

THE STUDENT VIEW

The UK's first investigative network of newsrooms in schools. On a mission to create a newsroom in every school.

Share Your Story

Overview

1. Why we exist
2. UK impact so far
3. Share Your Story
4. What's next?

A photograph of three students in maroon school uniforms sitting around a table in a meeting. The student in the foreground is smiling and looking towards the other two. They have papers, pens, and water bottles on the table.

Why we exist

Story so far

The Student View was founded by Solomon Elliott, when he was 23, in September 2016, after teaching English and Politics at a high school in south London for two years.

Deeply concerned by rise of misinformation globally and the lack of young voices being heard from underserved communities, Solomon decided the best way to make a change was to train schoolchildren as journalists. **With support from Google.org and the Financial Times, the charity scaled across the UK in 2018/19.**

Currently, the charity supports media literacy projects in Mongolia and Bulgaria and launched a NewsTalks school tour across South Africa in July 2018.

Video: <https://www.youtube.com/watch?v=SeMoHeHCLk&t=85s>



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We are on a mission to create a newsroom in every school



Misinformation

Only 2% of 8 – 16 year olds in the UK are able to spot fake news.

*All Party
Parliamentary Group
on Literacy, 2018*



Exclusion

51% of leading news journalists were privately educated, yet this accounts for 7% of the country's schoolchildren.

Sutton Trust, 2016



News deserts

Two thirds of the UK's local authority districts have no daily local newspaper coverage.

*Mapping Changes In
Local News, 2017*



UK impact so far

UK impact so far



72
Newsrooms

Launched since we started in September 2016. We scaled across the UK in November 2018.



1,082
Young people

Completed our media literacy programme. **The majority of TSV journalists come from low - income backgrounds.**



82
Journalists

Signed up as volunteers. They support our work by offering pupils feedback while they write their local news stories.

A photograph of a female teacher with brown hair, wearing a grey blazer and a red lanyard, leaning over two young students. The students, a boy on the left and a girl on the right, are both wearing school uniforms and looking at a laptop screen. The scene is set in a classroom or library with bookshelves in the background.

Share Your Story

Share Your Story: pop up newsrooms

Share Your Story is a 12-hour media literacy programme, during which young people from underserved communities are trained as local news reporters.

We launched the project in November 2018 after receiving a \$300,000 grant from Google.org.



Our media literacy curriculum covers

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WHAT IS NEWS?

**LOCAL NEWS
REPORTING**

**SPOTTING
MISINFORMATION**

**STATE OF LOCAL
NEWS**

FACT VS OPINION

**FREEDOM OF
INFORMATION
REQUESTS (FOIs)**

PRIVACY

**SOCIAL MEDIA
LANDSCAPE**



Here are some
examples of our
local news
investigations

FOI requests reveal



Annual youth services budget cut by £500,000 in Dagenham since 2014



Crime committed by u17s in Brent drops by 68%



1,084 social homes lost in Ealing since 2013

FOI requests reveal



Islamophobic hate crimes double from 2016/17 to 2017/18 in Manchester



Deliberate grassland fires in West Yorkshire more than double to 1,941 over last five years



Spice related crime in Derby spikes from 0 in 2015 to 151 in 2018

FOI requests reveal



Police car chases increase in Bradford by 68% over the last three years



75 houses have been occupied as part of Liverpool's £1 housing scheme



35% rise in sexual offences against children in Brent in the last five years



How we improved bus travel in London

Bentley Wood High School vs Transport for London



1. Unreliable bus service

Bentley Wood High School pupils investigate their local bus service and find it inadequate



2. TSV pursues problem with TfL

TSV co-drafts a question asking for a response from TfL's press office



3. Meeting with senior TfL official

TSV arranges meeting with Jan Brown, TfL's Head of Bus Performance and our Bentley Wood journalists

Jan Brown meets with Bentley Wood's Student View journalists...



Impact



Enhanced bus provision

From June 15 2019, TfL has announced an “improvement to reliability” to the 258 and H12 routes for all passengers.



5.9 million passenger journeys improved

Annual passenger numbers for the 258 bus is 2,296,755 and 3,672,814 for the H12.



TfL execs visits to schools rare

TfL’s Head of Bus Performance stated she rarely visits schools. There are 3,000 schools in London.

How we did it

FOI requests

From our work, including 64 FOI requests we co-drafted with our pupil journalists, we are ready to publish 79 local news stories. This includes dozens of local news exclusives.

Local news partners

From August 2019, we have agreed to publish these exclusives with local news outlets including the Oldham Times (Greater Manchester), the Telegraph & Argus (Bradford), the Bournemouth Echo (Bournemouth), Hastings Independent Press (Hastings) and the Derby Telegraph (Derby).



Who took part?

Who we worked with

100% of our young reporters are aged between 13 - 18. The average age is 15 years old.

All of our young reporters attend non-selective secondary schools in the UK's most underserved communities.

The majority of our Student View journalists come from low-income backgrounds and are in receipt of free school meals.

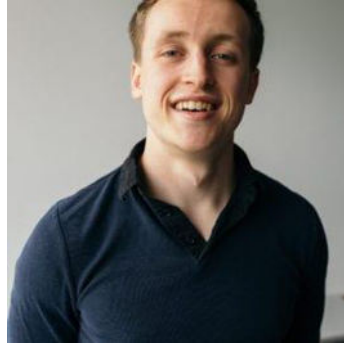


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Our team



Solomon Elliott
Project Manager
(Full Time)



Robin Brinkworth
Facilitator
(3 days per week)



Grace Holliday
Platforms Editor
(3 days per week)

Impact: Share Your Story



15
Newsrooms

Launched since across the UK since January 2019.



154
Young people

Completed our Share Your Story project. **The majority of TSV journalists come from low - income backgrounds.**



20
Journalists

Visited schools as volunteers. They support our work by offering pupils feedback while they write their local news stories.

What we learnt



Young people are brilliant local news gatherers

Young people have a unique perspective about what the most important issues in their local community are.



Young people keen to hold power to account

Our journalists relished the chance to scrutinise local authorities and felt empowered by the investigative tools they learnt.



Local publishers desperate to work with schools

We've agreed five publication partnerships with local newspapers, some of which have lost their education reporters due to budget cuts.

Advice

Baby steps

Start small, think big! The Student View has grown from a lunchtime club in Solomon Elliott's classroom to a national charity in under 3 years.

Get out there!

Reach out to your local news publishers and schools to pilot a newsrooms in schools project.

Evaluate impact

Gather qualitative and quantitative feedback from your stakeholders, particularly from pupils, teachers and journalist volunteers.





Long term growth pathways



1. NewsTalks

Newsgathering conference where leading journalists learn about the stories that matter most to young people.



2. Share Your Story

12-hour media literacy programme training teenagers as reporters to create trusted local news content.



3. Social franchising

Partnership and training model empowering media literacy social entrepreneurs globally.



NewsTalks

To celebrate World News Day, TSV with the support of Google News Initiative and YouTube Space London, we launched a special one-off news conference with 10 leading journalists from 5 major UK news organisations.

Together leading journalists and schoolchildren from across the UK discussed new approaches to make the news more relevant for younger audiences.

Video: <https://www.youtube.com/watch?v=okTt2KM7LDY>





Share Your Story:
Supercharged

What's next?

Supercharge the UK

From September 2019, we will scale the project to another 11 locations across the UK, working with another 15 schools.

From 2020, we would like to launch clusters of newsrooms in schools as TSV bureaus across the UK.



Our ambition is to launch 375 newsrooms worldwide by January 2023

75

| | |
|------------------|----|
| New Zealand | 5 |
| Australia | 5 |
| USA | 10 |
| Ireland | 5 |
| UK | 50 |
| Year 1: Jan 2021 | |

125

| | |
|------------------|----|
| New Zealand | 10 |
| Australia | 10 |
| USA | 20 |
| Ireland | 10 |
| UK | 75 |
| Year 2: Jan 2022 | |

175

| | |
|------------------|-----|
| New Zealand | 15 |
| Australia | 15 |
| USA | 30 |
| Ireland | 15 |
| UK | 100 |
| Year 3: Jan 2023 | |

Plan will be reviewed each year and countries / volumes may change as required. The plan for Year 2 and onwards is therefore illustrative only.

“

**By 2023, we intend to train 4,000
schoolchildren from underserved
communities as local news
reporters across the world**

”

**We intend to partner with NGOs,
publications and businesses who share
our values**

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**REPORT
FOR AMERICA**

storyful.

**VICE
News**

**BBC
NEWS**

theguardian

ITN

Google News Initiative

We must expand our team to fulfil our mission

Staff: 16

| | |
|------------------|-----|
| Volunteers* | 110 |
| Managers | 7 |
| Editors | 4 |
| Facilitators | 5 |
| Year 1: Jan 2021 | |

Staff: 22

| | |
|------------------|-----|
| Volunteers* | 180 |
| Managers | 8 |
| Editors | 7 |
| Facilitators | 7 |
| Year 2: Jan 2022 | |

Staff: 29

| | |
|------------------|-----|
| Volunteers* | 250 |
| Managers | 9 |
| Editors | 10 |
| Facilitators | 10 |
| Year 3: Jan 2023 | |

*Volunteers are journalists from local publishers and are not paid TSV staff. This plan also includes TSV's current team of 2.6 employees.

Social franchising



Social franchising: empowering media literacy efforts globally

The Student View wants to recruit, train and develop media literacy social entrepreneurs worldwide. Scaling a social franchising model allows us to ensure young people across the world receive a high quality media literacy education.

Currently, The Student View supports media literacy projects in Mongolia (Remo) and Bulgaria (The Media Bootcamp) and launched a NewsTalks school tour across South Africa in July 2018.



A global network of newsrooms in schools

We want to build an international network of media literacy programmes led by local, social entrepreneurs.

Our Student View franchises will be staffed by leaders with extensive experience of working within their nation's news and education ecosystems.

We will continue to work in areas of socio-economic need and local news deserts.



Ongoing training & support

The Student View (UK) will offer professional development opportunities as well as assistance in the areas of school selection and staff recruitment to franchisees.

Each Student View franchisee will be given up to 2 years to understand our delivery model and develop a business plan appropriate for their local context.

- The Student View will provide each franchisee with a support team of experts available for virtual consultations.



Diverse funding streams

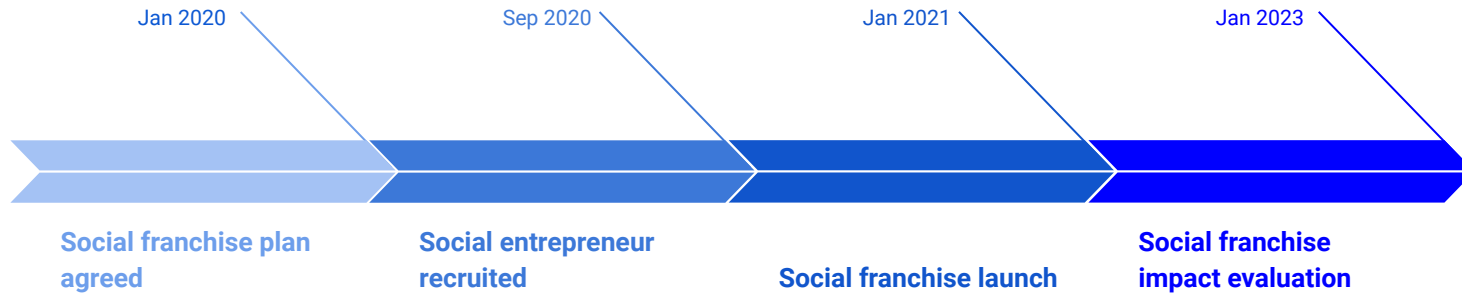
Each social franchise must build a diverse set of income streams including corporations, individuals, trusts and foundations.

The Student View franchisee will pay The Student View (UK) an ongoing yearly fee for the management and maintenance of their Student View bureau. The Student View (UK) will also receive an initial fee for the launch of each social franchise.

Each Student View bureau will be responsible for its own governance.



We aim to launch our first social franchise in January 2021



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