

Case Study

National Union of Journalists
Engages Modern Apprentices

Union: NUJ

Location: Glasgow

Attendees: 25

Funding: Development Fund

The NUJ Development Fund Project aims to enable journalists, photographers, broadcasters, PR professionals and researchers in Scotland to adapt to an ever evolving media industry and provide a cohesive approach to obtaining required professional skills. The project also helps to support and develop the Digital Journalism Modern Apprenticeship more widely and promote its availability to young people. To date, the project has seen 25 Digital Journalism Modern Apprentices benefitting from digital training through Forth Valley and Glasgow Clyde Colleges.

Daisy Smith was a 17-year-old school leaver when she responded to an advert for an NUJ-supported Modern Apprenticeship in digital journalism with STV. She applied for the role as she wanted real, practical experience in a working environment. With the support of the NUJ, she embarked on her training as a journalist at STV and Forth Valley College.

Daisy was presented with a number of valuable opportunities during her training, including interviewing Scotland's First Minister, Nicola Sturgeon, asking pertinent questions about the value of undertaking Modern Apprenticeships for young people as opposed to going to university. She also featured in a promotional video about the value of Modern Apprenticeships and the learning opportunities they provide for young people on the job. The video to promote Modern Apprenticeships and the NUJ's Schools Project, which aims to teach senior school pupils journalism skills, has played a key role in inspiring young people to choose a career in the media and for others to take up Modern Apprenticeships.

NUJ Training Manager, Joan Macdonald, said: "We are delighted to see the growth of uptake to the Digital Journalism Modern Apprenticeship Programme, as this is essential for injecting new blood into the media and ensuring a talent pipeline of newcomers into the industry."



At work, Daisy has had the opportunity to see how a real newsroom works and what roles could suit her in the future. At college, she had the chance to learn further skills as part of the training units developed by the NUJ to supplement what she has been learning on the job at STV. Apart from practical skills, she has also matured and developed personal confidence skills, standing her in good stead for future professional development, leadership and mentoring skills.

For more information on the NUJ Development Fund Project, visit www.nujscotland.org.uk or follow on Twitter: [@NUJScotland](https://twitter.com/NUJScotland).

