



Thomson Reuters Foundation Media training overview

Many organisations, especially non-governmental ones (NGOs), need to deal regularly with the media but may find their staff lack the skills to do so confidently. They welcome help to develop such skills so that they can provide information effectively and meet journalists' expectations and needs.

Thomson Reuters Foundation is ideally placed to provide such guidance because its instructors have diverse skills and in-depth experience in international journalism, training and management. This expertise attracts a wide range of clients, including United Nations organisations, for whom sessions have been provided in more than 25 countries around the world, and the UK's Department for International Development (DfID) which has commissioned an ongoing series of courses.

Such programmes use role-play based on participants' own issues or realistic scenarios, combined with constant trainer and peer review. Participants learn and practice how to handle interviews, whether for broadcast or print. They are provided with tips on dealing with a media crisis involving their own organisations and advised how to cope with sensitive issues. Participants are coached on how to describe and answer questions on their work in ways that are fresh and interesting so they get noticed.

Because the Foundation is a registered charity and operates on a not-for-profit basis, the fees paid by such clients achieve a double benefit. Not only is expert media training delivered, but the profit derived from the fees is invested in providing bursaries so that journalists from developing countries can be trained and mentored too.