



ORCHARD NEWS BUREAU LTD

BRIEFING FOR JOURNALISM SCHOOLS (No.2): HOW TO BE A WINTER SPORTS REPORTER

FEBRUARY 2012

ON THE AGENDA

- *Media accreditation, facilities & hospitality*
- *Practical & technical tips, protocols, rules & ethics*
- *Access to event organisers, teams & world-class competitors*
- *Exclusive filmed interviews with alpine athletes, journalists, commentators & event organisers including:*
- *Britain's top ski racer CHEMMY ALCOTT (starring in ITV's Dancing On Ice)*
- *Olympic gold medalist LINDSEY VONN (the USA's most successful winter sports athlete)*
- *Sports magazine editor Neil McQuoid*
- *Sports photographer Mitch Gunn*
- *Eurosport TV journalist Kari-Anne Saud*
- *International Ski Federation web-writer Shauna Farnell*
- *Austria's expert host commentator Didi Ziesel*
- *all with their own personal tips & advice for UK sports journalism students*



BBC Ski Sunday reporter Hazel Irvine interviews legendary Austrian racer Hermann Maier
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Calling all sports journalism course leaders

We offer an entertaining and informative 90-minute-long workshop, lifting the lid off the work of specialist journalists working at Alpine events.

The briefing, which is supported by ONB's exclusively-recorded interviews with some of the world's leading winter sports athletes and top journalists, is specially tailored for university media students.

We visit campus venues and provide undergraduates and post-graduates with the insider-tips from globe-trotting professionals working in the business, and travel journalists who cover particular events.

For sports journalism students inspired by the 2010 Winter Olympics, it's time to find out what goes on at an exciting Alpine

downhill race, a bone-crunching ice-hockey game, a world-class curling competition and a high-speed bobsleigh descent.

Last year's talks went down a treat with sports journalism students at Nottingham and Lincoln. Why not book a visit for your students today?

See overleaf for our contact details.



Accredited journalists covering alpine events receive privileged access to many top athletes. Find out how it is done. Pictured: Recent world champions Maria Hoefl-Riesch, Lindsey Vonn, & Anja Paerson © Orchard News Bureau Ltd 2010



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Orchard News Bureau Ltd at a glance

Orchard News Bureau was established as a press agency by newspaper journalist Richard Orange in 2000, covering news, politics and legal affairs.

We have grown into a media **training** consultancy, advising journalists and editors on access to information held by public bodies, providing **advice** on professional accreditation for journalism training courses, and supplying **news** stories and pictures to the national media.

We also publish **travel** guides, and run media training workshops on a variety of topics, including winter sports reporting.

News agency clients include

- Guardian Newspapers
- Telegraph Newspapers
- Times Newspapers
- The Sun
- BBC
- Press Gazette
- Private Eye
- MJ Municipal Journal

In recent years, ONB Ltd has provided media law-related advice and assistance to:

- Broadcast Journalism Training Council
- Centre for Investigative Journalism, London
- Centrex Police Training, Cambs

- Press Association
- Centre for Broadcasting and Journalism, Nottingham
- Wilmington Media Group
- Archant
- BBC Training Centre, White City
- Johnston Press
- Newsquest Media
- Times Newspapers
- ITV Central News (East)
- Amicus

