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Learning & skills ~ events,
consultancy and training

College Media and PR Conference

8th March 2011

Morley College, London

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Programme*

- 10.30 Welcome and introductions
Janet Murray, PR trainer and journalist writing mainly for Education Guardian
- 10.40 How to, and how not to, pitch stories to FE Focus in the TES
Joseph Lee from the FE Focus (TES)
- 11.10 How to, and how not to, pitch stories to daily national newspapers
Christopher Cook from the Financial Times
- 11.40 Break for refreshments and networking
- 12.00 Honing the perfect pitch
Janet Murray
- 13.00 Break for lunch and networking
- 13.50 Building good media relations and spotting opportunities
Ian Nash, leading college PR consultant running Nash&Jones
- 14.20 Making the most of new media channels
Mike Baker, BBC Education Journalist
- 14.50 Reputation management and managing the media
Ruth Sparkes, leading college PR consultant running EMPRA
- 15.30 College Media and PR Conference end

*Time will be made available to ask plenty of questions, and the slides will be emailed to delegates after the conference

College Media and PR Conference speakers



Mike Baker is an award-winning education journalist, broadcaster, blogger and tweeter. After almost 20 years as the BBC's education correspondent for national TV and radio, he now increasingly operates in new media. His website and blog is at <http://www.mikebakereducation.co.uk> and he has a large following on Twitter. He writes a regular analysis column for the BBC News website and a column for The Education Guardian (print and online). Mike presents several series for Teachers TV and appears regularly TV and radio. He has twice been UK Education Journalist of the Year and has won the Ted Wragg Lifetime Award for education journalism. He is a former Visiting Professor at the Institute of Education, has held fellowships at Oxford and Michigan universities, and published several books on education.



Chris Cook was appointed education correspondent at the Financial Times (FT) in August 2010 after spending two years at the FT as a leader writer. He joined the paper as a Peter Martin Fellow in June 2008. Cook has a bachelor's degree in Modern History and a master's degree in Social and Economic History, both from Trinity College, Oxford. On leaving Oxford in 2004, he spent a year, self-employed, modelling the impact of economic events on electoral volatility in the run-up to the 2005 election. He joined the Conservative Research Department as an economist, advising the party on fiscal policy. In late 2006, he moved to advise the party on schools and university policy.



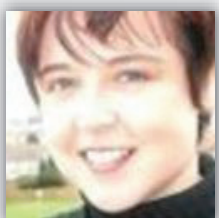
Joseph Lee trained as a journalist at Sutton Coldfield College more than ten years ago, despite the best efforts of the course leader to persuade him not to. After tours of duty in Worcestershire and north London, he joined The TES in 2004. He is currently the lead reporter on its dedicated further education section, FE Focus.



Janet Murray an education journalist, writing mainly for Education Guardian. Her work has also been published in various trade magazines, including the TES and various national newspapers and magazines. She also makes regular appearances on national and local radio to discuss education and related issues. She has extensive experience as a media trainer and is founder of JournoBiz, a website for journalists/media professionals.



Ian Nash is an education journalist and media consultant for Nash&Jones Partnership and former Assistant editor (FE) Editor of the Times Education Supplement, where he created FE Focus and a series of magazines, including College Manager. Other publications include Overcoming Social Exclusion through Adult Learning, which he was commissioned to write for the OECD. Before entering journalism, he was an advertising copywriter and science writer for the Wellcome Foundation. He writes for the Guardian, The Times and Education Journal and was recently appointed editor of the Basic Skills Bulletin. In addition, over the past three years, Ian has managed media support and copywriting services for Becta, LSIS, Niace and ALT.



Ruth Sparkes runs EMPRA, a specialist comms company, working exclusively with education. Ruth has placed stories in The Times, The Sun, The Guardian, The Daily Mail, The Independent, glossy magazines and more. Ruth has also dealt with contentious issues, crisis management and reputation issues. Her current clients expand the education sector from Primary to Higher Education and commercial education organisations.

College Media and PR Conference Delegates

Name	Job title	Organisation
Rachel Addison	Press Officer	Bishop Burton College
Maxine Alexander	Marketing and Publicity Manager	Carshalton College
Angela Anderson	Communications officer	Oaklands College
Vicky Archibald	Marketing & PR Officer	Abingdon & Witney College
Leanna Ashton	Marketing Manager	Herefordshire College of Technology
Esther Baker	Marketing & PR Co-ordinator	Kingston Maurward College
Laura Baker	PR & Publications Officer	Solihull College
Lindsay Baugh	Partner	Howardsgate LLP
Chris Bentley	Publicity Officer	South Cheshire College
Sarah Blackhurst	Marketing / Schools Liaison Officer	KGV
Gill Bramley	Marketing and Information Manager	Sparsholt College Hampshire
Lynsey Buckingham	Events & External Liaison Executive	Peterborough Regional College
Katie Easter	Press Officer	City College Plymouth
Rosie Evans	Marketing Manager	LSIS
Louise Facey	PR Officer	Blackpool and The Fylde College
Veronica Gordon	Marketing Manager	Itchen Sixth Form College
Nicola Grimshaw	PR & Communications Assistant	New College Nottingham
Steph Hall	Communications and Schools Liaison Officer	Fareham College
Jess Hardisty	Senior Account Executive	Freshfield PR Ltd
David Harley	Publicity and Marketing Office Assisstant	Truro and Penwith College
Anthony Horne	Associate Principal	Stockton Riverside College
Amy Howard	Marketing Officer	Herefordshire College of Technology
Laura Howsham	Marketing Officer	Lincoln College
Louise Jaggs	Managing Director	On Tap Communications Group
Samantha Kendall	Marketing and Communications Manager	City College Birmingham
Lynne Kirkwood	Director of Communications and Recruitment	Barnsley College
Lee Krawczyk	Press Officer	West Thames College
Barry Leatham-Jones	Deputy Principal	Wirral Metropolitan College
Victoria Lockwood	Communications and PR Officer	Central Sussex College
Hazel Lodge	Director of Sales, Marketing & Customer Services	North Hertfordshire College
Suna Marfe	Marketing and Publicity Manager	Kingston College
Jacquie McDonnell	Employment Skills Manager	North West Kent College
Lindsay Meredith	Marketing Manager	Blackpool and The Fylde College
Nicola Milham	Head of Marketing and Communication	Morley College
Stephanie Morris	Marketing Manager	South Worcestershire College
Lizzie Mott	Business Development Specialist	Newcastle City Learning
Chizoba Onyiuke	PR & Marketing Officer	Westminster Kingsway College
Paul Raynes	Marketing Assistant	Worcester College of Technology
Aidan Relf	ALP spokesman	Association of Learning Providers
Catherine Ryan	PR Manager	Barnfield / Rave Communications
Elvie-Jo Shergold	Head of Marketing and Communications	Barnet College
David Shuttleworth	Head of Learner Recruitment	Petroc
Mary Silk	Marketing Officer	The Isle of Wight College
Caroline Simpson	Press Officer	Highbury College
Hannah Skeggs	PR & Marketing Manager	Westminster Kingsway College
Louise Stebbings	Head of Marketing & Communications	Amersham & Wycombe College
Richard Steer	Communications & PR Officer	City College Norwich
Victoria Strudwick	Communications Officer	Reading College
Hannah Sutcliffe	Media Lecturer	Halesowen College
Claire Terry	Press Officer	Burnley College
Sarah Towns	Media Relations Co-ordinator	Leeds City College
Ciara Trudeau	Marketing and Research Officer	Christ the King Sixth Form College
Laura Vile	Marketing Assistant	Richmond upon Thames College
Andy Walters	Media Relations and PR coordinator	sussex downs college
Caroline Webster	Marketing & Communications Coordinator	Bromley College of F & HE
Gillian Welch	PA to Principal and Marketing Assistant	Working Men's College
Phemmie Wilkinson	PR Account Manager	Blackburn College

DULL STORIES HALL OF FAME

- ~ Opening of new buildings
- ~ VIP visits e.g. Princess Anne
- ~ Students going on field trips
- ~ Students raising money for charity
- ~ Lecturers raising money for charity
- ~ Awards ceremonies
- ~ College celebrations of achievement
- ~ Exam results
- ~ New courses
- ~ New Appointments

EXAMPLE OF SUCCESS

Hi Jan

Got a great story for you...just found out that Rob Halfon MP for Harlow just rang the college to ask if we can find him apprentice! We're hoping to match him up with someone in the next few days. It's likely to be someone who's Harlow born and bred and doing Business and Administration Level 3. Very interesting given the fact that apprenticeships seem to be the only area the new government is actually interested in investing in! If you are interested, it would be great if you could let me know asap, as it's going to be advertised on the Apprenticeship Matching Service website, so the story could get picked up by someone else. Give me a ring if you want more info.

Tory MP spurns 'Oxbridge types' in favour of an apprentice

theguardian

Janet Murray, Monday 5 July 2010

The image of the parliamentary researcher is generally of a well-spoken young graduate who looks about 15 and is able to take the job working for peanuts because they have the connections and come from the "right" sort of background.

The newly elected Tory MP for Harlow, Robert Halfon, is not happy with that situation and has put his money where his mouth is on the issue of vocational learning. He has asked Harlow College in Essex to find him an apprentice.

The successful candidate, who is likely to be working towards a level 3 qualification (equivalent to A-level) in business administration, will be paid around £100 a week to assist Halfon, both in parliament and in his constituency, with research, day-to-day administrative tasks, and writing notes, speeches and articles.

He could have had his "pick of hundreds of Oxbridge types willing to work for nothing," he says. "But I've got to practise what I preach. Rather than going on about it, I decided the best way to show my commitment to apprentices was to hire one myself." The post will be jointly funded by Halfon and Essex county council.

Halfon is passionate about vocational learning and its ability to "transform lives", and making the case for more apprenticeships was central to his recent election campaign. "Apprenticeships are fundamental for giving young people the skills they need to do the jobs of the future," he says. "Give young people that opportunity and they start to believe they can do something with their lives."

So will the young Harlow hopefuls be subject to Alan Sugar-style tasks to prove they are up to the job? Not at all, he says. "We'll interview the shortlisted candidates over the summer and should have someone in place for the state opening of parliament in October." Maturity, a strong work ethic, IT skills and a "can do" attitude are top of the list of qualities he is looking for in his new apprentice. "And you don't need an Oxbridge degree to offer that," he insists.

The new coalition government has made no secret of its enthusiasm for apprenticeships, promising £150m to fund 50,000 new places, making it one of the few areas of education and training set to benefit from investment rather than being hit with cuts.

So there were a few red faces in the Commons last week when the first big debate on apprenticeships had to be cancelled, after Tory MPs – including John Hayes, minister for further education and lifelong learning, and the newly elected MP for Gloucester, Richard Graham (due to lead the debate) – failed to show up on time, leading to a flurry of derisory tweets from Labour MPs, including the former children's minister, Kevin Brennan, who also made a formal complaint to the Commons Speaker, John Bercow.

"I wasn't ever actually going to the debate because I had to go to a standing committee debate on ID cards," Halfon tells me, when I speak to him later that morning. "I think Richard was late because he had problems with his printer."

But he is "sorry it happened," he says, and asks me if I'd like to join him at the next debate on apprenticeships and have tea afterwards. He'll get his secretary to call me. There is a brief pause before he adds: "And she's not an Oxbridge type, either."



