Journalism and Broadcasting

Including TV and Film
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Introduction to careers in Journalism and Broadcasting
The media is a highly competitive industry to get into. If you want to work in this field, you will typically be someone who loves the media and is constantly reading, listening and watching.

To be successful, it is essential that you do your homework and make sure you have the skills and experience that will make you a good applicant. Aim to find out about the range of roles available and entry requirements - www.prospects.ac.uk and www.creativeskillset.org are both good sources of information.

The media, as an industry, is experiencing a lot of change, largely due to developments in digital technology and the way we interact with this. As a result there are a great many roles besides the better known ones of researcher and journalist. Job titles vary and, as they’re not always self-explanatory, it’s important to read the job description to check if it’s of interest to you.

How to learn about the media
Careers Service Media Club
A great opportunity to hear from employers and people working in the industry. www.manchester.ac.uk/careers/events/themediaclub

- Keep up-to-date with Media Club events, and opportunities we come across, on the Media Club Facebook page www.manchester.ac.uk/careers/facebook
- For the latest news and opportunities follow Media Club twitter http://twitter.com/mcrmediaclub.
- Look out for Media Club events on www.manchester.ac.uk/careerslink

Use Careerslink www.manchester.ac.uk/careerslink the Careers Service vacancy service to check out vacancies and events.
Get involved in student media, e.g. The Mancunion, Fuse FM and Fuse TV this is a great way to develop relevant skills and experience.

Consider joining the professional network, LinkedIn. You can set-up your own profile and ask to apply to join relevant professional groups, which could lead to useful contacts www.linkedin.com The Careers Service website provides useful tips for students and grads on setting up a profile www.manchester.ac.uk/careers/findjobs/graduatejobs/networking/linkedin

Use The Manchester Network to link with graduates who work in the media. Go to network.manchester.ac.uk

The Guardian includes a media section, which is worth reading on a regular basis as it includes news about the industry and vacancies www.guardian.co.uk/media. BBC Radio Four’s The Media Show is a weekly programme, which explores issues affecting those working in the media - you can access it via www.bbc.co.uk. For news of what’s going on in the media and communications industry in the North, and job listings, try www.prolificnorth.co.uk

**Media City, Salford, Greater Manchester**

MediaCity:UK is based in Salford and is the home of a significant amount of output from the BBC and ITV, including Coronation Street. It aims to act as a centre for the creative industries and there are a growing number of creative enterprises based in neighbouring premises e.g. The Pie Factory. More info at www.mediacityuk.co.uk

The BBC’s output from Media City includes BBC Breakfast, CBBC, CBeebies, BBC Learning, BBC Sport, BBC Radio 5 live, Digital Media, Network radio, some entertainment, regional current affairs, regional programmes, and the BBC Philharmonic Orchestra.
Media Schemes and websites for people from diverse backgrounds or minority groups.
These include:

- [www.journalismdiversityfund.com](http://www.journalismdiversityfund.com)  
  (includes a link to other bursary schemes)
- [www.bbc.co.uk/jobs/extend](http://www.bbc.co.uk/jobs/extend)  
  work placement for disabled people
- SEO [www.seo-london.com/](http://www.seo-london.com/)
- Creative Access [www.creativeaccess.org.uk](http://www.creativeaccess.org.uk)
- [http://creativeskillset.org/about_us/diversity](http://creativeskillset.org/about_us/diversity)  
  For information on funded placements and networks for minority groups. Check on the website for schemes in different parts of the media.

Journalism

Journalists work in newspapers, magazines, broadcasting and on-line. Key skills/abilities/characteristics for a journalist can include: shorthand/desktop publishing, creativity and ideas, written and verbal communication skills, determination, ability to work to strict deadlines and, crucially, a keen interest in news and current affairs. Increasingly, journalists need to be able to write for a range of mediums and those working for newspapers and their websites, may also produce podcasts (audio-visual material).

Ways in:
- The most common route into newspaper, magazine or broadcast journalism is via an accredited (NCTJ, BJTC or PPA) postgraduate course. Look for courses on [www.prospects.ac.uk](http://www.prospects.ac.uk), [www.nctj.com](http://www.nctj.com) or [www.bjtc.org.uk](http://www.bjtc.org.uk) or [www.ppa.co.uk](http://www.ppa.co.uk)
- [www.city.ac.uk/journalism](http://www.city.ac.uk/journalism) (Please note: City University’s journalism courses are very well established and respected, but their newspaper journalism course is not accredited by the NCTJ and therefore not listed on the NCTJ website.)
Experience is critical - many people who go into journalism will have developed relevant experience before they graduate. Remember even a postgraduate course may ask for evidence of written skills via a portfolio, plus work experience. It’s advisable to speak to the course admissions contact to check entry requirements.

When looking for work experience, try speculative approaches. This involves contacting relevant individuals within media organisations, by letter, email or LinkedIn, to see if they can offer an opportunity for work experience or work shadowing (observing). Where possible, include your CV. Some newspapers will have schemes you can apply for.

While on work experience ask if the employer can provide a reference; this could prove helpful when applying for jobs and courses.

Get your foot in the door - you need to be flexible and willing – and take any opportunity to get into a media environment. If you have talent and are enthusiastic you could swiftly move on.

There are some direct-entry training schemes out there. But be warned, competition is fierce! For this reason they don’t need to be well advertised. Look for opportunities by searching on websites, such as Skillset’s http://creativeskillset.org, www.journalism.co.uk and www.nuj.org.uk/work/careers

Note the following:
It’s worth looking on sites such as www.journoresources.org.uk/journalism-graduate-trainee-schemes-complete-list that offer a list of grad schemes. Ones we’ve come across, include:

- **BBC careers hub**
  www.bbc.co.uk/careers/home
  Includes information on topics such as work experience and training schemes, e.g. the training scheme ‘Where it begins’. Graduate schemes include the BBC Journalism Trainee Scheme, Production Training Scheme, Digital Media Graduate Scheme, Broadcast
Engineering Scheme and the Legal Trainee Scheme. Follow the BBC on twitter @BBCTrainees and @BBCRecruitment

- **C4 Despatches Investigative Journalism Training Scheme**  

- **ITV News Traineeship**  
  Note: Email tracy.walker@itv.com if you are interested in journalism work experience in Salford. Send your CV and explain why you would like to be considered

- **Times Graduate Trainee Programme**  
  [www.thetimes.co.uk](http://www.thetimes.co.uk)

- **Thomson Reuters** (specialist news agency)  
  [www.thomsonreuters.com](http://www.thomsonreuters.com)

- **Fremantle media graduate programme**  

- **ITV News Group Journalism Traineeship and any bursary scheme information**  
  Also check for schemes and/or opportunities with:

- **Financial Times Editorial Graduate Scheme**  

Other opportunities may be found with employers such as:

- **Cavendish Press**  
  (news features and picture press agency based in Media City)  
  [www.cavendish-press.co.uk](http://www.cavendish-press.co.uk)

- **Mirror Group Newspapers**  
  [http://jobsearch.trinitymirror.com](http://jobsearch.trinitymirror.com)

- **National papers**  
  Check for opportunities with the national daily and Sunday newspapers and the newspaper groups they come under.
- **Local newspapers**
  Approach papers directly and check which newspaper group they are owned by – see the newspaper society website for details.
  www.newspaperssoc.org.uk

- **National Union of Journalists.**
  A good source of general information on careers in journalism (go to ‘advice’ and ‘FAQs’).
  www.nuj.org.uk/home

- **Hold the front page.**
  Website for journalists and journalism students interested in the regional press. Includes vacancies and useful careers information.
  www.holdthefrontpage.co.uk

- **Guardian News and Media Group.**
  Check information on careers, internships, traineeships and vacancies.
  www.theguardian.com/workforus

- **Scott Trust** (owners of the Guardian Media Group).
  Bursaries are advertised at
  www.gmgplc.co.uk/the-scott-trust/bursaries/journalism

- **Association of British Science Writers**
  Check for info on student journalism bursaries.
  www.absw.org.uk
  www.thepaperboy.com – search engine for newspapers and magazines from around the world.

- **Gorkana** – media job search -
  www.gorkanajobs.co.uk

**Magazines**
- **www.condenast.co.uk** – Their HR dept. advise writing directly to the Managing Editor of a specific magazine to enquire about work experience. They occasionally advertise opportunities for graduate media sales roles

- Time Inc (previously IPC) **www.timeincuk.com/careers** includes information about work experience and applying for jobs.
- Hearst magazines [http://careers.hearst.co.uk/internships](http://careers.hearst.co.uk/internships) includes information about internships and graduate schemes

Further useful websites for Journalism:
- **Journalism.**
  Site for journalists.
  [www.journalism.co.uk](http://www.journalism.co.uk)
- **Press Gazette.**
  [www.pressgazette.co.uk](http://www.pressgazette.co.uk)
- **Sports Journalists Association**
  [www.sportsjournalists.co.uk](http://www.sportsjournalists.co.uk)

**Broadcasting**
There are many different roles in broadcasting, for example in programme making (e.g. researcher, producer, director), programme support (e.g. production co-ordinator/manager), technical roles (e.g. sound engineer, camera operator), web and digital development, social media etc.

Creative Skillset, the sector skills council for the audio visual industries provides excellent information on the audio-visual industries including various media job roles and training schemes [www.creativeskillset.org](http://www.creativeskillset.org) Prospects [www.prospects.ac.uk](http://www.prospects.ac.uk) also includes helpful information on the media under ‘sectors’ and lists a range of job roles.

There are a wide range of employers in this field, from the well-known such as the BBC, Sky and ITV to independent production companies which vary in size and output. Key skills and qualities for going into programme making are creativity, communication, organisation, being practical and curious, research, enthusiasm, a ‘can-do’ attitude and willingness to do everything possible to get the job done. It is important to find out all you can about the role you are interested in and to be prepared to start at the bottom and work your way up. ‘Runner’ is a common entry level role – a description is included on [www.prospects.ac.uk](http://www.prospects.ac.uk) under ‘jobs and work experience’.
Get into the habit of watching programme end credits so you become familiar with the companies producing programmes for the types of programmes you are interested in.

There is a thriving independent production sector in the UK – these are companies that are commissioned by broadcasters (e.g. BBC, ITV, Channel 4, Channel 5 etc.) to produce programmes. Some of the larger companies occasionally run formal work experience programmes or graduate training schemes. Companies are listed in the directory of the trade body [www.pact.co.uk](http://www.pact.co.uk)

**Ways In:**

Like journalism, work experience is critical. This is generally unpaid and as such should be for a specified brief period of time to guard against exploitation.

- Networking to help you get a foot in the door is crucial. Consider joining a relevant Facebook or LinkedIn group. Look for ideas on [www.manchester.ac.uk/careers/experience/skills/networking](http://www.manchester.ac.uk/careers/experience/skills/networking)
- Postgraduate or short courses may be useful. When considering this option look for courses that have a practical focus and use industry-standard equipment. It is advisable to ask what former students have gone on to do. Look for courses on [www.creativeskillset.org](http://www.creativeskillset.org) and [www.prospects.ac.uk](http://www.prospects.ac.uk)
- For BBC schemes and work experience [www.bbc.co.uk/careers/home](http://www.bbc.co.uk/careers/home)
- Channel 4 [http://4talent.channel4.com](http://4talent.channel4.com)
- A large proportion of television programmes are made by independent production companies. Larger ones like **Endemol** and **Princes TV** and **Working Title** may provide training opportunities and/or graduate schemes. Try **Channel 4** for details of their training schemes and work experience opportunities
Ask about opportunities with local radio stations work. Radio is an important area in its own right, but can also serve as a springboard into other forms of media.

**Channel Five**  
[www.channel5.com/vacancies](http://www.channel5.com/vacancies)

**Creative Skillset**  
For a range of helpful information  
[www.creativeskillset.org](http://www.creativeskillset.org)

Further useful sites for Broadcasting:

- **Mediargh**  
  [www.mediargh.com/jobs](http://www.mediargh.com/jobs)

- **Want to work in Television**  
  [http://wanttoworkintelevision.com](http://wanttoworkintelevision.com)

- **TV Water Cooler**  

- **Broadcast Now**  
  [www.broadcastnow.co.uk](http://www.broadcastnow.co.uk)

- **The Knowledge** (useful source of industry contacts and news)  
  [www.theknowledgeonline.com](http://www.theknowledgeonline.com)

- **Broadcasting Entertainment Cinematograph and Theatre Union**  
  [www.bectu.org.uk](http://www.bectu.org.uk)

- **Production Base**  
The insider’s network for film, TV and commercial production.  
[www.productionbase.co.uk](http://www.productionbase.co.uk)

- **BBC Commissioning website**  
  [www.bbc.co.uk/commissioning/tv/ideas-from-the-public](http://www.bbc.co.uk/commissioning/tv/ideas-from-the-public)  
  (This site is full of useful information about putting forward, or ‘pitching’, an idea for a programme)

- **Sky Television**  
  Careers website  
  [www.workforsky.com](http://www.workforsky.com)

- **Media UK**  
  Media directory for the UK.  
  [www.mediauk.com](http://www.mediauk.com)
- **Public Media Alliance** (international organisation for public service broadcasters)
  [http://publicmediaalliance.org](http://publicmediaalliance.org)
- **CPU Media Trust** (supporting the work of media from commonwealth countries)
  [www.cpu.org.uk](http://publicmediaalliance.org)
- **Media Trust**
  London based charity working to assist voluntary and community sector communications. Check for details of mentoring and training schemes for students and graduates.
  [www.mediatrust.org](http://www.mediatrust.org)
- **Community Media Association**
  Gateway to community media in the UK and worldwide.
  [www.commedia.org.uk](http://www.commedia.org.uk)
- **Broadcast Now**
  News and jobs for the TV & radio industries.
  [www.broadcastnow.co.uk](http://www.broadcastnow.co.uk)
- **PACT – UK trade association for independent production**
  [www.pact.co.uk](http://www.pact.co.uk)
- **BBC Academy (the BBC’s training site)**
  [www.bbc.co.uk/academy](http://www.bbc.co.uk/academy)
- **The Unit List**
  [www.theunitlist.com/jobs](http://www.theunitlist.com/jobs)
- **The Talent Manager**
  [https://www.thetalentmanager.co.uk](https://www.thetalentmanager.co.uk)
- There are a number of industry Facebook groups that promote opportunities:
  [www.facebook.com/groups/tv.runners](http://www.facebook.com/groups/tv.runners)
  A range of others are listed on:
  [https://www.facebook.com/TvGroupsIndex/posts/778035498909381](https://www.facebook.com/TvGroupsIndex/posts/778035498909381)

**Local Television**
That’s Manchester is a new local television service for Manchester
[http://www.thatsmanchester.co.uk/](http://www.thatsmanchester.co.uk/)
Radio organisations/sources:

- **Student Radio Association**
  Includes a database of members.
  [www.studentradio.org.uk](http://www.studentradio.org.uk)

- **Radio Academy**
  Represents the radio industry. Website includes careers in radio section.
  [www.radioacademy.org](http://www.radioacademy.org)

- **Radio Centre**
  For commercial radio, including a searchable database of members.
  [www.radiocentre.org](http://www.radiocentre.org)

- **Hospital Broadcasting Association**
  Hospital radio site includes information on getting in and directory of member hospital radio stations.
  [www.hbauk.com](http://www.hbauk.com)

- **Community Media Association**
  For information on community radio stations
  [www.commedia.org.uk](http://www.commedia.org.uk)

**Film**

The majority of people working in the film industry are based in London and work on a freelance basis on films/programmes, short films or commercials.

In addition to production roles there are a number of key support functions e.g. accounting, publicity, casting, special effects and distribution.

It is possible to work in the regions, but you will need to build a reputation, be able to travel, and may find that you need to have a variety of skill sets to offer to bring in sufficient work.
Useful websites:

- Information on ways into the industry
  www.creativeskillset.org/film
- Site for independent film makers
  https://shootingpeople.org/home
- Film and TV production resources site
  www.mandy.com
- British Academy of Film and Television Arts
  www.bafta.org
- Information on production suppliers and production news
  www.theknowledgeonline.com
- British Film Institute
  www.bfi.org.uk
- Film London - promoting the film industry in London
  http://filmlondon.org.uk
- British Film Commission
  www.britishfilmcommission.org.uk

The Space Project is a new production centre in Manchester for film and high end television production www.spacestudiosmanchester.co.uk

Further sources of media job vacancies

- Guardian
  http://jobs.guardian.co.uk/jobs/media
- Fish4Jobs (regional and local job opportunities)
  www.jobsunlimited.co.uk
- Website for International film and TV production resources.
  www.mandy.com
- Go think big – website promoting jobs and opportunities in the media
  www.gothinkbig.co.uk
- Broadcast magazine
  Available at the Careers Service.
- **Media Week Jobs**  
  [www.mediaweekjobs.co.uk](http://www.mediaweekjobs.co.uk)

- **The Hiive** – networking and job site for the creative industries  
  [https://app.hiive.co.uk](https://app.hiive.co.uk)

- **The careers service vacancy service**  
  [www.manchester.ac.uk/careerslink](http://www.manchester.ac.uk/careerslink)

- **Source that Job**  
  Offer a range of free tools and services for journalists & media industry professionals including  
  [www.sourcethatjob.com](http://www.sourcethatjob.com)

- **Hold the front page.**  
  Website for journalists and journalism students interested in the regional press. Includes vacancies and useful careers information.  
  [www.holdthefrontpage.co.uk](http://www.holdthefrontpage.co.uk)

- **Grapevine Jobs**  
  [www.grapevinejobs.co.uk](http://www.grapevinejobs.co.uk)

- **Channel 4**  
  [www.channel4.com/talent/national](http://www.channel4.com/talent/national)

Check individual websites for production companies, newspapers, magazines of interest

Register with a recruitment agency that has media clients. Identify possibilities by searching on [www.rec.uk.com](http://www.rec.uk.com), examples include:

- **Pathfinders** recruitment agency [www.pathfindersrecruitment.com](http://www.pathfindersrecruitment.com)
- **Handle** recruitment agency [www.handle.co.uk](http://www.handle.co.uk)
- **The career moves group** [www.careermovesgroup.co.uk](http://www.careermovesgroup.co.uk)

You can also check our agency search pages  
[www.manchester.ac.uk/careers/findjobs/graduatejobs/agencies](http://www.manchester.ac.uk/careers/findjobs/graduatejobs/agencies)  
(This section of our site includes useful information about using a recruitment agency.)
Getting experience in Manchester
There are lots of places to seek work experience in the media in Manchester. As work experience opportunities with media organisations/companies can be hard to secure, it may also be worth asking about ‘work shadowing’ which usually involves spending a day or more with someone as they go about their daily routine. This can offer an excellent insight into the work they do.

Some ideas:

- Student media - all three outlets, The Mancunion, Fuse FM and Fuse TV come under The Manchester Media Group and work together to produce content collaboratively, so students do not have to pick one of the groups, in fact they’re encouraged to get involved in as many as possible. Details are on the UMSU site [https://manchesterstudentsunion.com/societies](https://manchesterstudentsunion.com/societies) and you can email editor@mancunion.com
- University of Manchester Film Making Society (MUFS) – details on the student union site.
- Big Issue in the North
- Local free newspapers
- Local and regional BBC TV and Radio
- Key 103 (radio) - Manchester
- Capital FM (radio) - Manchester
- Real Radio (Manchester)
- Smooth Radio 100.4
- Xfm (Manchester)
- Imagine FM (Stockport, Cheshire)
- Hospital/Community Radio (e.g. ALL FM, Wythenshawe FM, Gaydio, Unity, Peace FM)
- Flux Magazine
- Manchester Confidential
  [www.manchesterconfidential.co.uk](http://www.manchesterconfidential.co.uk)
Volunteering opportunities - browse listings for media related opportunities.
www.volunteers.manchester.ac.uk/

Remember when looking for work experience your approach should be tailored to the organisation.

The above is not an exhaustive list. Relevant experience could include things like producing a newsletter for your student society, writing for a local voluntary group’s website, starting or contributing to a blog, vlogging, writing for a gap year organisation about your travels...

Careers events and services for Manchester University students
You cannot afford to miss:

- **Insight into Broadcasting and Journalism.**
  A course usually held in the Easter vacation. Look for details on www.manchester.ac.uk/careers/events or phone 0161 275 2828

- **Media Club sessions** - look for information on www.manchester.ac.uk/careers/events or on the Media Club Facebook page www.manchester.ac.uk/careers/facebook

Learning about the industry and networking opportunities
There are a range of organisations concerned with the media, which run events and forums:

- **The Network**
  Runs master classes and events for young people in conjunction with the Edinburgh International Television Festival (August) www.mgeitf.co.uk

- **Creative Skillset.**
  National Training Organisation for Broadcast Film and Video. www.creativeskillset.org

- **The Royal Television Society.**
  A forum for discussion and debate about all aspects of the television industry. There is a NW branch which organises events, talks and
workshops. Student membership is available.
www.rts.org.uk

- **Creative England** – organisation promoting film, TV, games, digital & creative services  www.creativeengland.co.uk

- **The Radio Academy.**
  Hold events and conferences on the radio industry. Concessionary membership available to students.
  www.radioacademy.org

- **Ofcom.**
  Regulator for communications including radio and television.
  www.ofcom.org.uk

- **BBC Writers’ Room.**
  An essential resource for researching creative writing opportunities.
  www.bbc.co.uk/writersroom

- **ITVjobs**
  www.itvjobs.com

- **The Hiive** – networking and job site for the creative industries
  https://app.hiive.co.uk

**Unpaid work experience**
Please note that the majority of media work experience is unpaid. It’s therefore important to guard against exploitation. We recommend that you read our information on unpaid work experience
www.manchester.ac.uk/careers/findjobs/paytax/unpaid

**Further sources of information**
Prospects media & internet sector guide
www.prospects.ac.uk/media_internet_sector.htm

**Guides available to download or collect from Careers**
- IT careers across the sectors - Starting Point Sheet
  Includes information on digital media and other IT careers in the entertainment sector.
  www.manchester.ac.uk/careers/startingpoints
To help you make an effective speculative approach, read the Careers Service hand out on ‘Getting Connected’

www.manchester.ac.uk/careers/findjobs/graduatejobs/networking

Reference books and Journals are available in the Careers Library
Including Broadcast and Campaign magazines.
For a full list of resources go to: www.manchester.ac.uk/careers/library

Disclaimer:
The information within this starting point sheet is not exhaustive and is designed to give you some pointers for useful sources of information. Please note that we cannot take responsibility for the content of the websites included. Those that charge a fee for some of their services have been included because of the relevant free content they provide. Where closing dates are mentioned always check the original source to make sure they haven’t changed.

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