

# Pitching and Dealing in Manchester!

Yesterday I went on a Pitch and Deal course run by the National Union of Journalists in Manchester. I chose Manchester for family reasons and had a great night out at Dimitris Tapas Taverna – a cross cultural confusion if I ever I saw one. Check out their website <http://www.dimitris.co.uk/>. You won't thank me for this but it's fine once you get past the first page.

## **Role Play**

✘ Anyway, on to the course. There were only 7 of us so we got a lot of practice at role play. I started the day off pitching a piece about technology for older people. Lisa, a freelance music journalist and photographer, obligingly played an editor. Each time the group stopped me and we started again, Lisa sounded more abrupt and short tempered – so like real life. In the end I would rather have chewed my arm off than pitch to her again. I resisted the urge to apologise for troubling her and tried very hard not to waffle on about my experience and why I was the only person who could produce the copy.

## **Good Networking Opportunities**

☒ One of the other course members was Louise Bolotin. We got talking about epilepsy. I have just finished a big article of *Special Children* and won a *Responsible Reporting Award* from the *National Society for Epilepsy* 2 years ago so it is a subject dear to my heart. Louise developed epilepsy a few years ago and has written *Epilepsy: The Essential Guide*. It was published by Need2Know earlier this year and the first edition sold out within a week. Louise is a very interesting person and in addition to her experience as a music journalist and a finance writer, she is also editor of *Skin Two*, a fetish magazine which produces a 'coffee table' hard back year book. Check out this multi talented woman at <http://louisebolotin.com/>

## **Armed and Ready**

The Pitch and Deal course was really good. Humphrey Evans & Phil Sutcliffe, the tutors, really know their stuff and after surviving the day none of us are going to be palmed off by magazines which say they have no budget. Oh no – we know the inside story now. For future courses, have a look on the NUJ site .

☒ The only worrying thing about the course is that the group reckoned I had a natural talent as a commissioning editor, so maybe I need to look for another job now.