



Journo Resources: Helping Young People Break Into Journalism With Constructive Tools

@JournoResources www.journoresources.org.uk

What is Journo Resources and why is it important? 🤔

Journo Resources is an innovative and constructive digital project which helps young people break into journalism in the UK, especially those from minority or disadvantaged backgrounds. We are a women-led, working-class team, all of whom currently work in the industry. We provide clear, frank and personal advice to everyone who needs it, as well as simple tools to dispel the secrecy surrounding this industry. We openly acknowledge that our industry has big problems for women, working-class people and those from a BAME background - but our response is to provide constructive tools to overcome this, rather than discourage a more diverse media.

Currently, we run the only regularly updated lists on [UK graduate schemes](#), [freelance rates](#), [awards](#) and [funding](#). Our Founder and Editor [Jem Collins](#) also regularly writes about breaking into journalism on a variety of platforms, as well as [tweeting advice threads](#) and speaking to students at events across the country. Jem has worked with young people for the past four years, and also serves as a trustee for the Student Publication Association. As a working-class, state-educated woman, she's determined to reach young people on the mediums they find most convenient, whether that's through our website, in our DMs or on Snapchat.



How many people have we reached so far? 🙌

Since our soft-launch last year we are now top of Google's search rankings for key terms such as 'journalism graduate schemes' and 'student journalism awards'. We clock up more than 12,000 views every month - up from just 7,000 in August - and our monthly newsletter goes out to almost 2,000 people, with an open rate of almost 50 percent (industry average 17 percent). What's more, we've yet to fully launch our promotional plans.



We have ambitions to reach even more young people and become the go-to hub for those interested in journalism, and are looking to link with courses at universities and colleges across the UK to ensure students get the guidance they need as early as possible.

At our launch party last month, we received endorsements people such as from Charlie Brinkhurst-Cuff, winner of the 2017 Award, who added she "wished Journo Resources was around when I was breaking into the industry". Others included chair of the Student Publication Association Dan

Falvey and course leader of the MA in TV Journalism at Goldsmiths, Linda Lewis. We've also got shout-outs from [Women in Journalism](#), various universities and the [Rory Peck Trust](#).

Why do we need funding to go forward? 🧐



Broadening the scope of the journalism industry is important, but we can't do this without a sustainable business model which allows us to pay people for their time. Previous volunteer-led projects such as [Wannabe Hacks](#) and [Journo Grads](#), for example, have all been forced to rely on the goodwill of volunteers, meaning the projects have met untimely ends.

To make ourselves sustainable, we have put together a robust business plan which will allow for a member of staff one day a week in our first year, as well as pay freelancers, giving us the

crucial time we need to move forward. The Georgina Henry Award would help us secure this for the next 12 months, and allow us to build funds for subsequent years. Unlike previous projects we want to build upon our unique online resources, commission original research and develop 'real world' events led by the young people we serve - not simply be an advice blog.

Funding Sources 2018	Projected Costs
Georgina Henry - £4,000	Staff Costs - £4,200
FP Comms Sponsors - £1,200	Freelancers - £1,000
Wakelet Sponsors - £250	Website and Online - £300 (MailChimp, Hosting, Domain Names)
Other Sponsors TBC (Gorkana, Telegraph) - £2,500	Travel and Misc - £1,000
Total: £7,950	Total: £6,500

During the next year we plan to:

- Relaunch our in-depth advice platform, paying people from across the industry to share their insight with young people (after all, we don't know everything)
- Launch our official 'Rates Guide 2018', featuring comprehensive data on freelance rates and staff salaries, so people know how much to ask for when negotiating
- Take Journo Resources on tour, offering one-on-one careers sessions, byline photos and pitching clinics at events like Women in the Media and the Student Publication Association National Conference
- Introduce a new suite of online resources, such as a CV bank, salary data, apprenticeship schemes, mentoring and templates for invoicing and keeping freelance records
- Develop more events and campaigns across the country - with a strong focus on both pay and mental health for journalists

As well as this award, we are also approaching universities, NCTJ courses and colleges, with the view to providing sponsorship and funding.

Want to see some of our work? 👁️👁️

- [Standing Out on Job Applications](#) (Twitter)

- [When Your Dream Job Turns Out to be a Nightmare](#) (Debut)
- [Getting Paid Broadcast Experience](#) (Journo Resources)