

NZIBS Prospectus

Freelance Sports Journalism

Give your career a boost, explore new opportunities,
create your own business and take control of your future!

Enrol Now!
**Get Ready for the
Future!**

LEARN HOW TO BECOME A FREELANCE SPORTS JOURNALIST



We're a sports-mad country, in love with all forms of sport. To most of us, heaven-on-earth is going to sports games, mixing with the players, coaches and administrators and getting the inside news. This is your chance to report news it to an audience who appreciate every word you've written or spoken.

New Zealand Institute of Business Studies (NZIBS)

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Our vision is to provide superior distance learning programmes which enable adults to earn an income and/or express their creativity



Introduction

The Freelance Sports Journalism Course is about writing for profit. Each week, local and international publishers buy hundreds of thousands of words from New Zealand based freelance journalists.

Why are these writers successful? Stated simply, because they know how to go about it. Newspapers, magazines, blogs and other electronic media are in constant need of the written word. There are several income-producing opportunities for the trained and knowledgeable freelance writers.

At the outset, it is important for you to understand that this course is not simply about the theory of freelance writing. It is also about being published and paid for your writing efforts.

In presenting this course, the New Zealand Institute of Business Studies has created one of the few chances for those not currently involved in the industry to become paid professionals with a range of practical writing opportunities at their fingertips.

In short, the Freelance Journalism Course takes you through every aspect of the profession – from developing story ideas and turning them into saleable material through to the business of selling what you write.

You'll learn:

- How to capture in words the magic of the incident that turned the outcome of an exciting game.
- How to inject excitement into your report of the under-9s match.
- How to weave together the information you researched with your observations on the day.
- How to discover true personality in an athlete who mostly grunts.

We would like you to regard this course as a partnership. You provide the ambition and willingness to learn whilst NZIBS provides the practical knowledge and teaches you the skills. In this way, you will soon take your first steps into the exciting and challenging world of the freelance journalist. Enjoy the journey!

The Freelance Sports Journalism Course is conducted by correspondence, comprising 15 lessons over 12 months.

During this time you will be instructed in all aspects of freelance sports journalism through regular lessons and assignments.

At the same time, you will be learning about the actual marketplace for your writing, how to go about selling your material and every trick of the trade to ensure your success.

You can learn how sports journalists do their job. How they interview players. How they get lively quotes. Where they find exciting fresh faces with talent. How they write exciting match reports. What did they do to get that job? Simple. They are trained for it.

First, let's see if YOU have what it takes to be a sports journalist.

Q1 Do you enjoy writing?

Q2 Do you enjoy meeting people?

Q3 Do you enjoy playing or watching sports?

Answer "yes, yes, yes" and you've got all the basics already.

This home-study course will show you how the sports journalist goes about what he/she does. Soon, you'll be doing the same things.

Allowance is made for you to proceed with the course at your own pace. If other matters are intruding upon your time, the facility exists to delay lessons. For questions that won't wait, assistance and advice are available by email or online student forum.

One of the most important aspects of the course is its New Zealand flavour.

Although the principles of journalism are similar the world over, this course concerns itself specifically with all the local aspects of freelance sports writing. It is this local direction and emphasis that will greatly help to ensure your commercial success.



Course Contents

What it means to be a Sports

Journalist

What it means to be a journalist. Journalism versus Creative Writing. SPARC defines a sports journalist. A 'fast-paced, upbeat' writing style. All about readers and their emotions. Some vital NZ sports statistics. Are you ready to become unpopular? Sports journalism's 4-tier readership. Establishing goals and setting targets. Your goals will dictate your style. Good journalists write good English. The road to getting published. The market potential is everywhere. The rewards of freelance journalism.

The Business of Freelancing

The importance of good English . . . and of commitment. Why editors need reliable freelancers. Sports facts, figures and fantasies. Ten virtues of the sports freelancer. Social and family considerations. Time and space requirements at work. Why you need an office How to keep track of your work. . . and of your finances. Income tax and GST issues. Letterheads and business cards. Hardware and equipment needs. Clothing and other gear. Photography as an income booster. A basic sports library.

What makes Sports News

Six main areas of sports journalism. What makes sports news. News is information, not comment. Packaging the facts with interest. A sports news story example. The structure of a sports preview. Bread-and-butter sports reporting. Fans want to hear from the stars. How house style affects your style. Round-ups favour the freelancer. Which sports make good round-ups. Interviews are prime story material. The road to becoming a columnist.

Interview Techniques

The secret of good sports journalism. Why people skills are important. Fast sports need quick thinking. Confidence comes before experience...and enthusiasm before expertise. The right way to ask a question. . . and the right questions to ask. Quotes offer more than information. The after-match/ after-event interview. How to conduct a formal interview. When to ask the 'hard' questions. Yes/no answers reveal little . . . but sometimes they are necessary. Making use of media conferences. Interviewing by telephone. Writing the interview story.

Writing the Sports Story

Sports writing starts with statistics. . . but you have to make them interesting. Skill comes before style. Ways of beating the Writer's Block. The 'inside-out' starting system. Using the four Ws to get started. It's time to be an entertainer . . . but not to break the rules. Start rough, then add the polish. Be critical but not caustic. Stories depend on keeping in touch. Editing with your computer. Pare, don't pad, for perfection. . . and beware of repetition. Luring readers in and guiding them out. Popular story-ending techniques. How to impress with presentation. Four ways to submit your story. When there's no margin for mistakes. All about type fonts, sizes and spaces. When your package includes photos.

Sports Writing With Style

In writing, 'style' has two definitions. Your writing style comes naturally. Style matters – but so do the rules. . .but your subject is what matters most. Good sports writers shun formality. Some examples of stylish sports writing. House style and other technicalities. A recommended style manual. Correct use of names and

honorifics. Common comma conundrums. Stop capital punishment. Is it them or are they it? Dealing with unwelcome relatives. . . and apostrophe catastrophes. Minor errors can be major disasters. A 10-question self-assignment. When one word makes a difference. When less is fewer and over is more. Using direct and indirect quotes. What sub-editors want from you.

Sport Research

It's who, not what, you know that matters. When competition isn't sport. SPARC's 22 official NZ sports. Check your interests on this 62-sports list. . . why you don't need to know all the rules. In sports writing, the stars don't always shine. Ten NZ sports you must know. . . and where to find out about them. Books and websites of sporting rules. Horse racing is for specialists. Facts and figures to beat the bias. Do the facts sustain your story? Starting a story with SPARC. Five home-based research resources. There's sporting gold in the Yellow Pages. CDS give you a lot for a little cost. Using the Internet for sports research. . . and knowing how to use it. Short-cutting the search process Beware of crims, cranks and pranksters How to check website reliability. Some sports sites worth sighting. External research resources. Using the library for sports research. Help from the Halls of Academia.



Course Contents

Media Law

Laws that matter to journalists A definition of defamation. Defamation and the Internet danger. The all-important 'right-thinking' reader. Even a Barmy Army can be defamed. Lack of names is no defence. What the plaintiff has to prove. Four defences to a defamation writ. Confidentiality mixes law and ethics. Seven basic rules of court reporting. What copyright protects. How to copyright your work. Assigning your copyright to others. Photographers have different rules. What and how much you can copy. Ethics and courtesy count.

Selling Freelance Sports Journalism

How newspaper sports teams work. Freelancers must be salespeople too. Multiple markets boost your income. Your by-line is a powerful sales tool. Don't set your first targets too high. How sports editors use their stringers. Getting a foot in the door. Be persistent but don't be a pest. How to seek a 'stringer' contract. Keep your comments to yourself. What overseas editors want. Where to find overseas publications. Six freelance query rules. A query letter example. How and when to submit 'on spec'

Sports Writing For Newspapers

Three types of newspaper editorial . . . and their two essential elements. Facts are straight, ideas need angles. How to check if your idea is original. Accessing Index New Zealand Targeting the right person, right paper When a paper has no sports editor. A comprehensive media directory. NZ metropolitan, provincial, national, Sunday and community newspapers, Selected overseas newspapers.

Sports Writing for Magazines

A big market for sports freelancers. The magazine editor's role Pay is not relative to circulation. Establishing a readership profile. Titles can be misleading. Where to look for magazines. Supermarket researching The rules of freelance submissions When you don't get a response. Keeping track of what you submit. Contact details of sports magazines. Selected New Zealand magazines ... that carry sport-related articles.

Television and Radio Markets

The two-level electronic media market. State TV functions and responsibilities. A Government charter for TVNZ. What TVNZ aims to offer its viewers ... and how many viewers it reaches. The role of TV2, 3 and 4 ... and of SKY. A hard market comes with high pay. TV calls for extra perseverance What TV programmers want Independents welcome freelancers Radio: A vast but volatile market. How TV/radio writing is different. Why spoken words require simplicity. Some TV/radio writing techniques. When facts don't always come first. Further learning resources. A directory of TV and radio stations.

Making Sports Journalism Pay

Why sport and PR were made for each other. Sport's big publicity spenders. Top sports journalists who make PR pay. What PR writing can do for you... and what PR writing does for sport. Breaking into the PR market. First steps on the ladder to success. Why it pays to be a publicity officer. Taking the PR path to the mainstream. Your PR clients and where to find them. Sell a solution, not just a service... but research your client first. How to write a good PR press release. Using email as a PR tool. Keeping the client happy. An example of a sports PR release. famous - not rich.

The all-important sports club newsletter. Programmes and brochures need writing. Press kits for the professionals. What a press kit should contain. Top pros pay top dollars to project image. Charge a fee, not an hourly rate. Three haunts of the ghost-writer. Books make you

Turning Losers Into Winners

Handling rejections with humour. Editors can be constructive or cruel...they can also make mistakes. Why editors rarely explain. Rejection does not signal failure. The two main reasons for rejection. Market alternatives are a 'must'. The need to read - extensively. Where and how to market research. Know 'how' as well as 'what'. Avoid this beginner's mistake or it'll cost you. Tilting the odds in your favour. How to beware of technical hitches. How editors deal with new writers... and how to get 'the nod' early.

Final Review of The Basics

Three essentials for your success. Now you are a journalist, not a diarist. Readers are your market's consumers... so write what they want to read. Good writing is interesting writing The editor always knows best. Why 'presentation' matters. The journalist's most important word. Give editors facts, not your opinion. Your readers' have a right to decide. Is he Thompson, Tomson or Thomson? Journalistic terms and jargon explained. A sports journalist's mantra. The benefits that come with graduation.



Each tutorial has its own assignment for evaluation by your tutor.



You've just left Dullsville

Sports journalists are usually passionate, insightful, clever people. They're noisy, energetic and aware they have the best job in the world.

As a trained sports writer you'll be encouraged to develop your own style. You've seen and heard the ones with style. They bring sport to life. OK, no student goes straight from this course to cover Wimbledon, tour with the All Blacks or ghost-write a celebrity's next book.

First you master your craft by reporting local matches for community newspapers. You'll fill your portfolio with pre and post-match reports, player interviews and PR promo pieces. This course shows you how to do all this. You'll learn how to branch out into Public Relations work, how to write product reports, club newsletters, equipment, road or field tests.



**Sports writing is the most pleasant way to make a living man has yet devised”
said US sports writer Ed Smith.**

He's right. Even when it's too hot or too cold, too crowded or you're there alone, it's always EXCITING.

Congratulations on taking the first step. You're considering the merits.

Now you need to make a decision. To stop or go on? To stick to your current job or start a new career? It's your choice. We promise the Freelance Sports Journalist course will help you to produce quality writing and be successful financially as a paid freelance journalist.



While the course focus is on sport, the skills you acquire are applicable to all areas of journalism and non-fiction writing. Each week, local and international newspaper and magazine editors, TV and radio stations and book publishers buy thousands of sports reports, sports news items, feature stories about players, match previews, player profiles, product-test reports, etc. Many of these are provided by New Zealand-based freelance journalists.

Writing for world markets is a profitable aspect of this business. Writing one match report and getting paid by 3-4-5 different publications is called leveraging your efforts. Welcome to multiple income streams. You've also learned the power of working smarter instead of harder.

Great sports journalists are a special breed



How to earn an income from writing?

This course is about writing well and writing for payment. But if payment is not your main concern, if writing is your hobby, if you are publicity officer for your sports club or some other organisation, the course will add a professional polish to your writing which will add considerable zest to your enjoyment in doing it.

New students always ask “Why are some sports writers so successful and others not?” The answer, stated simply, is because the successful ones know how to go about it.

There are dozens of ways a freelance sports journalist can earn money. You will learn about them as you work through the course. No, you don't have to do them all at once. Having discovered the options available, you can pick those which interest you most or which are best suited to your personal circumstances, interests and ambitions.



Remember, even the words on a bottle of energy supplement had to be written - and somebody got paid for writing them! By the time you complete this course you'll have a working knowledge of all aspects of freelance sports journalism, from developing your own ideas through to the important business of selling WORDS for money.



You'll be introduced to the well-paid public relations market and shown how you can meet the demand for good sports writing from advertisers and sports sponsors, for newsletters and promotional material, speeches, policy documents, instruction manuals, event programmes, catalogues, web sites, product-test reports, submissions for funds, event proposals and much more.

Theory of writing vs practical writing

It is important to understand that this course is not about the theory of journalism. It is a practical how-to-go-about-it guide to writing about sport.

You'll learn about interviewing, researching, writing for TV and radio, newspapers and magazines. You will also learn, for example, about writing sports books, or ghost-writing autobiographies for famous sports personalities. In short, how to get published - and paid - for your sports writing skills.



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Learn from Ian Jones MNZM



All Blacks Legend, Ian Jones (aka 'the Kamo Kid') has played 105 games, including 79 test matches. He is one of the most capped All Black and the best lock New Zealand has ever had. His international career spanned 11 seasons, covering the amateur era right through to the birth of the professional game.

The course is tutored by Ian Jones. He has played in three Rugby World Cups and was a member of the team who won the Bledisloe Cup several times.

Hailing from the Whangarei suburb of Kamo at the top of the North Island, Ian has always been known as the 'Kamo Kid'.

In addition to playing for All Blacks in 1990s, Ian also had a three-year stint in English rugby with Gloucester and WASPS.

Since his retirement in 2004, Ian has worked as a rugby commentator and presenter for Sky TV.



Ian's love for sports is second to none! He is an inspiring, entertaining and articulate speaker with excellent knowledge and extensive experience. He has also written for numerous publications, including the NZ Herald and Rugby News. In the New Year Honours 2010, Ian was appointed Member of the New Zealand Order of Merit (MNZM), for services to rugby.

Sports writing is not about ranting like a lunatic fan. It's not about memorising a zillion statistics. It's not about barging into places where you're not invited. It's a professional job, with a professional's pay.

Your task is . . . to give your readers / listeners / viewers the benefit of your personal knowledge. Convey to them the excitement of sport through your words. Readers or listeners will feel they were at your shoulder when you saw what you saw.

Nothing beats preparation. You'll know what editors want from you. Once you've learned how to be a sports journalist you'll enjoy the confidence of knowing exactly what to do, what to expect, how to behave at a big game or in the press conference. Your preparation means knowing where to find background information before you interview people. This gives you extra confidence. You'll also know what kind of sports writing earns the most money.



What's our point of difference?

New students sometimes ask "What is the difference between your NZIBS Freelance Sports Journalism and other journalism courses?" The answer is that even now, in the 21st Century, other courses are designed to meet the staff recruitment needs of newspapers and other media with employees. They train journalists to meet daily/ weekly/monthly deadlines with reports of road accidents, disasters, drainage board meetings and even more, court cases. They cover politics, big business, celebrities and sometimes contentious issues for which journalists need lawyers to protect them and their employers from costly legal action. We say there is no fun in working like that!

The Institute teaches you how to operate as a successful freelance journalist in a competitive business. It also teaches you how to enjoy making the most of your creative talents and how to work from home in your own time.

The special needs of the freelance writer, who usually works solo at home to earn money from articles and features sold around the world, are best met by this course. The freelance writer is a business owner as well as a creative person. Writing efficiency is just as important as writing excellence.

Another significant difference is the calibre of the specialist support team you will work with. These people are dedicated to helping YOU become a freelance journalist who enjoys writing, does it well and earns a respectable income from it.

You'll be known as 'So'n'so, the sport journalist'. If you can already write well, imagine how much more sparkle your COPY will have when you've learned how to be in the right place when exciting news happens, how to get access to key people with a breaking story, how to sniff the air and know what's about to happen.



Course Feedback

The thought had slipped my mind for many months now but I've finally got around to writing a note to pass my thanks onto NZIBS for giving me my kick-start in sports journalism. After the expert tutelage, I found a full-time role almost immediately at the Howick Pakuranga Times and would not have been able to do so without my recently gained qualification. I had almost 12 very enjoyable months there and moved into a sole role as sports editor, also working part-time for the Herald doing NRL reports on Saturday nights. From there, I got my big break. In meeting with Lynn McConnell about a part-time role, a full-time position became available at Sportal New Zealand where I am now a writer/editor. To get this far in 18 months since passing the Freelance Sports Journalism course was beyond even my wildest dreams so I wanted to let you know of my good news story after gaining my Diploma. I would like to send a huge thanks for his help.

Regards,

Dean Wedlake of Auckland.



Diploma in Freelance Sports Journalism

Most students graduate within one year. Our Diploma in Freelance Sports Journalism is awarded to successful graduates of this course. This has a recognised standing in the business community. Your Diploma is the official recognition of your successful completion of your course of studies. Also of great importance, is the practical experience you will have acquired throughout the course and the range of commercial contacts you will have made.

You will find an ongoing demand for your skills whether you decide to work full time, part time as a profitable sideline, or purely as a non-commercial hobby. It is also interesting to know that the freelance writers who are most successful and happy in their work are usually the ones who combine their writing with a subject for which they have a passion or particular interest. That's why this journalism course is directed to sports and sporting ancillaries such as fashion or food at sporting events.

At the end of this 15 part course you will have reached a level of skill where you can competently handle all freelance writing assignments and realistically expect to be well paid for your efforts.

Freelance Journalism can take you into any area you choose ... writing about sports' health, even fashion, farming, entertainment, technology, internet, politics, business or finance to name a few.

During the course, you pick your own topics to write about. By the time you get your Diploma you should already be a published writer. This Diploma is a useful addition to your CV. Hang it on your wall with pride.



Once graduated, you may join the Graduate's Club and obtain your own Press Pass. The Institute will also place you on our Register of freelance journalists, photographers and photojournalists and this can lead to job opportunities, or valuable commissioned writing assignments. Having said this, there is no substitute for building your own important contacts.

Press Pass

You will find your pass can open many doors for you. For example, if you are going to a sports venue you will often find yourself with one of the best seats in the house. You can also expect professional trade discounts on many of the materials used in your work. You'll also know what kind of sports writing earns the most money.



The PASS offers many benefits including access to press facilities at sports venues and functions, professional/trade discounts on journalism-related products, travel and accommodation, and most importantly- recognition as a bona fide freelance journalist.



About NZIBS

The New Zealand Institute of Business Studies (NZIBS) was founded in 1991. The Institute is a New Zealand organisation teaching to international standards and recognised as a leader in the field of distance learning. The Institute welcomes students from all over New Zealand and worldwide.

The NZIBS tutors are industry experts, providing unmatched knowledge gained through decades of experience. In addition, the support team is dedicated to helping YOU to ensure you get genuine advice and do well after completing your course. Hence you have access to hugely talented creative people - all based in New Zealand.

Dr Liza Pujji – Principal

- PhD (University of Auckland)
- BE 1st Class Honors (University of Auckland)

Dr Harpreet Singh – Academic Coordinator

- PhD (University of Otago)
- MA (University of California)

Julie Benns – Academic Administrator

- BAsC (Auckland University of Technology)

Wendy Kissel – Student Advisory Officer

- BA (University of Canterbury)
- Certificate (Cert) in TESOL (Christchurch College of Education)
- Diplomas in Proofreading and Editing, Creative Writing, Short Story Writing, and Writing Stories for Children (New Zealand Institute of Business Studies)



Our Courses

Proofreading and Editing

Life Coaching

Journalism & Non-Fiction Writing

Sports Journalism

Travelwriting & Photography

Digital Photography

Creative Writing

Poetry Writing

Mystery & Thriller Writing

Romance Writing

Writing Stories for Children

Writing Fiction for Beginners

Writing Short Stories

Writing Your First Novel



Our Tutors - Team of Experts



 **Brian Miller**



 **Dick Ward**



 **Ian Jones**



 **Janice Marriott**



 **Jean Drew**



 **Jill Malcolm**



 **Joan Rosier-Jones**



 **Katrien Brown**



 **Phil Linklater**



 **Robert van de Voort**



 **Tina Shaw**



 **Val Gyde**



Enrolment Application Form

Step 1: Please provide your details

Full name:

Preferred first name:

Address:

Mobile number:

Home number:

Work number:

Date of birth:

Email:

Sex:

Male

Female

Occupation:

Please enrol me in the Correspondence Course: Freelance Sports Journalism

Course Fee = \$2350 including GST

Step 2: Please choose fee option

New Zealand-based students: Pay By Instalment = \$350 deposit and \$250 per month for 8 months

New Zealand-based students: Pay Now = \$2100 and SAVE \$250

NZIBS Graduates: Pay Now = \$2000 and SAVE \$350

Overseas-based students: Pay Now = \$2350 (includes international postage of material and diploma)

Step 3: Please choose payment option

Credit Card:

Visa

Mastercard

Debit Card

Credit Card Number

Expiry date

Signature

Name on card

Internet Banking: Email registrar@nzibs.co.nz or call 0800 80 1994 for bank account number and reference details.

Cheque: Please make cheque payable to New Zealand Institute of Business Studies

Step 4: Please read and sign the Terms & Conditions on the following page

New Zealand Institute of Business Studies

Postal Address: P O Box 58 696, Botany, Auckland 2163

Telephone: +64 9 2756745 or 0800 80 1994

WhatsApp: +64 21 801508

Email: registrar@nzibs.co.nz

Website: www.nzibs.co.nz

Facebook: facebook.com/NZIBS



OFFICE USE

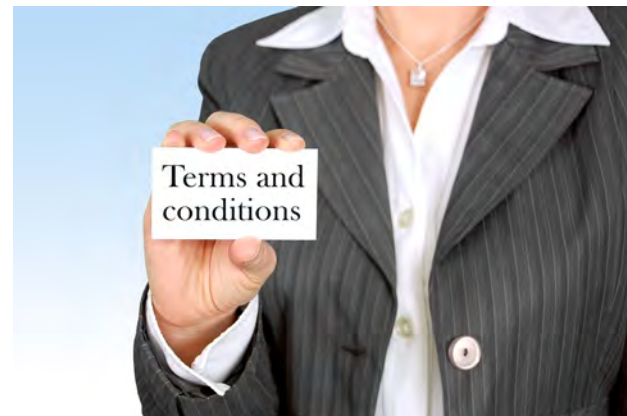
Student ID:

Start Date:

Terms & Conditions

When you complete your enrolment form, you agree to the following terms and conditions:

- 1) New Zealand-based students may examine the first tutorials of the course for 28 days.
 - If you decide for any reason whatsoever not to proceed you will receive a refund less course deposit (as the initial pack costs), if you have paid your fees in full.
 - If a deposit only has been paid the student will keep the supplied pack and no more fees are payable. The studentship contract will be deemed cancelled.
- 2) You can live anywhere and still study with NZIBS. Overseas-based students must pay their course fee in full when they begin training. There is no discount or refund. The fees includes international postage of course material, books and graduation diploma.
- 3) Student fees are for the duration of the course – six months for life coaching and creative writing (short course) and one year for all other courses. If you have not completed your course by this time, an extension can be granted at the discretion of the Principal based on your performance and consistency.
- 4) NZIBS reserves the right to decline this application in which case all money paid will be refunded. If your application is accepted by the Institute, you undertake to make full payment of course fees in the manner described.
- 5) At the successful conclusion of this course, provided you have met the required standards of tuition, you will receive your graduation documentation from the Institute.
- 6) If the Examining Board decides that graduation standard has not been achieved, the course will be extended at no cost for a further period of tuition determined by your tutor.
 - If even after further tuition the Examination Board determines that graduation standard cannot be achieved, your course fees will be refunded in full.
 - It is agreed that to be eligible for a refund, students must complete the course and demonstrate that they have made a reasonable effort to their tutor's satisfaction. The Institute cannot accept responsibility for any changes in personal circumstances, including work commitments, once the course commences.
 - Course fees and deposits are not otherwise refundable.
- 7) It is mutually agreed that upon the refund of course fees the Institute has no further liability or obligation to the student.
- 8) It is agreed that students must submit their own work. Any form of plagiarism found will incur a written warning. Should the plagiarism continue, the student will be excluded from the course with no entitlement to a refund.



Fees do not include computer or photographic equipment. A GST receipt will be issued for all fees paid.

I agree to the above terms and conditions.

Signature:

Date:



Tutor Information Form

| | |
|--|-------------------------|
| Name: | Preferred Phone Number: |
| Date of birth: | Email: |
| Sex: Male Female | Occupation: |

This is my brief personal background:

This is what I enjoy most about the writing I do now:

These are the goals I wish to achieve:

These are the special skills, strengths and experiences I have:

My highest level of formal English language training is:

The aspect of sports journalism which interests me most is:

When I graduate I plan to use my skills in this way:



OFFICE USE

Student ID:

Start Date:

New Zealand Institute
OF BUSINESS STUDIES



Freelance Sports Journalism PROSPECTUS

New Zealand Institute of Business Studies (NZIBS)

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