



# Creative and Media

**Type of Placement:** One day group placement to a local newspaper in Norfolk, The Eastern Daily Press.

**Curriculum Link:** English and Creative and Media Diploma.

**Summary of Main Benefits:**

- Insight into the world of journalism
- Hands on chance for teachers to participate in creating the paper
- Invaluable links
- Insight into recruitment and careers
- Insight into time management skills needed

**Description:**

- A tour of the facilities
- Attending the morning conference of journalists
- Workshop on editing

- Input by the assistant editor on how news is handled including international/local news and sport, advertising and the web
- Update on local developments in Norwich as the city is becoming a “ Creative Industries Hub”

**Outcomes:**

- All objectives were fully realised by this very popular placement which has been run several times.



See also the subject specific part of the Ideas Generator under “English” for further ideas.