



The  
University  
Of  
Sheffield.



# Journalism Masterclasses

2022 - 2023  
Semester 1



# Welcome to the Journalism Masterclasses.

Over the coming weeks, you will hear some inspiring talks from established journalists and media professionals: many of whom were once students of Journalism Studies at the University of Sheffield, just as you are now.

## What are they?

These sessions run over both semesters. They are designed to help you hone your craft and engage with key issues in the industry, as well as understanding the routes you may be able to take in your own career once you complete your time with us. Each session will be unique and this booklet will provide you with an introduction to the speakers for each week.

## Why should I take part?

These sessions are designed to boost your applied knowledge and will provide you with a fantastic opportunity to speak with industry experts, ask questions, and learn new skills in areas such as global reporting, sports journalism and investigative journalism. We strongly encourage that students taking BA Journalism Studies and MA Journalism treat them as mandatory sessions in their timetable. If you are a student in one of our other MA programmes, you are also encouraged to attend.

## How do I take part?

Masterclasses will take place online via blackboard. They are scheduled for 12 noon on Tuesdays throughout term time. We'll email you a link to join shortly before each session begins. To access them, simply log into blackboard, then head to Organisations, then Masterclasses & Research Seminars then click into the individual session.

If you enjoy the sessions and have any feedback, you can tweet us **@Sheffjournalism**, using the hashtag **#jusmasterclass**.



# Our Speakers.

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## September 27: Miriam Walker-Khan

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Miriam Walker-Khan graduated from the University of Sheffield MA Broadcast course in 2018 and is now a sports reporter and writer. She has worked for BBC Sport News, World Service Sport, Match of the Day, Football Focus and Premier League Productions, and has written for gal-dem, SEASON zine and the Guardian.

Miriam was the Sport trainee on the BBC's Journalism Trainee Scheme in 2018 and after getting a job at BBC Sport TV News, went freelance in 2019.



## October 11: Hannah Moore

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Hannah Moore produces and hosts The Guardian's award-winning daily news podcast, Today In Focus. She also helped develop and produced The Guardian's food podcast, Comfort Eating With Grace Dent. Before joining The Guardian in 2019, she was a reporter for BBC Radio 1/Xtra's Newsbeat, where she covered breaking stories including the Manchester Arena bombing and the Grenfell Tower fire, as well as red-carpet events and London Fashion week, interviewing celebrities including The Rock, Vivienne Westwood and Cher. She has also written for The Economist, Vice, and Vogue Italia, and made radio documentaries for BBC Radio 4 and BBC World Service.



## October 18: Pippa Crerar

Pippa Crerar has recently rejoined the Guardian as Political Editor, based in Parliament. She was previously Political Editor at The Mirror where she broke exclusives including Dominic Cummings' trip to Barnard Castle and the Partygate scandal. Before that she spent a decade covering London and Westminster politics for the Evening Standard. She is a Scot who lives in London with her husband and three children.



## October 25: Artyom Liss

Artyom Liss is a media manager and newsroom leader with more than 25 years of experience in international media. After a long career as a BBC field producer and reporter, he took on increasingly more senior managerial roles and led the BBC's Russian, Ukrainian, Azerbaijani and Serbian output between 2012 and 2018. He now focuses on developing nascent media organisations in Eastern Europe, particularly in Russia, Ukraine and Belarus.



## November 8: Alice Rickman

Alice Rickman was previously head of investigative journalism at Which?, leading a team of 25 journalists to produce print and online copy for hundreds of thousands of readers, about issues that affect all of us. Throughout her career to date, she has used every investigative journalistic technique you can think of, from undercover filming to putting GPS trackers in recycling. She has also run magazines about travel, money and gardening.



## November 22: Danny Armstrong

Danny Armstrong moved to Moscow after graduating from the University of Sheffield with a BA in Journalism and Russian in 2015, hoping to secure accreditation for the Russia 2018 World Cup.

After a stint at the International Boxing Association in Switzerland and interning at The Moscow Times, he joined RT Sport in summer 2016 and later became sports correspondent, managing to cover Russia 2018 and Euro 2020 as an accredited reporter. Away from football, Danny has reported on MMA from Dagestan to Uzbekistan and interviewed the likes of Conor McGregor and Khabib Nurmagomedov, and was the International Tennis Federation's reporter in Russia, Belarus and Kazakhstan.

A fluent Russian speaker, he has appeared on several Russian-language sports channels and regularly conducted interviews in the language.

Upon becoming a news correspondent at RT International in 2021, Danny covered major stories live on air such as Foreign Minister Sergey Lavrov's annual press conference at Russia's Foreign Ministry; German chancellor Olaf Scholz's meeting with Vladimir Putin from Red Square; and a Roscosmos rocket launch from the Baikonur Cosmodrome.

Danny was on air when Vladimir Putin announced Russia's invasion into Ukraine on February 24, subsequently resigning from RT International later that day, not wishing to cover a war from a position he didn't support. Since leaving Russia he has worked as a freelance commentator and translator for BBC, Sky, GB News, LBC and various Russian channels.





## December 6: Nicki Embleton

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Nicki Embleton is the Senior Regional Media Relations Manager at Cancer Research UK, where she's clocked up 22 years! Nicki looks after proactive and reactive media and PR for all of the Charity's activities, such as fundraising, research and cancer issues, and is spokesperson for the Yorkshire and North Midlands Region.

A large part of Nicki's role involves working with cancer case studies, sensitively sharing their stories to strengthen and focus the key messaging of Cancer Research UK and its fundraising asks. In 2004 she became a case study herself after being diagnosed with breast cancer, and even PR-d herself backing a clinical trial campaign, where she appeared in posters and on the back of buses.

Nicki didn't take a journalistic career path – instead 'accidentally' starting in PR, adding Comms and Marketing roles. Her jobs have been mainly consumer-focussed, but in a wide range of sectors such as the arts, telecoms, broadcasting, construction, and local government – both in house and in agencies. These include the Yorkshire Sculpture Park, Cable & Wireless Communications and Leeds City Council.

