



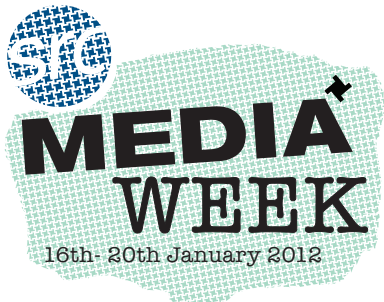
# MEDIA WEEK

16th- 20th January 2012

**A WEEK OF TALKS, WORKSHOPS, SEMINARS, Q&AS AND OTHER  
EVENTS FEATURING PROFESSIONALS FROM THE MEDIA INDUSTRY**

[www.facebook.com/gusrc](http://www.facebook.com/gusrc)





Welcome to Media Week, a series of events arranged to showcase exactly what the media is all about; shaping thought. The media have a huge say in what we see, think and do, and when we do it. It exists to inform, entertain and challenge us, and is one of the biggest industries in the world. It is a considerable influence on everyone's lives, yet those who create, control and distribute it, are often unknown to those who consume it.

Media Week is an opportunity to meet some of the people involved in the Scottish media scene, hear their stories, advice and insight into all aspects of modern media. All events are free, and open to all, and you can find the majority of them in the John McIntyre Building's Williams Room, on the first floor.

This guide lists only some of the events planned for the week, for everything else, check out the timetable on the reverse of this booklet and keep an eye on the SRC's Facebook via [www.facebook.com/gusrc](http://www.facebook.com/gusrc).

Iain Smith  
SRC VP Media & Communications

*The SRC's job is to support the students of the University of Glasgow and ensure their time here is as enjoyable, safe and interesting as possible. Day-in, day-out we're here to address, or even just to listen to, the concerns of students. We also proudly support the four student media organisations, GUM, Guardian, GUST and Subcity.*

## THANKS TO:



## MONDAY 16TH JANUARY

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### WILL CROWD SOURCED NEWS SPELL THE END OF TRADITIONAL JOURNALISM?

Iain Pope \ Editor, STV Local

In the first part of the new media/traditional media throw-down, STV Local's Iain Pope speculates on the future of print media and the challenges and opportunities facing proclamatory journalism. Who will be the winners and losers as technology and its tricks encroach on traditional media models? What are the differences between journalists and reporters? And with the increase in crowd-sourcing contributions to the news, and even dictating its contents, aren't we all journalists?

*Iain Pope is the Regional Editor for STV Local: Glasgow, having previously been on the editing teams of the Scottish Daily Record's print and online editions. He is a graduate of Glasgow University and was a frequent contributor to the Glasgow University Guardian.*

14.00, WILLIAMS ROOM, JOHN MAC

### POLITICS & THE MEDIA

Nicolai Gentchev  
\ Editor, BBC Question Time

The relationship between the media and politics has the potential to be incredibly volatile, as politicians, parties and policies are scrutinised at every opportunity by those who could sway public opinion in one byline. BBC Question Time Editor, Nicolai Gentchev, discusses the complex relationship between politicians and the media and answers questions about his experience working in political media.

*Nicolai is the current editor of the BBC's Question Time. Following his graduation from the University of Glasgow, Nicolai worked in print journalism and for Bloomberg News before serving as a producer on the Today programme and editor of Good Morning Scotland.*

16.00, WILLIAMS ROOM, JOHN MAC

## TUESDAY 17TH JANUARY

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### SHOOTING PROFESSIONALLY

Tommy Ga-ken Wan  
\ Freelance Photographer

Everyone's a photographer nowadays, thanks to the increasing popularity of DSLRs, iPhone photography apps and the romantic notion of being a photographer, but how do you go about taking the next step from amateur snapper to proper professional? In this session, freelance photographer Tommy Ga-Ken Wan shares his advice on creating, editing and distributing content using the world wide web.

*Tommy is a photographer based in Glasgow, who began his professional career during his teens. Tommy's photos have over three million views on Flickr, and he has been part of photography projects in Hong Kong, Paris and more locally for the National Theatre of Scotland. He has also served as resident judge on 'The Big Shot', a photography reality show in Singapore.*

13.00, WILLIAMS ROOM, JOHN MAC

## TUESDAY 17TH JANUARY CONT.

### ONLINE & PRINT MEDIA: WORLDS APART?

Robert Dawson Scott  
\  
Editor, stv.tv

In the second part of the new/traditional media duel, Robert Dawson Scott challenges the perception around the differences between print and digital media, and whether the gulf between them has really expanded. Is there any difference in the way they're made, edited or consumed? Will the advancement of technology conflict with or complement traditional media models? What does the future hold for journalists of print and online media?

*Robert Dawson Scott is a multi-media professional; a BAFTA-winning television producer, BBC Radio 4 presenter and former member of the Sunday Times and Scotsman editorial teams, both online and in print. He has been editor of stv.tv since 2008, overseeing the online arm of STV which delivers over 15m page impressions per month. He has also worked in advertising and the theatre.*

14.00, WILLIAMS ROOM, JOHN MAC

### THE ESSENTIALS OF FREELANCING

Francis Shennan  
\  
Freelance & NUJ

As the competition for careers in journalism increases, so does the appeal of turning to freelancing, but where to start? Who to contact? And how do you make money from it? Francis Shennan lays out the bare essentials of working as a freelance, including negotiating, producing work, markets, establishing terms, chasing payment, and the legal rights for writers working freelance.

*Francis Shennan was until recently one of Scotland's leading and award-winning freelance journalists, having also served as Scottish Business Editor at the Sunday Times. His work has been published by The Times, Guardian, Herald, Daily Mail and Independent on Sunday amongst many. He is a visiting lecturer for Westminster, Strathclyde and Stirling Universities and media trainer for the National Union of Journalists amongst others.*

15.00, WILLIAMS ROOM, JOHN MAC

### GETTING THE MESSAGE: THE IMPORTANCE OF GOOD COMMUNICATION

John Morrison \  
Morrison Media Strategies

The idea of 'public relations' to most will conjure up notions of spin, lies and salesmanship but it should be clear that it has a symbiotic relationship with all forms of media. Not only does PR help shape what we see, hear and read, it's also a hugely profitable industry which commands big money for a very good reason - without it anything could be said about anyone. John Morrison has been on both sides of the PR machine, working for the

BBC for an extended period before starting his own PR Consultancy. In this session he'll be explaining why public relations is so important at every level.

*John Morrison is the owner of Morrison Media Strategies, founded six years ago upon leaving the BBC, for whom he served as Chief Political Correspondent and European Correspondent.*

16.00, WILLIAMS ROOM, JOHN MAC

## WEDNESDAY 18TH JANUARY

### SCOTTISH RADIO: WHAT DO YOU NEED TO KNOW?

Graham Stewart \ BBC Radio Scotland

Looking to break into the radio industry? This session's for you as the Beeb's Graham Stewart presents a crash course on radio in Scotland, addressing the current state of the industry, where it's heading, and how to prepare for a career on the airwaves. With experience in both commercial radio and from his time at the BBC, Graham will be providing a thorough insight into the world of radio broadcasting.

*Graham Stewart is currently the host of The Business on Sundays for BBC Radio Scotland, having also spent time on Morning Extra, and Good Morning Scotland. He has also worked at Talk 107 in Edinburgh and was responsible for the resurgence of current affairs programming at Real Radio before moving to the BBC in 2007. He is currently writing a book on the history of Scottish Radio.*

**13.00, WILLIAMS ROOM, JOHN MAC**

### SO YOU WANT TO BE A JOURNALIST? WHAT PG JOURNALISM COURSES OFFER

Ken Garner  
\ Glasgow Caledonian University

What core skills do you need to be a journalist and what of them can be gained by staying in education? Will a postgraduate degree in journalism offer an edge over other graduates and what can you do now to boost your chances of landing a place on a course, or jumping straight into a job in the media? Ken Garner answers these questions and lays out the options for studying journalism at a post-graduate level.

*Ken Garner is the programme leader for Glasgow Caledonian University's postgraduate Multimedia Journalism course, having previously worked for Scotland on Sunday and Sunday Express. Ken is a former student of Glasgow University, and was editor of Glasgow University Guardian during his time as a student.*

**14.00, WILLIAMS ROOM, JOHN MAC**

### MASS PRODUCTION OF IGNORANCE: WHAT AREN'T WE TOLD BY THE MEDIA?

Greg Philo \ Glasgow Media Group

Whilst we're consistently bombarded by contradictory messages by the media, all of which report in their own way, each claiming to be correct, but what is it that is going unsaid that we should be aware of? Where is the truth in journalism and is it the whole truth? Glasgow Media Group's Greg Philo examines how best to separate the truth from the spin in what we consume from the media, and how to read between the lines of what we're told.

*Greg Philo is Research Director for Glasgow Media Group and Professor at the University of Glasgow, with research interests in the area of media and cultural reception. He is a graduate of Glasgow University and has served as Research Director for the University Media Unit. He has co-authored a number of books including 'Bad News from Israel' and 'Market Killing'.*

**15.00, WILLIAMS ROOM, JOHN MAC**

## THURSDAY 19TH JANUARY

### WRITING FOR THE MEDIA WORKSHOP

Gareth K Vile \ The Skinny

Writing isn't rocket science, but years of writing countless essays and exam answers can grind the style out of even the most charismatic of scribes. In this two hour workshop, Gareth K Vile offers instruction on writing for the media in a style that will help you get published, with help and advice on common journalistic techniques and style tricks, as well as covering which skills you've picked up from essay-writing are transferable into the world of print media.

*Gareth Vile is freelance writer based in Glasgow as well as Theatre Editor for The Skinny and Culture Editor for Glasgow University Guardian. He is a graduate of St Andrews University and is a contributor to Subcity Radio, hosting the weekly Vile Arts Radio Hour. show.*

12.00, WILLIAMS ROOM, JOHN MAC

### SOCIAL MEDIA: GUILTY AS CHARGED?

Lesley Riddoch \ The Scotsman

Known for her strong opinions, especially when it comes to the media, Lesley Riddoch casts a critical eye over the impact of social media and the development of society in Scotland. Sound lofty? It might be, a bit, but Riddoch aims to break down just why the power of social media might not always be a force for good.

*Lesley Riddoch is a Scottish journalist with a respected career in print, radio and television media. She has served on the editorial team for the Sunday Herald and Scotsman as well as writing for the Guardian. She is also founder of Feisty Productions, specialising in conferencing, training and digital media. She currently writes regular columns for The Scotsman whilst producing a weekly podcast available on [lesleyriddoch.com](http://lesleyriddoch.com)*

14.00, WILLIAMS ROOM, JOHN MAC

### CREATIVE WRITING & PUBLISHING: WHAT YOU NEED TO KNOW

Louise Welsh \ Author & Glasgow University Writer in Residence  
Adrian Searle \ Co-Editor, Gutter & Literary Agent

Whilst journalism in its bright lights and hard-hitting glory may appeal to some - what's out there for those who prefer their writing to be a little more imaginative. This session focuses on how to make a career of creative writing, featuring anecdotes and advice from author Louise Welsh and her literary agent, Adrian Searle.

*Louise Welsh is an author and the Writer in Residence at Glasgow University and Glas-*

*gow School of Art. She has written several works including the award-winning *The Cutting Room*.*

*Adrian Searle is a Director and literary agent for Freight Communications Consultancy, as well as co-editor of *Gutter*, a literary journal for Scottish writers. He is a graduate of Glasgow University's MLitt in creative writing and former Communications Director for the National Theatre of Scotland.*

15.00, WILLIAMS ROOM, JOHN MAC

## FRIDAY 20TH JANUARY

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### WRITING A CV TO GET NOTICED IN MEDIA & CREATIVE NETWORKING IN MEDIA

Glasgow University Careers Service

The University Careers service, staunch advocates of finding fulltime employment, are running two sessions on Friday 20th to dispense practical advice on the ins and outs of the entrance paths to the media. At 10am there's a crash course in writing CVs for the media, providing advice on how to stand out from the crowd and avoid common mistakes. Later, at 3pm, there's a session on what else you need to be doing to get yourself noticed, namely; networking, as more often than not, a CV on its own isn't going to cut it.

*Glasgow University Careers service are on hand throughout your time at University to help you find gainful employment. Visit them at [gla.ac.uk/services/careers](http://gla.ac.uk/services/careers)*

**10.00, WILLIAMS ROOM, JOHN MAC**

**15.00, WILLIAMS ROOM, JOHN MAC**

### MAKING A LIVING AS A SCREENWRITER

Sergio Casci \ Writer, BBC

Does your creative talent extend beyond mere prose? This session aims to give an insight into the world of writing for the screen, highlighting the differences in writing literature and scripts. Sergio Casci will be talking about his experiences breaking into the industry, giving advice on how to make contacts and how you can hope to make a living from writing for TV and film.

*Sergio Casci is a screenwriter for both film and television, winning multiple Scottish BAFTAs for his 2003 picture *American Cousins*. He has written for a wide range of BBC television programming including *Sea of Souls* and *River City* and has experience in television and print journalism for the BBC, Guardian, Herald and Evening Times. He is a graduate of the University of Edinburgh.*

**14.00, WILLIAMS ROOM, JOHN MAC**

### HOW TO START A REVOLUTION: FILM SCREENING & DIRECTOR Q&A

Ruaridh Arrow \ Journalist & Filmmaker

How to Start a Revolution is the multi-award winning feature documentary about Dr Gene Sharp, author of the "nonviolent revolution handbook" which has been used as a guide for revolutionaries since the early 1990s. The film follows the book from its inception in the Burmese jungle as it is passed from hand to hand, hidden from secret policeman and used to topple regimes in Serbia, Egypt and the continuing battle on the streets of Syria. The film is the story of the power of people to change their world the modern revolution and

the man behind it all.

*Ruaridh Arrow started his career at Glasgow University Guardian where he won awards from both the *The Herald* and the *Guardian*. After training as a newspaper journalist at the *Herald* he moved to *Sky News* and then to *Channel 4's Dispatches*. While filming in Cairo he reported for the BBC from *Tahrir Square* during the Egyptian revolution before moving on to direct his first feature film '*How to Start a Revolution*'.*

**18.00, ANDREW STEWART CINEMA, G12**



## Monday 16th January

- 14.00 **WILL CROWD-SOURCE NEWS SPELL THE END OF JOURNALISM?**
- 16.00 **POLITICS & THE MEDIA**
- 17.00 **STUDIO TOUR & BODGE COMPETITION**

IAIN POPE / STV LOCAL  
NICOLAI GENTCHEV / BBC QUESTION TIME  
GUST

## Tuesday 17th January

- 11.00 **BBC SCOTLAND STUDIO TOUR**
- 11.30 **HOW TO GET HIRED USING SOCIAL MEDIA**
- 13.00 **SHOOTING PROFESSIONALLY**
- 14.00 **ONLINE & PRINT MEDIA - WORLDS APART?**
- 15.00 **THE ESSENTIALS OF FREELANCING**
- 16.00 **GET THE MESSAGE; THE IMPORTANCE OF GOOD COMMUNICATION**

BBC SCOTLAND (BOOKING REQUIRED)  
VARIOUS / SOCIAL MEDIA EXPERTS  
TOMMY GA-KEN WAN / PHOTOGRAPHER  
ROBERT DAWSON SCOTT / STV ONLINE  
FRANCIS SHENAN / NUJ SCOTLAND  
JOHN MORRISON / MORRISON MEDIA STRATEGIES

## Wednesday 18th January

- 13.00 **SCOTTISH RADIO - WHAT YOU NEED TO KNOW**
- 14.00 **SO YOU WANT TO BE A JOURNALIST? WHAT PG COURSES OFFER**
- 15.00 **MASS PRODUCTION OF IGNORANCE - WHAT AREN'T WE TOLD?**

GRAHAM STEWART / BBC RADIO SCOTLAND  
KEN GARNER / GLASGOW CALEDONIAN UNIVERSITY  
GREG PHILO / GLASGOW MEDIA GROUP

## Thursday 19th January

- 12.00 **WRITING FOR THE MEDIA WORKSHOP**
- 14.00 **SOCIAL MEDIA - GUILTY AS CHARGED?**
- 15.00 **CREATIVE WRITING AND PUBLISHING - WHAT YOU NEED TO KNOW**
- 16.00 **THE VIDEOGAME INDUSTRY - WHAT YOU NEED TO KNOW**
- 17.00 **GUM & THE IMPORTANCE OF STUDENT MEDIA Q&A**
- 18.00 **WHERE DO WE GO FROM HERE? - THE FUTURE OF THE MEDIA**

GARETH VILE / THE SKINNY  
LESLEY RIDDOCH / THE SCOTSMAN  
LOUISE WELSH & ADRIAN SEARLE  
EDWARD STERN / SPLASH DAMAGE  
INA ANDERSSON / GUM  
GLASGOW GUARDIAN + GUESTS [SEE ONLINE]

## Friday 20th January

- 10.00 **WRITING A CV TO GET NOTICED BY THE MEDIA**
- 13.00 **MAKING A LIVING AS A SCREENWRITER**
- 14.00 **MAKING IT: FROM HORNY COWS TO THE EGYPTIAN REVOLUTION**
- 15.00 **CREATIVE NETWORKING IN THE MEDIA INDUSTRY**
- 18.00 **HOW TO START A REVOLUTION - FILM SCREENING & Q&A**

GLASGOW UNIVERSITY CAREERS SERVICE  
SERGIO CASCI / BBC SCOTLAND & FREELANCE WRITER  
RUARIDH ARROW / JOURNALIST & FILMMAKER  
GLASGOW UNIVERSITY CAREERS SERVICE  
RUARIDH ARROW / JOURNALIST & FILMMAKER

**FOR FULL EVENT DETAILS PLEASE VISIT:**

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& [www.facebook.com/gusrc](http://www.facebook.com/gusrc)