

# Develop as a freelance, training aplenty

THERE'S STILL a chance to sign up to NUJ Training's Develop Your Freelance Capabilities course to help you re-invigorate your freelancing. This course is for you if you have several years' experience of freelancing as a writer, and you realise that it would be useful to you to spend a day thinking about what your next steps might be.

These could include adding completely new strands to your freelance existence, or just coming up with some ideas for features you wouldn't otherwise have considered. The tutor is Humphrey Evans, veteran of 20 years of the Getting Started as a Freelance course, and it

will be a small group – a maximum of eight. The course is on **Tuesday 28 October** and again on **13 November**. It's £145 to members.

Humphrey Evans will be a double act with the LFB's own Phil Sutcliffe as tutors for Getting started as a Freelance on **21 November** and Pitch & Deal on **22 November**.

Then there's NUJ Training's Feature Writing on **2-3 December** and Writing for Web on **6-7 December**. October, November and December this year also see NUJ Training courses on the Freedom of Information Act (with the LFB's own award-winning investigator Heather Brooke), as well as courses on sub-

editing and PR. All courses are at the NUJ's head office at Headland House: see [www.nujtraining.org.uk](http://www.nujtraining.org.uk) for details.

- The London Freelance one-day pilot course in Photoshop for photographers has been postponed due to lack of enrollments, although we had a lot more course enquiries coming in immediately after cancelling, so we plan to run this course some time early in 2009. NUJ Training has a two-day Photoshop course on **31 January to 1 February 2009**, which costs £265 for NUJ members.

## Bong! The struggle continues

The NUJ's struggle to achieve union recognition for freelances working on a casual basis for ITN continues. A petition has been organised, and signatures collected. But we need to recruit among ITN freelances. To this end, go to [www.londonfreelance.org/Bong](http://www.londonfreelance.org/Bong) to sign up to the email network now, please, if ITN is among your clients.

### PITCHING from p1

- Break down your requests into one question at a time, so you're getting them to say, yes, yes, to each point, rather than giving them more information that they can handle all at once.
- Hint that one of the competitors is interested, advises photographer Guy Smallman. "I'd be quite keen to further a conversation I had with someone else," he tells editors. Specify a time limit before you'll take it somewhere else.
- If you get an answerphone, you know the answer is no. You

don't want maybe, you want yes or no, and you should have your list of contacts ready to pitch to the next one.

- Phil Sutcliffe counsels: don't be aggressive, do it non-confrontationally and friendly.
- Several freelances present recommended "multi-pitching" to several outlets. The *Guardian* and the *Daily Mail* claim they don't share any of the same market, and apparently have published the same article word-for-word.

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# Learning advisors sought

FREELANCE learning advisors (also known as learning reps for state funding purposes) can help freelances pinpoint areas where they might benefit from help and can offer advice about courses and other sources of guidance, says the NUJ Training Department, which is looking to recruit more freelance volunteers as learning folk.

A conference earlier this year set up a joint project to "build a multi-union strategy to meet the shared freelance training needs" of a grouping of four unions within the Federation of Entertainment Unions, the broadcasting union BECTU, the actors' union Equity, the Musicians' Union and the NUJ.

One product of this co-operation has been a handbook – see [www.feutrainig.org.uk](http://www.feutrainig.org.uk).

### Step up please...

Could you be a freelance learning rep or "learning advisor"? For some time there have been workplace-based "union learning reps" among staff journalists. These were vital in tipping off NUJ Training that early InDesign adopters the *Telegraph* and the *Guardian* were getting ready to switch from Quark XPress, so that NUJ Training was

ready to offer InDesign courses to members before InDesign became the industry standard. Currently a third of people on NUJ courses are freelances.

Now the NUJ is recruiting learning advisors among freelances. The title "learning advisor" seems to have emerged as a more popular description of the freelance version of this post.

The NUJ has some (limited) funds available for loss of earnings for freelances who work as learning advisors.

Three LFB members have already signed up as learning advisors. But we need more learning advisors to work in the freelance sector.

The NUJ will put learning advisors through a one-day orientation to familiarise them with the software for a course which they can continue through online study.

If you are interested in becoming a freelance learning advisor, contact NUJ Training Manager Linda King, email [LindaK@nuj.org.uk](mailto:LindaK@nuj.org.uk) or freelance learning advisor Miranda Gavin – email [mirandagavin@hotmail.com](mailto:mirandagavin@hotmail.com) – both with NUJ Training.

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## Eight years on – who killed Gongadze?

NUJ General Secretary Jeremy Dear (second from left) and London Freelance Branch activist Simon Pirani (third) led a delegation to the Ukrainian Embassy on 16 September to mark the anniversary of the murder of Gyorgy Gongadze, publisher of the independent internet journal *Ukrainska Pravda* ([www.pravda.com.ua](http://www.pravda.com.ua)) who disappeared on 16 September 2000 and whose headless body was later found in a ditch in Tarascha district, outside Kiev. Serhiy Obozov, district prosecutor, was convicted in May 2003 of abuse of office and falsification of evidence and others have been arrested for the actual killing – the NUJ still wants an investigation into evidence of involvement by Leonid Kuchma, the then president of Ukraine.

Photo © **Marc Vallée**

## Video training bargain!

You can still join the LFB cohort taking the 5-day introductory course on video shooting and on editing with Final Cut Pro (foundation), and intermediate) with the Frontline Club in West London. The Branch has negotiated a bargain price for its block course booking, provisionally £500, a considerable discount on the £1100 they usually charge. The five-day course runs from **1 December-5 December**. You'll have to hurry to join the Branch contingent – email [video@londonfreelance.org](mailto:video@londonfreelance.org) in the next few days to sign up, and see the outline of the courses on [www.thefrontlineclub.com/club\\_training.php](http://www.thefrontlineclub.com/club_training.php).