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WE ARE WINKBALL

Dear

I would like to inform you of a new service that we believe may be of interest to you and your media students.

We at WinkBall have a long history of building technical platforms and creating digital media operations. Recently we have been working on a new system for aspiring media professionals.

WinkBall is launching a new reporter network for students, post-graduates and professionals; a membership scheme that allows its members to create sponsored video reports, generating revenue whilst gaining crucial hands-on experience and building profiles within the media industry.

As part of this network WinkBall have developed a video Newswire service, allowing members to distribute their video reports to publishers across the UK, representing a great opportunity to showcase work on quantifiable mainstream platforms.

Recent studies have been undertaken that show employers in the media industry primarily value 'experience' when assessing potential candidates.

We at WinkBall do not believe in unpaid internships and would rather see young entrepreneurial media professionals develop their skills through the paid commissioning and sponsorship of their work.

WinkBall has put all of its experience in journalism and videography into creating on-going training and support programs. We have been mentoring and training reporters for a decade and are continually up-grading our professional practices, having seen many of our former colleagues go on to have highly successful careers.

Our ambition, with the launch of the new WinkBall, is to reverse the decline in local and regional news by bringing new, flexible practices and techniques in videography, coupled with a traditional ethical and professional broadcasting style, to the digitalised media landscape.

We would like to thank you for taking the time to look into this and would recommend you visit winkball.com. We welcome the opportunity to talk further about this project and could come to present directly to you and your students.

With this in mind please don't hesitate to contact us if you would like further information.

Yours sincerely



WHAT IS WINKBALL?

WinkBall is a reporter network that specialises in producing video reports, paid for and sponsored by businesses and brands nationwide.

These video reports are then distributed via social media, online publishers and TV companies using the WinkBall Newswire.

Trained to capture the essential user experience of any event, business or service, our reporters create inspired content that speaks directly to an audience.

Bringing a journalistic mindset to the world of online video, our reporters reflect life in all its colour, from the local to global, from the village fete to the World Cup.



OUR MEMBERS

Coming from all parts of the media industry, WinkBall members are Reporters, Videographers, Editors and Producers.

WinkBall provides its members with an online community hub where they can propose new video reports, project-manage commissioned reports and upload content to the WinkBall Newswire.

WinkBall also provides its members with necessary equipment and support including promotional material, training films and a weekly TV channel aimed at informing and educating our members on various aspects of the media industry.



HOW IT WORKS

WinkBall members are given the freedom to find and propose stories they wish to cover.

Potential sponsors and publishers are then able to commission both these proposed and original report ideas via winkball.com.

Members can engage with businesses to secure commissions and sponsorship for their proposed reports.

WinkBall's sales team will also seek sponsorship and commissions on behalf of its members.

WinkBall members are encouraged to participate in the full production cycle, including seeking the relevant permissions for shooting events and pre-arranging interviews, as well as seeking commissions and sponsorship.

Once commissioned or sponsored, members can select a crew from the WinkBall community hub to carry out the reporting, filming and editing of video reports.

WinkBall's specialist software enables members to create professional, high quality branded video reports.

Completed reports are then distributed via the WinkBall Newswire and social media to all relevant clients.



PAYMENT

Members price their own video reports when creating an event proposal, with WinkBall charging a 25% gross administration fee on every report commissioned.

The remaining net amount will be divided between our non-exclusive membership roles as follows:

Reporter/Presenter	25%
Videographer	25%
Editor	25 %
Sponsorship Finder	25 %

Although supported by our in-house WinkBall sales team, all members are encouraged to find their own sponsorship and commissions, and will be rewarded for doing so. Accordingly, all members will be presented with sales orientated training in the form of online training films and related materials.



CAREERS AND SHOWCASES

WinkBall is a great place to showcase work.

Winkball provides an ideal opportunity to gain real working experience and to create a personal profile and show-reel. Being a WinkBall member is a great opportunity to showcase your work and skills to the media industry.

Many reporters and videographers have started successful careers at WinkBall.

Members of WinkBall will be able to access a weekly program that will be offering training and ‘ trade tips ‘, that will help those who want to improve and widen their skill sets.

Some of the media industry’s finest names will be sharing their experience and expertise exclusively on the members channel directly from our London studios.

All video reports filed at WinkBall will be shared on the Newswire service and shared nationwide. This is an ideal way for members to gain a profile as their work will be fed to some of the countries leading publishers and may eventually be published under these titles.

A membership at WinkBall is an ideal way to kickstart a career in the media industry and to build a great CV.



HOW DO I JOIN?

To become a member, fill out the join form on WinkBall.com telling us why you would like to join the WinkBall video reporter network and your experience to date.

Once approved you will be sent a link to the WinkBall community hub registration page. Here you can sign up, pay your membership fees, purchase reporters kits, sponsorship marketing packages and merchandise.

Once signed up you will receive full access to the WinkBall community hub and can start WinkBall Reporting.



FREQUENTLY ASKED QUESTIONS

Do I work for WinkBall? No, you are a member of the WinkBall video reporter network.

How do I find sponsors for my reports? We provide you with bespoke training and support to help you find sponsors. We also have a specialist sales team who will be solely seeking sponsors and commissioned events on behalf of WinkBall's members.

When and how do I get paid? You get paid monthly, providing we have received payment for your reports.

Do I have to wear WinkBall branded clothing? No, it is not compulsory but we do advise it. WinkBall branded clothes identify you as being part of a worldwide network of reporters and makes you look professional.

We also advise you to wear your WinkBall Press Pass when reporting, to ensure you're identified as a reporter by members of the public, event organisers and their staff. The WinkBall branded microphone must be clearly visible in every interview you conduct.

Can I make video reports for anyone else? Yes, you are simply a member of WinkBall and are free to work for whoever you like outside of WinkBall.

Can I leave WinkBall at any time? Yes, your WinkBall membership is a rolling month to month membership. You can leave WinkBall with one month's notice.

CONTACTING WINKBALL



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