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## **Reach for the sky in journalism - Student Multimedia Journalist 2001 - Times competition.**

By Nick Pollard.

The Times

Two prizes of #5,000 and some work experience in TV await the winners of our multimedia award with Sky News. But they'll have to be versatile. Nick Pollard, Head of Sky News, describes what's wanted...

Sky News is delighted - for the second year running - to sponsor one of The Times Student Awards for would-be journalists.

Sky News is ideally placed to stimulate in young people an active interest in global current affairs. It has, after all, pioneered 24-hour television news in Britain and has one of the youngest audiences of any UK news broadcaster. Now, with the introduction of Sky News Active - the world's first interactive television news - and its services available on a plethora of platforms from online and radio to mobile phones and PDAs, Sky News remains at the forefront of the communications revolution.

This year's Multimedia Award forms part of Year Two of our student initiative, which is also launched today.

What do we hope to achieve with the student initiative? Well, we would like to inspire young people to become the next generation of journalists by providing them with hands-on experience. For example, this month A-level students, who last year benefited from a Sky News case study sent to 1,400 sixth forms and colleges of further education, will benefit from a new section focusing on Sky News Active and Media Convergence.

In April and July, 200 of the winners of the Reach For The Sky Journalism Live Award workshops, held in London and Edinburgh, will discover how to put together a two-minute news video.

And, of course, the prize-winning undergraduate of The Times Student Multimedia Journalist Award, who chooses the television route, will work for two months at Sky News this summer.

Sky News' motives are not entirely altruistic. By giving budding journalists a taste of what it

is like to work as a Sky News journalist, we hope to tap into the top up-and-coming talent. And, who knows, if you win the award you might have taken your first step on the ladder to becoming a Sky News presenter.

We also hope that you will visit us on the Internet at [www.sky.com/news/student](http://www.sky.com/news/student) [<http://www.sky.com/news/student>] to see our enlarged student website with its virtual newsroom, storytracker and brand new quiz. You can also read about our new Trish Ennis bursary for overseas journalism students.

What are we looking for? Initially, we want to see that you can write for online. If you get through the first round, we then want to see that you can write for television or radio - which is a very different skill. Tell the story simply, keep the pictures - even the ones you paint with words for radio - relevant and remember, to be newsworthy the story not only has to be new, it needs to be true.

Bob Friend, senior presenter for Sky News, advises: "Remember that television and radio are ephemeral media - if you don't understand the message straight away you can't re-read it. Avoid confusion.

"Television is about pictures, and radio about painting pictures in people's minds. Anyone who speaks in your package must have something to say that's both interesting and relevant.

"Anyway, there's plenty of other space available on Sky for talking heads. And don't forget - you can do an awful lot in two minutes."

Hugh Miles's Sky diary: page 8

For more information about working as a journalist, check out the [www.sky.com/news/student](http://www.sky.com/news/student) [<http://www.sky.com/news/student>] website. If you are in Year 10 at school, apply for this year's RFTS Journalism Award at [www.sky.com/reachforthesky](http://www.sky.com/reachforthesky) [<http://www.sky.com/reachforthesky>] or call the Reach For The Sky hotline 0845 200 8672 (calls charged at local rate). HOW TO ENTER

THIS award offers undergraduates between the ages of 18 and 30 a unique opportunity to demonstrate their skills and creativity in both broadcast and online journalism.

There are two stages to this award and Sky News strongly recommends that you prepare equally for both.

Stage One: 1. Fill in the awards' validation form on page 15 and send it to The Times Student Awards, PO Box 481, London E98 1GE. 2. Submit an original news story (with photograph) as if for publication on [www.sky.com/news](http://www.sky.com/news) [<http://www.sky.com/news>]- it can be based on any type of local, national or international news in politics, sport, business, showbiz or any other category and should be no more than 300 words.

E-mail your original news story, with the photograph on a JPEG file, to: [skynews.multimedia@bskyb.com](mailto:skynews.multimedia@bskyb.com) by noon, March 13, 2001.

Or send written entries to The Times Student Multimedia Journalist Award with Sky News, Stage 1, Sky News Publicity, Grant Way, Isleworth, Middlesex TW7 5QD by the same date

and time.

If your entry is successful Sky News will contact you, preferably by e-mail (please supply an e-address with your report) or by post within 14 days of the last entry date and invite you to proceed to the second stage.

Stage Two: requires entrants to produce and submit one of the following:

For television entries, submit a two-minute TV report, known as a "package", as if for broadcast on Sky News' 24 hour television news channel. This should be on VHS tape.

For radio entries, submit a two-minute radio report, known as a "package", on a standard-size cassette, as if for broadcast on a national radio talk station.

The package can be for either radio or television, depending on which broadcast route you choose to follow. It can either be a broadcast version of your online report or a follow-up to it, or an entirely new original news report.

Sky News acknowledges that both stages reflect the multi-platform news environment that today's news providers face. Send entries for the second stage to The Times Multimedia Journalist Award with Sky News - Stage 2, Sky News Publicity, Grant Way, Isleworth, Middlesex TW7 5QD by May 31 2001.

Prizes: Students entering this prestigious award can win one of two prizes.

The winner of the television prize will receive a cheque for #5,000. There will also be a two-month sponsored work placement at Sky News which will consist of hands-on experience in Sky News areas such as newsgathering and studio operations; production & planning; online; promotions and publicity. Travel, lunch and accommodation will be provided and during your placement, stories on which you work will be screened on Sky News. The winner will also receive an invitation to The Times Student Awards ceremony this summer. The winner of the radio prize will get a cheque for #5,000 and an invitation to The Times Student Awards ceremony this summer. TERMS AND CONDITIONS

Terms & Conditions. The Times Student Multimedia Journalist Award with Sky News is open to all undergraduates aged 18 to 30 in the UK and Northern Ireland. Only one entry per student can be submitted. Students will need to submit their entries with photographs to [skynews.multimedia@bskyb.com](mailto:skynews.multimedia@bskyb.com) or the correct entry address. No responsibility is accepted for entries lost or delayed in the post.

Prizes for The Times Student Multimedia Journalist Awards with Sky News include:

Television Entry: One first prize of #5,000 plus a two-month sponsored work placement at Sky News in London. Radio Entry: One first prize of #5,000. Closing date for Stage One entrants is noon on Tuesday, March 13, 2001. Successful applicants from Stage One will be notified to proceed to Stage Two within 14 days. The closing date for Stage Two entrants is Thursday May 31, 2001. Both winners will be notified in writing within 14 days after the final closing date. The work placement includes two months at Sky News in London. The work placement must be taken between July - August 2001 and the winner must agree to abide by all staff regulations for Sky. The work placement (which is not

salaries) includes: London accommodation expenses at the discretion of Sky, travel expenses to and from your home to Sky's London accommodation and from there, to and from Sky's London Office. Lunch expenses to a maximum of #20 per week. The sponsored work-placement does not guarantee full-term employment at the end of the working period. The television entry winner is responsible for all medical and health insurance other than those covered under the employer's policy. The television entry winner will be responsible for all costs and expenses other than those outlined above. The two winning candidates must be willing to take part in any media exposure applicable for the competition and should be available for interviews. By entering this competition, the two winners agree to assign to Sky all copyright in his/her idea in all media throughout the world in perpetuity and waives all moral rights that he/she may have in the idea. Judges decision is final and no correspondence will be entered into. All winners must declare their own cash prizes to the Tax Office.

