

Opening the Door to Diversity in the Media through Host-Mentoring

PressPad is a social enterprise that matches young journalists with host-mentors. In 2018 the Sutton Trust estimated that [it costs a young person £1,019](#) a month to do unpaid internships in London where the best media opportunities are found. This prices out talented, diverse people who cannot afford to work for free or who don't have friends/family to stay with.

PressPad significantly lowers these costs by matching such people with professional journalists in London with a spare room who act as hosts *and mentors* for those completing placements. Our service levels the playing field thus diversifying the media industry.

The project was founded by [BBC journalist Olivia Crellin](#) last year following her own experience of entering a journalism career from outside London – and after hearing the stories of many others. [Laura Garcia](#) then came on board to complete the partnership. She sees the high cost of accommodation preventing some of her best students from applying for the most competitive internships.



How have we helped so far?

In the past year we've run two pilot schemes and helped 24 young people collectively do more than 72 weeks of work experience including partnering with [AMMPE World to bring students to their international conference](#) in London.

Our host database is 100 strong and growing, including some journalism legends like Meirion Jones from the Bureau of Investigative Journalism, and *The Times'* diplomatic correspondent Catherine Philp. We were even chosen to take part in the [Duke of York's Pitch@Palace start-up initiative](#) - a remarkable achievement less than six months after our soft-launch.

Our first intern, Jabir Mustapha Sambo, is now a freelance journalist with BBC Hausa after his [work experience last summer](#) when he stayed with CNN's Blathnaid Healy. You can read more about other intern-host pairs in [the British Journalism Review](#).

We've just signed an agreement with the The Guardian Foundation to provide our service to *The Guardian's* Positive Action Scheme participants. We are also in talks with Channel 4, *The Financial Times*, and *Business Insider*. Plus a couple of GH alumni are big fans. We're talking with *gal-dem's* Charlie Brinkhurst-Cuff to host their future interns and [JournoResources mastermind Jem Collins was one of the first to endorse us](#).



Why the industry needs PressPad

While [we would love](#) for unpaid internships to become entirely a thing of the past everyone knows this will take time. Until this changes we want PressPad to exist for anyone and everyone that needs it.

It is often said that the British media industry is pale, male and stale; but to quote City Journalism lecturer Jane Martinson "[it's probably fairer to call it pale, male and posh.](#)" Sky News' Lewis Goodall also wrote that [diversity is about more than what you can see.](#) He called out what many of us know to be true: coming from a working class and poor economic background - or growing up outside of London - is a huge, unspoken disadvantage.

When [newsrooms do not reflect the demographic and economic diversity of their communities](#), we lose their trust. Former social-mobility tsar Alan Milburn's [State of the Nation report](#) found that only 11% of UK journalists were from working-class backgrounds, compared to 60% of the population.



Why we need funding

Since we started, we have run this project on top of our day jobs, investing huge amounts of personal time and resources. As a team we make sure read interns' applications, verify their work placements, ask for references, meet all our hosts and check their rooms are adequate, provide mentoring advice, undergo safeguarding checks and provide 24/7 support.

We've reached a limit with the amount of people we can help without automating and making the process sustainable. The Georgina Henry Award would help us build and launch a marketplace website which would do just this in combination with our robust business plan and model ([See Pitch Deck](#)).

| Funding Secured 2018 - 2019 | | Projected Costs 2018 - 2019 | |
|--|----------------|---------------------------------|----------------|
| Guardian Foundation Partnership | £2,000 | Website development phase 1 | £2,000 |
| Georgina Henry | £4,000 | Website development phase 2 | £2,500 |
| Other client contracts TBC | £5,000 | Website build | £4,000 |
| Public donations via Paypal | £150 | Launch Event | £500 |
| In-kind sponsorship for launch party - TBC | N/A | Social media intern wage £10/hr | £500 |
| | | Travel and outreach | £500 |
| Total: | £11,150 | Total: | £10,000 |

During the next year we plan to:

- Develop a marketplace web platform - in the style of AirBnb - so we can automatise the majority of our process.
- Organise outreach, speaking and launch events in universities across the country and in London newsrooms to make sure students from all backgrounds know that we exist and that journalists with spare rooms understand the hosting process.
- Launch a kickstarter campaign.
- Throw a launch event in London to encourage experienced journalists to sign up to host, and celebrate our success to date.
- Work together with our partners - JournoResources, SecondSource, Frontline Club, One World Media, HackPack, AMMPE, Rory Peck Trust, Cision Gorkana - to organise career advice events, CV clinics, guest lectures and more across the country.
- Hire a part-time coordinator.

As well as this award, we are also approaching universities, the NCTJ, accelerators, the Google DNI Fund and individual donors to provide sponsorship and funding.

Check out some of our work

- [Hear from our interns](#)
- [Pitch Deck - How PressPad works](#)
- [Nieman Lab: A couch to crash on: PressPad aims to tackle one small part of journalism's class diversity problem](#)

Get in touch

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PressPad @PressPadUK · 26 Nov 2018

This is why we exist at [@PressPadUK](#). To ensure that everyone gets a fair chance to undertake an internship. Nobody should have to worry about being able to afford basic commodities while working to get experience and start their careers.



Of 1000 interns who couldn't afford to take up an internship

| Age Group | Percentage |
|-----------|------------|
| 18-24 | 45% |
| 25-34 | 40% |
| 35-44 | 35% |
| 45-54 | 30% |
| 55-64 | 25% |
| 65-74 | 20% |
| 75-84 | 15% |
| 85+ | 10% |

The Sutton Trust  @suttontrust

Financial barriers: Worrying numbers of young people say they didn't do an internship because they couldn't afford it....

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