



Why teaching freelance journalism matters

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Who are we?

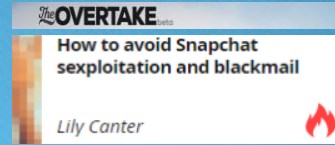


Senior lecturer, Sheffield Hallam University, 0.3FTE
Freelance money, health and lifestyle journalist



Money: Does eating less meat make your bank account healthier?

by Lily Canter on May 15, 2018



Associate lecturer, Sheffield Hallam University
Freelance journalist and editor - all things health and science



How precarious antibiotic supplies are putting patients at risk

The antibiotic supply chain is “at risk of collapsing”, which could lead to major problems treating serious infections and add to resistance levels.



The stranger prescribing to your patients

29 March 2018

Emma Wilkinson investigates growing concern over the regulation and safety of online prescribing

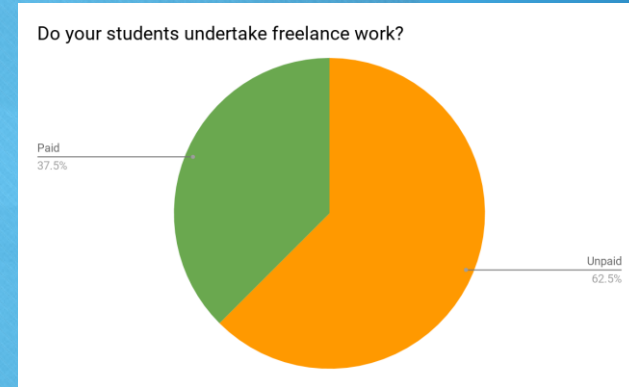
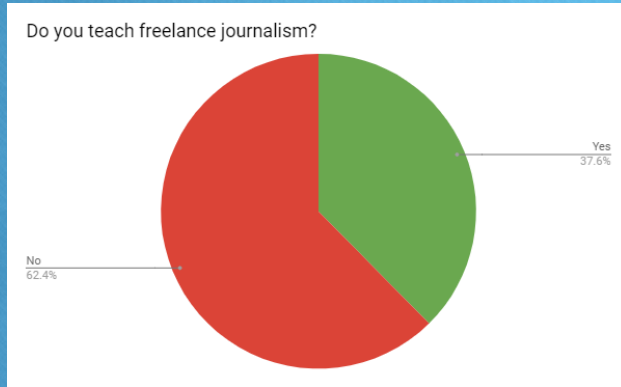




How the industry is changing

- ★ Twice as many journalists are self-employed than the national average say ONS (28% vs 15%)
- ★ A 2016 NCTJ report on freelancing found a 67% rise between 2000 and 2015 in freelance journalists from 15,000 to 25,000
- ★ The proportion of journalists calling themselves freelance rose from 25% to 35% over same period
- ★ NCTJ survey in 2013 found that between 2002 and 2012, the proportion of new journalists entering the profession through freelancing increased from 5% to 12%
- ★ Europe and the US show similar trends

What staff are telling us



Law and regulation

Unions

Other revenue streams

Audiences

Generating contacts

Pitching tips

Tax

Adapting to different markets

Managing workloads

Contracts

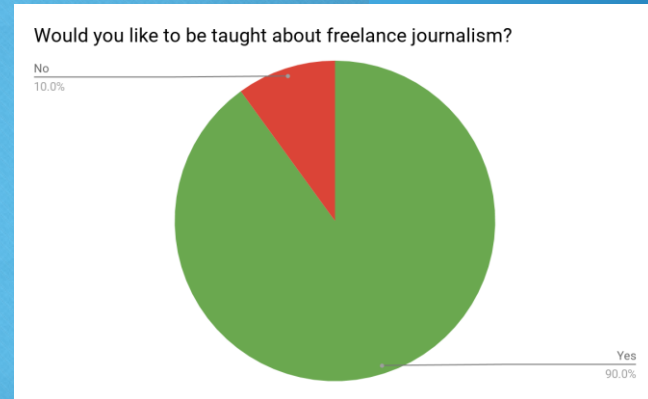
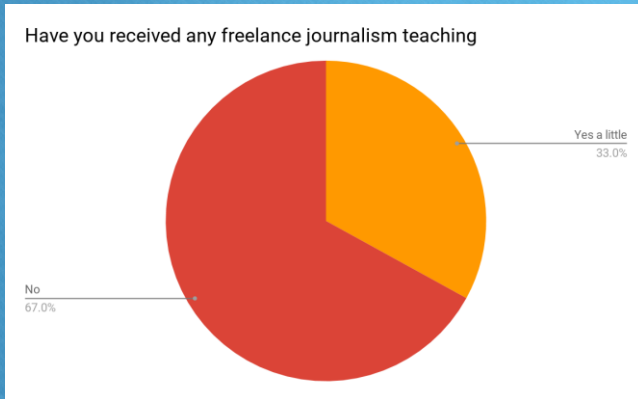
Legal rights

Case studies

Copyright

Press access

What students are telling us



Negotiating fees Rates Making contacts Invoicing Chasing payments
Legal responsibility Marketing yourself
What editors expect Taxes Pitching Case studies
Copywriting Budgeting Routines Benefits
Working outside London

What students need to know

1. How does it work

Developing ideas

Pitching

Putting together a brief

Networking

Tailoring to specific audiences

Who to contact

Delivering

Good copy

What students need to know

2. Business skills

Rates

Payment on publication

Contracts

Self-employment and tax

Invoicing

Ethical and legal considerations

Kill/tip fees

Branding

Deadlines

Income streams

Integration into the curriculum

01

Encouragement and advice

- Advise students to submit coursework
- Signpost to suitable publications
- Suggest contacts

02

Embedding into modules

- Teach content in existing modules
- Guest speakers
- Assess pitches including suitable publication and editor contact details

03

Creating dedicated module

- Develop a core or elective Freelance Journalism module
- Space to cover writing skills but also networking, organisational and financial skills
- Develop partnerships with publications
- More scope for students to get paid published work

What are we missing?



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