

AWARDS_{for} YOUNG WRITERS ON HORSERACING

Suggestions for Content



The prize is designed to encourage journalists of the future and as such the judges are looking for:

- Journalistic skill
- Original content
- Exciting stories on horseracing subjects or current or past races

Below we've put together some examples of different kinds of journalism and ideas for content and stories which you might like to explore of use as inspiration:

Feature

Usually found in newspapers, magazines and online, a feature covers a topic in a more in-depth way than a news story. There is potential for young writers to look at a story with a fresh perspective and different viewpoints. A feature is usually a story of human interest or news related. It is structured with a summary of content, the focus on a person or a horse. It will tell a story with a mix of perspectives and sources with a conclusion at the end.

News Story

Using objective facts only, the content will be recent or breaking news. The introduction will provide the reader with a summary of the story, with the most important information first. Young writers need to establish: Who? What? Where? When? And How? Quickly and foremost other details and background information will follow after. Sources will be clearly identified.

Review

An informal way of writing, a Review provides the reader with an honest description and analysis of an event or activity. It is subjective, young writers can express their own perspective on the event they are reviewing but must provide key information that readers will need who is it for? What is it? When is it? How does it happen?

Think Headline for your feature, news story or review

Young writers need to carefully consider the headline for their essay. A headline has to grab the reader's attention and summarize the content of the written piece. Headlines are usually short active sentences, for example: 'Tributes paid to leading Stallion'.

Top tips for writing success

Young writers need to carefully consider the headline for their essay. A headline has to grab the reader's attention and summarize the content of the written piece. Headlines are usually short active sentences, for example: 'Tributes paid to leading Stallion'.

1. Do your research — explore what's out there on your subject and make sure you have all the facts. Check your sources, make sure they are reliable.
2. Have a notebook with you everywhere you go so you can capture ideas as they come to you, or observations and inspiration. These will feed into your writing.
3. Be concise and direct in your writing style. Try to get your point across in as few words as possible and write in the present tense.
4. Think about your audience when writing — who will be reading your article? Look at the newspaper it could be published in and think about the audience for it.
5. Don't stop writing — keep writing as practice makes perfect!

AWARDS_{for} YOUNG WRITERS ON HORSERACING

Ideas for content

Reporting on an event

Providing an account of something that happened. For example, a blow by blow account of a recent race at the Rowley Mile at Newmarket or British Champions Day at Ascot. This may include observations on the line up of horses, the jockeys, trainer and owners – are they well-known? Is there a breakthrough trainer and horse? The pace of the race will feature, who won and who were the runners up.

People and their achievements

Focusing on an individual and something they have done. For example, exploring women in racing, jockey Ashleigh Wicheard winning the Magnolia Cup in 2022 or Rachel Blackmore becoming the first female jockey to win the Grand National in 2021. Legends and heroes, for example, looking back at Frankie Dettori's amazing career as he prepares for retirement.

Breaking news

Something happening now which is important and will be of interest to the audience.

For example:

- The retirement of Hayley Turner.
- Khadijah Mellah racing at Goodwood this year.
- The work of the Riding A Dream Academy.
- Dubai Future Champions – education week experiences in Newmarket.
- New initiatives in the retraining of former racehorses, for example, teaming up with the Thoroughbred Aftercare Programme.
- Young jockeys making their mark.

Looking for inspiration?

Explore some current articles online:

[Racing Post](#)

[Racing Together](#)

[National Horseracing Museum](#)

Examples of articles written by young people on horseracing:

- 'A Second Chance', told the story of retraining of retired racehorses at the National Horseracing Museum.
- 'More than just a horse' explored the career of thoroughbred Frankel.
- 'At Cheltenham,' remembered a race day experience at Cheltenham.
- 'Winter Solstice,' explored depression amongst jockeys.
- 'A Painting Worth a Thousand Words', uncovered the story of a promising jockey who fought in WWII.
- 'A Glass Ceiling is Shattered', the first female auctioneer at Tattersalls in its history.