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

“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

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

The Sutton Trust, 2012

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

2019
TOBY WINSON
MERIDIAN

2018
HADEEL ELSHAK
LONDON

2017
JOSH FARRELL
UTV

2016
SANA SARWAR
LONDON

2015
SALLY WYNTTER
CENTRAL

2014
NASAYBAH HUSSAIN
LONDON

2012
MONIKA PLABA
CENTRAL

2011
SOPHIA KICHOU
LONDON

CLICK ON A PAST WINNER TO WATCH THEIR WINNING NEWS REPORT
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
“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.”

Anonymous participant, Breaking into News programme evaluation
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.”
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
"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.”
"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."
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.

31% OF ALL PARTICIPANTS CAME FROM A BAME BACKGROUND

Anonymous participant, Breaking into News programme evaluation
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.

71% of all participants identified as female or non-binary.
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.
“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.”
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 @p wincessfran · 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 @AnnaYoussefTV and @sarahrogersTV!
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 @jasminedotiwa

Lucrece Grehoua @lucrecedagal_ · Mar 26
Also appearing on the @bbcradiolondon show was @monikaplaha 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 works. 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
TOBI WINSON
The isle of Thanet News
26 July, 2019

Broadstairs builder wins national
Breaking into News competition

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 on ITV News explains the importance of boosting representation of
minorities on our TV screens

CHARLENE WHITE
Pride Magazine
7 May, 2019

Careers: A Spotlight on Charlene
White
REGIONAL IMPACT

CAROLYN GRAVEL
Yorkshire Post
2019

Doncaster mum follows dream as a finalist in ITV journalism competition

FRANCESCAC DEAN
Lancashire Telegraph
13 June, 2018

Blackburn Youth Zone receptionist big break

OLLIE YOUD
Chester Standard
4 July, 2018

Saltney: Partially-sighted former re-named finalist in ITV and Media Tr...
WIDER IMPACT ON ITV

MICHAEI 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

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

ITV, 16 November, 2012
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?”

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
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.