

NUJ

DUBLIN

FREELANCE

Freelance Forum Autumn 2023

Photographers/Writers/PR

Supported by Coimisiún na Meán

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Venue: Gresham Hotel, 20-23 O'Connell Street Upper, Dublin 1.

Date: Monday 16 October 2023

Cost: €5 (tax-deductible) to NUJ members, non-members €20.

Spaces are limited so book early

Book online now at <https://dublinfreelance.org/freelance-forum-autumn-2023/>

Enquiries Gerard Cunningham dublinfreelancenuj@gmail.com 086-6073060

All sessions open to writers, photographers, PR practitioners

NOTE: All speakers appear in a personal capacity.

Registration: 9.30AM- 10.00AM

Opening Address: 10.00AM – 10.30AM

The Future For Freelance Journalism

Natasha Hirst, NUJ President and freelance journalist

Session 1: 10.30AM – 11.45AM

Rage Against The (A.I.) Machine?

Speakers: **Dr Natasha Hirst**, NUJ president and freelance journalists

Seamus Dooley, Assistant General Secretary, NUJ

Dr Harry Browne, Senior Lecturer, TUD School of Media

Adam Maguire, RTÉ business journalist and broadcaster

Chair: **Stephanie Costello**, freelance journalist

The session will cover the industrial and professional issues facing journalists and publishers in dealing with veracity as new technologies allow for more convincing and numerous “deep fakes”, machine generated articles and features, and computer “hallucinations”.

Session 2: 11.45AM – 1.00PM

Pitching to The Press

Speakers: **Aaron Rogan**, deputy editor, Business Post

Jennifer Stevens, features editor, Sunday Times

Jessie Collins, editor, Irish Tatler

Chair: **Fiona Kenny**, copywriter

The session will cover pitching in the current newspaper environment, and the art of the pitch, with particular emphasis on popular news media.

Lunch 1.00PM

Lunch is available in nearby cafes and coffee shops, and in the Gresham Hotel. Wherever you go, take the time to introduce yourself to someone new, and catch up with old faces.

Networking is also a key aim of the Freelance Forum.

Session 3: 2.00PM – 4.00PM

Social Media: The Next Wave

Between Bluesky, Threads, the implosion of Twitter, the stuttering rise of Mastodon, and whatever's going on with TikTok, Substack and the like, it's time for a Social Media briefing at the Freelance Forum.

Melanie Boylan Founder and Co-Owner of **STOMP** Social Media Training, outlines the best social media strategies for the future.

Additional brief modules and speakers may be added if time permits

We understand that as working journalists everyone may not be able to attend all sessions.



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Dr Natasha Hirst, current president of the National Union of Journalists, is a freelance photographer based in Cardiff. Originally from a science background, gaining a PhD in physical chemistry and is a published academic in the physical sciences and later in the social sciences for her research on disability and employment. Natasha has been freelance since 2010, specialising in social justice, political and campaigns photography. Natasha is the current chair of Disability Arts Cymru and chaired a working group as part of the Welsh Government Disability Rights Taskforce. She is deaf and neurodivergent and was educated in mainstream schools, learning British Sign Language as an adult. She is the NEC's disabled rep.

Seamus Dooley is the Irish Secretary and Assistant General Secretary of the National Union of Journalists. He began his journalistic career with the Tullamore Tribune and is former editor of the Roscommon Champion. Prior to his appointment as a full time NUJ official Séamus worked at the Irish independent. Final He is a member of the Executive Council of the ICTU.

Dr Harry Browne is Senior Lecturer in the School of Media at Technological University Dublin, where he is co-founder and coordinator of the Centre for Critical Media Literacy. An experienced journalist, he is the author of three books, and served as Council of Europe appointed expert on ethical journalism as part of project 'Fight against discrimination, hate crimes and hate speech in Georgia', 2020-21.

Adam Maguire is a multimedia journalist with RTÉ, covering business, tech, media & current affairs beats. In 2022 he won the 'Audio Story of the Year' award at the UCD Smurfit School Business Journalist Awards for his audio series 'Inflation Shopping Basket', which was broadcast on RTÉ Radio One's 'Today With Claire Byrne' programme.

Jessie Collins is the editor of Irish Tatler at the Business Post. An award-winning editor with over ten years experience in print and digital publishing, she is formerly editorial director for Image Publications, and previously editor of CARA Magazine.

Aaron Rogan is deputy editor of the *Business Post*, previously a reporter with the paper. He won the 2022 Newsbrands Investigative Journalism award with Daniel Murray for work on the leaked recordings from the Dept of Health. In 2021 he wrote *Punters*, about the rise of Paddy Power into a data-hungry tech giant. He has also worked at Times Ireland, Irish Mail on Sunday as well as freelancing at home and internationally.

Jennifer Stevens joined the Sunday Times Ireland as features editor in 2022. She began her career in glossy magazines in the early 2000s and in the intervening years has been a features writer, a TV panellist, a ghost writer and the editor of three of Ireland's most successful women's magazines (Irish Tatler, U and Irish Country Magazine). In 2017 Jennifer won Magazine Editor of the Year.

Stephanie Costello is a journalist, PhD candidate, and assistant lecturer at TU Dublin's School of Media. She currently covers the jobs beat for the Dublin Inquirer and previously served as Editor-in-Chief. Her work can be found in national and international media outlets, such as The Irish Times, RTÉ, UTV, Dazed Digital, and Hot Press. Her research concerns trust and transparency in Irish media through the lens of social class.

Melanie Boylan is a Social Media Trainer and Journalist based in Co Westmeath, and the founder of STOMP Media Training, who has spent the last 4 years honing her methods for building her brand recognition.

Between Bluesky, Threads, the implosion of Twitter, the stop/start rise of Mastodon, TikTok, Substack and others, it's time for a Social Media update. In her presentation Melanie covers the latest developments and best strategies for freelance journalists when it comes to personal branding and promotion.

Fiona Kenny is a copywriter and content strategist, following a post grad in Digital Media production from TU Dublin. She's also produced and presented arts and politics programmes for Dublin South FM. She's an MA in Politics from UCD, where she tutored, and has also been active in political campaigns for many years.