

THE JOURNALISM LEADERS PROGRAMME



Department of Journalism, Lancashire Business School, Preston, UK.

Master of Arts, Postgraduate Diploma and Postgraduate Certificate in Journalism Leadership

"The course is, in its entirety, a complete 'recipe' for editorship. It is comprehensive, imaginative and, in its e-learning packaging, completely accessible." Keith Sutton, President, UK Society of Editors.

The Journalism Leaders Programme is a flexible personal and professional development course that aims to equip experienced practitioners for leadership roles in an increasingly complex and unpredictable media landscape. The electronically-supported programme will suit those who want to build advanced knowledge and skills without necessarily interrupting their careers.

The course aims to develop:

- ▶ self awareness and personal leadership qualities;
- ▶ a critical understanding of the challenges and the expertise necessary to lead media teams;
- ▶ advanced knowledge and the requisite skills to manage resources and editorial strategy.

Developed in cooperation with the Chartered Management Institute (CMI), the **innovative programme** aims to foster editorial team leaders who seek to enable creativity, value diversity and share responsibility within their organisations.

Personal and professional development means that you'll acquire knowledge and skills, and also have the chance to test your instincts, to stretch to the next level of thinking - and to move ahead with confidence.

Flexible personal and professional development courses for experienced media professionals.

Innovative means each block of modules includes an intensive residential session, as well as on-going involvement in a global, online learning community.

Flexibility means that you set the pace. Once you've taken a single foundation module, you can complete the other taught modules on offer in any sequence. You can work towards the MA, or choose to exit with a module Certificate, Postgraduate Certificate, or Postgraduate Diploma.

You will have contact with senior journalism and management faculty, who will focus on you and your organisation's leadership needs. Experienced journalists and other experts will serve as presenters, teachers, and coaches for participants.

Throughout you'll have the pleasure of learning with fellow senior journalists and newsroom managers from all media sectors. During residential weeks, you'll interact in large-scale gatherings and small-group, personalised sessions.

Afterwards, you'll continue your exchanges online using our extensive e-learning network.

Study Mode

The Journalism Leaders Programme recognises that professionals need lots of flexibility if they are to balance the competing demands of work, home and studies. That's why we offer an innovative mixed-method approach to learning which enables practitioners from across the globe to join in while continuing with their careers.

Taught modules are offered over 10 weeks and include a combination of background readings, extensive online contact using our multi-channel e-learning environment, an intensive face-to-face residential week and applied assignments. We use Webcams and microphones to support Web-based videoconferencing, which is amongst the ways participants and tutors will interact.

The full MA can normally be completed in two years, or over up to four years.

On-campus residential sessions are typically scheduled three times a year in the Autumn, Winter and Spring. After taking a **core module**, you can enrol for the other taught modules on offer in any sequence. Participants are encouraged to budget 8 to 10 hours per week to devote to the research, reading, reflection, discussion and writing required for each full module, or equivalent.

Course Content

Taking the step to join the Journalism Leaders Programme will give you the chance to develop knowledge and skills in leading creative projects and teams, managing people and operations, and research.

You will use feedback from your workplace to understand your current strengths and challenges; investigate your leadership and conflict-resolution styles and learn how to become more effective at both; learn to encourage creativity and to coach people to higher performance; build ethical decision-making and diversity into your newsroom processes; gain new perspectives on feedback, motivation, collaboration, trust-building, and healthy newsroom cultures; and help your staff do better journalism in today's demanding environment. You will build the competencies to support your role in

the day-to-day operational activities of your organisation, including managing quality, human resources and finance; meeting legal and regulatory requirements; and appreciating how what you do contributes to the strategic objectives of the organisation.

You will also explore the role of research in guiding decision-making as well as the function of marketing in sustaining the efforts of journalists.

You can choose to finish the master's degree requirements by completing either an applied project or a research dissertation.

The Journalism Leaders Programme is offered by the Department of Journalism at Preston which has been responding to the media industry's professional development needs since 1962, making it one of the oldest of its type in the UK. We rely on our strong industry links to ensure the course content is both relevant and cutting edge.

The programme is aimed at new editorial managers and those preparing for leadership positions. The benefits to participants and their organisations are:

Skills - The programme emphasises the practical journalism and management expertise necessary to deliver immediate value to the organisation and the community it serves.

Knowledge - You will gain relevant knowledge to help improve the competitiveness of your media organisation - positioning it ahead of recognised or perceived competition.

Contacts - With a multi-national course team and a department alumni base built up over more than four decades, the programme provides a link to an extensive network of media professionals.

Growth - Yes, the programme will add value to your organisation and your CV. But central to our learning and teaching approach is you, the participant. You will have the chance to test your intuition, to stretch your thinking - and to move ahead with greater confidence.

COURSE AT A GLANCE

Part 1: Leading teams that do innovative work

Principles of Journalism Leadership* (20 credits)

Creating effective content (20)

Leading editorial teams (20)

Part 2: Managing the editorial business

Challenging organisational effectiveness (10)

People matters: performance and planning (10)

Journalism and the market (10)

Law and regulation for journalism leaders (10)

Part 3: Undertaking effective research

Research Process (10)

Project Management (10) or Research Methods (10)

Masters Project (60) or Masters Dissertation (60)

*After taking this core module, the other taught modules on offer can be taken in any sequence. Each full module (20 credits) will typically include 40 hours of directed learning, while 10 credit modules will comprise half that. Participants are encouraged to budget 8 to 10 hours per week to devote to the research, reading, reflection, discussion and writing required for each full module, or equivalent.

Planning your study programme

We recognise that professionals have considerable demands on their time. With that in mind, we suggest you consider the following when planning your studies:

- ▶ You will need to devote 8 to 10 hours per week to the research, reading, discussion, reflection and writing required for each full module (20 credits), or equivalent.
- ▶ After taking the core module, Principles of Journalism Leadership, the other taught modules on offer can be taken in any sequence.
- ▶ You can review your schedule at the end of each block and only then need to finalise your enrolment for the next block.
- ▶ Compulsory residential sessions are typically scheduled for the Autumn, Winter and Spring. These sessions normally begin on a Sunday afternoon and end the following Friday afternoon. Daily activities begin at 9.00am and last until at least 5.30pm, with some evening meetings. Dress throughout the week is casual.
- ▶ The full MA can be completed in a minimum of two years.

Visit the Department of Journalism's Website at www.ukjournalism.org or call +44 (0)1772 894730

Typical 10-week module structure

Weeks 1 and 2 Participants work through reading packs and participate in online discussions and weekly contact sessions.

Week 3 Intensive residential session on campus. The formal programme usually runs from Sunday to Friday, with most days scheduled from 9.00am-5.30pm.

Weeks 4 to 10 Weekly online video conferences and discussions that focus on supporting applied assignments.

End of Week 10 Final assignments are due.

Our solution-based learning approach means that you will be offered a range of assessments that allow you to demonstrate your ability to apply critical insights and theoretical knowledge to professional practice. You will normally have individual and group assignments during the residential week, followed by take-home applied projects that give you a chance to provide immediate value to your organisation.

There are no traditional examinations in this course.

Entry Requirements

The Journalism Leaders Programme will suit editorial managers running a department or a team, and high potential journalists who are ready to move to the next level. We welcome applications from practitioners in print, broadcast and online newsrooms. Entry to the programme is normally subject to the following conditions:

- ▶ Substantial work experience (normally at least 5 years), as described in a detailed curriculum vitae.
- ▶ A strong interest in the challenges of journalism leaders as evident in a statement of 250-500 words which describes your daily duties, the relevance of the programme to your job, your goals for the course, and how you will apply the learning in your context.
- ▶ Typically a good honours degree (normally 2:1 or above), or equivalent professional qualification is required. Mature applicants will be considered with extensive experience.
- ▶ Evidence of appropriate computer literacy and Internet access.
- ▶ Two references that confirm your capacity to successfully engage in postgraduate study, including one from your editor or manager.
- ▶ Some candidates may be contacted for interviews.



"I find [the Journalism Leaders Programme] totally relevant....and there is a need"

Raymonde Griswold, Director of the European Journalism Centre, Maastricht, The Netherlands.

How to apply

Application for postgraduate courses is made directly to the University. Contact: cenquiries@uclan.ac.uk.

You can also get application forms and further details about the programme online at www.ukjournalism.org or by contacting the Department of Journalism at +44 (0)1772 894730 or leaders@ukjournalism.org or Department of Journalism, University of Central Lancashire, Preston PR1 2HE, United Kingdom.