



## [Ursula Dewey](#)

**Fashion and Beauty Editor @ [Sofeminine](#), shortlisted for *Vogue* Talent Contest 2011 (LSJ short course 2010)**

**Lorna on Ursula:** Ursula arrived set to make the most of every single minute of my three-day course. I was impressed because she was already freelancing for local and regional press before taking a postgraduate journalism course. That is a sure prediction of success. Too many young women think that getting a job for a glossy, glamorous women's magazine is just a matter of doing work experience for long enough. They don't realise there are too many of them and that they all merge into one bleating mass. Ursula radiated positive, happy vibes (instead of a passive, moaning energy); she asked questions constantly (instead of checking her phone non-stop); she listened to what everybody else on the course contributed (instead of reading emails and getting distracted); she was appreciative of anything I told her (instead of sulking, disagreeing, or complaining). Attitude counts for a lot, and Ursula's is the gold standard.

**Ursula on Lorna:** I always came away from Lorna's classes feeling that journalism was the ultimate career. Now I feel really lucky to work in an industry that I love, doing what I love. An average day can involve several meetings with PR agencies, interviewing celebrities, attending launches, trying out facials and getting sent various products to review. The time I spent at LSJ on Lorna's course was really valuable in learning insider secrets about what it is like to work in the world of journalism. I remember Lorna telling me how many emails and pressures there are on a working journalist or editor, and I now have first hand experience that this really is the case.

The key messages I got over the three days that really helped when applying for jobs and pitching feature ideas to editors:

- Everyone, and everything has a story to tell
- Be persistent – don't let people forget about you
- Be targeted with your pitches

I made sure that I would be the one to get the job at [Sofeminine](#) (one of the largest online women's magazines in the UK). It's all about going the extra mile and making sure that your work and ideas are right for the publication you're targeting, and exceeding expectations.

**Ursula's advice:** A qualification in journalism definitely helps, as there is a lot more to it than simply writing, like law and sub-editing. I completed a Media Studies degree at Sussex where I edited our university magazine, then I did Lorna V's LSJ course and went onto study with the NCTJ (National Council for the Training of Journalists). I really benefited from all the training. Despite all the doom and gloom out there right now, it's an exciting time to be a journalist – there are always new magazines and sites launching, and of course blogs make it even easier to showcase your skills. Make sure you network, and have a quality website that shows your best work and gives a flavour of your capabilities.