Freelance Salon success

THE FREELANCE Salon event in October was accounted a great success by all. Alex Wood, Editor in Chief of The Memo spoke about opportunities for freelances in such new online publications; and we heard from the trio from Byline, a crowdfunded platform for news. (See www.londonfreelance.org/fl/1507byl.html)

Attendee Charlie Mellor said: “Can I just thank Hina Pandya and the team for last night’s Freelance salon at NUJ head office in London. It was a fascinating evening and I’m really glad I came. Many, many thanks to the guest speakers and all behind the scenes for their effort last night. Long may they continue!” (LFB Committee’s Hina Pandya instigated the event.)

And Alix Kirsta said: “What I found so valuable was not only the practical insights into getting one’s work published on sites like byline.com, but more generally the current state of affairs on online, via a vis in advertising, branded content, crowd-funding etc. As the web is still rather a blurry and complex area for many writers, this info helps give us a more focused and enlightened approach if and when we wade in.”

Alix added “All the best – and congratulations again on doing a great job!”

London Freelance Branch Chair Fi O’Cleirigh said: “It was a really great event – I’ve found so valuable was not only the skills training that could assist freelances we can often miss out on funding it. The showing is on film for news. (See www.londonfreelance.org/fl/1411stew.html)

The Memo

Google News Lab intro and training

TECHNOLOGY changes fast, and being aware of and keeping up with these kinds of changes can be tough as a freelance. The NUJ Freelance Industrial Council (FIC) is aware that as freelances we can often miss out on the skills training that could assist our work, and enable us to deliver it to high standards, and that staff are routinely receiving.

Google News Lab works with major publications training them to use Google tools, which help on specific aspects on reporting.

So, as a new FIC initiative, we have organised a half-day workshop for freelance NUJ members, run by Google News Lab, which will teach you many of aspects of the various Google tools.

This will include three sessions:

- Google tools that journalists can use to research, report and visualise a story. This session will walk through advanced Search and Image Search, Google Trends, Public Data and the practical tips and tricks you can use on a daily basis.
- An introduction to video, and YouTube, covering short formats designed for on-the-go audiences, long-form documentaries and interactive – this session will provide lessons and case studies from around the world.
- From breaking news to long-form feature reporting, a map can help tell a thousand stories. In this session you will see how embeddable maps can help visualise a story that engages the viewer and displays information in an engaging format.

This workshop will teach you how to build your own maps, how to explore and integrate StreetView and Earth imagery and organise data to create compelling interactions. (For use of Google Maps you will need to set up a gmail address – via mail.google.com/mail if you haven’t got one already)

The event is from 10am-2pm on Thursday 4 February 2016 including lunch at Google’s offices in Central London. NUJ members should sign up free now via freelancelaboffice@nuj.org.uk – places are limited and going fast.

The venue is fully accessible for people with disabilities. Catering for the event will include vegetarian, vegan and gluten-free options.

Miners’ film show

London Freelance Branch is organising, with other NUJ Branches, a showing of the film Still The Enemy Within reviewed November 2014: www.londonfreelance.org/fl/1411stew.html). It tells the story of the 1984/5 miners’ strike – as related by the miners, their families and friends. The NUJ University of Strathclyde, NUJ Scotland survey, the subject of a recent NUJ Branch survey, the NUJ Scotland survey, the UK government has published a Draft Investigatory Powers Bill. The obvious concern is whether the security services would get new powers to legally access journalistic information, and particularly to compromise the confidentiality of our sources (as against getting the information the other way).

The Bill gives responsibility only on the issue of cyber bullying, a matter of protecting sources: there will be “in statute information the other way).

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