

## Ability to Identify and engage key stakeholders

Thomson Reuters Foundation (TRF) has been working with journalists and partners around the world for over 30 years and has well developed processes to leverage its position as the world's largest news and information provider. We believe our capacity to engage key stakeholders allows us to offer quality study visits that will support the programme outcomes and impact.

For this programme, the stakeholders would consist of three target groups:

### 1. Engaging journalists to participate in the programme

Former programmes on behalf of the British Embassy in Moscow have allowed us to develop and improve our ability to find the right journalists to attend press tours to the UK. The first press tour we conducted in Q4 of 2017 attracted 20 applications through the TRF online portal. The latest, in Q1 of 2019, attracted 85 completed applications, with over 200 further enquiries. We recruit in two ways:

**Releasing Open Calls for Application:** disseminating opportunities to participate in the programme through TRF's prominent websites and social media. Asking applicants to apply allows them to demonstrate their suitability against the established selection criteria whilst ensuring that they have the necessary level of motivation to attend professional training. A larger pool of applicants allows TRF and the Embassy in Moscow to consider the overall group balance of any press tour including regional diversity, gender balance and media format.

**Direct approach and identification:** targeting journalists who meet the criteria established through direct contacts or via a number of our established networks in Russia. The direct reach and identification ensures that the press tour includes the journalists and media influencers who work in specific or niche themes which are covered by the tour.

The criteria for the profile of candidates would be established in conjunction with the British Embassy in Moscow and is outlined in the method and approach section. Once these criteria are set we use a combination of channels to reach qualifying journalists:

#### TRF networks:

Alumni networks have proved to be a very effective method of generating interest in journalism development opportunities. For example, thanks to the previous 10 reporting tours undertaken by TRF, we now have 80 engaged journalists from across Russia, covering print, TV, radio and online formats, to act as a solid alumni community of advocates. Furthermore, through a range of other programmes we have engaged with over 500 journalists from across the country in workshops ranging from photo journalism to reporting economic and business news, TV news, and climate change reporting. We have run more than 20 courses across Russia from Novosibirsk to Kazan, Moscow, St Petersburg and the Caucasus. Through the Bosch-funded *Perspektivy* programme we have worked with over 150 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.

TRF also has a staff member based in St Petersburg working across a range of projects and is very well connected throughout journalism circles. In previous tours she has ensured that applications have been received from some of the remotest towns across the country, as well as from the population centres, and is in a position to answer queries and concerns as they arise, with support from the team in London.

#### Reuters network and brand:

As the world's largest news organisation, the company has networks of stringers across the country, and with expertise on a range of issues facing Russia and the Russian news ecosystem.

The Reuters brand name, and the chance to visit the EMEA headquarters of Reuters in London, continues to be a significant draw for journalists from around the world, lending programmes full credibility.

## Partners:

We have worked with the Embassy, media organisations, think tanks, international organisations, universities and businesses with considerable reach across Russia to help us reach journalists specialising in a range of issues.

### **2. Engaging thematic experts and partners to inform the journalists**

As the corporate foundation of Thomson Reuters, we are able to leverage opportunities with clients and partners across the UK and have established a wide range of relationships. For the previous 10 tours we were able to arrange speakers and experts at or from a number of organisations including:

- Universities such as Cambridge, King's College, Leeds Beckett, Goldsmiths, Nottingham, Manchester, Liverpool, Cardiff
- Sports venues including Wembley Stadium, Manchester United, Olympic Stadium and Park, Bradford City
- Cultural centres including the O2, British Museum, Salisbury Cathedral and Magna Carta, Royal Opera House, British Music Experience, Middle Temple and Old Bailey
- NGOs including Kaleidoscope, Level Playing Field, Pride in Football, Shapla Sports Bradford, BBC Sport Relief
- Think tanks including Green Alliance, Royal United Services Institute, Independent Diplomat, Atlantic Council, and openDemocracy
- Businesses or trade groups including Innovate UK, Big Sync UK, Tidal Lagoon Power, and the Building Research Establishment

#### **Well-developed systems and processes**

TRF runs approximately 25 workshops in the UK each year, based from its London headquarters. The team of project managers and delivery consultants is well practiced in developing agendas that allow journalists to meet relevant sources of news and expertise, and adjust plans depending on the level and experience of the group.

We also arranged reporting visits to safe houses, Parliaments in London and Cardiff (including First Minister's Questions), conferences, such as the UNESCO World Cities Day in Liverpool, and with the support of the FCO, a number of government and national advisors, including MPs, commissioners and Permanent Under Secretaries

### **3. Engaging media and news experts and specialists**

As part of the programme we would also ensure the journalists meet a range of experts and UK media organisations, exposing them to the wider media-ecosystem, and the standards, skills and freedoms expected by the community. For instance, TRF funds the Reuters Institute for the Study of Journalism at Oxford University, one of the world's leading news research organisations who can provide up-to-date content and expertise.

Previous tours have introduced journalists to newsrooms at Reuters and the BBC, or news 'personalities' such as Bridget Kendall for instance. They have also met with journalists covering issues critical to the themes of the tour, such as court reporters from the Evening Standard, human rights columnists from the Guardian and reporters from BBC World Service departments including the Russian and Persian desks. They have also visited numerous media NGOs and news events, such as the 'Hard News Debate' at Index on Censorship, at the Kurt Schork Memorial Awards.

Reuters or TRF journalists have met each group to explain how the Reuters Trust Principles of accuracy, impartiality, independence and integrity have been fundamental to building a news organisation that can thrive for over 150 years, and how the visiting journalists can build these values into their reporting.

With news organisations around the world subscribing to Reuters content, and companies depending on their news and data, TRF is well placed to work with almost any media organisation in the UK, whatever the theme.