

zoom

TRAINING SESSION

COURSE: The Effective Freelance
DURATION: 2 sessions of 120 minutes
TUTORS: Francis Shennan

OUTLINE:

Journalists must now have more than basic journalist skills: they must have business, technological, marketing and financial skills to adapt to the changing marketplace. Traditional freelance training has focused almost entirely on the journalism, treating the freelance as a home-based version of a staff journalist.

The Effective Freelance course should be aimed at providing the knowledge to understand the dramatically-changed business and technological environments in which we must work. The main objective is to enable freelances to become not only effective able to target new markets and manage their marketing.

The course is designed to cover not only the essentials of working as a freelance – organisation, negotiating, producing work, markets, law and financial record-keeping – but also living as a freelance, including personal finance, etc. It will include breaking into new markets, establishing terms, chasing payment, improving returns, specialist journalism, handling money, tax and deductible expenses, and copyright. The course should also cover the NUJ's code of conduct and recommended guidelines on reporting as a freelance