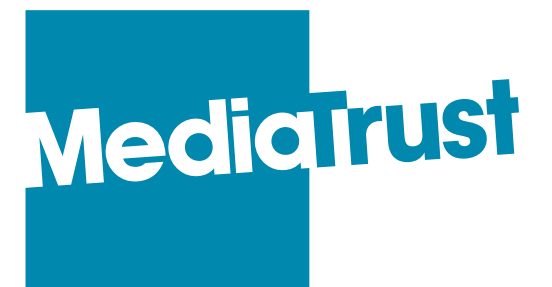




# **BREAKING INTO NEWS IMPACT REPORT**

**OCTOBER 2019**



**Breaking into News** is an initiative run by Media Trust, in partnership with ITV News, to discover diverse new talent and identify top broadcast journalists of the future.

The competition has been running since 2011. It offers aspiring journalists with limited journalism experience from across England, Wales and Northern Ireland training and mentoring from experienced journalists working in ten of ITV's regional newsrooms.



# THE CONTEXT

**“JOURNALISM HAS SHIFTED TO A GREATER DEGREE OF SOCIAL EXCLUSIVITY THAN ANY OTHER PROFESSION”**

Milburn Report on Social Mobility, 2012

**51% OF BRITAIN’S TOP 100 JOURNALISTS WENT TO PRIVATE SCHOOL – MORE THAN SEVEN TIMES THE UK AVERAGE**

The Sutton Trust, 2012

**“I WAS LIKE THE JUNIOR BUTLER TRYING TO BLAG A SEAT AT HIS LORDSHIP’S DINING TABLE IN DOWNTON ABBEY”**

John Humphrys, former Today presenter

**DISABLED PEOPLE ARE NOTICABLY UNDER-REPRESENTED ACROSS THE SECTOR AND LESS REPRESENTED AT A SENIOR LEVEL**

Diamond Report, 2018

**SINCE BREAKING  
INTO NEWS  
BEGAN IN 2011,  
71 FINALISTS  
WERE SELECTED  
TO TAKE PART  
ACROSS 10 ITV  
NEWS REGIONS**





# PAST WINNERS

CLICK ON A PAST WINNER TO WATCH  
THEIR WINNING NEWS REPORT

2019



TOBY WINSON  
MERIDIAN

2018



HADEEL ELSHAK  
LONDON

2017



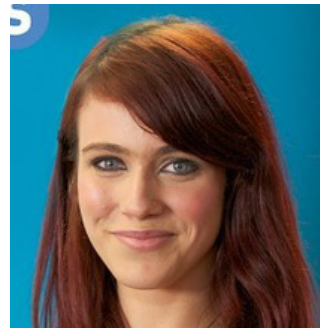
JOSH FARRELL  
UTV

2016



SANA SARWAR  
LONDON

2015



SALLY WYNTER  
CENTRAL

2014



NASAYBAH HUSSAIN  
LONDON

2012



MONIKA PLAHA  
CENTRAL

2011



SOPHIA KICHOU  
LONDON

IN THE PREVIOUS TWO YEARS,  
14 OUT OF 20 FINALISTS  
HAVE GONE ON TO WORK IN  
MAINSTREAM NEWSROOMS,  
INCLUDING ITV NEWS, OR  
THEY HAVE CHOSEN TO STUDY  
AN MA IN JOURNALISM OR  
DO AN NCTJ COURSE

THREE PREVIOUS FINALISTS  
HAVE GONE FULL CIRCLE AND  
COME BACK AS BREAKING  
INTO NEWS MENTORS



# RISING STARS OF BREAKING INTO NEWS

## HOW OUR FINALISTS HAVE PROGRESSED SINCE THE COMPETITION

2011	Sophia Kichou	Programme Assistant, ITV - Good Morning Britain & Lorraine
	JayDee Dyer	Sports Broadcaster/Presenter, Sky
	George Sandeman	Reporter, Guardian News
2012	Monika Plaha	Presenter/Reporter, BBC Look North
	Amber Hicks	Reporter, Daily Mirror
	Sam Holder	Reporter, ITV London and Reuters Africa
2014	Nasaybah Hussain	Assistant News Editor, ITN
	Paul Davies	Journalist, ITV
2015	Sana Sarwar	Broadcast Journalist, ITV
2016	Aspel Brown	Digital Content Producer, ITV News
2017	Tahmeena Alam	Journalist, ITV
	Awo Tarabi	Journalist, ITV
	Peter Moor	MA in Journalism
2018	Malgorzata Batram	Studying NCTJ
	Ollie Youd	Received RTS Journalism bursary as a result of Breaking into News
2019	Katie Orchard	Freelance Journalist, ITV London News Room

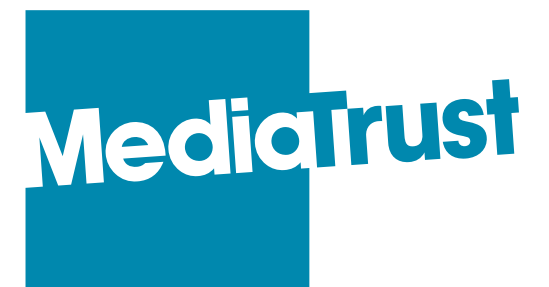


**96% OF ALL  
PARTICIPANTS FELT  
THAT BREAKING  
INTO NEWS  
INCREASED THEIR  
NETWORK WITHIN  
JOURNALISM**

Anonymous participant, **Breaking into News** programme evaluation

“What a dream! I remember at 19 I didn’t have any confidence and would never in a million years have dreamt I could be reporting and presenting on TV one day. Now I am.”

“**Breaking into News** was a concrete way of showing potential employers what I’m made of and what I can do given the opportunity.”





## OLLIE WAS OUR 2018 FINALIST FOR WALES AND IS REGISTERED BLIND. SINCE BREAKING INTO NEWS, OLLIE HAS GONE ON TO STUDY BROADCAST JOURNALISM AT UNIVERSITY AND HAS BEEN AWARDED A ROYAL TELEVISION SOCIETY JOURNALISM BURSARY.

“**Breaking into News** had been at the back of my mind for a few years. I knew this opportunity would be a once in a lifetime thing but always thought “They wouldn’t pick me anyway, there’s nothing special about me”. It’s only now that I realise how wrong I was. I wanted through my report to explore communities who only speak Welsh. I had spent the past two years learning Welsh and was shocked and saddened at the lack of media coverage it received.

After a month, I got the email – I was a finalist! Before I knew it, I was at ITV Studios in Cardiff to meet my mentor, Paul Davies. Paul had previously been a finalist on the programme and was now an established reporter at ITV, and I found that hugely inspiring. Since the programme, I have come on leaps and bounds. My report is my pride and joy because I never knew I was capable of anything so sophisticated and professional, and I am hugely proud of myself for that.



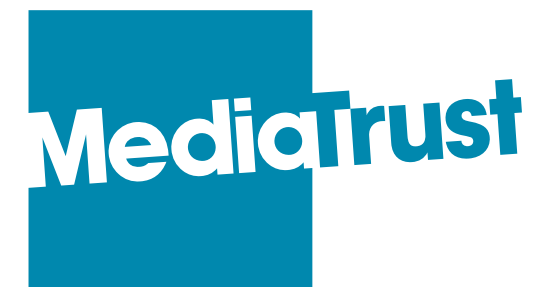
Being part of **Breaking Into News** was also crucial to me getting the Royal Television Society bursary. It provided me with a solid piece of journalistic content which I could attach to my CV and show the panel what I am capable of if given the chance. Thanks to **Breaking into News**, I feel that a career in journalism is within my grasp, and I cannot recommend the programme enough.”

**MediaTrust**

**96% FELT THE  
COMPETITION  
INCREASED THEIR  
CONFIDENCE  
TO PURSUE THEIR  
CHOSEN LINE OF  
WORK**

“It helped me to become more confident as a person and explore journalism further. It led me to volunteer to write for a local magazine and then do an English degree.”

Anonymous participant, **Breaking into News** programme evaluation





## THE FIRST EVER BREAKING INTO NEWS WINNER IN 2011 SOPHIA KICHOU WAS HOMELESS AND LIVING IN A HOSTEL WHEN SHE APPLIED FOR BREAKING INTO NEWS.

"I was struggling to maintain myself, keep a roof over my head and stay in education at the time. Little did I know, that in 2011, life would take a positive turn. I came across **Breaking into News**. I was so hungry for a taste of real journalism so I decided to apply. I was thrilled to be shortlisted along with ten immensely talented people.

I was overjoyed when my news story about young homelessness was broadcast on London Tonight and was eventually the overall winner. This was my first real taste of journalism and being in a newsroom. It was a new world of work that didn't involve cleaning or working in a shop or factory. I thought, this is where I want to be.

But maybe more than anything else, I have to thank my



ITV mentor Nicolette. Who knew that seven years later, after many interviews and much graft, we'd be working together on the same programme at ITV?

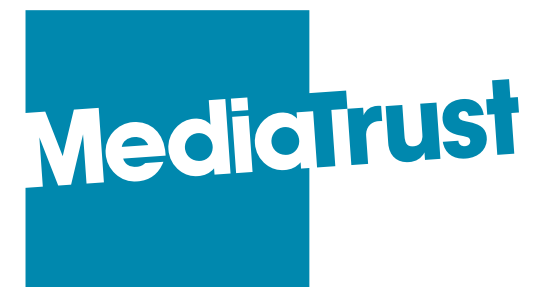
Every young person should have the opportunity to fulfil, their potential regardless of their family's financial background or their race or religion. I was inspired to study journalism because I believe everyone should have a voice. Initiatives like **Breaking into News** are much needed."

# 67% HAVE MAINTAINED A PROFESSIONAL RELATIONSHIP WITH THEIR MENTOR AFTER THE COMPETITION

Anonymous participant, **Breaking into News** programme evaluation

“I have since spent a further stint at ITV Wales and made stronger connections there thanks to him. I also send him any applications and pieces of work which I make, safe in the knowledge that any feedback will be strong, detailed and from a professional viewpoint.”

“My mentor offered for me to shadow her after the competition finished. I am now in the newsroom so I see her regularly and she always reminds me that she is there if I need advice or get stuck with anything.”



## ITV NEWS WALES JOURNALIST PAUL DAVIES' CAREER IS THRIVING. HE HAS HIS DREAM JOB AND RECENTLY SCOOPED AN ITV NEWS NEWCOMER AWARD. BUT PAUL'S ROUTE INTO JOURNALISM HASN'T BEEN CONVENTIONAL.

"When I applied for **Breaking into News**, I had no idea how far it would take me. I was an unemployed, unqualified young carer with aspirations of being a journalist but lacking the means to make it a reality. My responsibilities at home meant I couldn't go back to university and, at the time, I couldn't be out of the house long enough for work experience.

But **Breaking into News** came around and I decided to do my report on carers because I knew there was a story there that only I could tell. **Breaking into News** gave me the guidance, resources and platform to turn my rough, unformed idea into a fully-fledged TV news item.

Later, when ITV Wales advertised a trainee journalist job I was able to walk into the interview confident in the knowledge that I had something to offer. Two and half years later, I was able to go full circle with **Breaking into News** and go from finalist to mentor. I jumped at this because I wanted to make sure other people can have the same opportunity I had."

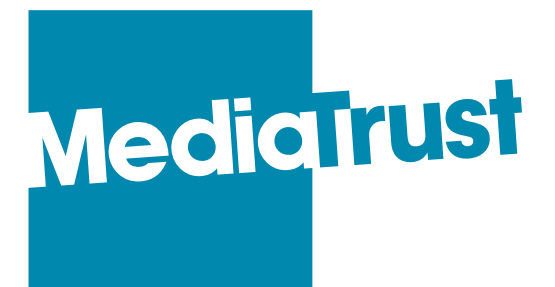


# 31% OF ALL PARTICIPANTS CAME FROM A BAME BACKGROUND

According to a Reuters Institute report in 2016, 94% journalists in the UK were from a white ethnic background.

Media Trust has worked hard to ensure that the competition is inclusive and reaches diverse candidates.

Anonymous participant, **Breaking into News** programme evaluation



# 71% OF ALL PARTICIPANTS IDENTIFIED AS FEMALE OR NON-BINARY

According to the Reuters Institute report in 2016, 45% of journalists in the UK are women. The programme has been successful in engaging women in the competition.

75% of participants who have gone on to find work within the media industry were women.



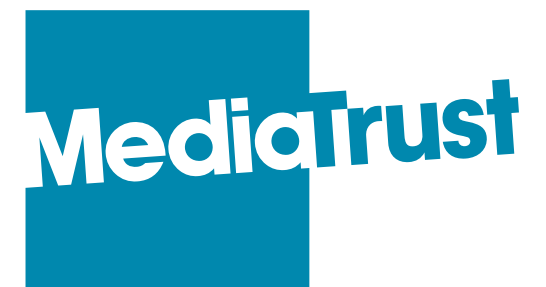
# 100% OF PARTICIPANTS FELT BREAKING INTO NEWS WAS AN INCLUSIVE SCHEME

"No experience needed and no age limit made it one of a kind!"

"It was very inclusive, especially with my disability. The help is the best with friendly and kind mentors."

"I was one of the only candidates who had a mental health/learning disability disclosed and they took a risk with me, but it paid off. I really enjoyed the process sharing my talents and giving a fresh face to inclusivity."

Anonymous participant, **Breaking into News** programme evaluation





**SINCE 2018, THE COMPETITION HAS BEEN OPEN TO ALL AGES. THIS HAS ALLOWED FOR MORE PEOPLE FROM NON-TRADITIONAL BACKGROUNDS TO PURSUE A CAREER IN JOURNALISM.**

"I was on an extended maternity break, taking care of my 3-year-old little boy. I was trying to re-think my professional career, having worked mostly in catering and hospitality since living in the UK. Journalism was always a dream job, but not one I thought possible to make it come true."

"I am a single mother of two and have had my career pretty much on hold so that I can be there for the kids. When I saw this competition advertised online, I thought "wow" and saw it as an exciting chance to see what creating a news report really involves and to learn from the experience. Even at this stage of my life, I think it is healthy to try and follow your dreams and find new challenges."



**31%**  
SOCIAL MEDIA

**28%**  
FRIEND/EMAIL

**19%**  
OTHER

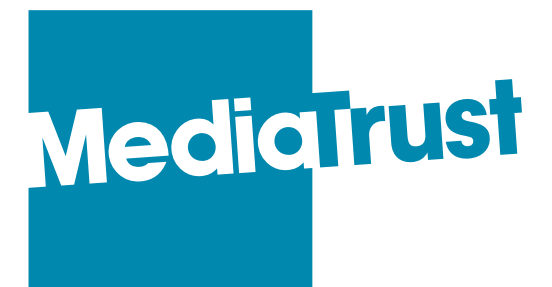
**13%**  
MEDIA TRUST  
EVENT

**5%**  
WORD OF  
MOUTH

**4%**  
SEARCH  
ENGINE

Media Trust has been promoting **Breaking into News** to reach our target audiences via new and diverse platforms. We have found that social media has been the most successful tool for outreach.

Our outreach focuses on platforms supporting people from non-traditional backgrounds, like Able, Bristol Disability Equality Forum, The Voice, The British Blacklist and Pride Magazine.



# 2019 TWITTER IMPACT

**Charlene White**  @CharleneWhite · Dec 8, 2015

In 2011 @sophiakichou won @itvnews & @Media\_Trust "Breaking Into News" comp. For her piece on homelessness. V proud!

 **City Journalism** @cityjournalism · Dec 8, 2015

Congratulations to City student @sophiakichou for her interview with Prince William! city.ac.uk/news/2015/dece...



**Paul Davies** @p\_m\_davies · Feb 7

I did #BreakingIntoNews four years ago and I wouldn't be anywhere near where I am today without it.

It was my foot in the door and it could be yours too. @MT\_Futures @Media\_Trust @itvnews

**Francesca Dean** @pwincessfran · Feb 7

So **breaking into news** has launched! That completely changed my life! I learnt everything from writing scripts, voiceover, and the general buzz of a newsroom with the most incredible team @GranadaReports @AnnaYoussefITV and @sarahrogersITV! I couldn't be more proud! X

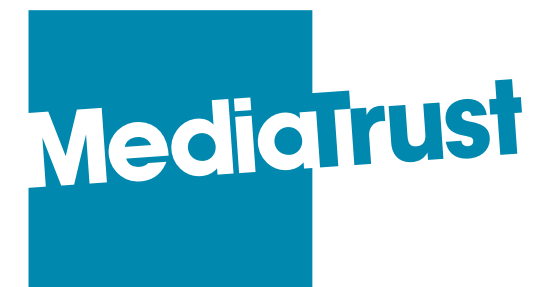
MENTIONS

100

REACH

169,358

Mentions and Reach from July-Oct 2019  
Date range chosen as the **Breaking into news** Celebration event was on 24 July 2019



# 2019 TWITTER IMPACT

**Kate Watkins** @katewatatleeds · Jul 10

Such talented [#breakingintonews](#) competition finalists. Love supporting @Media\_Trust and the mentoring of raw talent by @itvnews journalists. Tough decisions made by judges @LeedsUniMedia @itvmargemsley @jasminedotiwala



**Lucrece Grehoua** @lucrecedagal\_ · Mar 26

Also appearing on the @bbcradiolondon show was @monikaplah who says @Media\_Trust's [#BreakingIntoNews](#) scheme was the biggest break of her journalism career!

**Charlene White** @CharleneWhite · May 23

This is brilliant news Kay!! Super super proud of you. Yet more proof that our **Breaking Into News** scheme really does work. Keep flying high xx

 **Kay Loveridge** @KayHloveridge · May 23

I am delighted to announce that on Monday 3rd June I start a fixed term contract for Bradford Telegraph and Argus as Crime Correspondent. I made it! [#Breakingintonews](#) [#reporter](#) [#journalism](#) [#terrified](#)



# REGIONAL IMPACT

CLICK ON A TILE TO VIEW THE COVERAGE

## TOBI WINSON

The Isle of Thanet News  
26 July, 2019

### Broadstairs builder wins national Breaking into News competition

July 26, 2019 Kathy Bailes News 2



## HADEEL ELSHAK

Journalism.co.uk  
21 Feb, 2019

### 'Breaking into news' competition aims to address lack of diversity in UK broadcast journalism

2018 winner Hadeel Elshak who saw her piece on the Grenfell tower tragedy air onto ITV News explains the importance of boosting representation of minorities on our TV screens

Posted: 21 February 2019 By: Jacob Granger



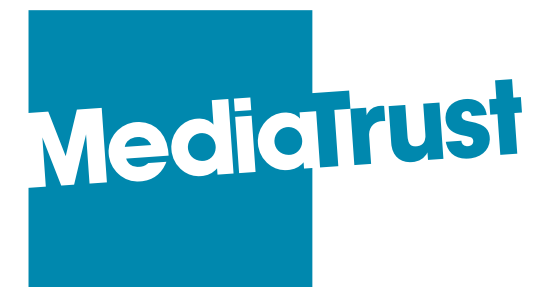
## CHARLENE WHITE

Pride Magazine  
7 May, 2019



CAREERS

### Careers: A Spotlight on Charlene White



# REGIONAL IMPACT

CLICK ON A TILE TO VIEW THE COVERAGE

## CAROLYN GRAVEL

Yorkshire Post  
2019

**Doncaster mum follows dream as a finalist in ITV journalism competition**



## FRANCESCA DEAN

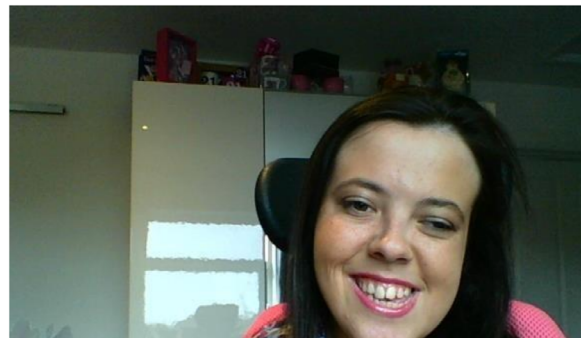
Lancashire Telegraph  
13 June, 2018

13th June 2018

**Blackburn Youth Zone receptionist | big break**



By Neil Athey | [@NeilAtheyJourn](#)  
News Reporter



## OLLIE YOUD

Chester Standard  
4 July, 2018

**Saltney: Partially-sighted former ra named finalist in ITV and Media Trust**

By Staff reporter



MediaTrust



# WIDER IMPACT ON ITV

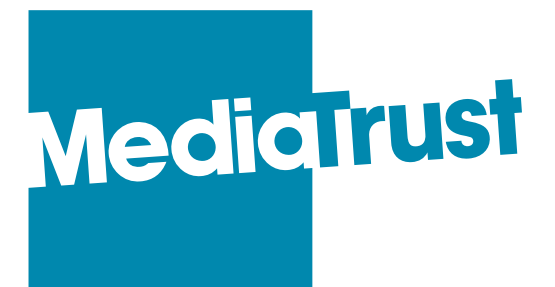
## MICHAEL JERMEY

Speaking at the 2019 Breaking into News final, ITV's Director of News and Current Affairs, Michael Jermey said:

"We as an organisation at ITV News, want to have a workforce that is truly diverse, in every sense of that word. Over the past decade, we have worked hard to make ourselves more inclusive. One key element of this has been a fantastic eight-year partnership with Media Trust on **Breaking into News**. The programme encourages new voices, which perhaps aren't always found in UK news rooms, to take their first steps into broadcast journalism."

"Fourteen out of 20 (finalists from the past couple of years) are now in newsrooms, some at ITV, some elsewhere, or in journalism training. I think that's a fantastic testament to the programme."

"The fact that our staff come back again and again to mentor suggests that it's not just the finalists who get something truly valuable from the (**Breaking into News**) programme."



# WIDER IMPACT ON ITV

CLICK ANYWHERE TO  
READ THE ARTICLE

AS A RESULT OF **BREAKING  
INTO NEWS**, ITV'S  
REGIONAL LONDON  
NEWS PROGRAMME  
'**LONDON TONIGHT**' **WON**  
**A CREATIVE DIVERSITY  
AWARD** FOR SOPHIA  
KICHOU'S REPORT ON  
**YOUTH HOMELESSNESS**



*Sophia Kichou with ITN managing editor Robin Elias.  
Photo: London Tonight*

ITV, 16 November, 2012

# WIDER IMPACT ON ITV

## ROBIN ELIAS

When receiving his “Outstanding Achievement Award at the RTS Television Journalism Awards, ITV News’ former Acting Editor referred to two initiatives that he was most proud to be involved in:

“...initiatives such as **Breaking into News** that ITV works in partnership with Media Trust are giving young aspiring journalists that little bit of help to get them on their way. Because once they are on their way, don’t they blossom?”



Royal Television Society ✓  
@RTS\_media

The final award of the night goes to Robin Elias, winner of the Outstanding Contribution Award for his contribution to the industry in his role as acting editor [@itvnews](#) and his passion for making newsrooms more diverse [#RTSAwards](#)



MediaTrust



# LEARNINGS & REFINEMENTS

Historically, it has been a challenge sourcing applications for certain regions such as East Anglia, West & West Country and Tyne Tees & Borders.

We plan to extend our reach into the regions, maximising our existing networks and focussing on new relationship-building, including face-to-face pitching to organisations who work with potential applicants.

Although the percentage of BAME participants in the programme is far above the industry average there is still more to be done. For the latest season of **Breaking into News**, we leveraged new BAME platforms which extended our reach to new audiences.

Going forward, we intend to build on this targeted outreach to promote **Breaking into News** to even more diverse communities.



# LEARNINGS & REFINEMENTS

We have found that at the application stage, lots of applicants have interesting ideas but the way they pitch lets their application down.

To tackle this, we plan to include new guidelines at the sign up stage to help applicants understand how to put together a successful pitch.



With the scheme becoming even more inclusive and increased outreach, particularly to disabled talent, we need to ensure the programme is fully equipped to deal with different types of disability, visible, unseen and intermittent.

