



## Joe Mellor

Senior Reporter, [Story Seller](#) (LSJ short evening course 2009)

**Lorna on Joe:** I couldn't have had a more memorable group than the 19 women and Joe Mellor when I stood in for the hugely talented [Nick Barlay](#) who normally teaches the evening freelancing course at LSJ. I looked forward to seeing them every week because they were so responsive, engaged, and fun. A big dollop of the fun came from our one man, Joe, who sat to my left and was in close proximity to be teased and challenged.

It was obvious he's a people person, someone who can relate to absolutely anyone, and doesn't find any situation daunting, including being in a room full of 19 boisterous women. Too often people think journalism is about knowing the perfect formula to get a piece published, but it's not. It's a people business, and if you're a natural with people, you're half way there.

Joe was past the half-way point, he just didn't know it. I'm always delighted when students show a genuine interest in the media that ranges from politics to popular culture, and that was Joe. If you don't love the media forget it, don't even try going there. It's a game, and you have to really want to be in there playing the game.

Instead of trying to be clever he was just himself when he wrote, and that's what made him a natural.

**Joe on Lorna:** I was working in a job in the city I hated, but had always dreamed of being a journalist. Due to a combination of laziness and fear that my writing wasn't good enough, so I didn't pursue a career in writing.

After a particularly awful day I went home, googled journalism courses in London, and decided to do the 10-week [Go Freelance](#) evening course at the London School of Journalism. Everyone was really friendly and Lorna was brilliant from the off. Her knowledge of journalism and natural enthusiasm really struck a chord with the group.

I wrote my first piece and submitted it. I was worried sick she would hate it but to my astonishment she said I had a real flair and was talented. To hear that from someone like Lorna gave me the confidence I needed to go into my new profession.

Her knowledge of writing, how to get articles published and the art of selling a story are skills I still use today.

After the course finished, I quit my job and started writing articles for TV review sites and magazines, and submitted work to national newspapers.

I also did a Masters in Journalism at Newcastle University and after I finished this course I was offered a job at a news agency. I worked as hard as I could, as I was playing catch up with more established journalists.

I was pretty successful, with news and features published in national newspapers, and a range of women's glossies. Now I am a senior reporter at a new features agency that I helped set up, and I am helping to train two junior reporters.

I would never be where I am today without Lorna, and the skills, knowledge and drive she gave me.