Tatler’s Sophia Money-Coutts at LSE: a recap on Twitter
You can't miss our last #PolisTatler of 2014: tomorrow (5pm, New Theatre) is @sophiamcoutts who will take the stage ow.ly/i/7RfQQ
11:45 AM - 8 Dec 2014

Last media agenda talk with @sophiamcoutts from @TatlerUK!
Get ready!
5:09 PM - 9 Dec 2014

.@sophiamcoutts is our last speaker of the term. She's Features Editor at @TatlerUK, learn more about her here:

http://blogs.lse.ac.uk/polis/2014/12/11/tatters-sophia-money-coutts-at-lse-a-recap-on-twitter/
The talk began with the trailer for Posh People a documentary on Tatler that was shown on BBC2.

Sophia introduced her experience as a journalist and how she started her career at the Evening Standard and the Daily Mail.
@sophiamcoutts: "you have to know that journalism is the right thing for you" #PolisTatler @PolisLSE
5:20 PM - 9 Dec 2014

@PolisLSE
"Because the nature of journalism is rapidly changing today, you really have to be sure that you wanna become one", warns SMC #PolisTatler
5:20 PM - 9 Dec 2014

"Never say no to an editor!", one of the first things S. M.-C. learnt in her journalistic career #PolisTatler
5:22 PM - 9 Dec 2014

@sophiamcoutts Never be afraid to put yourself somewhere random; to forage new areas for stories; build new networks #PolisTatler
2 YEARS AGO
"Never be afraid to leave your comfort zone, you can learn amazing things & create wonderful stories", advises S. M.-C.

#PolisTatler

5:24 PM - 9 Dec 2014

Sophia said she has fun as Features Editor. She showed some articles in Tatler which have a humorous undertone.

"Never be afraid to live abroad... You have to be completely terrified at times in life." @sophiamcoutts #lifelessons during #PolisTatler

5:25 PM - 9 Dec 2014

Sophia presented some interesting photos including their working calendar. She said that one of the highlights of her job is to wear different fancy dress on special occasions and meet different characters.

"We write stories about posh people and their cows", S. M.-C. trying to explain @TatlerUK's very editorial orientation #PolisTatler

5:30 PM - 9 Dec 2014

Sophia said that one of the highlights of her job is to wear different fancy dress on special occasions and meet different characters.

"We actually have obligatory fancy dress codes on special occasions (e.g. #Halloween) in our newsrooms", admits S. M.-C. #PolisTatler

5:34 PM - 9 Dec 2014
Sophia encouraged anyone with ideas for a piece to send it to her at Tatler.

"Never be afraid of sending ideas to editors, even from outside the magazine: we're a factory of ideas", S. M.-C. on her role #PolisTatler
5:40 PM - 9 Dec 2014
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"My uncle (also a journalist) once told me: 'leave your nest tidy' when you leave your job", S. M.-C. on good job/life manners #PolisTatler
5:43 PM - 9 Dec 2014
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"We're actually pretty normal people with ordinary names", S. M.-C. on her co-journalists at @TatlerUK #PolisTatler
5:48 PM - 9 Dec 2014
"You can't take the world we're writing about very seriously, you should definitely try to put it in a fun way", says S. M.-C. #PolisTatler
5:49 PM - 9 Dec 2014

In the section of Q&A, some audience members mentioned the transformation magazines have had to undergo due to the rise of digital media, such as using social networks and making documentaries.

Ayden Férdeline @ferdeline
sophiamecoutts clarifies terminology: @bbc2's 'Posh People' is a "fly on the wall documentary", not reality television #PolisTatler
@PolisLSE - 2 YEARS AGO

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