

# Freelance Financial Journalist of the Year

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## ‘Refreshing and quirky...’

It could be argued that there is something lacking from the CV of a journalist who has never freelanced to earn his or her crust. Turning up at an office each day in the knowledge that there’s a reasonable safety net of employment security attached to your writing or editing job is a light year away from those journalists who choose to work on their own. Whose challenge is to pitch stories and ideas, week in and week out, to editors and titles with increasingly diminishing commissioning budgets. For freelancers, nothing is certain. It’s not just established rivals who are going after the same avenues of work as you are. Nowadays, huge numbers of newly-qualified journalism students opt to take the freelance route as well, so it’s never been harder to stand out from the crowd and secure a steady stream of commissions. To win this award in 2013 is a particularly noteworthy achievement.

## Winner

### SHORTLIST

**Pádraig Floyd**  
**Emma Lunn**  
**Harriet Meyer**  
**Laura Shannon**, now of The Mail on Sunday  
**Esther Shaw**



Hearty congratulations to freelancer **Emma Lunn** (left), who triumphs in this category with the judges keen to highlight her ‘refreshing and quirky’ features which stood out in a competitive sector. ‘Emma spots issues and turns them into very readable items. They are not just entertaining, but include practical advice and tips as well, which is what being a financial freelancer is all about really,’ one judge pointed out. ‘Each of her submissions were good and you can almost see the way she has pitched these ideas to editors in the process,’ another panelist suggested. ‘Basically, Emma is ticking all the right boxes as a freelancer. She’s starting with a good idea then turning the concept into an interesting and useful item of copy for her readers. It’s clear she’s able to write for different audiences as well,’ a third judge remarked.

## Highly Commended



Taking second place in the financial freelancer slot is **Laura Shannon** (left). ‘For me, the front two in this category were a little way ahead of the other three contenders. Laura’s submitted some really good, punchy pieces with useful advice and information incorporated into each of them, one judge commented. ‘Writing about finance is always a challenge, but Laura’s demonstrated strength in depth across an array of topics, the true sign of a talented freelancer,’ another judge commented.