100wpm target.

ESSENTIAL MEDIA LAW

As a journalist, there will be occasions when your legal knowledge is as important as your ability to craft an intro. You don't need to be a solicitor but you do need to know how to keep your publication out of trouble – and your editor out of jail!

Press freedom is enshrined in our law, so it is vital to know how doggedly you can pursue a story without fear or favour and understand the full implications of what you are writing.

Your NCTJ studies will focus on defamation and contempt, Ofcom (broadcast), copyright, breach of confidence, privacy and disclosure of sources. There are always plenty of opportunities for discussion in class and practical examples used throughout. With the changes brought about by the Leveson Enquiry, Media Law is as important as it has ever been.

This will be intertwined with Sportsbeat's Media Law material. This will cover some of the most interesting sporting legal disputes such as what really happened behind the scenes when West Ham United and Tottenham Hotspur both wanted to move into the Olympic Stadium.

Other sporting aspects to the syllabus will include an in-depth look at the Bosman case and its massive implications as well as the Court of Arbitration for Sport – a body regularly in the news as institutions and individuals break or bend the rules of sport.

The World Anti-Doping Agency will also get plenty of coverage as sport tries to rid itself of drug cheats.



‘Every sports editor knows the name Sportsbeat. And the practical training News Associates provide is recognised as being the very best in the industry.’

David Jordan, The Times

‘You’ll be taught to be a journalist, rather than just a sports journalist. But you will also learn so much about the workings of sports media.’

Ed Langford, communications assistant, British Olympic Association

A helpful textbook will be McNae’s Essential Law for Journalists. It puts what can sometimes appear to be a complicated subject in layman’s terms. The explanations are also in line with the examination marking guide.

You will benefit from the extra attention you can have from our experienced tutors outside of lessons.

PUBLIC AFFAIRS WITH SPORTS GOVERNANCE

Politics influences everything, from the economy all the way down to the pitches that people play football on. This module is designed to help you understand the role the government has to play in our society.

The module will cover all of the NCTJ exam elements, crucial in making sure you get the journalism qualification you desire but, much like Media Law, this will be supplemented by our own sports journalism syllabus.

While the NCTJ-examined elements include learning about how elections are run as well as the role of the Prime Minister and local government, the Sportsbeat topics include the role of the National Lottery in funding sport in this country, how elite athletes earn their living away from sponsorships and how the voting systems for world cups and Olympics work.

Another aspect to Public Affairs that will be looked at in detail is the influence of television and its money on sport in this country. Sport, and football in particular, has not always been the way it is now and you will find out when and how it has changed and what impact this has had on modern sport.

An interest in politics before the course is not essential as our lecturers will be able to put their experience to good use.

Essential Public Affairs by James Morrison is a recommended textbook.

A new module in ethics in journalism will be taught on the course on the back of the ongoing changes to the industry. Understanding the ethics involved in journalism is crucial and this module will use a number of examples from the recent past which will bring it to life.

What goes on behind the closed doors of power is extremely interesting. When this



Tom MacLeod graduated from News Associates in July 2013, with a gold-standard NCTJ Diploma in Multimedia Journalism. One year later Tom was a regular presenter on Sky News. During his time with us he worked on placement at BBC London and TalkSport.



is extended to the corridors of Fifa and the IOC, then politics takes on a whole new meaning to some who previously ignored the front pages.

SPORTS PR AND COMMUNICATIONS

The skills of a journalist and communications professional have always been similar but the sectors have become more and more converged.

In addition, more and more sports clubs, venues, organising committees and national and international governing bodies are employing trained communications professionals.

This module provides theory, skills and techniques. For your coursework you will be given a brief by a leading sports club or organisation and asked to devise a communications strategy to deliver on their key objectives and messaging.

PRODUCTION JOURNALISM

Headlines help chronicle an era and shape people's memory. Having to encapsulate a story in a few words is a key skill and one that will benefit any reporter.

But subbing is about more than just coining snappy headlines. It is about tweaking and polishing your colleague's, or even your own, well-researched stories.

On this module, you will learn how to do all this plus design your own QuarkXPress pages and hone those layout skills. You will learn the differences between headlines for the web and for newspapers and the importance of SEO (search engine optimisation) – key to getting your story to the top of the reader's search list.

Assessment will be done by producing your own page of sports stories as well as passing all the exercises we set internally.

SOCIAL MEDIA AND JOURNALISM

A mini-module to understand the growing importance of social media to sports journalists for promoting and sourcing their stories. You will perfect live blogging skills and master how to use live broadcast applications, like Periscope.

'My editor pointed out, after giving me the job, that the experience and training I received from News Associates and Sportsbeat was the big difference in my application.'

Will Kelleher, Daily Mail

'The encouragement I got from the journos and editors at Sportsbeat gave me the confidence and contacts I needed. And this was backed up with the all-important skills learnt from my journalism training.'

Zarah Al-Kudcy, press officer, Athletics Australia



WHAT'S ON

A London institution – *Time Out* is the capital's undisputed top listings guide. *The Evening Standard* also boasts comprehensive what's on features. SW Londoner is a great online resource for local news, features and reviews.

DID YOU KNOW?

Wimbledon is the site where the sixth Martian invasion cylinder landed in H.G. Wells' book *The War of the Worlds*.

THEY SAID...

"When I look back on my life, it seems all my great memories have come from Wimbledon."

Martina Navratilova

London

NEWS ASSOCIATES/SPORTSBEAT, 247 THE BROADWAY, WIMBLEDON, LONDON, SW19 1SD

Home to Great Uncle Bulgaria and his clan of litter-collecting Wombles, the world's most famous and exclusive tennis tournament and the late actor and hell-raiser Oliver Reed, Wimbledon is regularly voted one of London's best places to live.

SW19 is one of the capital's most sought after postcodes – and Wimbledon has all the advantages of being out of town but still just 20 minutes from central London.

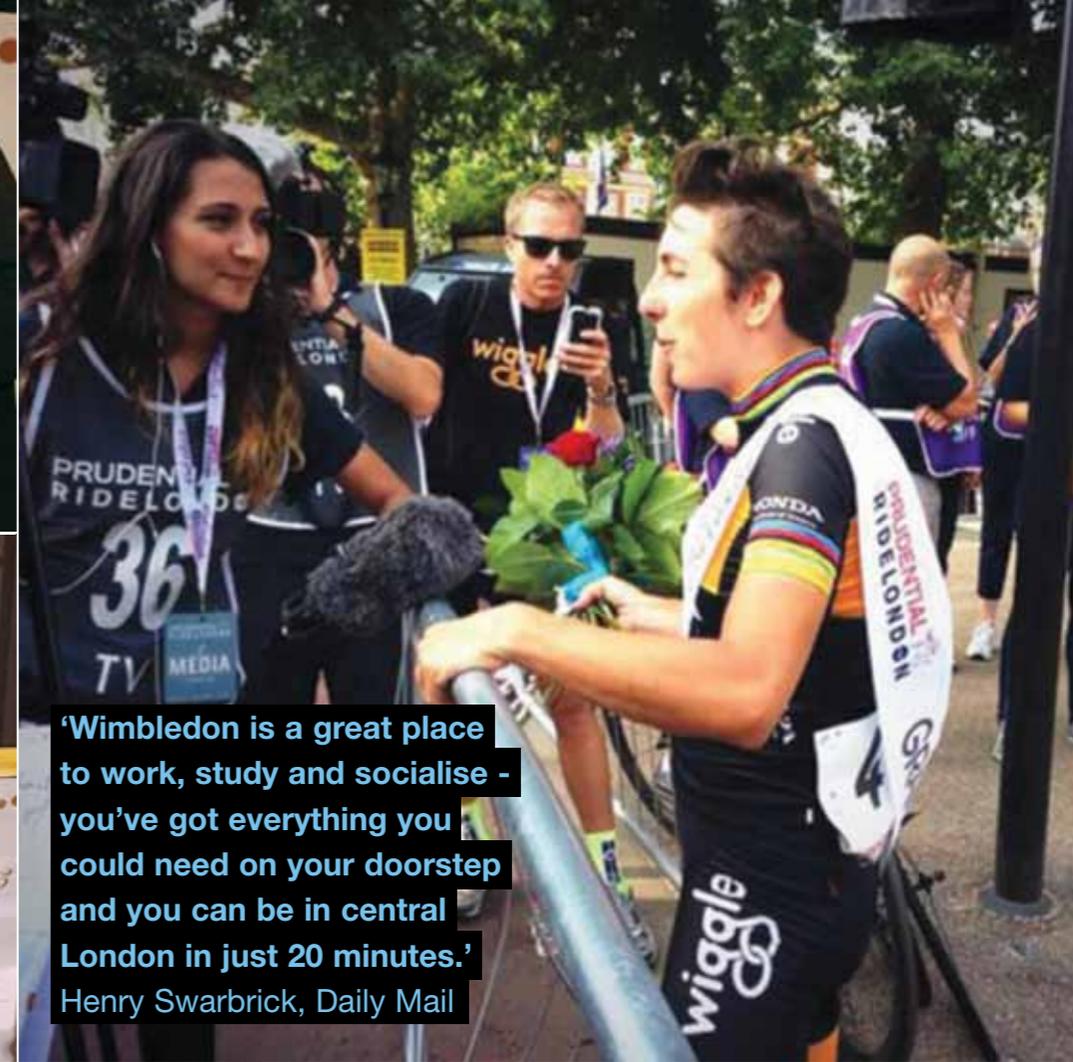
News Associates is perfectly positioned, both a ten minute walk from South Wimbledon station (London Underground's Northern line) and the main overground station – which is served by National Rail services, the District line and regular trams from Croydon.

Trains run to Clapham Junction and Waterloo every three minutes, while Wimbledon is within easy reach of major destinations on the outskirts of the capital.

Ten minutes walk – albeit up the hill – the 'village' has plenty of trendy bars, places to eat, and great shopping. Karaoke night in The Common Room is loved and loathed here in equal measure. It's also the doorstep to the stars during the Wimbledon Championships.

Every summer, thousands of people flock to Wimbledon to see their favourite tennis players battle for the coveted Championships' title. The atmosphere is palpable, the Pimm's is always flowing and strawberries and cream become a staple diet.

At the other end of the sporting scale you have Wimbledon Dog Track. It's hardly Royal Ascot but you can't go too far wrong with a night at the dogs.



'Wimbledon is a great place to work, study and socialise - you've got everything you could need on your doorstep and you can be in central London in just 20 minutes.'
Henry Swarbrick, Daily Mail





WHAT'S ON

The *Manchester Evening News* is distributed free on certain days of the week while the city-based website *Mancunian Matters* will provide you with all you need to know about the city from news and sport to reviews.

DID YOU KNOW?

Manchester receives less annual rainfall than Sydney.

THEY SAID...

"In the North-West it rains and it rains. And yet we managed to produce the Industrial Revolution, the trade union movement, the Communist Manifesto and even the goddam computer. Down South, where the sun never sets, you took all our money and what did you produce? Chas and Dave."
Tony Wilson, Factory Records founder

Manchester

NEWS ASSOCIATES/SPORTSBEAT, BARCLAY HOUSE, 35 WHITWORTH STREET WEST, MANCHESTER, M1 5NG

Whether it's the roar of 76,000 at Old Trafford or Peter Kay wowing punters at a sold-out Manchester Arena, Manchester is a city with plenty to shout about.

Rising to prominence on the back of the Industrial Revolution, the capital of the North was so important to this country's textiles trade that it was dubbed 'Cottonopolis'.

Modern-day Manchester, recognised as one of Europe's largest student cities, combines historical grit with cosmopolitan glitz.

It has everything from back-street boozers and high-end bars to two of the nation's largest shopping centres in the Arndale and the Trafford Centre, the vintage Northern Quarter and the world famous Deansgate.

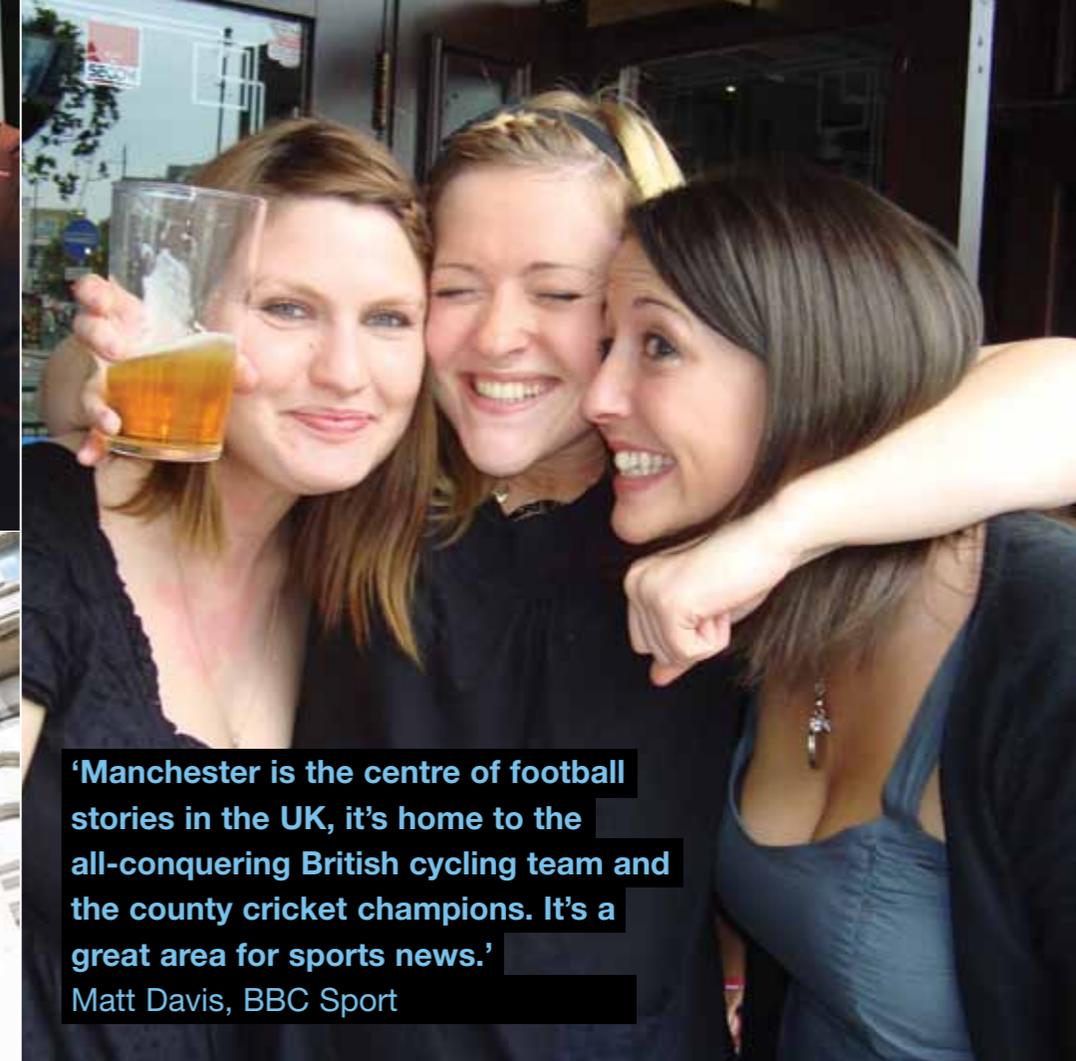
Manchester is renowned for its music scene, launching the likes of New Order, The Smiths, The Stone Roses and Oasis. The Halle Orchestra also hails from Manchester – the oldest orchestra in the country. It is the city of LS Lowry and Coronation Street and where Rutherford first split the atom.

Red or blue, Manchester is a power player in the Premier League, while Test cricket and international rugby are firm favourites in this sports mad area.

The city is still benefiting from the legacy of the 2002 Commonwealth Games and is home to many leading British athletes, including the all-conquering cycling team.

Large swathes of the BBC have moved north and the brand new MediaCityUK has boosted the city's media scene massively.

Situated right in the heart of the city, our office is a short walk from Manchester Oxford Road and Manchester Piccadilly stations.



'Manchester is the centre of football stories in the UK, it's home to the all-conquering British cycling team and the county cricket champions. It's a great area for sports news.'
Matt Davis, BBC Sport



FEES AND FUNDING

The fees for the 40-week full-time NCTJ-accredited Multimedia Sports Journalism Diploma are £5,950, which includes associate membership of the Society of Editors.

Once you have been offered a provisional place on the course you are required to pay a £1,000 deposit within one month to formally accept and confirm the offer.

The balance payment of £4,950 needs to be paid by the first day of the course.

If you are able to pay the course fee in full within a month of being offered a place (and if you apply more than a month before the course starts) you would be entitled to an early booking discount of £450, bringing the fees down to £5,500.

We do allow trainees to pay by instalments throughout the course if they prefer. The initial deposit would be £1,000 made within one month of the offer.

Four payments of £1315 (including instalment administration charge) can then be made at monthly intervals (September, October, November, with the final payment due by the halfway point of the course on January 31st).

There are various funding opportunities available for trainees including the Professional and Career Development Loan (PCDL).

More information can be found at www.direct.gov.uk/cdl

There are several other journalism bursaries and grants (including the NCTJ's Journalism Diversity Fund) that you can apply for and we recommend the Prospects.ac.uk website as an excellent resource.

How to apply

News Associates is proud to be the UK's number one journalism course and it's important any applicant to our courses is able to demonstrate a commitment to journalism, for example work placements or an active involvement in student media.

To be eligible you must hold a degree level qualification or equivalent and/or have a minimum three years' professional experience. The first phase will be completing an application form. Either apply online via our website or email training@newsassociates.co.uk.

After submitting your application, it will be considered by a panel of our team, including Sportsbeat's managing editor and senior editors and our heads of journalism. Successful candidates will be invited to attend an assessment day, which includes a two-hour examination and an interview. There is no cost to this.

Places are awarded depending on a good combined score from that process and you can attend an assessment day in either London or Manchester, whichever course you are applying for. We run regular assessment days and the dates are available on our website.

To book an interview and exam place at either our Manchester or London centre, please call 0870 445 0155 or email training@newsassociates.co.uk

Free sports journalism workshops

A popular way for prospective students to get a feel for the NCTJ Multimedia Diploma in Sports Journalism is through our FREE Introduction to Sports Journalism workshops run regularly in Manchester and London.

These sessions are delivered by Sportsbeat staff and involve a lot of practical exercises and plenty of feedback on the written work completed on the day. There is also plenty of time for personal career advice.

For the full list of dates available through the year, please refer to our website or email training@newsassociates.co.uk



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