

MEDIA
WEEK
is a SERIES
O talks,
F workshops,
seminars
AND Q&As
with **some**
OF THE
industry's
leading &
BEST
professionals.

A **events**
FREE
in THE JOHN
MCINTYRE
building
9-13th february

events guide





WELCOME TO MEDIA WEEK 09

Welcome to a week designed to reflect exactly what the Media industry consistently continues to do: entertain, inform, challenge and inspire.

This week of talks, lectures, Q&A sessions, training workshops, debates and film nights is open to all, and free. Whether you're planning on a career in the industry – getting your face on the telly; making millions by venturing into online marketing; becoming a top reporter – there's at least one event during the week that can help your ambitions become reality.

If you simply want to find out more about such a dynamic, exciting and fast-paced industry, there's a whole range of possible events to choose from. Get a fresh perspective on questions as old as the industry itself from some of the sector's finest professionals.

However you choose to use the week: enjoy.

Zoe Grams
{VP Media and Communications}

All events take place in the Williams Room, first floor of the John McIntyre Building, unless otherwise stated. Talks last for one hour; all evening training sessions and events last for two. For more information email vp-comms@src.gla.ac.uk.

MONDAY

Literature/ Politics/
Agents/ Journalism/
Writing/ Training/
Investigation/

The work of a literary agent 11.30

Caroline Dawnay/ United Agents

What happens in between the writing of a best-seller and it hitting the shelves? Discover how agents can help an author with his/her career and explore how literary agents negotiate with publishers, newspapers and media outlets throughout the world on behalf of their clients.

Caroline Dawnay is joint Head of Books at Britain's largest and newest agency, United Agents. She has been an agent for 31 years, and previously presided over the Association of Authors' Agents for three of those. One of her clients is Chris Brookmyre.

Investigative journalism 12.30

Steve Dinneen/ Sunday Mail

This is your chance to work on a 'breaking news' story just as a professional reporter would, with guidance and tips from one of the best in the industry. You'll learn some tricks of the trade and interesting anecdotes along the way.

Steve works as an investigative reporter for the Sunday Mail, and has previously written for the News of the World and the Herald. He won a variety of awards as a student journalist including Young Journalist of the Year, and Guardian Student Features Writer in 2005.

Politicians and the media 15.30

Charles Kennedy/ Liberal Democrats

We see unflattering pictures of them in the papers; we read critiques of their every move; we judge their twenty second soundbites. What's it like to be on the other side of the lens? Charles discusses the complex relationship between politicians and the media.

Charles is currently MP for Ross, Skye and Lochaber and the University of Glasgow's Rector. He was elected as Leader of the Liberal Democrats Party in 1999, a position he held for six years.

Q&A with Brian Taylor 14.00

Brian Taylor/ BBC

A great opportunity to ask one of Scotland's most prolific political journalists about his career, the media, and politics in Britain.

Brian is Political Editor of the BBC and covers Scottish Politics for both BBC Scotland and UK network programmes. His lectures on politics have taken him all over the world, and he has written two books on Scotland's new parliament, and co-written 8 more.

Writing and Editing for Print 19.00

Training Workshop

Whether you're writing an essay or a news story for a tabloid paper, knowing what to say and when to say it is essential for quality writing. Speak to the students whose work has featured in a variety of UK publications and who edit others' work regularly. Learn what works, and what doesn't. To book email vp-comms@src.gla.ac.uk

TUESDAY

Photography/
Freelance/ Charity/
Press/ Comedy/ Radio/
Editing/ Writing/
Debate/ Ethics

Writing comedy and
drama 13.30

Jeff Zycinski/BBC
Scotland

Successful comedy has to tiptoe through a maze of taste and decency. Jeff talks about the process of making comedy and drama for different audiences and different networks. He will also explain how new writing talent is found for Radio.

Jeff is Head of Radio at BBC Scotland. He began his career as a news journalist in 1989, and progressed to work as Editor and Programmer for various radio shows. He is currently responsible for production teams working at BBC Network Radio and for choosing programmes for BBC Radio Scotland.

Working as a freelance photographer 11.00

Peter Sandground/ Freelance

Pick up tips on how to make it as a freelance photographer, and find out what it's like to be your own boss in such a competitive and exciting industry.

Peter has won a plethora of awards during his photography career, including Sports Picture of the Year 2006, and First Prize Sport Action at the British Press Photographers' Association "The Press Photographers Year 2007." He currently takes photos for a client list that includes art institutions, marketing and PR agencies, and National broadsheet newspapers and magazines.

How to get effective media coverage 15.00

John Watson/ Amnesty International

Everyone's hungry for media coverage. How do you get it, and, more importantly, what sort of coverage is useful to a campaign group? John explores how organisations can make their issues appealing to the media.

John is the Scottish Programme Director for Amnesty International and has previously worked in campaigning roles for a variety of groups dealing with international development, the environment and children's rights. He is responsible for adapting Amnesty campaigns for use in Scotland and promoting Amnesty's work in the Scottish media.

Debate: "This House believes the BBC should have aired the DEC's
Gaza appeal." 19.00, Glasgow University Union

Various Speakers/ Chaired by Charles Kennedy

Enjoy a battle of wits as representatives from every student body – the SRC, QMU, GUU and GUSA – debate this controversial and current issue. Celebrated speaker Charles Kennedy will be chairing the event to ensure the competition remains friendly. A great way to get thinking about some of the more complex ethical issues involved in broadcasting.

WEDNESDAY

Politics/ Events/
Marketing/ Design/
Magazines/ Publishing/
Careers/ Publicity

How do we know what's true? 11.00

Greg Philo/ Glasgow Media Group

We're consistently bombarded with a vast number of contradictory messages from every sector of the media, all claiming to be correct. But it can't all be true. Not all spin doctors can be right. Who do you trust; what do you evaluate? How do you decide what to believe?

Greg Philo is Research Director for Glasgow Media Group and Professor at the University of Glasgow, with research interests in the area of the media and cultural reception. He has co-written various books including 'Bad News from Israel' and 'Market Killing'.

Events: changing the face of Publishing 12.00

Diane Young/ Carnyx Group

For the past 70 years, media events have grown in size, influence and importance in the publishing world. Find out what role they currently play in media, and what it's like to be involved in one.

Diane is Managing Director of the Carnyx Group: publisher of the industry's 'bible' website, The Drum, which now has events and publishing interests in the marketing communications and law & architecture sectors. She has recently developed a marketing agency consultancy service in the company.

Magazine production Q&A 14.00

Paul Begley/55 North

Get your questions about the careers in the publishing industry answered at this informal session with a top entrepreneur.

Paul began his career as Commercial Manager of Air Foyle Ltd. and Rolls-Royce Plc. before forming 55 North in 2000 with business partner Antony Begley. Since then, the company has both launched and bought a variety of business and trade magazines.



Pete Myall

How to design effective publicity

19.00

Training Workshop

If you're interested in learning some key design techniques, and getting advice about how to promote your nights, events or society as effectively as possible, this is for you. The informal session will have current students who work as freelance graphic designers, plus recent graduates with impressive portfolios, answer your questions. Especially useful for clubs and societies on campus. To book a place email vp-comms@src.gla.ac.uk.

THURSDAY

Radio/ Publishing/
Magazines/TV/ Drama/
Technology/ Sound/
Digital

Scottish TV: what you need to know 13.00 Claire Bell/ BBC

A successful BBC script writer discusses the network productions and regional outputs of one of the biggest and best known broadcasting companies in the world. Plus, if you're interested in a career in TV they'll tell you how to get your foot in the door, and keep it there.

Claire joined BBC Scotland in 2001 as a Trainee Storyliner and Researcher and has since moved onto Script Editing. She has worked on Waterloo Road and River City within the drama department.

Experience you need to work in TV 14.00 Chris Hall/ TigerAspect

So you want to work in one of the world's most competitive industries? What does it take to make it happen? Find out how to gain vital work experience, and develop your C.V. so that a career is in reach when you graduate.

Chris works as a Department Runner for Tiger Aspects Drama, which produces programmes such as Secret Diary of a Call Girl and Robin Hood. Previously, he worked on shows such as 'How do you solve a problem like Maria?' and the X Factor. He was involved in Glasgow University Student Television during his 5 years at University.

Subcity Geek Night 19.00 Drop-in Session

Subcity is the home of geek chic on campus. The radio station's in-house tech team is responsible for the running of the broadcast, recording live sessions, installing massive sound-systems and lighting rigs at events and running a website with 10,000 visits a month. They're looking for people who are looking to practically apply their skills, or just like geeking-out every now and again. You don't need to have any previous knowledge. Come along to find out what the team is currently up to and their future plans (that's where you come in). Fans of badscience, indexed, The Onion, Charlie Brooker et al welcome.

Complexities of the industry 11.30

Kathy Crawford/
Periodical Publishers
Association

Do you know how big the magazine publishing industry is in Scotland? Do you want to know how it operates, who works for it, what jobs are available and some tricks of the trade? Find it all out here.

Kathy is Scottish Business Manager for the PPA, and has worked for over 30 years in the book, newspaper and magazine publishing industry. The PPA consists of nearly 400 companies, and exists to promote and protect the interests of the publishing industry, while providing an extensive programme of training seminars and industry qualifications.

FRIDAY

Film/Script/TV/Writing/
Digital/ Web Design/
Marketing/



Shaun Murphy

Scottish Press Q&A 12.00

Magnus Llewellyn/ The Herald Group

What are the real challenges facing the traditional Scottish Press? How are they being dealt with? Is it still possible to still get ahead in this field? These are just some of the questions you can ask someone with a unique perspective on the press.

Magnus is Senior Assistant Editor with The Herald. Previously he worked as News Editor for the paper, and in a variety of press positions across Scottish Press.

New Media for the Digital Age 14.30

Andrew Thomson and John Ellis/ 360 Innovate

'New Media' is the buzzword of the age. It's growth has been second-to-none and it's transformed the industry rapidly. Find out more about this sector, its possibilities, and the technology that makes it all possible.

Andrew has around 8 years digital marketing experience in a variety of sectors. He is currently Head of Natural Search for Online Media Branding Ltd. John is Graphic Web Designer for Online Media Branding Ltd. and has worked in digital media for over 7 years for a range of national and international brands.

Independent Film Night 19.00

Various Directors

The night will screen a choice selection of short independent films by some of Glasgow's finest young directors. A full programme is available online. Culture, creativity and passion will be provided. You'll have to bring your own popcorn, though.

STUDENT MEDIA

The Students' Representative Council support a radio station (Subcity), tv network (GUST), newspaper (Guardian) and magazine (GUM). Getting involved in student media is a great opportunity to not only meet talented, passionate people, but to gain invaluable experience for a career in the industry. For more information, go to www.glasgowstudent.net.

MEDIA WEEK: WHAT'S ON

All events take place in the Williams Room, first floor of the **John McIntyre Building**, University Avenue, unless otherwise stated. Talks last for one hour; all evening training sessions and events last for two. For more information email vp-comms@src.gla.ac.uk.

MONDAY 9TH FEBRUARY

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|-------|------------------------------------|-------------------------------|
| 11.30 | Caroline Dawney/ United Agents | The work of a Literary Agent |
| 12.30 | Steve Dinneen/ Sunday Mail | Investigative Journalism |
| 14.00 | Brian Taylor/ BBC | Q&A with Brian Taylor |
| 15.30 | Charles Kennedy/ Liberal Democrats | Politicians and the Media |
| 19.00 | Training Session Various | Writing and Editing for print |

TUESDAY 10TH

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|-------|------------------------------------|-------------------------------------|
| 11.00 | Peter Sandground/ Freelance | Working as a freelance photographer |
| 13.30 | Jeff Zycinski/ BBC | Writing comedy and drama |
| 15.00 | John Watson/ Amnesty International | How to get effective media coverage |
| 19.00 | Debate: BBC and Gaza/ Various/ GUU | See website for details |

WEDNESDAY 11TH

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|-------|----------------------------------|---|
| 11.00 | Greg Philo/ Scottish Media Group | How do you know what's true? |
| 12.00 | Diane Young/ Carnyx Group | Events: changing the face of publishing |
| 14.00 | Paul Begley/ 55 North | Magazine production Q&A |
| 19.00 | Training session/ Various | Designing effective publicity |

THURSDAY 12TH

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|-------|-----------------------------------|--|
| 11.30 | Kathy Crawford/ PPA | Complexities of the magazine industry |
| 13.00 | Claire Bell/ BBC | Scottish TV: what you need to know |
| 14.00 | Chris Hall/ Tiger Aspect | Experience you need for a career in TV |
| 19.00 | Subcity Geek Night/ Subcity Radio | Drop-in Session |

FRIDAY 13TH

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|-------|-------------------------------------|-------------------------------|
| 12.00 | Magnus Llewellyn/ The Herald Group | 21st Century Press Q&A |
| 13.00 | A. Thomson & J. Ellis/ 360 Innovate | New Media for the Digital Age |
| 19.00 | Independent Film Night/ Various | Film Screenings |

www.glasgowstudent.net