



London Voices Journalism Competition Project brief

London Learning Consortium and the Media Society are proud to be partners in the **2017 London Voices Journalism competition**. **London Voices** is all about living and working in our ever-changing and vibrant capital city. We want to support and promote emerging journalism and media talent across London, and generate some fresh, new and inspirational perspectives on our city.

Above all, this competition is about stimulating debate and challenging the ways Londoners view their city, through a variety of journalistic media. No previous experience of journalism is required as we are providing support workshops and mentoring for those who need it. All you need is enthusiasm!

There are just a few rules to follow:

- You must not be a professional full-time journalist
- You can only enter once, and you must choose one of the themes outlined below
- If shortlisted, you will be expected to attend a judges panel and showcase celebration event (date to be confirmed shortly)
- The work must be your own, but it can be part of a collaborative partnership (e.g. a community group, class etc)
- All decisions will be final and judges will not enter into any correspondence with entrants after the competition
- Please note we do not permit you as an entrant to use your entry as a platform to express discriminatory or prejudicial views or to incite hatred, violence or criminal activities whether this be actual, virtual or accidental. This is not a vehicle for political views or for lobbying.

So how do I enter the competition?

1. Choose the theme you would like to talk about

The competition is divided into four themes. Please choose only one.

Theme	Description and example
Theme One: Community voices	This theme focuses on local communities within London <i>An example might be how local communities report and discuss what is going on in their area and use blogging or citizen journalism to promote and represent a community's voice.</i>
Theme Two: When you're young	This theme focuses on what it is like being 'young' in the city <i>An example might be a cross-generational experience exploring the differences of being young in the 20th and 21st Centurys</i>
Theme Three: My City of the future	This theme focuses on what London could be like in the future <i>An example might be some thoughts about what type of city should we build in the future, or how we could tackle the issues such as an increasing population, new ways of working, transportation and environmental challenges.</i>
Theme Four: Social media and democracy	This theme focuses on the benefits/issues of social media to society, and how it impacts on democracy <i>An example might be how social media is shaping opinions, and influencing how we interact with politicians and the issues of the day</i>

2. Choose what type of journalistic media you want to work with

The aim of the competition is to foster debate across a range of journalistic media. How you choose to develop your entry is up to you – what we are interested in is entrants who can develop a quality narrative expressed in an interesting way.

In addition to your main entry, if you would like to include a social media element as part of the submission (such as a Facebook page or an Instagram account), this would also be welcome but is not essential.

So, you could consider:

- Writing a traditional print or online article
- Having a broadcast journalism approach, such as producing a video or radio article
- An interactive approach using an innovative blog or other social media outlet
- Developing a website
- Telling your story through photo journalism

Or you could have a combination of any of the above!

If you have another idea, do please contact us at londonvoices@londonlc.org.uk.

3. Let us know that you are going to enter the competition

Decide on which theme you would like to address and let us know you are going to enter. You can do this by sending us an email at londonvoices@londonlc.org.uk.

Please remember let us know your name, contact details and which theme you are considering.

4. Get support (if you need it) and work on your project

There are a range of optional **support workshops** to help you improve your skills and learn more. The dates and venues for these are published on the website <http://www.londonlc.org.uk/london-voices/>.

You can book onto one of these workshops using the **Eventbrite** button on the website.

What will the optional support workshops cover?

The workshops are optional for those who would like more information and support. You do not have to attend a workshop to enter the competition.

You will learn about the skills and qualities needed to be a good journalist in a variety of formats. These will focus on ICT, communication, and other skills-building activities in the context of media and journalism.

- Learn about the social media landscape, digital literacy (including Facebook, blogging, vlogging, Twitter) and citizen journalism
- Find out how community issues are raised and local voices are heard. How can you build your own community voice?
- Learn about different ways to communicate and improve your research and presentation skills
- Find out lots more about how to enter our amazing **London Voices competition**. Our tutor Chris will discuss the themes of the competition in detail, and give you loads of ideas for the content and format of your entry!

What other support is there?

If you need further support, we can offer you a **personal mentor** – just let us know if you'd like one! Your personal mentor can help you talk through ideas and any problems you have, and can give you a range of advice on your competition entry.

And how “big” should my final entry be?

As a guide we are looking for a maximum of two thousand words for a written piece of journalism, 10 photographic stills, or 5 minutes of video or audio material. Your entry can be confined to one format, or it can be a combination of formats.

**Your final competition entry must be submitted by
22nd May 2017**

What are the benefits of the competition?

- It's FREE to enter
- There's a range of support to help you develop your entry – no previous experience required, just an enthusiasm for citizen journalism!
- Your work will get seen by a range of experts from the Media Society and BBC
- You could win up to £2,000 to put towards further training and development in journalism and media skills!

What are the prizes?

There are three cash bursary prizes for winners to spend on further training & development in journalism or media skills

- **First prize:** £2,000
- **Second prize:** £750
- **Third prize:** £250

Plus

- All entrants will have their work viewed by experts from the Media Society and BBC
- All short-listed participants will have their work showcased on the **London Voices** website <http://www.londonlc.org.uk/london-voices/>
- All short-listed participants will have the opportunity to present their work to a panel of media experts
- All short-listed participants will be invited to a high profile showcase event and awards ceremony at a key media venue in central London

Best of luck with your entry!