

Sally Magnusson MBE

Renowned Author and TV Presenter

"One of the country's most respected broadcasters"

Sally Magnusson is an award-winning journalist, broadcaster, and writer who has fronted some of the BBC's most popular programmes, from Songs of Praise and Breakfast News to Reporting Scotland. After 27 years as a trusted presenter on Reporting Scotland, she stepped down in April 2025. Today, she continues her work as a freelance broadcaster, while also devoting more time to her acclaimed writing career.

TOPICS:

- Host and Awards
- After Dinner
- Dementia Awareness and Care
- Journalism and Storytelling
- The Power of Resilience
- Broadcasting & Female Leadership

LANGUAGES:

She presents in English.

PUBLICATIONS:

2025	The Shapeshifter's Daughter
2023	Music in the Dark
2020	The Ninth Child
2018	The Sealwoman?s Gift
2014	Where Memories Go
2010	Life of Pee: The Story of How Urine Got Everywhere

IN DETAIL:

Alongside her distinguished career in journalism, Sally is equally renowned for her tireless work raising awareness about dementia. Inspired by her mother's experience with the illness, she wrote the acclaimed memoir Where Memories Go: Why Dementia Changes Everything. In 2024, she presented the documentary Sally Magnusson: Alzheimer's, a Cure and Me, further amplifying the conversation around dementia research and care. Over her career, Sally has also received two Royal Television Society Awards, a Scottish BAFTA, and was inducted into the Scottish Academy of Merit by the Institute of Contemporary Scotland in 2007 for her outstanding contribution to the media.

WHAT SHE OFFERS YOU:

Sally offers audiences a unique blend of journalism expertise, heartfelt advocacy, and a profound commitment to addressing critical societal issues. Her talks inspire empathy, encourage thoughtful reflection, and empower individuals and communities to create positive change.

HOW SHE PRESENTS:

Sally possesses a unique ability to connect with audiences on both an intellectual and emotional level. Her talks are often deeply personal, drawing from her experiences as a journalist, author, and advocate for dementia awareness.