



# TRF Response to Enhance Journalistic Capability in Russia through Themed Press Tours Programme

## ITT 1818

## 2. Technical Response

### 2.1 Part A - Methodology

#### **2.1.2 Methodology**

Explain in detail your understanding, overall approach and methodology to meeting all the services and requirements as indicated in the statement of requirements. Your response should focus on the key areas, including:  
demonstrating the ability to identify and engage key stakeholders e.g. journalists, media organisations, relevant UK institutions. (Max 1 page).

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## 2.1.2 Ability to Identify and engage key stakeholders

For more than 30 years, Thomson Reuters Foundation (TRF) has been pioneering media development across the globe. To-date, TRF has engaged over **15,000 journalists and bloggers** from around the world in capacity building interventions. We have achieved this by having robust processes for identifying and securing stakeholders' buy-in at different levels ranging from entry-level, mid-career and senior journalists to senior media management.

We adopt a collaborative approach for identifying and engaging stakeholders. For instance, under our IFAD-funded Rural Development Programme, TRF and IFAD jointly agreed the participants' selection criteria. This approach proved to be satisfactory for the donor and allowed TRF to reach the quantitative and qualitative programme objectives. Specifically for the Capacity Building in the Russian Media Programme, we will use the below two approaches to identifying Russian journalists:

**Releasing Open Calls for Application:** disseminating opportunities to participate in the Programme through TRF's prominent websites and social media. We will ask applicants to apply by demonstrating their suitability against established selection criteria.

**Direct approach and identification:** targeting journalists who meet the criteria established through direct contacts or via a number of our established networks in Russia.

TRF's capacity to access key networks and stakeholders are based on three key elements. (i) **Reuters:** as the **world's largest news organisation** we have direct links with remote corners in every region in Russia; (ii) **Programme alumni:** working with our network of 15,000 alumni to assist in casting the net in a particular region and share links through their contacts and newsrooms; and (iii) **Partners:** we work with media organisations, think tanks, international organisations, governments, NGOs, universities and businesses with considerable reach around the world, including in Russia.

To-date, we have engaged with over **400 journalists from across Russia** in workshops ranging from photo journalism to reporting economic and business news, TV news, and climate change reporting. We have run more than 20 course across Russia from Novosibirsk to Kazan, Moscow, St Petersburg and the Caucasus. Through the Bosch-funded Perspektivy Programme we have worked with over 100 Russian journalists from across the country in the last two years alone, especially on issues related to cross-border understanding and reporting in the digital age. For these places we received **almost 700 applications from Russian journalists** based in the country. This demonstrates our strong network of contacts through the regions, including journalism schools, news organisations and professional associations.

Paired to the above, we offer a tried and tested experience of bringing journalists to the UK and to TRF's dedicated training room at Reuters in London. For instance, since 2010, **we have run 100 workshops in London** where we have **hosted more than 800 participants from across the globe**. Paired to the opportunity to interact with the largest global newsroom in the world and with journalists covering everything from politics, economics, sports and international affairs, we also make sure our participants visit a number of expert sources and relevant sites.

Being the corporate foundation of Thomson Reuters, we are able to leverage opportunities with clients and partners across the UK and have established a very wide range of partnerships including: Youtube, Chatham House, London Metals Exchange, the Stock Exchange, the Bank of England and commercial banks for financial journalists, or to Bletchley Park for our [Uncovering Security](#) programme. We have taken international journalists to mosques, churches and synagogues for reporting religion workshops, to Chime for Change concerts and conferences for reporters covering women's issues, the Eden Project in Cornwall for those covering the environment, and set up events for them to attend at places such as the [Front Line Club](#) or our [Reuters Institute for the Study of Journalism](#) at the University of Oxford.

### Enhancing understanding of UK culture

In 2016, TRF brought 10 Russian-speaking journalists to London to give them a wider understanding of the UK's institutions, policy and culture. Study visits included reporting trips to the Houses of Parliament, a match at Tottenham Hotspur and to local markets at Greenwich and Borough.

Our capacity to engage key stakeholders allows us to offer quality study visits that underpin programme outcomes and impact. For instance, with a grant from the British Embassy in Lebanon, we delivered a 1-week [Reporting UK Elections Programme](#) to expose Lebanese journalists to the snap UK General Election of June 8<sup>th</sup>. We put 12 Lebanese journalists onto the elections trail, giving them access to politicians, journalists and analysts while visiting the Financial Times, the Guardian and the BBC. They produced 40 articles that were published in Lebanese media outlets.