



## ◀◀ REWIND

The projects, people and partnerships  
that defined us in 2014

 @thomfound  
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“The inspiration of Roy Thomson has driven the foundation for over fifty years and I hope that the following review of our activities in 2014 demonstrates that the work we have been doing is as valuable as ever”  
**Lord (Tom) Chandos of Aldershot, chairman, Thomson Foundation**

### Message from the chairman

The Thomson Foundation combines a rich history with an exceptional team of experts in journalism and the media, in order to facilitate universal access to quality news throughout the world, from post-conflict regions to emerging economies.

The inspiration of Roy (Lord) Thomson has driven the foundation for over fifty years and I hope that the following review of our activities in 2014 demonstrates that the work we have been doing is as valuable as ever.

Over the past few years, the small head office team has become an even more energetic and effective fighting force under the chief executive Nigel Baker; and they are able to draw on a remarkable range of other expert practitioners to support projects wherever in the world they are. On behalf of the trustees and our partners, I would like to thank them for their extraordinary efforts and achievements.



**Jane Corbin** is a British journalist and filmmaker who has made over 100 documentaries mainly for the BBC and its current affairs programme, *Panorama*. She also reports extensively from the Middle East and Central Asia

There has also been a changing of the guard among the trustees over the past year or so and I should like to give profound thanks to those who have retired – Carin Pimlott, Patsy Robertson, Elinor Goodman, David (Lord) Puttnam and Robin Oakley – all with many years of exceptional contribution to the foundation.

In turn, I am delighted to welcome Tanya Joseph, Gerry Power and, appointed since the year end, Jane Corbin as new trustees. They bring deep experience at the highest level in diverse areas, including government communications, international media research and television news journalism, as well as an immediate enthusiasm for the work of the foundation. I am confident that, alongside the existing trustees and the executive team, they will ensure that the foundation’s impact will continue to grow.

Lord Tom Chandos,  
 Chairman  
 Thomson Foundation

### NEW TRUSTEES



**Dr Gerry Power** is chief research officer at M&C Saatchi World Services. His international career spans the not-for-profit, academic and commercial sectors



**Tanya Joseph** joined Sport England in 2012 as director of business partnerships. She was formerly press secretary to Tony Blair when he was Prime Minister, and has been managing director of public affairs at Grayling and The Communication Group



“Our activities reflect the foundation’s core mission: to ensure everyone has access to an honest, factual account of what is happening in the world”

**Nigel Baker, chief executive, Thomson Foundation**

The Thomson Foundation helped to give journalists from more than 40 countries a clearer voice during 2014.

We were entrusted with delivering positive change in how the world is reported and using the media as a force for good – from the conflict zone of Ukraine to the challenging media environment of Sudan. And in a unique pilot project, we provided North Korean journalists and technicians in Pyongyang with an understanding of online journalism.

While skills training is often at the heart of what we do, our work is much broader. In 2014, it ranged from helping to protect media freedoms in Kosovo by advising on how well regulators do their job, to bringing Asian journalists together for a conference in Bali on media ethics. The Bali Media Forum attracted representatives from 24 countries and has become an annual event.

# A year in ■ review



Our activities – whether working directly for a media company or managing a multi-year project for an international funder – reflect the foundation’s core mission: to ensure everyone has access to an honest, factual account of what is happening in the world.

To translate that to reality, it is as important that media owners in emerging economies understand the best way to run their businesses, as it is to train journalists at the start of their careers in the best working practices. Our team of world-class experts is skilled at doing both. We are uniquely placed to transfer knowledge from some of the world’s top media practitioners.

This review is to share an insight into their work and achievements.

Nigel Baker,  
Chief Executive  
Thomson Foundation

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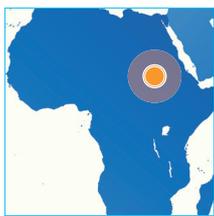
# New world

Improving journalism skills in a three-year project



“I’ve learnt so much that will help me for the rest of my career in journalism”

**Mujahid Osman Abdelrahim**



## Sudan

Building media capacity

### Thomson Foundation training opens up a ‘whole new world’

In Sudan, journalism can be a tough profession. “It’s not well paid, it can be dangerous and it’s difficult to get information,” says Thomson Foundation project leader Helen Scott. “There’s no real tradition of training journalists. Our job is to help them operate to international standards within these very tight constraints.”

A three-year Thomson Foundation programme takes selected journalists, known as scholars, and offers them three rounds of training over a year, continued mentoring and English language classes. It’s an in depth approach and is starting to pay dividends.

“It showed me a whole new world of journalism,” said Mujahid Osman Abdelrahim of the Khartoum daily newspaper Al-Rai Alaam. During the course, he produced an exclusive interview with a firebrand cleric who defied government policy and urged young Sudanese to fight with Islamic State in Iraq and Syria – not telling their parents where they were going.

Another scholar, 23-year-old Doha Mohammed Abdalrazeg, wrote a moving feature about child brides told through the eyes of a young woman forced into marriage when she was twelve. Her half-page article in Al-Khartoum newspaper included key statistics and comment from campaigners, experts and officials.

Doha said: “I’ve discovered that as journalists we should be near the people rather than officials and reflect their hopes and concerns in our reporting.”

In TV, a story about homes damaged by a public road building project led to compensation for residents – unheard of in Sudan. Radio trainees used improved programme-making skills to reach their audience with stories on health, agriculture and consumer rights. “We are seeing real change,” says Helen Scott. “The challenge now is to see if we can sustain it.”

The programme has trained around 150 journalists across all media so far, reaching editors, middle management, political reporters and operating a training of trainers course alongside the scholars scheme.

The Thomson Foundation’s work in Sudan is run in partnership with the British Council and funded by the British Embassy in Khartoum. ●



“We should be near the people and reflect their hopes and concerns in our reporting”

**Doha Mohammed Abdalrazeg**



“We are seeing real change. The challenge now is to see if we can sustain it”

**Helen Scott,**  
editorial associate,  
Thomson Foundation



## Ukraine

**Conflict reporting:** teaching balanced and sensitive reporting of a refugee crisis

# Putting the human story at the centre

### How to cut through propaganda in the midst of armed conflict

In the jargon of officialdom, they're called IDPs – internally displaced persons. Up to half a million people in Ukraine are now refugees inside their own country, driven out of their homes by fighting in the east and Crimea.

They are scattered all over the country, most of them living in temporary camps with no idea what the future holds and whether they will ever be able to go back home.

The Thomson Foundation has begun a six-month project to train regional journalists in Ukraine to tell the human stories of the refugees' plight.

"It's vital that regional journalists – who are closest to the issues facing the refugees – are given all the tools they need to provide even-handed coverage that cuts through the propaganda and puts the human cost of all this at the centre of the story," says David Quin, deputy director of development at the Thomson Foundation. >

*Refugees from the Ukrainian  
Lugansk on the Russia-  
Ukrainian control check  
point, Donetsk, July 2014*



“It’s vital that regional journalists are given all the tools they need to provide even-handed coverage that cuts through the propaganda and puts the human cost of all this at the centre of the story”

**David Quin, deputy director of development, Thomson Foundation**

*Refugees from eastern Ukraine queue for food in a refugee camp near the Russian city of Donetsk, Rostov region, 15km from the Russian-Ukrainian border*



### “A sensitive touch”

Reporting the story demands a sensitive touch. Once sympathy for the refugees has died down, tensions can rise as the strain increases on health care, schools, jobs and housing in host communities.

Outside the capital Kiev, reliable information can be difficult to track down. In this conflict coverage programme, journalists are given access to aid workers as well as the refugees themselves. “One of the major problems regional reporters have faced in this crisis has been to find out what is going on across the country from a range of trusted sources, both international and Ukrainian,” says Angelina Soldatenko, director of the Institute for Regional Media and Information.

Across Ukraine, the Thomson Foundation is working closely with the UK Foreign and Commonwealth Office as well as the UN High Commission for Refugees and the International Organisation for Migration. ●

Outside the capital Kiev, reliable information can be difficult to track down. In this conflict coverage programme, journalists are given access to aid workers as well as the refugees themselves



## Worldwide

Exploring how to thrive and survive in the new world of mobile journalism



### Why traditional media can no longer ignore the mojos

Ten journalists from around the world descended on London last summer eager to learn the secrets of being a mojo – a mobile journalist. Smartphones and tablets are handy bits of kit when you need to broadcast from sensitive or remote locations and they are increasingly being used by journalists to record breaking news.

Participants on the Thomson Foundation summer course included an investigative journalist from Nigeria, a Beirut-based reporter for Al Jazeera and a Radio Ghana news presenter, along with journalists from Oman, Rwanda, South Africa and the USA. Armed with a tablet or an iPhone, even the shakiest of shooters was soon able to use a hand-held device to capture stories and enhance their reporting.

The journalists spent five weeks learning to research and deliver multimedia stories using text, photos, podcasts and infographics as well as video reports shot and edited on mobile devices.

TV producer Nadine El Dimassi seemed completely at home on the course. She had helped cover the Arab Spring for Al Jazeera and said traditional media can no longer ignore the role of new media in producing news. “In our daily work we have to deal with new media outlets, sometimes as news or video sources. We rely on these sources especially in covering the uprisings and conflicts in some Arab countries where Al Jazeera reporters are not allowed to work in the field.”

Thomson Foundation tutors on the summer course were Glen Mulcahy, Dan Mason, Judy Aslett, Derek Ivens, David Harrison of The Sunday Times and former Fleet Street picture editor Alun John. ●

“During my 15 years of experience in my work, I’ve never learned the things I’ve learned during this course”  
**Fatma Al Falahi, Oman**

“The highlight has been learning about new technology and incorporating that technology into our daily working lives. The Thomson Foundation has given me the ultimate gift, the gift of education”  
**Viasen Soobramoney, South Africa**



## South Asia

Supporting investigative journalism to combat corruption

# Inquirer Awards

The Thomson Foundation Inquirer Awards are part of a programme to support South Asian journalists in exposing corruption

### Secret cameras expose huge Sri Lankan fraud in farm land deals

One of the biggest farming frauds in Sri Lanka's history has been exposed by the winner of a Thomson Foundation award for investigative reporting. Upendra Herath of Hiru TV uncovered corrupt deals involving land worth around £2.5 million. The scam involved government officials and was masterminded by an expatriate Sri Lankan businessman who used a fake identity to hide from police.

"It's only when we caught him on hidden cameras that officials knew who he was," said Upendra. "Once we aired our story, police surrounded his place and got him arrested."

Two journalists from Bangladesh also won South Asia Inquirer Awards for exposing corruption. Amin Al Rasheed of ABC Radio in Bangladesh investigated misuse of public funds in housing projects built by the international community after Cyclone Ayla. Amin's radio broadcasts exposed how poor people living in coastal communities had been affected by the scam. "After my reporting, the government undertook a new project to reconstruct the houses and the project is ongoing now."

Mossaber Hossain from the daily newspaper Prothom Alo investigated the shady business interests of some senior Bangladesh politicians.

The three award winners spent a week in London with the Thomson Foundation. They visited the London headquarters of Google to learn how the latest internet search tools can help investigative reporting. The journalists also met MPs, editors and leaders of the British Asian community. ●

"Good journalism plays an important part in shining a light on public finances, helping to improve public accountability and deny the secrecy required for corrupt practices" **Robert Gibson, British High Commissioner to Bangladesh**



# Armenia

Strengthening the skills and professionalism of journalists, especially in regional and local media

## How to build strong, successful media in emerging nations

A thriving democracy needs independent and professional media – especially in the internet age. And independent media can only thrive and grow when democratic political leaders practise good governance.

The British Council is working with the European Commission to help bring Armenia closer to the EU. As part of that work, the council asked the Thomson Foundation to run a series of training workshops aimed at increasing the professionalism of Armenia's media – especially journalists working outside the capital Yerevan.

In a country where an estimated 30 per cent of the population live below the poverty line, a key aim of the workshops was to improve reporters' understanding of charities, NGOs and aid agencies working in areas such as health, education, human rights, children and families and the environment.

One of the Thomson Foundation trainers was the Dutch TV presenter Jan Keulen. He said: "Journalists not only have the duty to inform citizens, to bring them the news and its background and context, but they also have the ability to change people's lives. Journalists are part of civil society and at the same time may contribute to strengthening civil society. Without access to credible and ethical journalism, people are unable to make informed decisions."

An important feature of the modern media landscape in Armenia is the growth of small entrepreneurial companies fighting for survival and independence. "A great number of them run very small operations," said management trainer Magda Walter. "Most are dependent on a limited number of local business advertisers or funding by local governments or both, and they can exert substantial pressure on editorial content." ●

### AT A GLANCE

**3.1m**

Population in Armenia

**8m**

Armenians living abroad

**3.2m**

Mobile phones

**2m**

Internet users

*Aerial view of Yerevan with Mount Ararat in the background*



## Worldwide

Supporting young journalists: rewarding best reporting from the developing world



Above: Young Journalist finalists and winner with Thomson Foundation chairman, Lord Chandos, and host Hugh Dennis

# YOUNG JOURNALIST AWARD

### Why children take up arms to guard their villages

In remote grazing lands on the Kenya-Ethiopia border, a boy aged just twelve carries a loaded Kalashnikov rifle to guard his family's herd of goats from invading militia. The boy's father had been killed in a militia attack several years ago.

"Before my father died, he taught me how to use the gun," says Lorunye Emekwe. Now he teaches other village boys to load and shoot the AK47. But his real dream is to return to school and finish his formal education. ▶

Watch 'Child Soldiers' by Young Journalist winner, Maurice Oniang'o: <http://tinyurl.com/TFchildsoldiers>



“All three finalists produced interesting, impactful stories which made a difference in their communities. Maurice caught the attention of the judges with his revelatory accounts of challenging circumstances in Kenya” – **Nigel Baker, Thomson Foundation**



### Soldiering on

The video report featuring Kenyan children who take up arms to protect their villages won a Thomson Foundation award for Kenyan TV producer and reporter Maurice Oniang'o, who works for the agency Media Development in Africa. Maurice was chosen as Young Journalist from the Developing World at the Foreign Press Association Awards in London in November 2014.

The winning video also features Loyiane Ekai, 14, who survived a gunfight when militia tried to steal his family fishing nets. “I have never gone to school,” he said. “I am just a fisherman. If I go to school, who will fend for my family?”

“Many homes are left without fathers in these border villages,” says Maurice. “So the boys become breadwinners – and warlords in the making.”

The other two finalists in the Thomson Foundation awards were Andrew Ochieng, a news reporter for NTV in Kenya, and Priyanka Dubey, a freelance journalist from India who submitted stories on women drug traffickers, the gang rape of a policewoman and the abduction of two young girls who were raped and murdered. ●

“I feel humbled by this experience. It was an eye-opener for me and has made me more determined to produce stories about Kenya”  
**Maurice Oniang'o, winner, Young Journalist from the Developing World**



# Asia

## Bali Media Forum: improving media ethics in Asian and Pacific countries

### New code of standards for websites and social media

Ensuring a just balance between freedom of speech and ethical standards of content in websites and social media is a key debate of the internet age.

The latest Bali Media Forum has drawn up a code of ethics for internet users all over the world. It says public information on the worldwide web should follow three guiding principles:

- Truth and accuracy: internet content should be based on facts
- Humanity: it should avoid malice and minimise harm
- Accountability: it should be transparent about sources and correct mistakes quickly

This vision for internet ethics was agreed by delegates from 25 countries – including editors, journalists, internet service providers and media regulators. “There’s no place for social media bashing,” says Aidan White of the Ethical Journalism Network. “It’s an essential part of free speech and keeps us honest. But there is the good, the bad and the ugly in social media. What media must always do is take out the ugly to make sure they are not being used to destabilise the process of giving information to the public.”

Bettina Peters, director of development at the Thomson Foundation, says journalists and other media professionals have a leading role to play in improving standards of online communications.

“Journalism follows not only the three minimum principles of accuracy, accountability and minimising harm, but it also adheres to higher standards – including the values of independence, fairness and avoiding bias.”

The 6th Bali Media Forum – held in October 2014 – was organised by the Thomson Foundation, the Indonesian Press Council and the Institute for Peace and Democracy in partnership with the Ethical Journalism Network. Financial support came from the Norwegian Foreign Ministry. ●



‘The voices on social media are not necessarily representative. There’s still no substitute for going out there and meeting real people’

**Cherian George,**  
Nanyang Technological  
University, Singapore

*Sunrise in Ulun Danu  
Bratan in Bedugul, Bali*



# Worldwide

[www.coveringelections.org](http://www.coveringelections.org): tips for journalists, editors and bloggers on covering elections

## Why traditional values are crucial in good election reporting

During 2014, more than seventy nations in every corner of the globe held parliamentary or presidential elections. In each case, social media and internet news sites played a central role in how journalists reported the campaigns.

A Thomson Foundation website offering advice on how to cover elections in the internet age warns journalists not to lose sight of traditional ethical values in the newsroom.

*A man shows his ink-stained finger after casting his ballot during legislative elections in April 2014 in Denpasar, Bali, Indonesia*

“In many Asian contexts where government control of mainstream media has been the norm, social media has been wonderful at opening up the space and allowing new voices to emerge,” says Cherian George of Nanyang Technological University in Singapore. “But the voices on social media don’t necessarily represent a cross section of the population. There’s still no substitute for going out there and meeting real people.”



“Coveringelections.org is designed to work well on a mobile phone so journalists can get advice quickly while on the move”  
**Bettina Peters,**  
director of development,  
Thomson Foundation



According to Bettina Peters, director of development at the Thomson Foundation, the secret of election reporting is “good old-fashioned journalism”. She tells reporters: “Get out of the office, leave your computer, go out on to the streets, interview people. Make sure you’re not only reporting the press release from the political parties... make sure you’re covering people of all social classes and standing.”

And take care with new media, say the website editors. “Social media may be a tool to collect news, but it’s also a source of rumours, lies and hatred. Comments should be independently and rigorously verified.” ●



“It runs through a journalist’s blood to be critical to power. That’s the way it should be. Some politicians will be tempted to call that bias because they don’t always like the questions we ask” **Hege Ulstein,**  
Dagsavisen, Norway

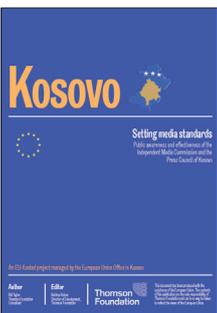
Five golden rules

1. Tell the truth
2. Be independent
3. Strive for impartiality
4. Minimise harm
5. Be accountable



# Kosovo

**Promoting media standards:** supporting a coherent framework for media regulation



View our report  
"Media For All –  
Strengthening  
Media Self-  
Regulation, Media  
Law and Media  
Freedom in  
Kosovo":  
[http://tinyurl.com/  
TFKosovoReport](http://tinyurl.com/TFKosovoReport)

## Young nation at leading edge of media-ethics debate

Promoting media standards has a special place in the heart of modern Kosovo. "Free media contributed to our becoming a democratic country," says newspaper journalist Lavdim Hamidi. "The media are friends of Kosovo".

Seven years after the country's declaration of independence, the EU asked the Thomson Foundation to study how well Kosovo's media regulators do their job of upholding journalistic ethics in print, broadcasting and on the internet.

Kosovo has two media regulators. The Press Council of Kosovo is an NGO operating a system of voluntary self-regulation for print media and internet news portals. The Independent Media Commission has a legal duty to licence and monitor TV and radio stations and is funded by the state.

The fact that these organisations exist at all seems a small miracle, says Thomson Foundation consultant Bill Taylor. "A few short years ago the people of Kosovo were at war. They lived in a culture of very strong state or partisan influence in newspapers and TV. Today, Kosovo's media regulators are at the leading edge of the international debate on how to improve journalistic ethics in print, broadcasting and especially internet news portals."

Kosovo is also preparing for switchover to digital-only TV, another quiet revolution in the country's media life.

"Ten years ago, we didn't have a media regulator," said Ismet Cakiqi, head of public communications in the Prime Minister's Office. "We came from a very different system of media and now we're in a transition phase. In the next five to ten years, I think we will see more dramatic change in a positive sense." ●



"It's a delicate  
balance of  
censorship and  
freedom of speech.  
We need a law on  
internet regulation"  
**Alma Lama, member of  
Kosovo Assembly**



## The Balkans

Strengthening TV news channels and changing the way news is reported across former Yugoslavia



### Thomson Foundation media experts help launch Balkans TV news channel

Broadcasting specialists from the Thomson Foundation helped train the launch team for a 24-hour cable TV news channel that has gone on air in the former Yugoslavia.

N1 News – an affiliate of CNN – broadcasts to a potential audience of more than fifteen million people in Croatia, Serbia and Bosnia & Herzegovina.

Six media experts from the Thomson Foundation ran workshops for the first wave of editorial and production staff from N1's three main studios in Belgrade, Sarajevo and Zagreb. Producers, reporters, presenters and camera crews joined training sessions ranging from scheduling, news production and live reporting to camera skills and video editing.

Brent Sadler, chairman of N1's editorial board and a former CNN correspondent, said: "Thomson Foundation provided us with industry professionals from the UK with a wealth of experience across international channels to help give our staff an insight into the new skills they will require."

The foundation's trainers were in demand by two other channels.

They helped train staff preparing for the launch of Al Araby – a pan-Arab youth channel broadcasting from London.

Earlier in the year, the trainers finished a training programme for the 40 European correspondents of CCTV News – the English-language news channel of China's state broadcasters.

The Chinese journalists were given expert tuition in live reporting and the editing and packaging of video reports. ●



"Thomson Foundation provided us with industry professionals from the UK with a wealth of experience across international channels to help give our staff an insight into the new skills they will require"

**Brent Sadler,**  
chairman of the  
editorial board, N1



## North Korea

Introducing reporters, researchers and technicians to online journalism



### Media 'invaluable way' of engaging with reclusive regime

For more than a decade, Nigel Baker has had a unique opportunity to observe how North Korea is slowly opening up to Western communications and media.

He first went to Pyongyang in 2002 at the start of a long campaign to set up the first Western news bureau in North Korea. Over the years that followed, Nigel witnessed a greater willingness to engage with international journalists.

In October 2014, he returned – as CEO of the Thomson Foundation – to lead a pilot training course for staff at North Korea's state broadcaster.

"Media prove an invaluable way for the international community to engage with a country noted for its reclusiveness," says Nigel. "The most important thing is to keep communication open."

The two-week workshop introduced journalists and technicians at Korean Radio and Television to the techniques of Western online journalism. Also taking part were some of North Korea's leading education officials, along with researchers and staff from the country's national library.

Two British experts on online journalism and web technology showed how international news organisations win and retain audiences on multiple platforms online, including examples from the BBC, Sky Sports and The Guardian.

This pilot training programme, led by the Thomson Foundation, was funded by the UK Foreign and Commonwealth Office. ●





## FOUNDER

“Communication is surely the spine of civilisation. The needs of developing countries are, above all, education and national integration. For both, mass media are all-important weapons” **Lord Roy Thomson, January 1963**



# About us

A quiet agent for change

The Thomson Foundation is the world's longest-established international media development organisation. Our reputation is built on a 50-year legacy of fostering the highest possible professional and ethical standards of mass communication worldwide.

We work with all media organisations, governments, civil society bodies and commercial entities which desire professional excellence in communications.

We offer training, consultancy and project management for the demands of a rapidly changing media environment from public communications programmes to the latest digital journalism techniques.

The foundation is independent and non-political. >

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The foundation's strong links to the UK and international media means it consistently draws on the latest editorial, technical, managerial and governance skills to enhance its programmes. Whether implementing a long-term programme for an international funder, consultancy and skills training for a media company or a course for individual journalists, the foundation strives to deliver sustainable change.

### Supporting excellence in media

Since 1962, the foundation has worked in more than 100 countries, including some of the most sensitive conflict and post-conflict environments, supporting all those wanting excellence in media — and those wishing to use public communication as a force for good.

The global client list ranges from development agencies to blue-chip media companies to local, national and international NGOs, including the European Union, British Foreign and Commonwealth Office, the Bill and Melinda Gates Foundation, major branches of the United Nations and a wide array of national and international broadcasters.

Our core management team in London draws on a network of hundreds of consultants to provide the best communications and media talent, complete with bespoke project management and project reporting functions.

Our story speaks for itself.

Find out more about us here: <http://www.thomsonfoundation.org/about-us>

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