

# Real-world learning: pushing the learning-by-doing in journalism to extremes

**A case study of the first years from Football Journalism at the University of Derby covering the 2017 Uefa Women's European Championship in Holland**

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AJE – Winter 2018



# Add your thoughts to the topic:



Twitter:

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Derby Football Journalism - @UoDFootyJournos



# Journalism education

Training on the working place



Journalism courses – theory oriented



Theory + practice (vocational or academic training?)



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**Working place training + Academic (theory + practice)**

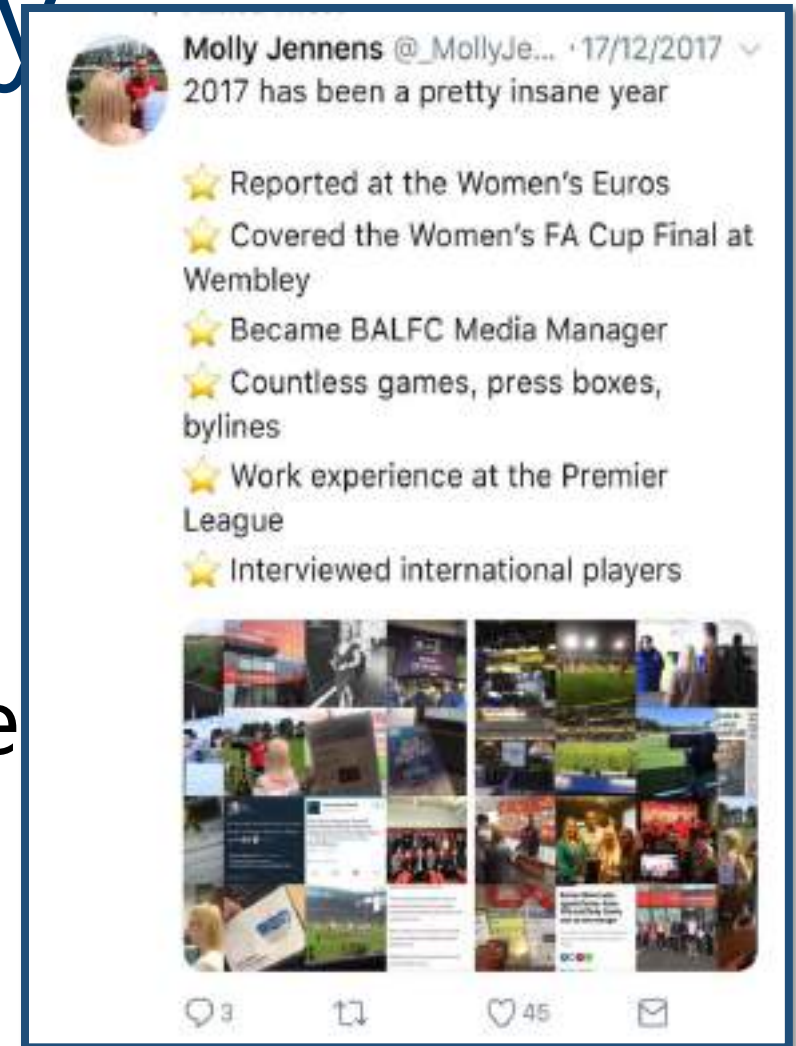
# How it works

- Real world and academic training
  - 3 modules
  - Weekly 10 – 5 Workshop
  - Weekly star visits from the world of football
  - Covering football every week



# Football Journalism at Derby

- Started in September 2016
- Unique in the country
- Highly competitive
- Small cohorts (25 per year)
- Over 1000 matches covered in three semesters







Over 1000  
matches  
covered in 3  
semesters

# Engagement with women's football

- Euro 17 televised live on Channel 4
- Unprecedented crowds and viewing figures
- Increasing flow of money on Women football (salaries, sponsors, audiences, etc).





# Organisation







# Conception

- Idea was born before the Football Journalism Programme
- Reporting on Women's International during the freshers' week



# Preparation

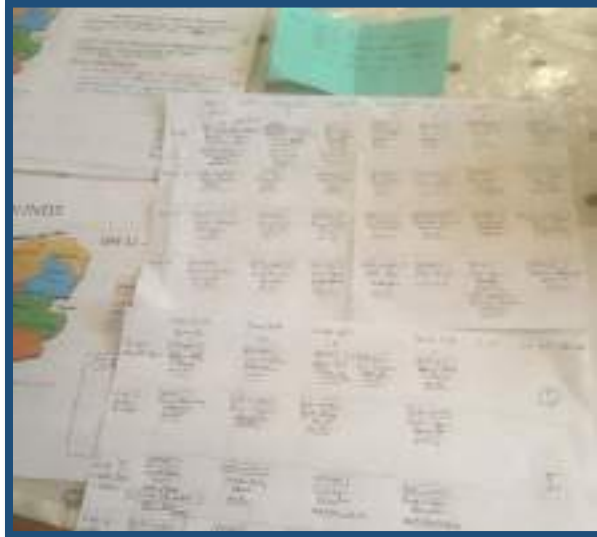
- UEFA verbally agreed the deal in February
- Students reporting from press boxes every week
- Filing live, for coursework, local papers, own website, on Twitter
- Getting used to the logistics of the business







Team	Match	Opposition
Netherlands (11)	WVW Campore, Jona	WVW Campore
Norway (12)	WVW Campore, Jona	WVW Campore
Denmark (13)	WVW Campore, Jona	WVW Campore
Belgium (14)	WVW Campore, Jona	WVW Campore
Germany (15)	WVW Campore, Jona	WVW Campore
Sweden (16)	WVW Campore, Jona	WVW Campore
Italy (17)	WVW Campore, Jona	WVW Campore
France (18)	WVW Campore, Jona	WVW Campore
Spain (19)	WVW Campore, Jona	WVW Campore
Portugal (20)	WVW Campore, Jona	WVW Campore



# Logistical challenges

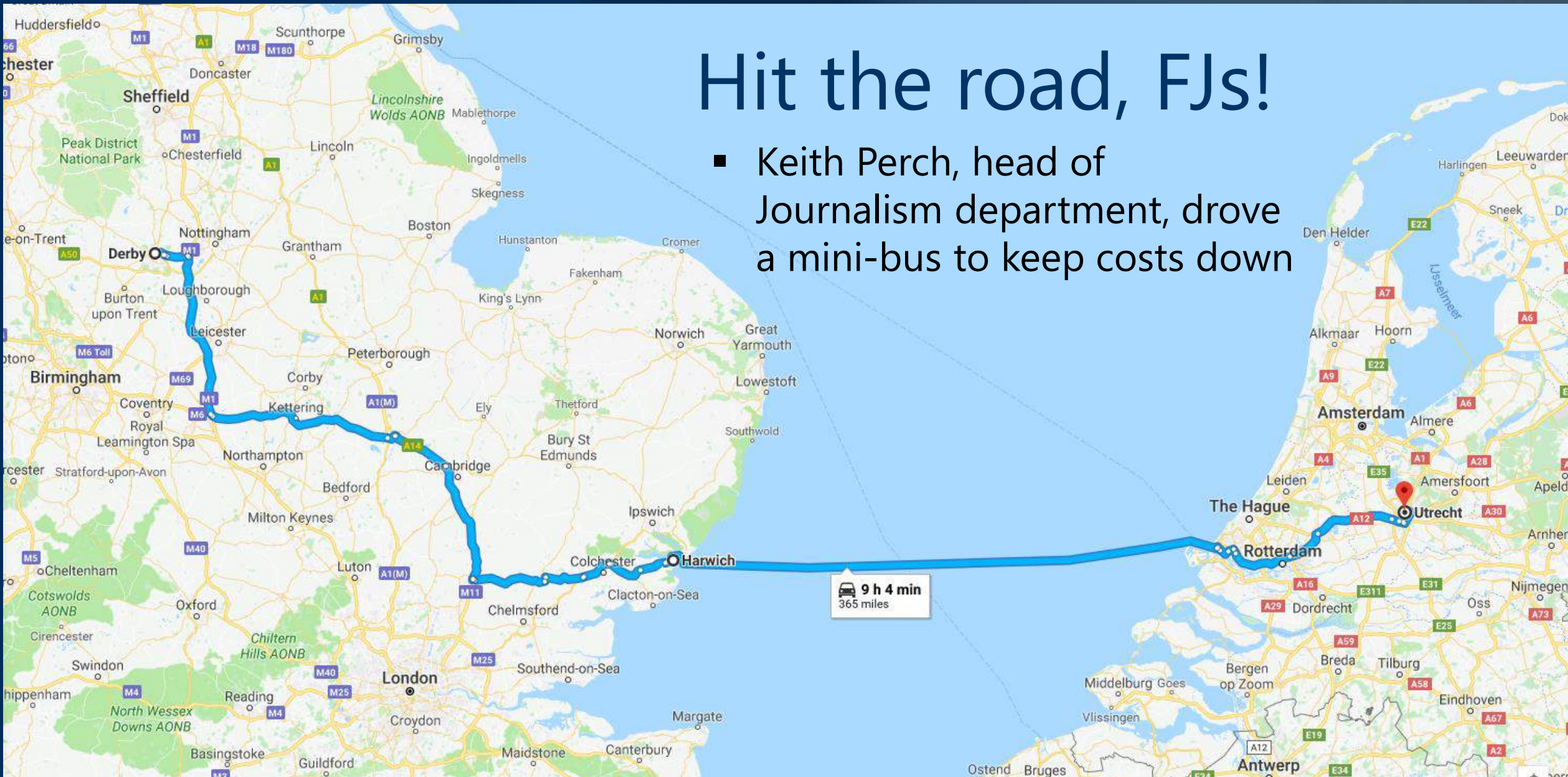
- Working out rough costings
- Students paid £100 deposit
- Sorting travel – own/ uni/ students cars, ferries
- Arranging accommodation – in city, or remote
- Allocating students in groups to teams/ matches/ likely press conferences
- Approaching regional outlets and clubs offering our services



University of Derby's massive support: £450 - UoD grant = £250 per head

# Hit the road, FJs!

- Keith Perch, head of Journalism department, drove a mini-bus to keep costs down







# Women's EURO 2017

A photograph of three women smiling, serving as the background for the title. The woman on the right is in the foreground, looking directly at the camera. The woman in the center is slightly behind her, and the woman on the left is further back and partially obscured. The image has a blue overlay on the left side.

# Accreditation – Utrecht, day one, 9am

Straight in from ferry – before they were open!





# Students drew up a daily schedule





# England training camp





# Match day... what it's all about



In the press boxes across 17 days

# Getting published

A background image of a lecture hall with students sitting at desks, looking towards the front. The image is dimly lit and has a blue tint, with the title text overlaid in white.

# DerbyUniFootyJournos

- Multimedia platform set up by a student





# Students' published work

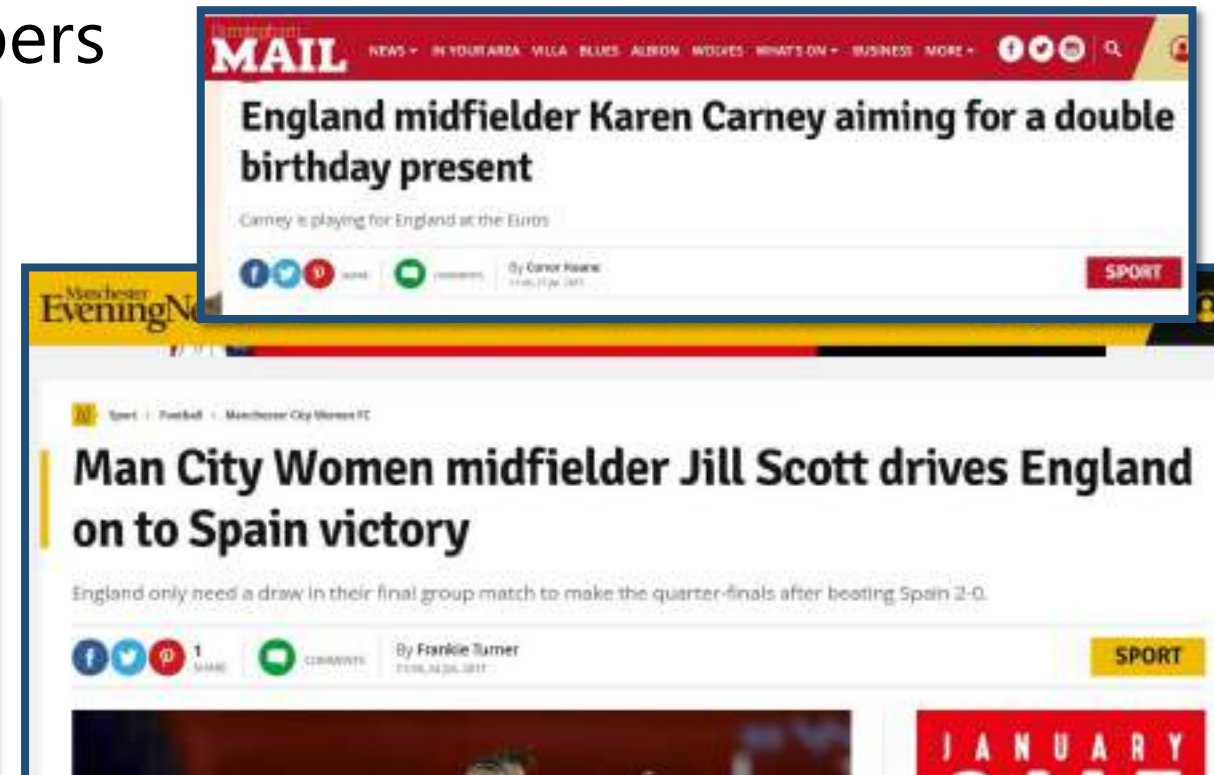
- For Premier League clubs





# Students' published work

- For established regional newspapers



# Students' published work

- And for the leading women's football magazine in the UK





# Exclusive video interview

- When Sky Sports News came calling - [https://youtu.be/--pb\\_GvSMZQ](https://youtu.be/--pb_GvSMZQ)



# More than 50 articles published...

- ...on Daily Mirror, Manchester Evening News, Birmingham Mail, Nottingham Post, Newcastle Chronicle, Arsenal official website, Liverpool official website, Chelsea official website, Chelsea Presser, Bucks Herald, Glasgow City official website, Solihull Observer, Get Reading, She Kicks
- My commission... Joe's picture







# After



# What the students learned

- Boost in confidence
- Shining portfolio
- Industry contacts
- Time and deadline management



# What the tutors learned

- Dealing with students in different scenarios
- Intense co-existing
- Cultural differences
- Individual sensibilities (values, personality, gender, etc)



# Next

- Uefa Under-17 European Championships (Midlands, UK, May 4-20)
- Under-20 Women's World Cup ? (Brittainy, France, August 7-20)
- Glasgow 2018 European Championship (August)
- 2018 Women's Under-20 World Cup ? (France)



# Derby County Ladies/ UoD Scholarship



DERBY COUNTY  
Ladies Football Club

Football Journalism  
BA (Hons)

UNIVERSITY  
of DERBY

For more information, visit:  
[www.derby.ac.uk/footballjournalism](http://www.derby.ac.uk/footballjournalism)  
On 28th November 2017

COMING SOON  
FULLY FUNDED SCHOLARSHIPS

UNIVERSITY  
of DERBY

TEF Gold

[derby.ac.uk/undergraduate](http://derby.ac.uk/undergraduate)



- Using experience tangibly
- Expecting first three full-time women scholars in September to represent DCL FC, UoD and FJs

# Questions?

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# Thank you!