

**NEWS ASSOCIATES**

THE UK'S TOP JOURNALISM SCHOOL

# NCTJ Diploma in Multimedia Journalism Courses

Officially the UK's number one  
NCTJ journalism school

Postgraduate courses

Full-time | Part-time

London | Manchester | Remote

News journalism | Sports journalism



News Associates course director Graham Moody (left) and editorial development director Lucy Dyer (middle) with graduates (L-R) Eila Jerman, Jen Tombs and Cormac Connelly-Smith at the NCTJ Awards for Excellence 2019

## FOREWORD

It's easy to listen to those who list all the things that are wrong with journalism but it's so much better – and more positive – to list all the things that are still right.

There has never been a more exciting time to be a journalist. The internet presents unique opportunities to showcase your work and advances in technology allow content to be presented in increasingly creative and engaging ways.

Journalists cover the inspirational to the corrupt and good journalism still has the power to change the world, to bring down governments, right wrongs, make you laugh and make you cry.

Yes, it's competitive, no job worth having isn't, but a career in journalism remains utterly addictive.

News Associates graduates work in every aspect of the media from national to local newspapers, broadcasters, press and PR agencies. They work around the world and have won scores of awards for their work.

But journalism is changing and the reporter of tomorrow, who adapts to an industry that has been through seismic shifts in recent years – and possesses the core skills craved by editors – will still find themselves in demand.

You need to embrace the digital age and accept that the 'traditional media' no longer enjoys a monopoly on information. You've got to be prepared to work hard, stand out from the crowd in a job marketplace where editors can afford to be selective, and deliver when you get your chance.

And while this industry is fast moving, the requirement for essential skills, that far pre-date the internet, remains. Editors want journalists who can find them a story, who know their media law, can turn around quick and accurate copy, and have good interview skills.

And that's why the NCTJ – the oldest and most established journalism qualification in the UK – remains the industry standard for those looking to break into the industry.

News Associates is officially the number one NCTJ journalism school and home to the top-performing fast-track and sports journalism courses in the UK.

And we are looking for the stars of tomorrow.

### James Toney, managing editor

*James Toney is the managing editor and board director of Beat Media Group – encompassing News Associates, alongside news and sports agencies Sportsbeat, Storybeat and Kennedy News and Media.*

*He is a regular commentator on news and sports issues on Sky News, BBC Radio and TalkSport. His first book, Inside Track, was published by Bloomsbury in 2013.*

*He's a member of the Society of Editors, the British Olympic Association's media advisory panel and sits on the board of the Sports Journalists' Association.*

'News Associates equipped with me vital knowledge that I continuously apply to my career. I am very proud to have #StartedHere.'

*Nadine White,  
The Independent*

'Studying at News Associates provided me with invaluable training that will stand me in good stead for the rest of my career. Having the NCTJ has given me all the tools I need to be a great journalist and I am so glad I have the legal and ethical training to be able to do my job well. The course really put me through my paces, but I loved it, and I made lifelong friends along the way.'

*Mhara Aurora,  
Sky News*



### WHAT IS THE NCTJ?

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

Exam costs 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.

The NCTJ 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, 81% of qualified journalists are NCTJ trained.

The NCTJ's main board includes current and recent national and regional newspaper editors and representatives from the major broadcasters – so it remains focussed on what the industry demands of its new entrants.

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

### WHY NEWS ASSOCIATES?

News Associates is officially the UK's number one NCTJ journalism school. Indeed, according to the most recent results tables, four of the top five NCTJ journalism courses in the country are all taught at our centres in London and Manchester.

You will find our trainees making their mark on the front pages of our biggest newspapers, presenting and reporting on our national broadcasters, working internationally as foreign correspondents for some of the most respected names in journalism from Reuters to the Wall Street Journal and producing cutting-edge multimedia features for Vice, Tortoise and more.

You can study with us in-person on our full or part-time courses in London or Manchester, or study on our remote part-time course.

Our fast-track courses last 22 weeks, which includes one day a week on placement, putting theory into practice.

Our in-person part-time course runs over 40 weeks, while our remote part-time course is 18 months long. Our part-time courses are the perfect way to become a qualified journalist while maintaining an income.

In a competitive industry, we think it's important to make you as employable as possible, which means giving yourself the best possible chance to pass the qualification.

In 2021, News Associates was officially named the UK's number one NCTJ journalism school for the seventh straight year.

Our first-ever undergraduate cohort in Manchester in 2021 was crowned the number one course in the country with 100% of trainees achieving the highly sought-after gold-standard qualification, while our fast-track course in London also achieved the top results again – the ninth year in a row News Associates has delivered the best independent fast-track course.

And we've been the number one-ranked NCTJ course in London for 13 years.

In the 2019-20 academic year, 1,138 people enrolled to sit their Diploma in Journalism exams across 59 accredited courses at 35 approved centres, and 222 of them achieved gold standard (A-C grades in all modules and 100wpm shorthand, if taken) – of which 103 trained with us. Meaning 46% of all gold-standard journalists that year trained at News Associates.



After graduating from News Associates Fran Le Noury earned a place on the prestigious ITV News training scheme – she is now a producer at Good Morning Britain.

“Studying with News Associates was intense. I'd never worked so hard in my life, but it prepared me for a fast-paced and competitive industry,” she said.



Laura Onita got her NCTJ Diploma while studying with us part-time. She worked at The Sunday Times, Evening Standard and The Telegraph before her current job at the Financial Times.

“The part-time course was hands-on and a lot of work, but it was worth it 100%. I joined hoping to improve my writing skills and I left News Associates confident that I've got what it takes to be a good reporter,” she said.



Lucille Brobbey landed a spot on the prestigious ITV News graduate scheme shortly after completing her fast-track course and was very quickly making waves!

She said: “Enrolling at News Associates was one of the best decisions I have ever made – it has propelled my career forward in ways I could not have imagined.”



Anatoly Kurmanaev graduated from News Associates and joined international news agency Bloomberg before working as a foreign correspondent at The Wall Street Journal. He now works at The New York Times in Mexico City.

“Studying at News Associates gave me the confidence to dive into journalism and try making a living out of it,” he said.



News Associates graduate Tom Barclay has been a member of the editorial team at The Sun since 2011.

“News Associates gave me the skills and belief I needed to flourish in an extremely demanding industry,” he said. “You will find their alumni at every national newspaper.”



Elise Chamberlain started her career in local newspapers after graduating from News Associates and is now a broadcast journalist at BBC East Midlands.

“I loved my time at News Associates. You sometimes don't realise how confident you can be when placed in a situation and they taught me that,” she said.



After completing our fast-track course in Manchester Francesca Marshall got a job at The Telegraph before her current role at The Times.

“News Associates gave me the skills and confidence I needed to pursue a career at a national newspaper. The fast-track course takes hard work and dedication but if you want to launch your career in journalism, News Associates gives you all the tools you need,” she said.



While on our sports journalism course in London Chris Reidy landed the only spot on the Sky Sports News graduate scheme – where he now works full-time.

“From day one you are thrown into the deep end as a journalist and not a student at News Associates. The course was intense but it was the best decision I could have made to get into sports journalism,” he said.

‘The staff there are all brilliant and they pushed us hard. If I had done my NCTJ course somewhere else, I really don’t think I would have won this award.’

*George Gigney, NCTJ Student Journalist of the Year 2015*

‘The tutors push you to achieve your potential from the very first day. They genuinely care. The success of graduates from News Associates is remarkable.’

*Sara Oldfield, NCTJ Student Journalist of the Year 2016*

‘I’m grateful to News Associates for training me and encouraging me to do my very best.’

*Anna Schaverien, NCTJ Student Journalist of the Year 2017*

## OUR TRAINEES’ SUCCESS

At News Associates it’s not just about being good in the classroom but being great in the newsroom, and our list of graduate awards underlines this approach.

Sharpening your multimedia reporting skills and developing a diverse portfolio is at the heart of our training. From the British Journalism Awards to NCTJ Scoop of the Year, our alumni also share our love of being the best.

At the 2022 NCTJ Awards for Excellence two trainees won top prizes. Um-E-Aymen (BBC Sport) won student sports journalist of the year while Jack Walton (The Post) was crowned student feature writer of the year.

A spectacular six News Associates graduates won prizes at the NCTJ Awards for Excellence 2021 – Tomás Hill Lopez-Menchero (The Times) and Rachel Steinberg (Sportsbeat) won student and trainee sports journalist of the year, Sophia Hall (Classic FM) landed student scoop of the year, Carolina Herranz-Carr (ITV) and Charlie Jones (BBC) were joint winners of the trainee podcast journalist of the year award, and Jacklin Kwan won student data journalist of the year. At the 2020 NCTJ Awards for Excellence, graduates Alex Diggins (The Telegraph) and Joshua Graham (The Sun) won best student feature and sports journalist of the year. In 2019 Joshua Harding (Racing Post) won best trainee sports journalist. In 2018 Jessica Cripps (Kennedy News and Media) was crowned NCTJ Student News Journalist of the Year. In the 2017 NCTJ Awards for Excellence the annual award for Student Journalist of the Year – received by the NCTJ candidate who achieves the best marks nationally – was won by alumnus Anna Schaverien, who now works at The New York Times.

At the 2017 Press Gazette British Journalism Awards, News Associates graduate Peter Apps won specialist correspondent of the year and Inside Housing, where he’s the news editor, was named news provider of the year.

We love staying in touch with our graduates and hearing about their successes – because there’s something rather special about being part of #TeamNA.



## AN UNRIVALLED JOB RECORD

Yes, we’re very proud of our exam results – but we’re even more proud of our unrivalled job record.

Whether you aspire to work at the BBC, The Times, Sky Sports or Vogue, we’re confident there’s a News Associates alumni there to guide you as you take your first steps into the industry.

Our trainee network stretches around the world – with alumni working across the UK, in Australia, New Zealand, Canada, the United States, Hong Kong and across Europe.

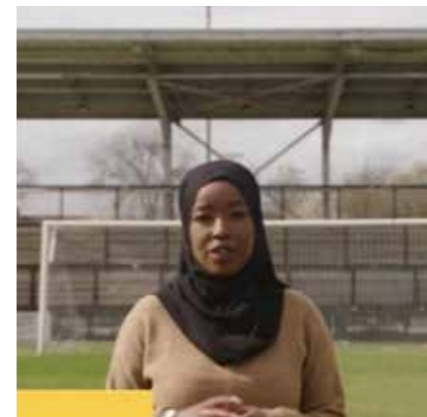
Our tutors don’t consider their job done until you’re in one and run a number of intense sessions on employability throughout the course.

We want you to leave not only with your gold-standard NCTJ qualification, but a diverse multimedia portfolio that will impress any editor. We firmly believe you can’t learn journalism from a textbook, so work placements are integrated into all of our courses.

A vast number of journalism jobs are sent directly to us from employers, and we send these straight to our talented trainees.

We boast an unrivalled network of successful alumni, but don’t just take our word for it – see their testimonials throughout this brochure.

We are also immensely proud of our work with national news organisations. The Times, Sunday Times, The Sun, the Financial Times, the Daily Mail and Yahoo are just some of the big names who choose us to train their journalists. From apprentice to graduate level, we are working with some of the most respected names in journalism to help increase diversity in newsrooms and train the journalists of the future.



‘If you are passionate about journalism and are willing to throw yourself into every opportunity that comes your way, then there is no better place to train to be a journalist than News Associates.’

*Ed Higgs, Sky Sports News*

‘Joining News Associates was the best decision I have ever made. Not only did I make friends for life but without the incredibly knowledgeable and dedicated tutors I do not believe I would now be having the time of my life as a showbiz reporter.’

*Lucy Jones, This Morning*

## OUR COURSES

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 more.

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

You will study the core subjects of the NCTJ curriculum and being adaptable to the multimedia environment is embedded through every subject. You will produce content for every platform, in text and video, for online and print. And, while most sessions will involve your whole class, there is time each week for individual tutorials.

The courses listed below are our postgraduate NCTJ diploma courses, which you need a degree-level qualification or a minimum of three years professional journalism experience to be eligible for.

If you don't have a degree, we also run a three-year NCTJ-accredited BA (Hons) Multimedia Journalism degree, The School of Journalism. Email [training@newsassociates.co.uk](mailto:training@newsassociates.co.uk) to request a brochure.

### **NCTJ Diploma in Multimedia Journalism (full-time, fast-track/22 weeks, London & Manchester)**

**Mandatory modules:** broadcast regulation, data journalism, essential journalism, essential journalism ethics and regulation, essential journalism e-portfolio, essential media law and regulation, journalism for a digital audience, public affairs for journalists, radio journalism, videojournalism for digital platforms

**Optional modules:** Media law court reporting (only an option if you also sit shorthand), shorthand for journalists

Our fast-track courses run twice a year in February and September, with the hours of study Monday to Friday, 9am-5:30pm. In addition, one day a week, Wednesdays, is spent at a work placement, putting into practice the theory you have learned.



### **NCTJ Diploma in Multimedia Sports Journalism (full-time/35 weeks, London & Manchester)**

**Mandatory modules:** data journalism, essential journalism, essential journalism ethics and regulation, essential journalism e-portfolio, essential media law and regulation, journalism for a digital audience, public affairs for journalists, PR and communications for journalists, sports journalism

**Optional modules:** Media law court reporting (only an option if you also sit shorthand), shorthand for journalists

Run in association with national sports news agency Sportsbeat, there is a strong focus on practical experience. You study four days a week with a day a week on placement. There is one intake a year in September.

### **NCTJ Diploma in Multimedia Journalism (in-person part-time/40 weeks, London & Manchester)**

**Mandatory modules:** data journalism, essential journalism, essential journalism ethics and regulation, essential journalism e-portfolio, essential media law and regulation, journalism for a digital audience, public affairs for journalists, PR and communications for journalists

**Optional modules:** Media law court reporting (only an option if you also sit shorthand), shorthand for journalists

Our in-person part-time course has intakes in February (London) and October (London and Manchester). You'll study on Wednesday evenings 6:30pm-9:30pm (offered both in person and remotely) and all day on Saturdays 10am-5:30pm (in person only), with shorthand lessons offered on Monday evenings 6:30pm-8:30pm (remote only).

### **NCTJ Diploma in Multimedia Journalism (remote part-time/18 months)**

**Mandatory modules:** data journalism, essential journalism, essential journalism ethics and regulation, essential journalism e-portfolio, essential media law and regulation, journalism for a digital audience, public affairs for journalists, PR and communications for journalists

Our remote part-time course has an intake in November. Lessons are held every Tuesday 6:30pm-9:30pm and every other Thursday 6:30pm-9:30pm. This course will be fully taught on Zoom, giving you the opportunity to join our flexible and award-winning NCTJ journalism training without the need to travel.



News Associates graduates celebrate their successes at the NCTJ Awards for Excellence 2021



News Associates trainees recording news bulletins in our studio

## SUBJECT GUIDES

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 or produce 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 feature stories, without the need for a knowledge of coding.

And we'll explore the importance of making your copy optimised and the dos 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 reporting 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 Awards for Excellence, 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.

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

'I look back at on my time at News Associates so fondly – the tutors really ignited my love of journalism and made me feel like a career in national newspapers and magazines was in reach. They go above and beyond to help you hone your skills and instil you with confidence, which is just invaluable.'

*Meena Alexander,  
Stylist*

'Doing my training at News Associates massively helped me in a newsroom. No matter how good you think you are as a young journalist, you will get much better and more refined with training.'

*Shingi Marariki,  
Sky News*



Trainees working on a live news production exercise, run by a visiting national newspaper editor

### **ESSENTIAL JOURNALISM & ESSENTIAL ETHICS AND REGULATION**

*Essential journalism and essential ethics and regulation are compulsory modules on all our NCTJ-accredited courses.*

The essential journalism module encompasses the core skills you need as a reporter, from understanding what makes good news stories and how to find them, to interviewing skills and how to tell stories to different audiences.

Alongside these core skills, you will explore journalism ethics and regulation as a separate module. We'll teach you about what constitutes good journalistic practice, as well as the codes which editors and reporters should abide by.

Journalists are expected to work to high ethical standards, so learning about ethics will also through all the other modules and practical work you do while training with us.

### **ESSENTIAL MEDIA LAW & MEDIA LAW COURT REPORTING**

*Essential media law is a compulsory module on all our NCTJ-accredited courses.*

*Media law court reporting is an optional module on the following courses but is only available to those who also choose to sit shorthand for journalists:*

- **NCTJ Diploma in Multimedia Journalism (full-time, fast-track/22 weeks, London & Manchester)**
- **NCTJ Diploma in Multimedia Sports Journalism (full-time/35 weeks, London & Manchester)**
- **NCTJ Diploma in Multimedia Journalism (in-person part-time/40 weeks, London & Manchester)**

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 employer 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.

These modules cover a number of important topics from contempt and defamation to libel and slander. There are a number of restrictions on reporters in certain scenarios, so it is key to know what you can and can't write or say at specific times.

If this all sounds totally foreign to you, don't panic. We will be building from the absolute basics and you will soon have a grasp of when the press can attend court, how reporting restrictions can be appealed and the limitations in place when covering cases involving sexual offences or children.

And then there is understanding the difference between what is in the public interest and what interests the public – not always the same thing.

You will also tackle copyright, breach of confidence, disclosure of sources and more, with plenty of opportunities for discussion.

'My time at News Associates gave me the hands-on experience and skill set to enter the world of journalism with confidence and invaluable knowledge. Without the dedicated support of the tutors, endless reporting practice and shorthand, I would not have survived one day in a real-life newsroom.'

*Rachel Mortimer,  
The Times*

'Training with News Associates was the best career decision I have made so far. In an industry where very few people look like me, News Associates welcomed me with open arms and equipped me with the first-class training and skills to succeed in any newsroom.'

*Sammy Mngqosini,  
CNN International*

‘The News Associates courses offer invaluable opportunities to get practical experience. After the course I had the confidence and skills to hit the ground running.’

*Pete Thompson,  
Twitter*

‘Starting at News Associates was intense and exciting – and then the world stopped. News Associates adapted fast to lockdown and, as a result, I met some wonderful and talented people, learned to scribble at 100wpm, built a foundation in media law and honed by news writing skills. Above all, the diploma gave me the confidence to knock on editors’ doors and the qualifications to open them.’

*Ellen Halliday,  
Prospect*

### SHORTHAND FOR JOURNALISTS

**Shorthand is an optional module on the following courses only:**

- **NCTJ Diploma in Multimedia Journalism (full-time, fast-track/22 weeks, London & Manchester)**
- **NCTJ Diploma in Multimedia Sports Journalism (full-time/35 weeks, London & Manchester)**
- **NCTJ Diploma in Multimedia Journalism (in-person part-time/40 weeks, London & Manchester)**

Shorthand is arguably the toughest element of the NCTJ Diploma – but the hard work is all worth it in the end.

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.

It’s also illegal to make audio or video recordings of most proceedings in UK courts.

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’.

When it comes to applying for jobs, editors frequently rate prospective candidates on their shorthand, as taking notes accurately is a vital skill in the newsroom.

It is often compared to learning a new language and requires perseverance, discipline and lots of enthusiasm.

We don’t expect our trainees to know any shorthand before they start the course, and it is probably a good thing if they don’t. We like a blank canvas to work with.

You’d be learning Teeline at News Associates – the most accessible and popular form of shorthand practised by journalists.

The NCTJ’s gold standard is to achieve 100 words per minute and accurately identify a newsworthy quote.

By and large it takes six long, hard but rewarding weeks to learn the theory, as you master the Teeline alphabet, along with its special outlines and short cuts. After that we’ll really crank up the speed building.

We won’t ruin the surprise, but we have plenty of tricks up our sleeve to ensure our trainees enjoy learning what can at first seem like a daunting subject. Shorthand can be great fun and it’s rewarding to see quick progress come with your hard work.

Our tutors have decades of experience to make sure you achieve the best possible results and will support you every step of the way.

And their formula has had some groundbreaking results. Over the last year across our London and Manchester centres, more than 85% of candidates passed with the magic 100 words per minute – head and shoulders above the national average.

### RADIO JOURNALISM & BROADCAST REGULATION

**Radio journalism & broadcast regulation are compulsory modules on the following course only:**

- **NCTJ Diploma in Multimedia Journalism (full-time, fast-track/22 weeks, London & Manchester)**

These modules will ensure you have the essential skills to work as a journalist in radio newsrooms. You will learn how to research, write and produce high-quality reports for radio and be familiar with the language and terminology of a radio newsroom.

The aim of the radio journalism assessment is to ensure trainee journalists can research and write clear, accurate, compliant and engaging content for radio.

You will understand the techniques of interviewing for radio and can conduct a simple interview themselves.

And be able to demonstrate familiarity with the basic techniques and technology of radio newsgathering, including the sourcing of material.

You will have an awareness of the basic set-up of radio news studios and can operate simple radio equipment.

And demonstrate a practical knowledge of the key principles of broadcast regulation as laid out in the Ofcom Broadcasting Code.

You will learn and be able to demonstrate a good working knowledge of the principles of broadcast regulation as set out in the Ofcom Broadcasting Code. You will then be able to apply this knowledge to practical real-life situations and to anticipate trouble.



‘I wouldn’t have even considered applying for my job if it wasn’t for the skills and confidence I gained at News Associates. The expert tutors go above and beyond to prepare you for all aspects of being a journalist.’

*Kyle O’Sullivan,  
Daily Mirror*

‘Choosing News Associates was the best career move I’ve ever made. The tutors were all first-class and their contacts were invaluable.’

*Daniella Matar,  
Associated Press*

‘News Associates is the best investment I’ve ever made in my career. The course promised to prepare us for real-world journalism, and it delivered – I use everything we learned in my day-to-day.’

*Micaela Arneson,  
Times Radio*



‘Joining News Associates was one of the best decisions I’ve ever made. I can confidently say I wouldn’t be where I am in my career without them.’

*Izzy Lyons,  
Daily Mail*

‘What sets the course apart from all the others is the practical opportunities you get – my portfolio was the reason I got my break.’

*Will Kelleher,  
The Times*

‘I did the multimedia fast-track journalism course in Manchester and it covered all bases for a career in journalism in a short amount of time. The tutors really care about your progression and every day I went in and learned a lot but also had a ball doing it.’

*Claudia Savage,  
PA Media*

### **PUBLIC AFFAIRS FOR JOURNALISTS**

**Public affairs for journalists is a compulsory module on all our NCTJ-accredited courses.**

Politics plays a major role in every area of society. Whether you want to cover news, sport, fashion, travel or music, knowing how politics impacts on each and every one of us is crucial.

In showbiz you need to be up to date with how the Arts Council is funded to cover a story about cutbacks to grants to the British film industry.

As a sports reporter you can’t write a story about the £9.3 billion that was spent on the Olympics without understanding how the budget was raised from public funds.

Understanding how government operates at a local, national and international level is essential when reporting on issues of immigration or dealing with the education or healthcare system.

During the course, topics covered include how elections work, how councils are financed, the way the NHS operates as well as duties of the Queen and Prime Minister.

What is all the fuss about free schools, where does your council tax go, and how does the European Union impact our lives?

We look to spice things up with a range of guest speakers, and our tuition method has proved successful, with more than 95% of students typically passing their Public Affairs exam first time.

While some arrive with a real interest in politics, others have rarely made it past the back pages of the papers prior to the course. This does not matter.

Ultimately, they may not be politicians in the making but all trainees leave with another important string to their bow.

### **DATA JOURNALISM**

**Data journalism for journalists is a compulsory module on all our NCTJ-accredited courses.**

The data journalism module will support the work you do in other modules by providing an insight into how to interpret data and infographics to produce interesting, informative journalism.

It is more important than ever that journalists know how to handle large data sets and make stories accessible to the public.

This module builds on the introduction to the subject in the essential journalism module, focusing on the knowledge and skills to operate as an audience-focused data journalist.

It will provide knowledge of how to find data, analyse data efficiently, and visualise stories in a way that will appeal to readers and viewers.

The module is assessed by an exam and a piece of data journalism coursework.

### **VIDEOJOURNALISM FOR DIGITAL PLATFORMS**

**Videojournalism for digital platforms is a compulsory module on the following course only:**

• **NCTJ Diploma in Multimedia Journalism (full-time, fast-track/22 weeks, London & Manchester)**

This module will enable you to become a confident producer and user of video – a significant element of digital journalism.

You will learn to exercise editorial judgement in relation to digital videojournalism and make informed decisions about the use of a variety of digital platforms and different devices.

You will also learn the technical skills required to shoot, edit and publish videos online and you will study the effectiveness of videos on news websites and social media on desktop and mobile devices.

You will be aware of emerging platforms, technologies and trends, always considering how video can be used as a medium for online reporting.

The aim of the videojournalism for digital platforms assessment is to ensure trainee journalists can demonstrate the ability to make informed editorial judgments in relation to videojournalism publication on a variety of digital platforms and devices.

You will be able to create distinctive videojournalism which is accurate, clear and communicative and demonstrate ability in the use of video equipment and editing software.

You be able to edit videos and write text to a deadline and show an understanding and awareness of legal, ethical or technical issues relating to video and online content.



‘My experience learning at News Associates was invaluable, I would not have been able to secure my subsequent two jobs in journalism without this course! The tutors were warm, funny, passionate and there was a very inclusive atmosphere. I found the part-time NCTJ course very accommodating and a great opportunity for someone balancing family life.’

*Summer Raemason,  
The Sun*

‘News Associates was the best thing I ever did. It armed me with the skills I needed to thrive within news journalism. It also introduced me to some of my best friends. It’s an incredible environment to work, laugh and learn in.’

*Siham Ali, ITV News*



News Associates graduate Alice Steer (far left) on set with her Sky Sports News colleagues

### **JOURNALISM FOR A DIGITAL AUDIENCE**

*Journalism for a digital audience is a compulsory module on all our NCTJ-accredited courses.*

Working with digital platforms is a core part of a journalist's work. There is a need to tell stories using many different platforms, programs and techniques.

This module is about learning the knowledge and skills to operate as an audience-focused digital journalist in a busy newsroom.

It will provide knowledge of how to make the most of a website CMS, how to make improvements to sites to enhance the user experience, how to build and execute strategies based on audience data, interacting with the audience, making the most of illustrations/video, how to develop brands, and how to develop skills once in the workplace.

Many jobs in the field of digital and social media, like much of journalism, require close interaction with the public. Candidates taking this module will need to have, or swiftly gain, sufficient confidence to handle such situations, including being in front of the camera.

This module comprises of a piece of coursework and an exam.

### **PR AND COMMUNICATIONS FOR JOURNALISTS**

*PR and communications for journalists is a compulsory module on the following courses only:*

- *NCTJ Diploma in Multimedia Sports Journalism (full-time/35 weeks, London & Manchester)*
- *NCTJ Diploma in Multimedia Journalism (in-person part-time/40 weeks, London & Manchester)*
- *NCTJ Diploma in Multimedia Journalism (remote part-time/18 months)*

Knowledge and experience in public relations and communications is helpful for any career in journalism or the wider media industry.

PR and communications for journalists shows a different side of the media and will also develop your knowledge of social media – an area of exponential growth in journalism jobs.

The programme of study will include producing a campaign strategy, creating accurate news releases, understanding legal and ethical issues surrounding PR, and how to use social media to deliver PR objectives.

### **JOURNALISM E-PORTFOLIO**

*Journalism e-portfolio is a compulsory module on all our NCTJ-accredited courses.*

At the end of your course you need to submit a ten-piece portfolio. There are some requirements but for the most part you can pick what you want to include.

Your portfolio is a chance to express yourself and editors will put as much emphasis on this aspect of the diploma as any other.

'I wanted to go into journalism after university but had no idea how. News Associates immediately put me on the right path – pushing me to step out of my comfort zone, learn very quickly and build real-world experience. When I finished the course, I had the knowledge and skills I needed to get a foot in the door of the industry, plus the confidence to think of myself as a real journalist! And without it I wouldn't have been able to become a sub-editor at Metro, a job I absolutely love.'

*Jen Tombs, Metro*

**SPORTS JOURNALISM**

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

**Sports journalism is a compulsory module on the following courses only:**  
 • **NCTJ Diploma in Multimedia Sports Journalism (full-time/35 weeks, London & Manchester)**

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.

You might be juggling the demands of a website that craves immediate SEO-friendly content with the requirements of a newspaper – who still want the latest and freshest take on the story with a witty, punchy and original intro. But despite these changes, the key skills remain.

When the NCTJ wanted to develop a specialist module to reflect this growth area, they turned to the reporters and editors at our own sports news agency, Sportsbeat, to shape the syllabus and design the examination.

Every year Sportsbeat supplies more than 75,000 stories to more than 500 clients around the UK and Europe. Covering more than 50 sports at local, regional, national and international level, the NCTJ recognised we were ideally placed to help shape this qualification – because, as employers, we know the skills needed from graduate reporters.

This module will introduce you to the concepts at the heart of sports reporting. You learn how to develop a 'runner' and file 'on the whistle'. We'll introduce you to dressing in quotes, quotes-led rewrites and round-ups. Although you might still read the newspapers from back to front, you will soon learn that sports news increasingly dominates the news editor's agenda as well.

'The sports journalism course at News Associates provided me with a range of skills which helped me at the start of my career, most notably the ability to quickly spot and break a story accurately, as well as essential components such as media law. I'd highly recommend it to anyone looking for a first step into sports journalism.'

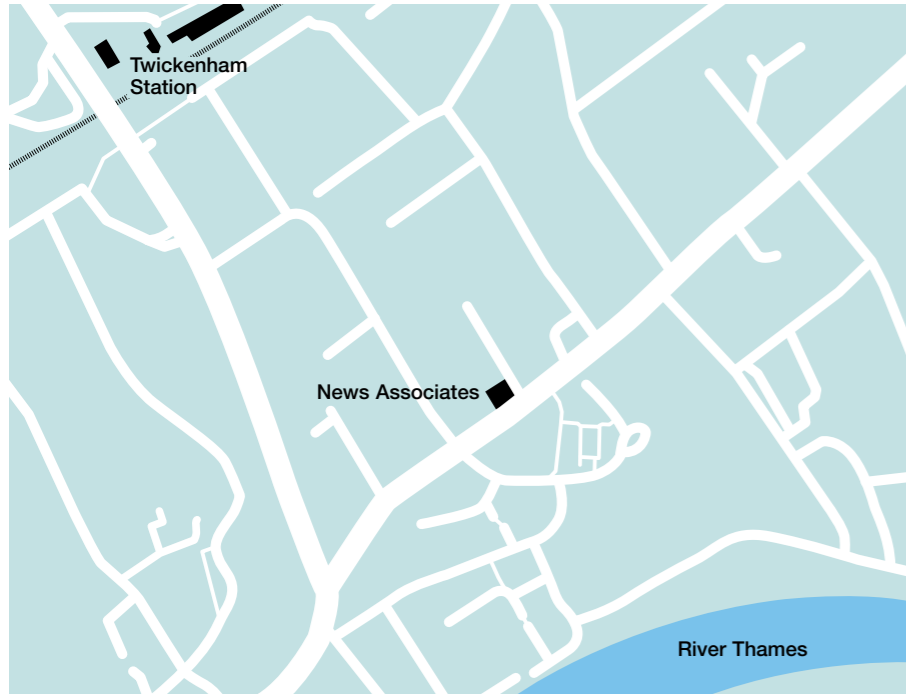
*Kieran Jackson,  
The Independent*

'My time at News Associates was life changing. The help, guidance and support I received was incredible and the course content has helped me in my career as a journalist. Training with News Associates on their part-time NCTJ multimedia journalism course was the best decision I made.'

*Lee Davey, Sky Sports*

Sports journalism trainee Nicola Kenton interviewing Dina Asher-Smith at the British Sports Awards as part of our collaboration with the Sports Journalists' Association

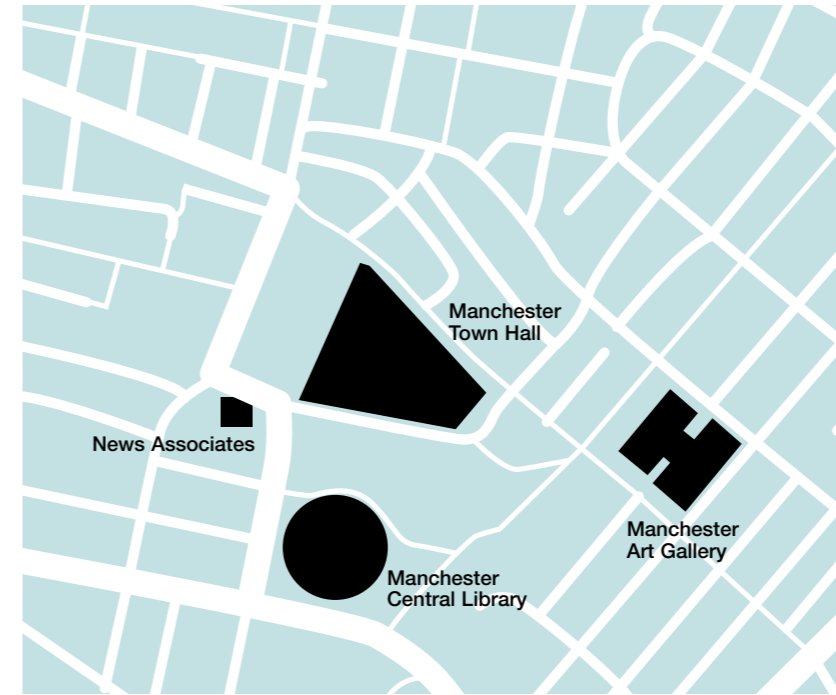
## HOW TO FIND US



### **LONDON** **NEWS ASSOCIATES,** **AMPERSAND HOUSE,** **49-53 YORK STREET,** **LONDON, TW1 3LP**

News Associates London is based in leafy-green Twickenham. Ampersand House is a five-minute walk from Twickenham train station. Come out of the station and walk left over the bridge down London Road then take a left turn down Arragon Road and follow the road round. Turn left onto Richmond Road and the office is on the left-hand side.

If you are coming from Richmond train or tube (District line) station then the 33 bus (Elton Street, stop L) takes just six minutes (eight stops), get off at York Street Twickenham (Stop G) and walk one minute back up Richmond Road (keep Pizza Express on your left) and the office will be on your left.



### **MANCHESTER** **NEWS ASSOCIATES,** **CARLTON HOUSE,** **16-18 ALBERT SQUARE,** **MANCHESTER, M2 5PE**

News Associates Manchester is based in the heart of Manchester City Centre. Carlton House is centrally located in Albert Square – home to the city's Town Hall – and is within short walking distance from Manchester Victoria, Oxford Road and Piccadilly Rail Stations, and Deansgate Tram Station. It is also easily accessible by car from the north or south of the City using the M56, M62 or M60 leading to either the A57 Mancunian Way, A56 Chester Road or the A34.

### FEES AND FUNDING

News Associates is accredited by the National Council for the Training of Journalists to deliver their Diploma in Journalism in-person at our centres in London and Manchester, and remotely via Zoom.

Once a place has been offered on a respective course, trainees pay a non-refundable deposit to confirm their intention to study at News Associates.

The balance is payable the day you commence your studies with us.

We also offer an early-payment discount on all our courses and there is an option to pay for your studies in instalments.

**NCTJ Diploma in Multimedia Journalism (Full-time/fast-track/22 weeks) – £5,250 (£4,950 with early-payment discount) including £1,500 deposit**

**NCTJ Diploma in Multimedia Sports Journalism (Full-time/35 weeks) – £5,950 (£5,700 with early-payment discount) including £1,500 deposit**

**NCTJ Diploma in Multimedia Journalism (Part-time/40 weeks) – £5,250 (£4,950 with early-payment discount) including £1,500 deposit**

**NCTJ Diploma in Multimedia Journalism (Part-time/18 months/remote) – £4,250 (£3,950 with early-payment discount) including £1,000 deposit**

### JOURNALISM DIVERSITY FUND

The Journalism Diversity Fund is available to trainees from ethnically and socially diverse backgrounds, who are without means to support themselves through an NCTJ training course. For more information and an application visit - [www.journalismdiversityfund.com](http://www.journalismdiversityfund.com)

Please note our remote part-time course is not eligible for the Journalism Diversity Fund.

### 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 via work placements or an active involvement in student media.

To be eligible you must hold a degree level qualification or equivalent or have a minimum three years' professional experience.

The first phase is completing an application form, which is available by applying online via our website or emailing [training@newsassociates.co.uk](mailto:training@newsassociates.co.uk).

Your application is considered by a panel including our managing editor and editorial development manager, and successful candidates will be invited to attend an assessment day, which includes an hour-and-a-half exam and an interview.

Places are awarded depending on a combined score from that process and you can attend an assessment day in London, Manchester, or remotely via Zoom.

### FREE JOURNALISM WORKSHOPS

A popular way for prospective trainees to get a feel for the NCTJ qualification is through our free journalism workshops run in London, Manchester, or remotely via Zoom. These sessions provide a practical insight into journalism and NCTJ training.

We will get you tackling a breaking news exercise and feedback will be sent to every attendee at the conclusion of the workshop. There will be a chance to meet our tutors and editors and time will be set aside for career advice.

We also run a range of other opportunities including open days, guest talks and panel events.

For the full list of dates available throughout the year, please refer to our website or email [training@newsassociates.co.uk](mailto:training@newsassociates.co.uk)



### FOLLOW US ON SOCIAL MEDIA

Follow us on Instagram @NewsAssociates and TikTok @NewsAssociates\_ to keep up to date with our news, updates, and advice on getting into journalism.

You can also find us on Twitter, Facebook and LinkedIn.



News Associates trainees and Journalism Diversity Fund recipients at the NCTJ equality, diversity and inclusion conference at Reuters in 2019

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**NEWS ASSOCIATES**  
THE UK'S TOP JOURNALISM SCHOOL

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