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# Journalism Studies Work Placement Briefing

*19th October 2016*



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itv

Calendar News

BBC LONDON

ROTHERHAM Advertiser ROTHERHAM RECORD & DEARNE VALLEY WEEKENDER

PRESS ASSOCIATION

# Work placements

Making the most of it



THE 1ST STUDENT EXPERIENCE SURVEY 2014-15

# From the editor's chair...

- A regional daily editor has admitted he is “astonished” by the number of journalism students who undertake no work experience during their studies.
- [In an editorial offering future reporters advice](#) on how to get into the industry, [Derby Telegraph](#) editor [Neil White](#) said he would choose a candidate with a good CV over one with a first class honours degree “every time”.
- In the piece for the Telegraph, Neil warned high-quality media jobs were “not easy to come by” and expressed his surprise at how many job applicants hadn’t done anything during their time at university to “stand out from the crowd”.
- Wrote Neil: “Although the employment landscape has changed and our industry has been through a technological revolution, the importance of work experience and a sparkling CV is unchanged.
- “I was asked, when speaking to students recently, whether I would employ a student with a first class honours degree with nothing on their CV or one who had a lower second-class degree with an impressive CV.
- “I said I would go for the latter every time.
- “I have recruited hundreds of young people over the last 20 years and those who have already participated in a work environment have always been better equipped.
- “This is reflected in the fact that of the last ten I have employed at the Derby Telegraph, nine of them had already impressed during stints at the paper.”
- He added: “I am astonished at how many potential applicants have undertaken no work experience during their studies.
- “They haven’t worked out that they need to stand out from the crowd.”



# What is a work placement?

- Doing the job of a professional
- for absolutely no money



# What is a work placement?

- Between one and three weeks in a newspaper, radio, television, magazine, online newsroom or PR
- Doing journalism, working with experienced journalists
- Learning more about how journalism is done



# Who can apply for a department work placement?

- MA Broadcast, Print, Magazine
  - *Should aim for placements January, Easter, early summer*
- UG 2<sup>nd</sup> & 3<sup>rd</sup> year
  - *(N.B. If you are a 3<sup>rd</sup> year UG you cannot arrange a work placement through the department after you have graduated)*



# The Department System

- Database administered by Trish covering newspapers, radio, television, magazines, and PR
- You may apply for up to three placements, but must rank them in priority order
- If you want a placement in January after looking through the database, let Trish know ASAP

**YOU ARE NOT GUARANTEED A PLACEMENT  
THE PLACEMENT PROVIDER WILL HAVE THE FINAL SAY**

**DATABASE DEADLINE  
FRIDAY 16<sup>th</sup> DECEMBER**

# Deciding on a placement

- Which branch of journalism interests you?
- What do I have to contribute?
- What will I learn from it?
- Is it geographically convenient – do you have accommodation in that area? Can you travel to and from the workplace at the times when you're needed?
- Do you have a good chance of getting your work published/aired?





# Placements organised outside the department

- You **MUST** let us know about any work placements you have organised yourself (this includes paid work)
- Please let us know if you are contacting placements yourselves, we may have a contact in the department



# Dates for work placements 2016

- w/c 3rd Jan 2 weeks
  - w/c 3<sup>rd</sup> April 3 weeks (2 x bank hols)
  - w/c 12<sup>th</sup> June 15 weeks
- \* Do not organise full-time work placements in term time
- \* Do not organise work placements in Exam periods



# Health and Safety

Please see the link

<http://www.hse.gov.uk/pubns/indg36.pdf>

<http://www.hse.gov.uk/pubns/lawleaflet.pdf>

- All students need to be aware of their own health & safety while they are out on a work placement
- We advise all students to take out travel & personal insurance if they are travelling abroad. Insurance can be arranged through the University, please make us aware
- If you are using your own motor vehicle, make sure your car insurance covers work related travel



# Health & Safety continued...

- If there are any Health & Safety issues while you are out on a work placement, you must....
  - let your supervisor know immediately
  - email the department [jnlworkplacement@sheffield.ac.uk](mailto:jnlworkplacement@sheffield.ac.uk), or call our reception 9am to 5pm 0114 2222500



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# Induction Form

Please complete your induction form  
(yourself) on the first day with the help of  
your supervisor

Return the completed copy to

[jnlworkplacements@sheffield.ac.uk](mailto:jnlworkplacements@sheffield.ac.uk)

It takes 5 mins to complete and is really important



# Social Media

- Please remember anything you blog or write on Twitter or Facebook will be seen by your placement provider and can be accessed by our department – don't put anything negative!

Social media is NOT private

- We love to hear about what you are up to on your work placements and see your photos #jusplacement



# Your application

- Research the organisation and the geographic area
- Know their style, content, approach, audience
- Ensure your covering letter lets them know you're familiar with them
- Know why you want a placement with this particular organisation



# Your application cont...

- Describe, briefly, your **RELEVANT** skills, **INCLUDING** what you've done on your course e.g.

Covering your own patch, digital audio and video editing, filming, recording, law, news days, building websites – NCTJ/BJTC/PPA accredited

- Pitch your letter/cv to specific employers – one size does **not** fit all
- Be enthusiastic!





Once you have been  
allocated, or accept the offer  
of a placement, attendance is  
compulsory



# Be prepared

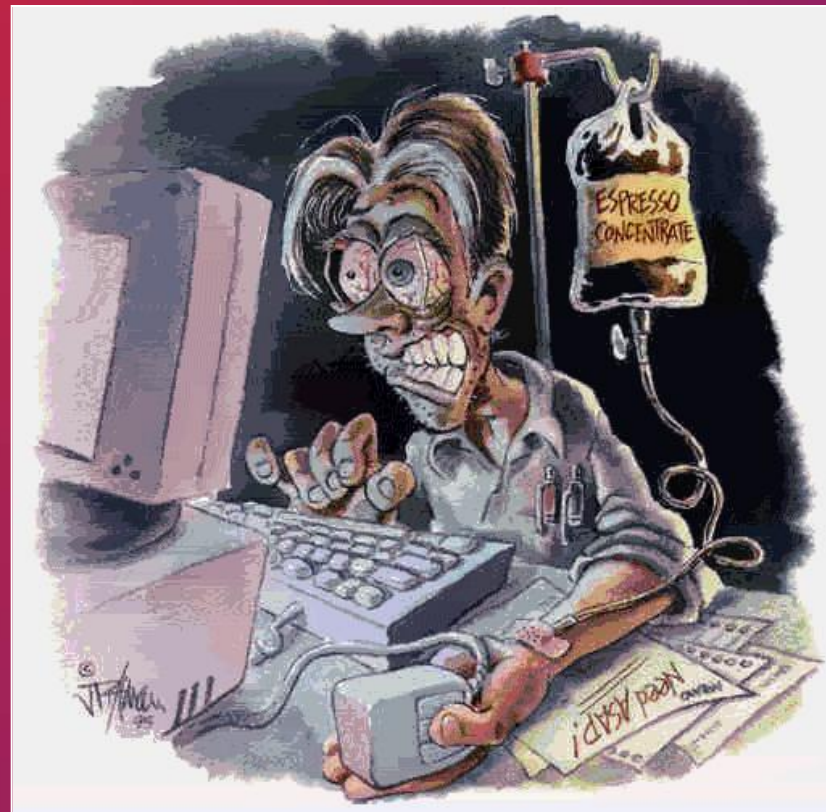
- Read the newspaper/online content or listen/watch the output the weeks leading up to your placement
- Know where you are going, the full address/telephone number and where to report to
- Who do you need to report to
- What time do you need to be there, expect to stay late
- Check the dress code – dress to impress
- Think about ideas for stories



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# When you get there...

- You may meet one of these...





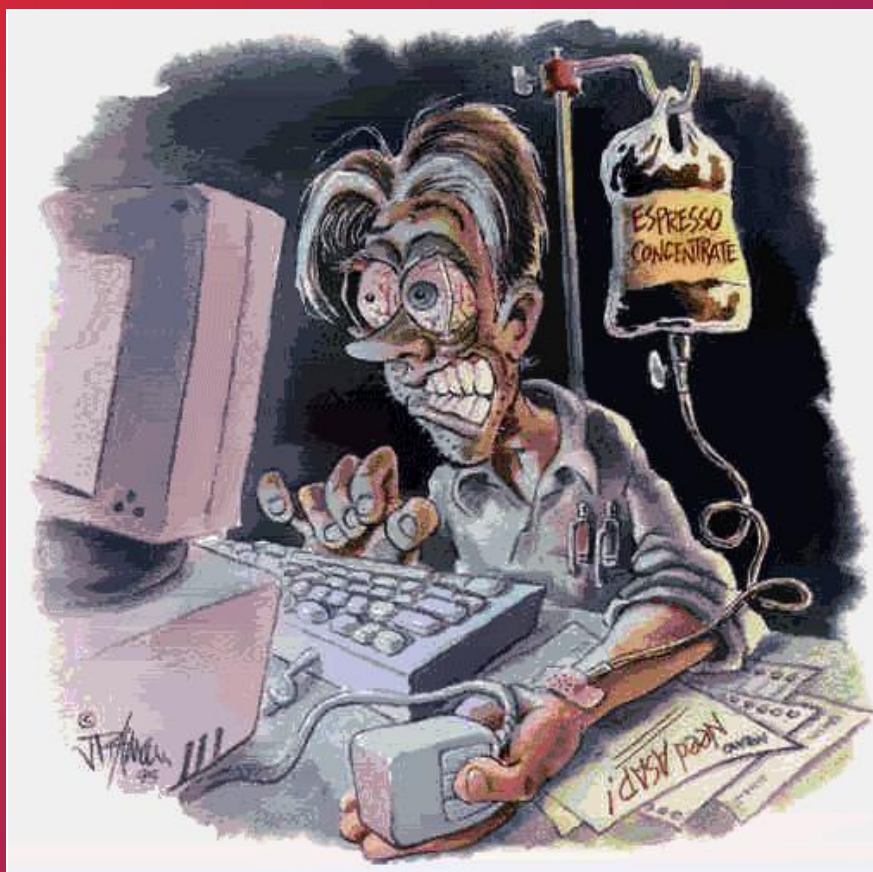
# When you get there...

- Turn up smartly dressed, with a smile on your face. Be prepared!!
- Know what's happening. Be interested in the output, be keen and enthusiastic
- **Go in with ideas** – learn the house style
- Do what's asked of you, but try to do more
- Look for people who need help
- ...and why not offer to make the tea?



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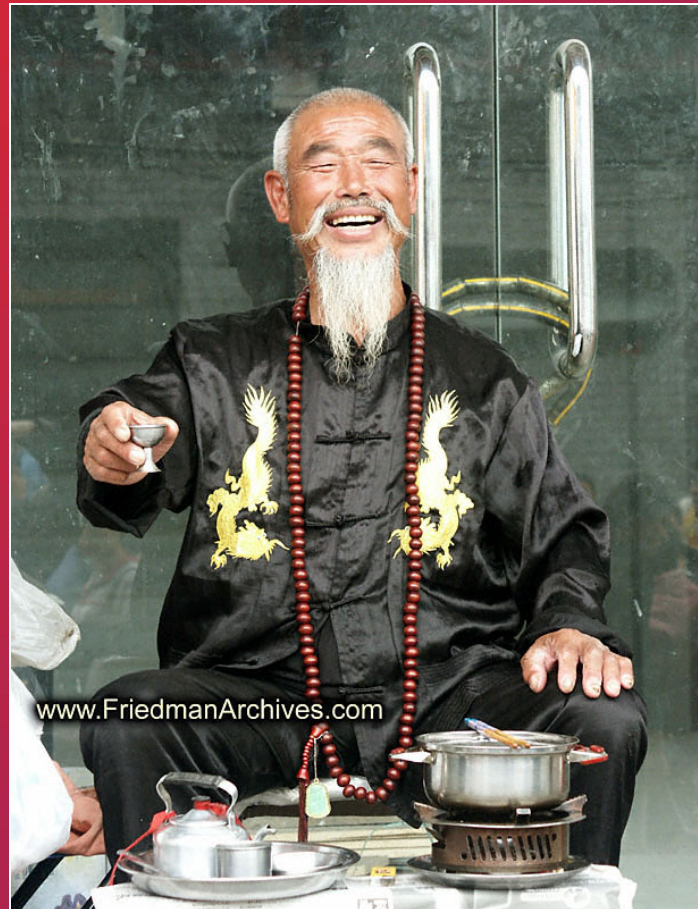
So this....





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# Turns into this....





# Lastly get some feedback

- Feedback is important to help you improve
- Good written feedback can be used as a reference for other placements/work
  - For your NCTJ portfolio & HEAR (UGs)
- Do a good job and you may be asked back, and if you are lucky you may even get paid shifts!

The department will provide you with a feedback form – make sure you get feedback before you leave and from the person who supervised you, once you are gone it will be harder to get!



- You get out of it  
what you put in.....





# Contact Details/Social Media

- Patricia Mellars (Trish) 0114 2224252
- Facebook groups for updates
- [jnlworkplacements@sheffield.ac.uk](mailto:jnlworkplacements@sheffield.ac.uk)
- [#jusplacement @sheffjournalism](https://twitter.com/sheffjournalism)
- LinkedIn – The Sheffield Journalism Network

*Common Room 11 to 1pm every Tuesday  
from 7<sup>th</sup> November*



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# Shaping The New Journalism.