

Masterclasses in Sports Journalism

A series of Masterclasses in Sports Journalism will provide invaluable insider knowledge and guidance on how to be a successful sports journalist.

The classes are run in the **evening** and are designed specifically for people who are seriously looking to work within the sports journalism industry. This includes professional footballers/athletes; those working for sports clubs and governing bodies; under-graduate and post-graduate students of different disciplines; those looking for that first job and those with journalism experience who are looking to specialise in sport.

Our aim is to provide opportunities for people to connect with and learn from practising journalists working in different roles. We bring in professionals from a range of media organisations depending on the specific focus of the session. All our classes are run by full-time journalists, all of whom are working for national print or broadcast organisations and have experience covering the biggest events on the sporting calendar.

The Masterclasses are highly interactive and provide real insight into what editors need, how to get your story and the day-to-day workings of the media. There is time built into the sessions for discussion on specific issues and The Sport Business and the presenters can also provide follow-up support after the sessions.

Presenters to date have included Dave McDonnell (Daily Mirror), Conor McNamara (Radio 5Live) and Mark Ogden (The Daily Telegraph). The next two sessions being run are:

Football Journalism	18 th April 2013
Sports Writing	13 th May 2013

Football Journalism Masterclass

The Football Journalism Masterclass on 18th April will be delivered by Danny Taylor, Chief Football Writer for the Guardian and Observer and facilitated by Dominic McGuinness of talkSPORT.

Sessions will include:

- The workings of the industry and how to break into it
- Researching and finding the story
- Match day reporting
- Interviewing players and managers
- The do's and don'ts of football reporting

Course details

Time: 1800 – 21:00

Venue: The Media Suite, Aquatics Centre, Manchester

Cost: £75 (includes VAT, booking fee and tea/coffee)
£25 discount for students

Dates: Thursday, 18th April 2013

Time: 18:00 – 21:00

Registration: Can be done through completing the attached (Word document) registration form and by making payment to The Sport Business (see Payment Section for details).

On the evening: If you have any problems getting to the venue or think you will be late please call Paul on 07805 664064

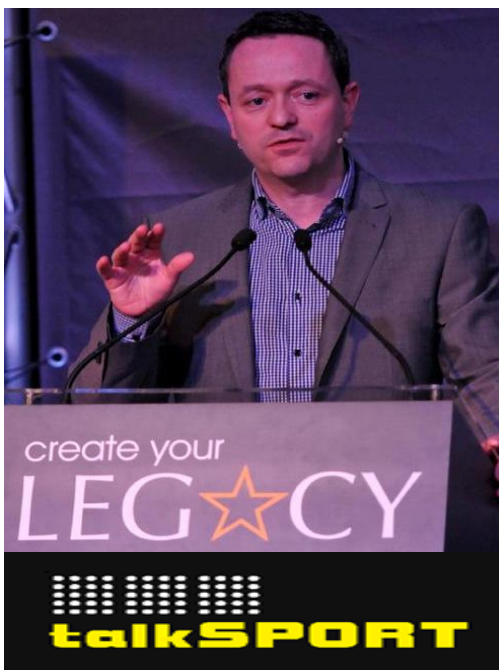
The Presenters

The guest speaker at the session is Daniel Taylor with Dominic McGuinness of talkSPORT facilitating. The two journalists have a combined experience of more than 35 years. They bring with them a wealth of skills and insider knowledge from reporting at the leading national and international football tournaments and finals and dealing with the highest profile personalities.



theguardian

Daniel Taylor is Chief Football Writer for the Guardian and Observer. He was previously the Guardian's man in Manchester, a position he held from 2000 to 2011. Prior to that, he worked for the Manchester-based Wardles Agency, having previously been at another freelance agency based in the East Midlands. Daniel began his career at his hometown newspaper, the Newark Advertiser in Nottinghamshire, and has written books on Manchester United... 'This is the One' & 'Squeaky Bum Time'...and Nottingham Forest - 'Deep into the Forest'.



Dominic McGuinness started his working life as a reporter on a newspaper before making the switch to broadcasting. After initially covering news, he moved into sport in 1998 and has reported from major events at home and abroad – including World Cups, Euros, rugby Lions tours, and boxing.

He is currently talkSPORT's north west football correspondent and presents boxing on Primetime. Dom also works as a media trainer, recently helping Team GB prepare for London 2012. He holds a similar role with the Premier League working with young footballers.



Venue

The Masterclass will be held at the Media Suite within the Aquatics Centre in Manchester:

2 Booth Street East

Ardwick

Manchester

M13 9SS

Telephone: 0161 275 9450

<http://www.manchestersportandleisure.org/venue/manchester-aquatics-centre>

Just go to the main reception and ask for the Media Suite.

Directions

If you're travelling by car, there is limited parking on site and on Booth Street and an NCP car park one minute walk away again on Booth Street East. For those travelling by train into Manchester then it is a 10 minute walk from Oxford Road and 15 minutes from Piccadilly. Plenty of buses travelling up Oxford Road if you don't want to walk.

Payment

The cost of the masterclass is £75 (£50 for students). This includes VAT and also includes tea and coffee during the evening. Payment for the masterclass must be made in advance. This can be done through a BACS payment to the following account

Account name: The Sport Business

Account number: 10125734

Sort code: 16-21-13

Or by sending a cheque, made payable to The Sport Business, to:

Vantage House

26A Northenden Road

Sale

Manchester, M33 3BR

The Sport Business



The Sport Business is a registered Community Interest Company based in Manchester (www.thesportbusiness.co.uk). We specialise in sports journalism and communication skills training and in securing funding for sports clubs and others.