

1.2.6 Monitoring and Evaluation plan

The primary objectives of this intervention are:

1. Help Russian journalists produce balanced, fact based and ethical journalism
2. Build understanding of UK media standards and approaches
3. Contribute to a greater appreciation of UK cultural and political values
4. Create a network of journalists across Russia who share similar ethics, standards and interest in British affairs

TRF will demonstrate the success of the projects by the following milestones.

Milestone	Target (end of the programme)
Organise and deliver 8 media tour programmes in the UK for Russian journalists	At least 8 Russian-speaking participants per workshop
Production of stories by participating journalists	80 stories over the programme period
Overall journalists' understanding of the UK journalistic standards increases	Group shows an increased knowledge of UK journalistic standards via post-tour survey and trainer report
Journalists have an enhanced knowledge of the individual Study Tour Theme	Group shows an increased knowledge of UK journalistic standards via post-tour survey and trainer report
Increased understanding of UK values, culture and society	Group shows an increased knowledge of UK journalistic via post-tour survey and trainer report
Professional network developed	80% of all participants signed up to tour WhatsApp, Telegram or Facebook groups

To assess the impact of the programme, the Monitoring and Evaluation will ask, and feed back to the FCO, the following questions:

- Journalism skills – have journalism skills of the participants improved as a consequence of their participation? And in line with the values?
- Perception of UK (along a theme, and in general) – has the participant's perception changed in any way? Does the participant understand different approaches between the UK and Russia?
- Knowledge of themes – have the participants improved their basic knowledge and wider understanding of the core theme of the visit? Would this have been possible without the opportunity to visit?
- Dissemination – are stories and content being produced and disseminated to audiences in Russia?
- Gender balance – was there fair representation among the participants (60-40 one gender to another)? Are women's voices represented in the news articles or promoted as sources?

The overall monitoring systems and processes will report on aspects of project administration, work plan management, impact and performance. Activities and outcomes will be measured through a combination of quantitative and qualitative evaluations. These include:

1. Attendance records

To ensure that the correct numbers, gender balance and geographic regions are represented, depending on targets agreed with FCO for each visit

2. Trainer feedback

Building on experience from previous tours, the TRF consultant leading the tour will be required to fill in a feedback template for each participant. This will provide a high-level perception of each journalist and give an insight into their aptitude and progress in journalism skills development and their engagement with the project's theme.

3. Questionnaire covering key journalism skills and UK standards

To evaluate the key skills gained as a result of training, participants will complete a questionnaire where they will rate their ability in relation to five key journalism skills. The questionnaire will be administered pre and post training. Questions will be identical pre and post training to ensure comparability. Average scores will be compared pre and post training, for each group, to assess journalism skills gained.

4. Participant feedback

Participants will be asked to fill in post-tour surveys, assessing their progress against key deliverables such as journalism skills, knowledge of the tour's theme and their perception of the UK. They will also be asked for wider feedback, for instance on the performance of the TRF trainers, the organisation of logistics, quality of visits and speakers and overall rating of the tour experience.

5. Communications with FCO

In addition to the monthly follow up with British Embassy in Moscow, TRF will provide comprehensive quarterly financial and technical updates. TRF staff members are regularly in Moscow and will be available for face-to-face meeting in-country or in London. TRF prefers an open and collaborative approach to projects.

Lesson learned from previous tours

Building on previous experiences from tours, this approach makes several significant and smaller changes:

- Structured feedback from the tour trainer on each participant adds useful information on how groups engage with the issues and with the rest of the group.
- The required feedback from the participants will be greatly expanded, to include rating logistics and tour operations. This will help to continually refine the approach to organising each tour.
- Post-tour feedback, once the journalists have returned to Russia is notoriously hard to insist upon. In the past two tours, TRF has asked participants to include their name (previously withheld to encourage greater authenticity in their self-evaluations), leading to a far greater response rate.

TRF's approach to monitoring and evaluation continues to be an iterative process that feeds back into the programme – helping to achieve programme objectives and providing a means of learning from successes and failures.

TRF will continually review its approach to its management of the study tours, challenging its own and wider assumptions and risks and maintaining realism in the light of evidence generated through programme implementation and training delivery.

Monitoring, quality assurance, and review will ultimately lead to effective knowledge management and lesson learning. The approach to lesson learning integrates the systems and processes outlined in the diagram below.

