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The Stationers' Foundation Postgraduate Bursary

Annual Report, November 2021

Introduction

University of the Arts London (UAL) is grateful for their long-standing relationship with The Stationers' Foundation. Since 2010, nineteen students have benefitted from the Postgraduate Bursaries programme, giving students in the fields of conservation and publishing the means to pursue careers they are passionate about, in spite of challenging financial circumstances.

In 2020/21, The Stationers' Foundation Postgraduate Bursary was awarded to Zaynah Ali, MA Publishing at LCC.

Adapting to a changing environment

Throughout 2020/21, UAL has remained totally committed to ensuring our students' safety and creative education. Having had to close our premises during the second national lockdown, we invited students back onto College sites from 12 April, for in-person teaching and Covid-safe access to workshops, studios, libraries and other specialist facilities.

The pandemic has thrown up huge challenges but has also catalysed important changes to our course design and delivery. We have welcomed students back onto College sites for the 2021/22 autumn term, and have refined the hybrid model of in-person and online teaching introduced in lockdown, to enhance flexibility of learning and maximise inclusion. The continued support of The Stationers' Foundation during these times of crisis has been more valuable than ever. Thank you.



Student at James Purnell lecture © Zoe Fayaud

Cover image: LCC Letter Press Workshop © Lewis Bush

Zaynah Ali

MA Publishing, London College of Communication

Personal Statement



I am so grateful to have been a recipient of the 2020 Postgraduate Bursary Scheme. This award has granted me the opportunity to genuinely explore my interests in publishing, whilst completing my Publishing MA.

The most rewarding element of this Bursary has been the mentoring I have received from Ella Kahn. Ella has really helped me in areas I have struggled with beyond my studies, including starting to develop a network. I have been introduced to various people across the industry. Support with networking has allowed me the opportunity to consider other areas of publishing I am also interested in beyond what is explored in my MA e.g., operations and legal. Above all, Ella has given me the confidence to apply myself to the industry. Under Ella's guidance I have successfully secured my first job at one of the five major UK publishing houses within just four months of starting this MA, with no prior publishing work experience. Since February 2021 I have been working a full-

time permanent role at Pan Macmillan as Communications Assistant for Macmillan Children's Books (MCB), alongside completing my full-time Publishing MA at London College of Communications. I am still amazed at the fact that I managed to secure the first job I applied for in publishing; this has been a huge achievement for me, especially with it happening during height of the pandemic. This is proof that the mentoring is an invaluable reward included with the Bursary, as it is indeed effective in helping aspiring postgraduate students to achieve their goals and genuinely pursue their interests in the industry.

The financial relief from this Bursary has afforded me the time to thoughtfully consider how I want to benefit from my degree, whilst investing in the early stages of my publishing career. My dissertation looks at how communications is tackling current obstacles to promote diversity in publishing. The title is 'How do marketing partnerships use the consumer-exchange relationship to effectively market a diverse children's book to a diverse audience, during the Covid-19 pandemic?'. I am doing an in-depth qualitative study on the effectiveness of using marketing partnerships during the pandemic to better reach diverse audiences. Specifically, looking at the campaign for Marcus Rashford and Carl Anka's *You Are a Champion: How to Be the Best You Can Be*, as this campaign is led by multiple partners with the mutual vision of effectively reaching diverse audiences.

My proudest achievement during this course has been the opportunity to write a dissertation that can be reviewed by a senior member of a major publishing house, with the interest of taking learnings from the campaign to continue to drive real change in the way diverse books are marketed.

Following graduation from my Publishing MA I will be completing an MA in Laws and Legal Studies (part-time) at BPP University starting May 2022, alongside fulfilling my role as Communications Assistant at Pan Macmillan. I will also be celebrating my one-year anniversary at Pan Macmillan! During this time, I may be looking to apply for legal and/or operational roles in publishing as I am eager to get more involved in supporting the strategic vision of the company to help reach diversity and inclusion goals in publishing.

I want to extend my sincere thanks to Ella Kahn, Frania Hall, The Stationers' Foundation and Members of The Stationers Company for granting me the benefits of this generous award. The Postgraduate Bursary Scheme is truly an exceptional opportunity for aspiring postgraduate students.

Frانيا Hall, Course Leader, MA Publishing, London College of Communication

Zaynah Ali has benefited from the Stationers' Foundation Bursary in a number of ways. The financial support enabled her to undertake the course in the first place but she has particularly benefited from her mentor Ella Kahn. She always describes her sessions with her mentor as particularly fruitful; Ella has helped Zaynah develop her network and she supported Zaynah in applying for jobs – so she has been able to secure a full-time job in publishing in an area that built on her interest in supporting children's literacy through publishing.

For her final project, Zaynah has been exploring and developing the nature of collaborations in book marketing that can support bringing new stories to diverse audiences. In this way the Stationers' have been instrumental for Zaynah and we are grateful as always for the opportunity it provides students.

Thank you

The Stationers' Foundation Postgraduate Bursary, and in particular the mentorship of Ella Khan, has had a tremendous impact upon the development of Zaynah's skills, knowledge, and network during her first year at LCC, with the extraordinary result of Zaynah gaining employment with Pan Macmillan. Without this support, Zaynah would not have been able to study at LCC at all. Receiving the Bursary has been instrumental for Zaynah to realise her ambitions to work in the publishing industry and effect change from within.

University of the Arts London and London College of Communication would like to thank The Stationers' Foundation and Members of The Stationers' Company for their great generosity and support for our talented postgraduate students. We look forward to keeping you updated with the progress of the 2021/22 Bursary recipient, Gulsum Altinbas, over the coming year.