



Creative and Media

Type of Placement: Group one day placement to a local newspaper in Somerset and tour of BBC studios for teachers to enhance their school/college newspaper and consider the options for school broadcasting alongside the careers aspects of this sector.

Curriculum Link: English, Creative and Media Diploma

Summary of Main Benefits:

- Help with starting a school newspaper or revamping
- Part of Staff Development process for introduction of Specialised Diploma
- Help with setting up school radio station
- Improved knowledge of careers potential of the sector

Description:

Peter Wilmott, Sports Editor, Wellington Weekly News, provided an insight into the practicalities of journalism and news gathering to meet deadlines in competition with other local newspapers. He supplied a useful guide to how his newspaper is put together in terms of space allocations vis a vis news and advertising.

Simon Clifford, Editor, BBC Somerset, told participants how he had arrived at his current post and gave hints and tips invaluable to young people considering a career in the media. Simon led a tour of the BBC Somerset Sound studios where delegates could see for themselves how TV, radio and web broadcasts are assembled.

Outcomes:

- All objectives were fully met
- Local paper felt awareness had been raised
- BBC promoted a number of schools' initiatives



Creative and Cultural Skills, Skillset and Skillfast UK are the three Sector Skills Councils involved in the Creative and Media Diploma. See www.ccskills.org.uk for further information

Offer schools a summary of what they've done so far this year