



SENIOR JOURNALIST

LEVEL 7

OVERVIEW OF THE PROGRAMME

Planned launch:
September 2022

Duration:
18 months excl.
End Point
Assessment

Cost: £14,000—can
be fully **levy-funded** *

The impact of digital technologies, convergence of media platforms, operating in a post-Covid-19/post-Brexit world and rate of change within the industry has heightened the need for journalists to continually develop their skillset. Designed to respond to emerging global trends and challenges facing newsrooms and media outlets today, this programme is aligned to journalists with a minimum of 2 years' experience who are looking to progress to the next stage in their career.

This programme blends interactive online workshops with self-guided learning, assignments, e-learning, coaching, and mentoring. Delegates will be given work-related projects and assignments throughout to maximise the impact on working practices immediately and are supported by a teaching team of industry-based experts and keynote speakers.

Delegates will gain up-to-date industry knowledge and skills needed to create multi-platform content in a fast-paced landscape. Valuable management and leadership training will enhance their ability to mentor and develop junior staff, and to make strategic decisions. The programme provides a thorough understanding of the law, relevant codes of practice and ethical principles, as well as data analytics and presentation.

Upon successful completion, learners will achieve the NCTJ National Qualification in Journalism (Level 6) and the Senior Journalist Level 7 Apprenticeship Standard.

PROGRAMME LEAD



Andrew Greaves

Andrew is the Head of Journalism and joined Bauer Academy after 10 years as Head of Journalism at News Associates, the UK's top-performing NCTJ journalism school on several occasions. Prior to moving into teaching, he spent a decade in regional newspapers in the UK and abroad, working across news, politics and sport. He's also appeared as a guest on Sky News' Press Preview and was a regular contributor to a range of foreign channels in the aftermath of the Manchester Arena bombing.



TIMETABLE



All timetable dates are provisional and subject to change – any necessary changes will be notified in writing to learners and employers.

Tues 23rd August 2022 10am – 1pm	Welcome/Enrolment Workshop An opportunity to meet your Programme Leader and find out more about the programme ahead.
Tues 6th September 2022 10am – 5pm	The changing demands of the newsroom Print versus digital, emerging tools, cross-platform utilisation, re-purposing content, basics of knowing the audience.
Weds 28th September 2022 10am – 5pm	Story sourcing and audience demands Understanding the audience, story sourcing, building a strong contacts network, finding the voice of the brand, using analytics for editorial decision-making
Weds 26th October 2022 10am – 1pm	Setting the Agenda Getting ahead of the competition, dealing with breaking news, pushing the story on, cross-platform storytelling.
Mon 14th–Tues 15th November 2022 10am – 5pm	Visual Journalism (two-day workshop) Mobile journalism, shooting content for different platforms, social media utilisation, photography, the ethics of shooting on the move.
Weds 14th December 2022 10am – 5pm	Taking interviews to the next level Getting the most out of interviews, how to prepare for different interviews, making the most of soundbites, steering the topics.
Weds 18th January 2023 10am – 5pm	Audio and Podcasting Planning, recording and editing content, clipping for social media, using ambient and third party footage.
Weds 22nd February 2023 10am – 5pm	Newsroom leadership (two-day workshop) Understanding the dynamics of leadership, editing and providing useful feedback, understanding the commercial needs of the business, the process of newsroom leadership.
Weds 15th March, Weds 22nd March, Tues 18th April and Weds 16th May 2023 10am – 5pm	Media law and regulation (four workshops) Contempt of court, reporting restrictions, challenging court orders, children in court, defamation, privacy, confidential information, copyright. Regulation (either IPSO or Ofcom codes).
Weds 14th and Weds 21st June 2023 10am – 5pm	Politics and holding to account (two workshops) Freedom of Information, local and central Government roles and structure, education and Ofsted, NHS and Care Quality Commission and other story sourcing tools.
TBC July 2023 10am – 5pm	Journalism Summit A chance to hear from all parts of the industry with keynote speakers, panels and breakout sessions.
TBC August/September 2023 10am – 5pm	Data Journalism Finding data sources, interrogating data sources, using data for stories, introduction to infographics.
Weds 4th October 2023 10am – 5pm	Story pitching and news meeting analysis Pitching stories, analysing the ideas of others, running news meetings, offering advice and support etc.
Weds 1st November 2023 *NQJ date TBC 10am – 5pm	Media law and ethics in practice (+ NQJ assessment) Practical application of media law and ethics using a range of scenarios, making key editorial decisions around issues and reacting to mistakes and issues once they go live. Learners will also take the NQJ at this point.
TBC January 2024 10am – 5pm	Skills Session 1 & 2
TBC February 2024 10am – 1pm	Programme Reflection Huddle A short session to consolidate learning from across the programme, this session includes information on next steps for career development and progression, looking at ways learners can continue their learning beyond this programme.

MORE INFORMATION

* For more information on apprenticeship eligibility and funding, click [here](#).

Read our most [frequently asked questions](#).

To reserve your learner place(s) contact clients@baueracademy.co.uk