

# New sports journalism academy launched in Cape Town

In collaboration with the Western Cape government, TEAMtalk media has launched a sports journalism academy. From April 2014, the company will train interns interested in sport and digital media, in the art of capturing sport related data, interpreting it and using it across digital platforms to enhance content.

As the sports content and syndication division of the Ole! Media Group (OMG), the initial recruits will be based at its Cape Town head office and will undergo a six-month long programme that may result in the youngsters being employed by the rapidly expanding digital media organisation.



## Passing on skills

"While the world of sport is in itself of growing interest to our audiences around the world, it is the data and statistics that support the disciplines that are garnering their own loyal following," commented OMG's marketing director, Deseré Orrill. "Online content changes quickly and consumers relish being kept up to date with what is happening in their favourite sports. The high demand for apps that focus on this is evidence of the trend."

Although the fascination with numbers is growing, the skills to log and interpret the information require support. The company has identified this need but has also recognised it is an ideal opportunity to pass on skills through the training and development of youth who are already digitally savvy but need some additional refinement.

## Dynamic environment

The collaboration with the Western Cape government's work and skills programme affords the company the chance to 'pay it forward', imparting its substantial knowledge of the world of sports content development and syndication to learners who otherwise would not be exposed to such a dynamic environment.

"The Department is delighted to have been a part of the placement of young interns at a thriving media company like this. We are confident that they will learn and grow during the six months, and possibly be afforded a full-time position eventually. Its chief mentor, Jonhenry Wilson, seems more than capable of nurturing and guiding them throughout, helping consolidate their current talents and unearthing new ones," said Caro Werner, who is assistant director for workforce development at the Department of Economic Development and Tourism.

For more, visit: <https://www.bizcommunity.com>