

English Skill: “Write clearly using a range of different styles to match audience and purpose”

Used in the workplace at Gloucestershire newspaper group:
The Echo, Citizen and GloucestershireLive



Rachael Sugden, Senior Editor

“In journalism it’s very important for reporters to be able to change their writing style depending on what’s being covered. For example, reporting on a court case requires a totally different style of writing to a sporting event or a fashion article in GL Weekend magazine.

The same news story might need to be told in a multitude of ways – from a newspaper report, to a video story on our news website or on social media. Audiences for our newspaper editions are very different to our online platforms. So even though it might be the same news story, the writing style needs to reflect who’s reading or watching it.

I need reporters that understand what our audiences want – they need to be able to quickly and easily adapt their writing to suit these different audiences.”

About Gloucestershire Echo, Gloucester Citizen and GL Weekend

The Gloucestershire Echo and Gloucester Citizen newspapers are weekly newspapers and, between them, cover all areas of Gloucestershire. They have a combined average readership of over 57,000 people. The GL Weekend magazine is published weekly and is contained within each newspaper. The website, GloucestershireLive, (www.gloucestershirelive.co.uk) covers all areas.

These publications are part of Trinity Mirror PLC, one of the UK's largest multimedia publishers, with an award-winning portfolio of five national and 130 regional titles, as well as over 500 digital products.

Who works there?

Approximately 13 reporters cover all areas, including sports, news desk and those responsible for page setting. All reporters are trained journalists or currently undergoing training. Out of these, six people cover the news desk and social media.

Range of Salaries: Trainee journalists earn c£18.5k per year, rising to c£23k on the news desk. Highly experienced journalists can earn c£35k-£45k.

Skills Shortages: The biggest challenge for local media is recruiting trainees with strong digital talent – reporters need to network and engage with our readers via social media and have a strong grasp of video story-telling.

Useful Links

www.gloucestershirelive.co.uk

www.trinitymirror.com

www.prospects.ac.uk/job-rofiles/newspaper-journalist

www.nctj.com