



University of
Central Lancashire
UCLan

Postgraduate Certificate and MA (Part-time)
**Journalism Innovation &
Leadership**

A certified blended learning programme tailored for news media innovators ready to lead - and leaders eager to innovate.



“The programme transformed how I thought about news, audiences and leadership. The course content was exactly what I needed then (and continue to draw on now) to navigate the huge and on-going disruption of the media industry. And I met smart, amazing people who I count as great friends to this day.”

ALISON GOW

Audience and Content Director, Reach Plc, North West and President of the Society of Editors, UK
Member and Mentor, Journalism Innovation and Leadership Programme Alumnus, MA Journalism Leadership, UCLan

Journalism Innovation & Leadership Programme

Our programme helps talented individuals develop the advanced knowledge, skills and confidence to thrive as the next generation of news media innovators and leaders of a rapidly changing industry.

A multidisciplinary team of pragmatic academics and thoughtful industry executives will share critical innovation and leadership insights along with the practical tools you need to propel your organisation forward, and accelerate your career.

This part-time course blends interactive online sessions and intensive learning blocks (online and on campus) with Applied Learning Projects, and leads to a recognised Postgraduate Certificate (one year) and Master of Arts degrees (two years) from the top-rated journalism programme at the University of Central Lancashire.

Course content includes:

- Systems analysis to evaluate current issues and pinpoint future opportunities
- Organisational diagnostics to develop practical strategies to drive performance
- Data-informed user-centred innovation approaches to create value for customers, organisations and communities
- Design sprints to help you and your team clearly define goals, validate assumptions before starting product development
- Agile management techniques to deliver complex projects
- Approaches to leadership that foster performance
- Mentoring to help you map your own professional development pathway

Participants will be supported by dedicated and forward-thinking mentors drawn from our alumni and industry advisory board, which features organisations such as the Associate Newspapers of Zimbabwe, the Google News Initiative, Reach PLC, the UK Society of Editors, S&P Global Market Intelligence, the Telegraph Media Group, Twitter, the World Association of News Publishers and the World Editors Forum.



Skills

This programme emphasises the cutting edge practical expertise and entrepreneurial mindset you'll need to lead an ambitious news organisation today – and help position it to succeed tomorrow.



Mentoring

You will be matched with an experienced industry mentor drawn from our extensive alumni network and collaborating industry associations, including the UK Society of Editors, the Digital Editors Network, and WAN-IFRA, the World Association of News Publishers.



Knowledge

You'll tap into the critical insights of global industry thought leaders and world-leading research from UCLan's Media Innovation Studio to help you recognise the potential in your business environment, your community and yourself.



Growth

Add value to your organisation by offering a rigorous diagnostic of key challenges to success – and identifying practical steps to propel it forward. Contribute to your team and your own career by nurturing your leadership potential. Throughout, you'll have the chance to test your intuition, stretch your thinking – and to move ahead with greater confidence.

Participant profile

You will join an international cohort with diverse backgrounds spanning news media innovators eager to lead - and experienced leaders eager to innovate.

Participants are expected to bring with them substantial professional experience in any area of the news media industry and the ambition to contribute to the growth of their organisations and their communities - and reach their own potential.

Benefits to you:

- **Think** deeply about issues shaping journalism today - and the implications for tomorrow - informed by the latest insights from industry leaders and researchers
- **Develop** the practical skills to identify opportunities and obstacles to innovation, manage complex projects and lead high-performing teams
- **Build** the personal and professional competencies and contacts to enhance your team, your organisation and your CV.
- **Thrive** by linking your contribution to the organisation's ongoing success in a way that will boost your confidence - and your career.

Benefits to organisation:

- **Challenge** organisational effectiveness and develop practical strategies to drive transformation and enhance resilience
- **Explore** diverse innovation approaches, such as human-centred design and design thinking, to release and realise new revenue, audience engagement and market opportunities.
- **Develop** a data mindset and advanced audience understanding to enhance new business and revenue models in an increasingly complex and competitive market
- **Understand** how to lead innovation initiatives to meet changing demands inside and outside the organisation



"This is the most intense and rewarding course I've ever taken. It tackles problem-solving in journalism from every angle, be it strategy, technology, revenue or newsroom leadership. I feel like it has sped up my professional growth and provided me with guidance and mentoring I would otherwise not be able to access."

MARCELA KUNOVA

Editor, Journalism.co.uk

Programme Team

Dr Clare Cook

Clare is a senior lecturer in the School of Arts and Media and a business viability advisor for the Danish media development agency, International Media Support. She is an applied researcher with a specialist interest in developing independent media's resilience with a focus on revenue models. For eight years she has analysed and worked on independent journalism business models in Europe and politically pressured environments. As co-founder of the Media Innovation Studio she is lead researcher on the Value My News project to innovate new revenues for UK independent and community media, and with the Public Interest News Foundation Index.

Fiona Steggle

Fiona worked for the BBC as a journalist and manager for 20 years. She led teams through major news stories, recruited and appraised staff and managed changes within the organisation. Currently, as well as lecturing on postgraduate and undergraduate journalism courses at UCLan, she runs her own media consultancy business and sits on the board of one of the UK's largest membership charities The Youth Hostel Association

Dr François Nel

François is the course leader and Reader in Media Innovation and Entrepreneurship. An applied researcher in the School of Arts and Media with wide international experience as a journalist, academic and consultant, François teaches across a range of practical and theoretical journalism courses, as well as supervising PhD studies on topics related to organisational innovation and sustainability. A National Teaching Fellow of the Higher Education Academy, he is on the leadership team of the UCLan Research Centre for Digital Life and part of the Media Innovation Studio group. He is also an editor of the annual World Press Trends & Outlook reports for WAN-IFRA, the World Association of News Publishers.

John Mills

Reader in Emergent Technologies and Journalism Innovation. Based in the Media Innovation Studio group in the School of Arts and Media, John's interests span journalism innovation, the Internet of Things (IoT), augmented paper, mobile journalism, wearables, human-centred design, drone journalism and innovation theory.

Neil Benson

Business consultant specialising in media and leadership. Chair of the Editors' Code of Practice committee. Former group editorial director at Reach plc. Neil is also serving on the programme Board of Industry Advisors and Mentors.

Board of Industry Advisors and Mentors

Participants are expected to bring with them substantial professional experience in any area of the news media industry and the ambition to contribute to the growth of their organisations and their communities - and reach their own potential. To support you on their journey, you will be matched with an mentor from amongst our illustrious Board of Industry Advisors and Mentors. The current board includes:

- **Neil Benson** Business consultant specialising in media and leadership. Chair of the Editors' Code of Practice committee. Former group editorial director at Reach plc.
- **Paddi Clay** Media trainer and consultant, based in South Africa
- **Matt Cooke** Head of Partnerships & Training, Google News Initiative
- **Joanna Geary** Senior Director for Curation, Twitter, NYC
- **Jethro Goko** Publisher, Associated Newspapers, Zimbabwe
- **Alison Gow** Editor in Chief (Digital), Reach Plc Regionals, UK and current President of the Society of Editors, UK
- **Alan Hunter** for Head of Digital, The Times and Sunday Times, UK
- **Cherilyn Ireton** Director, World Editors Forum, WAN-IFRA
- **Lyndsey Jones**, Transformation consultant, strategic advisor and coach; author of forthcoming business education book Going Digital; former executive editor of the Financial Times.
- **Ian MacGregor** Editor Emeritus, The Telegraph Media Group and Chair of the Society of Editors
- **Lisa MacLeod** Independent consultant, Vice-President of the World Association of News Publishers, former head of digital for Tiso Blackstar, and a former associate editor of the Financial Times.
- **Steve Matthewson** London Bureau Chief & Head of Financial Institutions News (Acting) at S&P Global Market Intelligence
- **Dietmar Schantin** Founder of the Institute for Media Strategies
- **Dmitry Shishkin**, Independent digital consultant and Leader in Residence at UCLan. He serves on the Board of the World Editors Forum of the World Association of News Publishers.
- **Inga Thordar**, Executive Editor of CNN Digital Worldwide, overseeing all international news, sport and programming teams.

"It's critical that those seeking a sustainable way forward for journalism take time out of the newsroom to think and learn from others when assessing new opportunities and ways of working."

This programme ensures they have time to think critically about the implications for journalism - and the communities their newsrooms serve."

CHERYLYN IRETON

Executive Director of the World Editors Forum of WAN-IFRA, the World Association of News Publishers.

Member, board of Industry Advisors and Mentors Journalism Innovation & Leadership Programme.

Programme Structure and Content

Participants can choose to complete a postgraduate certificate in one year or continue to earn a Master of Arts in Journalism Leadership in two years.

YEAR 1: JN4530 Journalism Leadership ; JN4531 Journalism Innovation

YEAR 2: JN4527 Research for Media Work, JN4526 Extended Applied Learning Project

Our solutions-based approach means that you will be offered a range of assessments that allow you to demonstrate your ability to apply critical insights to professional practice. You will normally have individual and group tasks during the intensive teaching blocks followed by an Applied Learning Project that gives you a chance to provide immediate value to your organisation.

There are no traditional exams in this course.

Year 1: Postgraduate Certificate

Journalism Innovation & Leadership (40 credits, 20 teaching weeks)

Spring Term Weeks 1-10 comprising nine interactive sessions and a two-day intensive teaching block.

Lean Back, Look Out

SITUATIONAL ANALYSIS AND STRATEGY DEVELOPMENT

Understand what it takes to successfully lead innovation in an organisation operating in an environment characterised by volatility, uncertainty, complexity and ambiguity.

Applied Learning Project You'll think deeply about the issues influencing the industry and critically assess specific needs-driven innovation opportunities.

In this strategic block you will study:

News media landscapes

- Critically understand the impact of changing landscapes on news media organisations and individuals
- Explore the impact of changing audience relationships
- Evaluate opportunities from product and service approaches
- Crystallise your thinking about a current issue critical to the industry's future

News media organisations

- Understand the seven building blocks of innovative organisations
- Highlight what makes an innovative firm: ingredients for success

News media workers

- Learn what it takes to be an innovative journalism leader of a thriving organisation
- Work with your mentor to clarify your ambitions and to develop your own personal development plan

Summer Term Weeks 11-20 comprising nine interactive online sessions and a three-day intensive teaching block

Lean In, Look Around

ORGANISATIONAL DIAGNOSTIC AND PLANNING

Critically examine the organisational factors - including your own behaviours - that influence the creativity and innovation that are essential for individuals and enterprises to thrive.

Applied Learning Projects: You will complete a detailed diagnostic of the culture of innovation in your organisation, as well as creating a personal development plan to meet your own growth objectives.

In this operations block you will:

- Analyse your own organisation and match that with successful organisations
- Run rigorous and detailed diagnostic tools to identify key challenges in your organisation
- Develop your ability to use data to inform decision making in the newsroom and the boardroom
- Propose best-fit solutions that align with strategy
- Evaluate what makes an effective agile business
- Understand successful leadership styles
- Explore the tools and techniques successful leaders use to more effectively deliver the creativity and innovation that are essential for individuals and organisations to thrive
- Test your insights and instincts in our Leadership Simulation Game
- Complete an individual report addressing a specific innovation challenge in your organisation
- Work with an industry partner and mentor to assess your career goals and develop a personal development plan

Journalism Innovation (20 credits, 10 weeks)

Autumn Term Weeks 21-30 comprising nine interactive online sessions and a three-day intensive teaching block

Lean Forward, Look Down

DELIVERING INNOVATION INITIATIVES

Stress test innovation approaches and tools used to develop innovative media products and services that serve communities and sustain businesses.

Applied Learning Project You'll draw on the cutting-edge innovation methods to develop a rigorously-founded practical plan to deliver on a specific innovation challenge in your organisation.

In this applied block you will:

- Draw on data to identify opportunities to deliver greater value to current users and attract new ones
- Explore innovation processes including human-centred product design to AI-enhanced news operations and tie them to real-world challenges or opportunities
- Trial rapid experimentation and innovation techniques such as design thinking to generate new products and approaches
- Run a design sprint
- Test your ideas and assumptions
- Draw on peer coaching and mentoring to develop a practical plan to deliver on an innovation opportunity in your professional context

YEAR 2: Master of Arts

Research for Media Work (60 credits, 22 teaching weeks)

Spring and Summer Terms Weeks 1-22, comprising 21 interactive online sessions and a five-day intensive teaching block.

Learn to generate robust insights for action

The focus here is on equipping you with skills to evaluate and produce valid and reliable evidence to help your business make decisions and set priorities. It will enable you to identify and deploy appropriate research strategies and techniques in your roles as a leader and innovator in the field of journalism and news media.

Applied Learning Project You will identify key research questions facing decision-makers in your organization and develop a vigorous research project proposal that includes a detailed description of the methodologies, action plan and resources needed.

In this module you will be supported through self-guided study of methodological approaches and techniques in the professional context to enhance your ability to critically evaluate and deploy research to evaluate news media markets, audiences, opportunities, interventions, and institutions

We will showcase and discuss examples from the wide range of applied research projects conducted by the Media Innovation Studio team and further afield. Research at Work (60 credits, 22 teach weeks)

Extended Applied Learning Project (60 credits, 22 teaching weeks)

Summer and Autumn Terms Weeks 1-22, including interactive online workshops and one-to-one supervision sessions

Putting Innovation and leadership insights to work, building on the underpinning theoretical work, research approaches and your experience on previous Applied Learning Projects, this module will see you conceptualise and produce an innovation project within an organisational setting. It fosters a 'deep-dive' into a fundamental issue and/or explore an innovation process or practice.

Extended Applied Learning Project

Centred around a specific innovation challenge or opportunity, you will create, deploy and assess a specific project that will add significant value to your organization with the support of a dedicated academic supervisor, alongside the coaching from your peers.

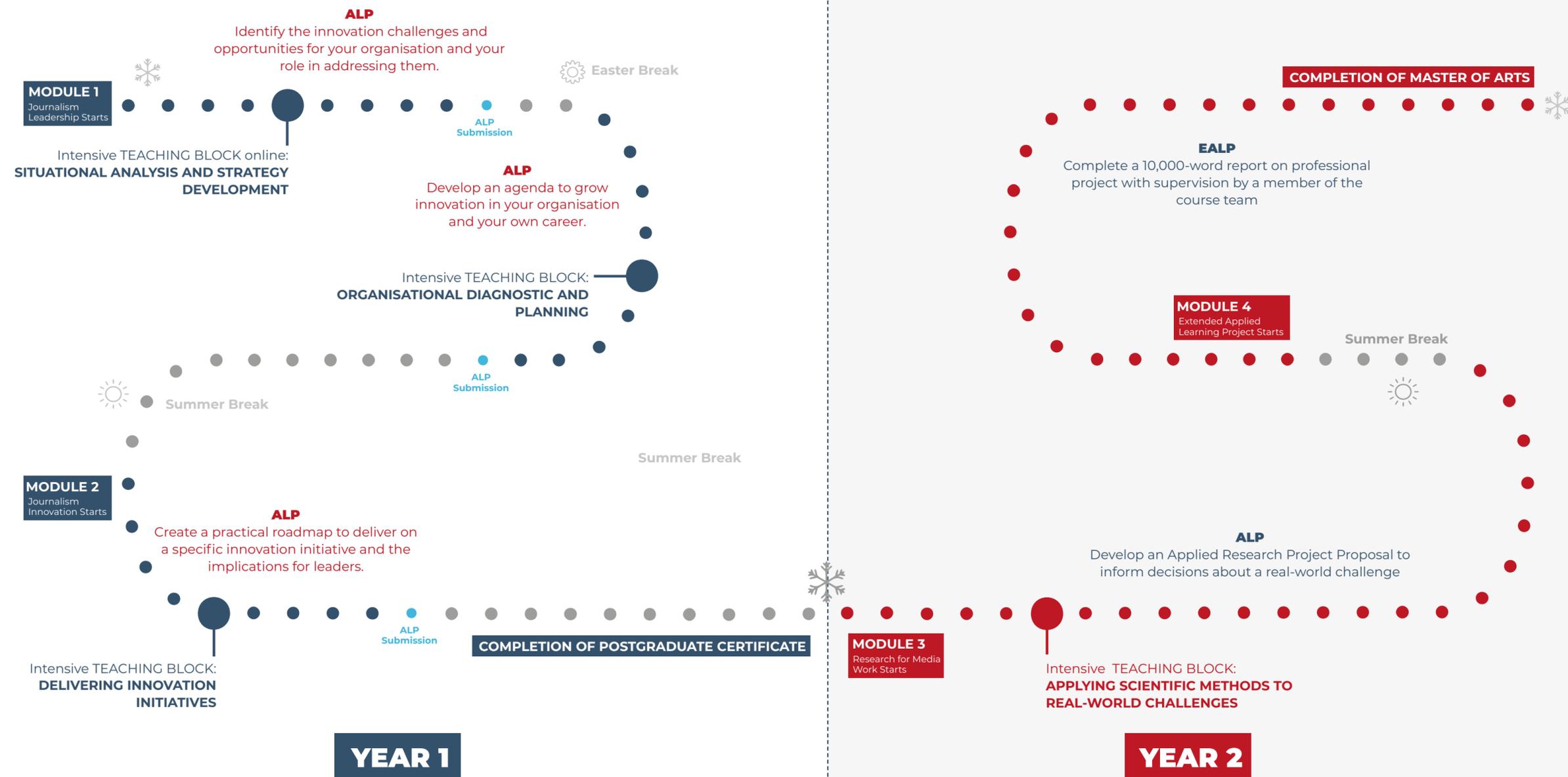
In this module you will:

- Identify key and critical issues for transformation and innovation within an organisation
- Participate in regular supervisory sessions with academic teams
- Design, develop, deploy and measure a dedicated project that responds to a core challenge
- Apply research and innovation methodologies that relate directly to your core challenge
- Deploy project management techniques from initial concept stage to implementation and evaluation

Planning Your Studies

We recognise that professionals have considerable demands on their time. With that in mind, we suggest you consider the following when planning your studies:

- Allocate at least five hours per week to the research, reading, discussion, reflection, and writing required for each module.
- Each term will include nine weekly online seminars along with an intensive teaching block online or on campus.
- On campus teaching blocks typically include study visits as well as evening events. Dress throughout is casual.



Our Learning Approach

This is a certified university course, but it's certainly not learning as usual. Core to our innovative approach is our Flipped Learning model and Applied Learning Projects.

Flipped Learning

In the traditional teacher-centred model, the lecturer is the primary source of information. By contrast, the Flipped Learning model deliberately adopts a learner-centered approach. That means, you'll typically prepare for each interactive session online or on campus by completing readings and exercises in advance.

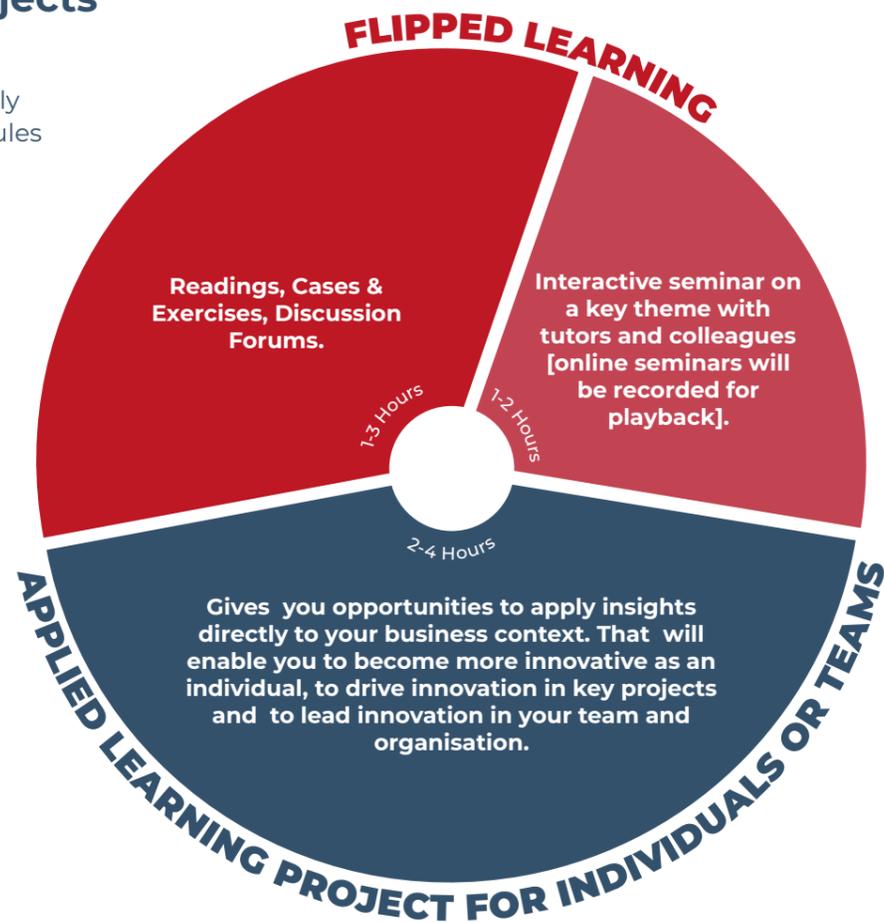
That enables us to dedicate in-class time to exploring topics in greater depth; creating rich learning opportunities. As a result, you'll actively participate in all the scheduled sessions and evaluate your learning in a manner that is personally meaningful.

Applied Learning Projects

Through Applied Learning Projects, our programme enables you to apply insights generated within the modules directly to your own business contexts.

You'll identify and diagnose a key leadership and/or innovation challenge, informed by your studies, and generate a key response with the support of the course team and mentor.

This creates tangible and real world impact that is directly connected to your learning.



Mentoring Programme

Alongside coaching from your tutors and colleagues, you'll be matched with a personal mentor drawn from our global network of alumni and industry partners.

Central to our mentoring programme are alumni from our leaders programme, including Joanna Geary, head of curation at Twitter; Jethro Goko, publisher of Associated Newspapers of Zimbabwe and Steve Matthewson, London Bureau Chief and Head of Financials, S & P Global Market Intelligence.

Alongside coaching from your tutors and colleagues, you'll be matched with a personal mentor drawn from our global network of alumni and industry partners.

Senior executives with experience at some of the world's most recognised media brands, including the BBC, Business Day (SA), CNN, Financial Times, Google, S&P 500 Market Intelligence, The Guardian, The Telegraph, The Mirror, The Times and Sunday Times and Twitter, have stepped up to mentor participants.

"I'm delighted to be taking part in the Journalism Leaders mentoring scheme. It is so satisfying to help others succeed in their careers and to be a trusted guide to help them develop their ideas. I always see mentoring as a two-way process and look forward to learning off my mentees too, sharing our experiences and knowledge."

LYNDSEY JONES

Lyndsey Jones: Transformation consultant, strategic advisor and coach; author of forthcoming business education book *Going Digital*; former executive editor of the Financial Times.



Entry Requirements

We welcome applications to this university certified course from experienced practitioners inside and alongside the media industry. Entry to the programme is normally subject to the following conditions:

- A strong interest in the challenges facing journalism and its leaders as evident in a 250-word statement that describes your daily duties, the relevance of the programme to your career, your goals for the course and how you will apply the learning in context .
- Typically, an undergraduate degree in journalism or a related media subject, at 2:1 or above. Or evidence of substantial professional journalism/media industry experience (normally five years).
- Appropriate computer literacy and internet access.
- International applicants are required to have an IELTS score of 7 or equivalent.

Applicants will be interviewed and asked to provide a detailed CV as part of their application for the course.

We welcome international students. Prospective students should seek contemporaneous advice on visa requirements including short-term study and Tier four visas from UK Visas and Immigration (UKVI) . For further advice or support with your Tier 4 visa application please contact: PBSHelp@uclan.ac.uk

How to Apply

Applications for postgraduate courses is made online via the university website

[Uclan Courses](#) You can also email cenquiries@uclan.ac.uk or call **+44 (0)1772 892400**. The course team can also be reached at fpnel@uclan.ac.uk

Scholarships

THE JOURNALISM INNOVATION AND LEADERSHIP PROGRAMME SCHOLARSHIPS

The Google News Initiative (GNI) and International and Media Support (IMS) are funding tuition scholarships to support participation in the programme.

There are two award categories:

- GNI are supporting 15 postgraduate certificate scholarships (one year, part time) to assist the next generation of diverse leaders, particularly those working in local newsrooms and across the Global South.
- IMS are supporting 2 MA scholarships (two years, part time) to assist grantees and partners of IMS, which is an international, Denmark-based organisation that works with media in countries affected by armed conflict, human insecurity and political transition.

Scholarship applications, which should only be made after applying to the course, are available from the course leader Dr François Nel at FPNel@uclan.ac.uk

Scholarship application deadline: 30 October. Those shortlisted will be invited to an online interview with decisions expected to be made by 15 November 2021.

FPNel@uclan.ac.uk



"We're pleased to see the further experimentation and development of this innovative course, and we're grateful to both the university and all of the industry experts involved. This second year of support from the Google News Initiative is designed to help broaden the availability of learning opportunities for journalists and leaders across the news ecosystem."

MATT COOKE
Head of Google News Lab



"Our media partners work across four continents and operate under the most challenging circumstances. We are committed to supporting media professionals to experiment and learn so that they can lead the way developing innovative strategies for resilient public interest media to reach relevant audiences who are able to share, discuss and act on trusted, ethical, inclusive content."

JESPER HØJBERG
Executive Director, International Media Support

Fees for 2022

Tuition fees for this 60-credit part-time postgraduate certificate course are £2,700 (UK/EU/INTL)

Tuition fees for the 180-credit part-time MA course are £8,100 (UK/EU/INTL)

Note: Alumni of UCLan's undergraduate degree courses qualify for a 20% discount on fees.

For more on Fees and Funding at UCLan see: <https://www.uclan.ac.uk/study/fees-and-finance>

FROM THE CLASS OF 2021

What have you taken away from the JILeaders Programme so far that you'll take forward?

Catherine Edwards

Europe Editor, The Local (Sweden)

The programme has been invaluable in providing skills training, a space to think about career development and the future of the journalism industry, but most importantly a global network of likeminded, supportive and talented journalists during the chaos of the pandemic. I have a much deeper understanding of leadership and innovation and a renewed motivation to put what I've learned into practice at my newsroom - in fact I have already begun working on this. It has been one of the best things I've done for career development in the past few years.



Jenny Simpson

Content Editor (News & Specialists) at Lancashire Post & Blackpool Gazette (UK)

The programme has helped me address any gaps in my knowledge at a time when the media industry is going through a seismic change, and made me feel more confident that I will have the skills to cope with whatever changes happen next. It has also been a brilliant way to grow my network and learn from inspiring people across the world.



Kamila Rymajdo

i-D's northern correspondent & writer for Vice, Mixmag, Dazed, Red Bull, Interview Magazine (UK)

For a freelancer like myself, the JILeaders Programme has provided invaluable insight into how both large and small media organisations operate, while empowering me with the tools to confront the challenges currently facing the media industry. I will take this knowledge forward as I embark on the next phase of setting up a local imprint myself. Moreover, the programme challenges participants to take stock of their own individual roles and agency, while guiding them to become better leaders in a number of ways -- via academic readings, practical workshops, candid Q&As with industry figureheads and personal mentorship. It's transformative both professionally and personally, and somehow manages to do this whilst only taking up an hour a week of one's time. Whilst it's so much more, it's an incredibly smart workout for your career -- minimum time, but maximum impact



Marcela Kunova

Editor, Journalism.co.uk (UK)

This is the most intense and rewarding course I've ever taken. It tackles problem-solving in journalism from every angle, be it strategy, technology, revenue or newsroom leadership. I feel like it has sped up my professional growth and provided me with guidance and mentoring I would otherwise not be able to access.

Hama Suburi

Chief Operating Officer, Associated Newspapers and 3KTV (Zimbabwe)

This programme has enabled me to make a critical evaluation of myself as a leader and professional in the field, and of my organisation, within the broader context of our operating environment, which is currently in a state of flux. In the process, my understanding of the issues that our organisation is faced with now goes beyond scratching at the surface for solutions but contributing well-informed, and evidence-based solutions that are already positively impacting on our company. Going forward, I intend to build on my knowledge and expertise around leadership and innovation to perfect my own leadership style with the main objective of leading the change that should transform our institution into an agile enterprise.



Christopher Goko

Chief Operating Officer, Financial Gazette (Zimbabwe)

Very useful and relevant in developing a modern day journalist or discerning newsroom manager.

Andrew Kilmurray

Editor at St Helens Star (UK)

The programme has given me a deeper understanding of how to strategise, develop and implement plans that can be used to underpin changes in newsrooms, workflows and products.

It has also allowed me to reflect on the leadership qualities that are required to formulate and implement the necessary changes. My understanding of where journalism and the news industry finds itself - not just in the UK but across the world - has also been broadened significantly.



What advice do you have for someone thinking about applying to the JILeaders programme?



Katherine Gallo

Deputy Curation Lead, Global News at Twitter (Australia)

Don't hesitate and apply! If you want to be a leader in a newsroom, this course will definitely help you achieve your goals.

Andrew Kilmurray

Editor at St Helens Star (UK)

It allows space away from the newsroom to reflect and debate upon the big issues we face now and in the future and to learn how to develop the skills and the strategies to implement innovative change: The resources, readings, tuition, mentorship and insights from industry leaders on the programme will inspire, challenge and stretch participants while creating a platform for personal growth and development.

John Simmonds

Publisher at Bauer Media Group (UK)

This course is potentially career defining, so don't worry about how you will find the time or whether you're right for the course (the team are incredibly supportive), just do it!



Naeemah Dudan

Content Lead at Hashtag Our Stories (South Africa)

There have been a lot of learnings on leadership which I found particularly useful as someone who is a young leader in their field. DO IT!



Kamila Rymajdo

i-D's northern correspondent & writer for Vice, Mixmag, Dazed, Red Bull, Interview Magazine (UK)

Applying for the JILeaders Programme is a no brainer, wherever you are in your journalism career. It not only provides you with the theoretical framework for solving both individual and organisational challenges that you'll be utilising long after the course ends, but connects you to a global cohort of professionals across the industry, which is an invaluable learning exercise in itself. You'll complete the course not only intellectually enriched with a toolbox of skills to take on your next role, but also with friends for life. My advice is therefore only: go for it.



Rosi Doviverata

Managing Editor Digital & Readership Development, Fiji Sun (Fiji)

Go for it! You won't regret it!



Una Murphy

Co-founder and Pushlsher, View Digital, (Northern Ireland)

This is one journalism programme you won't want to miss!

Guthrie Munyuki

Group Editor in Chief: Daily News, Daily News on Sunday, Financial Gazette and 3K TV (Zimbabwe)

If there's anyone who ever doubted the power of learning from a multicultural group, with different experiences, JIL programme provides the best platform to those aspiring to be leaders in innovation.



Journalism at UCLan

Journalism has been taught at Preston since 1962, making it the oldest such university programme in England. The Guardian University Guide 2021 shows we remain amongst the best. We are ranked No 1 in the North West and amongst the Top 10 in the UK for Journalism, Publishing and Public Relations.

Our research was rated as World Leading in the last Research Excellence Framework assessment and our researchers continue to provide insights for practitioners and policy makers, as well as for students and scholars. We are also part of WAN-IFRA's Global Alliance for Media Innovation and a Google News Initiative partner.

UCLan is an international, multi-campus university with more than 30,000 students ranked amongst the top 7% worldwide. Our roots go back to 1828 and the founding of the Institution for the Diffusion of Knowledge – a mission we have been proud to follow for almost two centuries.

"This is a programme for those who want to thrust themselves into the debate about the future of journalism as a profession and industry - and learn about how to lead the changes that are required."

ANDREW KILMURRAY

Editor at St Helens Star (UK), Class of 2021



University of Central Lancashire,
Preston, Lancashire
PR1 2HE.
uclan.ac.uk

The Postgraduate Certificate In Journalism Innovation and Leadership is in partnership with:

