

# Thomson Foundation



*Annual review 2016*

*The value we bring to media*  
**Measuring**

**UP**





**There are many positive testimonials to the work of the foundation over the years from the thousands of alumni who have benefited from our training. The most heartening compliment, repeated often, is that a Thomson Foundation course has been “a life-changing experience.”**

In an age, however, when funders want a more quantifiable impact, it is gratifying to have detailed external evidence of our achievements. Such is the case in Sudan (pages 10-13) where, over a four-year period, we helped to improve the quality of reporting of 700 journalists from print, radio and TV. An independent evaluation, led by a respected media development expert during 2016, showed that 98 per cent of participants felt the training had given them tangible benefits, including helping their career development.

## Measuring our impact in 2016

The evaluation also proved that a long-running training programme had helped to address systemic problems in a difficult regime, such as giving journalists the skills to minimise self-censorship and achieve international standards of reporting.

Measuring the effectiveness of media development and journalism training courses has long been a contentious issue. Sudan shows it is easier to do over the long term.

As our digital training platform develops (pages 38-40), it will also be possible to measure the impact of a training course in the short term. Our interactive programmes have been designed, and technology platform chosen, specifically so that real-time performance data for each user can be made easily available and progress measured.

**Lord Tom Chandos, chairman  
Thomson Foundation**

# Contents

## 01

### ON THE COVER

Thomson Foundation Young Journalist 2016 winner, Yusra Elbagir, collecting her award at the FPA Awards ceremony

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## 03

### MEASURING UP

We've always believed in proving our work to our supporters so it's gratifying to have evidence of our achievements



## 06-09

### HUMAN STORY

Shining a necessary light on moments of great suffering and heartache



## 10-13

### EIGHT POINTS OF IMPACT

How we've helped instill new confidence into Sudan's journalists



## 14-21

### PROMOTING YOUNG TALENT

Thomson Foundation's Young Journalist FPA Award serves to encourage, engage and inspire emerging journalistic talent



## 22-29

### UPWARDLY MOBILE

Mobile journalism moves higher up the agenda for our training priorities



## 31

### THE WORLD AT A CLICK

Our relaunched website reflects our work in more than 100 countries

## 32-33

### A NIGHT AT THE PREMIERE

A film about Ukraine's internally displaced had a full house for its premiere

## 34-35

### NUMBERS GAME

2016 yielded some impressive figures for us, and they continue to grow

## 36-37

### PEOPLE POWER

Our team is passionate and ready to expand our support for media

## 38-40

### FUTURE OF E-LEARNING

We're developing an online academy designed to give journalists a lifelong professional education



# Human story

“The tragic story of migrant bodies on the beach in Libya deserved to be told”



**Pictures taken by a Thomson Foundation trainee showed the bodies of 74 migrants washed ashore on a Libyan beach, drowned at sea before they could reach Europe. The story was picked up by more than 100 mainstream media organisations in 28 countries.**

“The Libya story is a good example of exactly what we’re doing with the OPEN Media Hub,” says David Quin, director of development at the Thomson Foundation.

“This year we have proved that it is possible to create content which has high enough editorial quality to be reused globally by mainstream broadcasting. That is a very large departure for a media development programme.”

The OPEN Media Hub supports independent journalism in 17 of the EU’s neighbourhood countries across North Africa, the Middle East, Eastern Europe, Russia as well as the Caucasuses.

“In the vast majority of EU countries, media organisations can’t afford to send staff to these neighbourhood hot spots,” explains David. “There is quite clearly a news deficiency. We can get the right people in the right place.”

“The dynamic wherein stories come from the source countries themselves is a healthy one. But in the past, the level of quality hasn’t always been high enough. That is changing. We are helping our trainees produce stories with a higher degree of quality and interest and the mark of success is that they can be circulated through the broadcast news network of Associated Press (AP), with 1,500 newsroom getting that feed daily. >>

# OPEN MEDIA HUB



Networking, on-the-job training and support to media professionals across the EU Neighbourhood area

A project implemented by a consortium led by Thomson Foundation

[openmediahub.com](http://openmediahub.com)

**“We have proved that it is possible to create high-quality content which is reused globally”**



“The stories out of Moldova are incredibly diverse,” he says. “They’re very much the target of what we’re trying to do with the OPEN Media Hub project: regional independent journalists fighting to survive in a market where large private channels control both revenue and publicity. It’s more than a job. It’s a passion.”

“Professionalism is still a very attractive asset in a post-Trump world of fake news and alternative facts, a world where television news is being questioned. If we help these independent journalists pursue good story angles and know how to shoot, edit and write them properly, then those stories can have a wide impact.”

“In the 15 years that I have been doing media development work, I have not seen anyone taking content to this level and potentially getting validation from re-usage.”

Another TV news report used widely by international broadcasters subscribing to the AP network told the story of life-sentence prisoners in Moldova putting on their own production of Hamlet inside the jail.

The executive producer was Thomson Foundation trainer, Anthony Headley.

Dominique Thierry, the Paris-based project lead for the OPEN Media Hub, says: “Ultimately I’m hoping within two more years to set up a community of practice: journalists able to rely on colleagues in other countries. The tragic story of migrant bodies on the beach in Libya deserved to be told.”

The Thomson Foundation is leading a consortium of seven organisations over the four-year life of the OPEN Media Hub. Worth nearly €8million, it is the biggest single contract in the history of the foundation, funded by the European Union.

# 1\*

The Thomson Foundation training provided journalists and media managers with improved skills, giving them greater confidence to write high-quality news.

# 2

The improved quality in reporting, especially using multiple and diverse sources and balanced stories, minimised self-censorship and created more confidence that stories would not be censored by editors or the government.

# 3

The great impact of the training has been the introduction of a new reporting style that highlights issues of public interest not previously reported or discussed.

# 4

All of the journalists trained, regardless of media outlet, now address audience needs as the main objective of their reporting.

# 5

98% said the training has given them tangible benefits, and 80% say it has helped their career development.

## Eight points of impact in Sudan



### Thomson Foundation changed the face of journalism in Sudan — improving the quality of reporting and instilling new confidence into the profession.

A team of five trainers and a project director from the foundation ensured the success of the programme which reached 700 working journalists from print, radio, TV and online in Khartoum and outlying parts of the country.

The number was achieved by taking “the long view” — consolidating training with selected groups of journalists over a prolonged period and enabling them to pass their skills to colleagues.

A vital part of the teaching was “training of trainers” which ensures a lasting legacy after the four-year programme drew to a close in 2017.

Sudan’s media has a long history of framing and contributing to the political and social landscape of the country. But the national media climate has become highly restrictive under the current government, with media houses forced to resort to self-censorship to avoid punitive measures against those perceived as stepping out of line.

The effectiveness of the programme was put to the test by an external evaluation. A team of researchers was led by international media development expert, Susan Abbott.

They used a mix of key informant interviews, content analysis and a survey of programme participants to arrive at their findings.

Susan Abbott said Thomson Foundation’s beneficiaries and partners were all eager to share their experiences and insights on how they benefited from the training programme.

“As a specialist in media development programme evaluation, I’m very impressed at how organised and information-savvy the foundation is. The records, management and open communication provided the best ingredients for a fruitful working partnership. It was a pleasure to work with the team.” >>

The Training of Trainers (ToT) has provided an amplifier effect, leading to more than 200 additional journalists benefiting from the foundation’s training.

Management seems to have a better understanding of their roles in supporting journalists to create high-quality stories.

Content analysis shows that 87% of stories by trainees were trending toward internationally accepted levels, giving the Sudanese public access to high-quality local news about social topics. By comparison, a control group struggled with accuracy and impartiality.

# 6

# 7

# 8.



**“She is the person most likely to pass on the values we have tried to promote”**

**1**

The media capacity building project ran for four years from 2012 and was delivered in partnership with the British Council. It was funded by the British Foreign & Commonwealth Office.

## **A case\* in point**

Growing influence of Amani Abulgazim, one of the first to receive training in Sudan

**Amani Abulgazim was one of the first group of TV trainees in 2013. She excelled in training and was open to learning new approaches, both editorially and technically.**

Amani was selected by the international trainers to join the “training of trainers” scheme, where she would have the opportunity to develop more skills and learn how to pass them on to

colleagues. “She has the sense of social justice which all news journalists should aspire to,” said Diana Muir, who headed the TV training. “She has a good understanding of television techniques and is keen to try new approaches.”

Amani was promoted to head of training at Blue Nile TV as a direct result of the training she had received on the project, and soon was organising courses for camera operators and the youth and sports departments.

Now she is waiting for a restructure which may see her go back to programme making in a promoted post. “She could be very influential as she has a lot of gravitas and is respected. She is the person most likely to pass on the values we have tried to promote,” added Diana.

“I have gained confidence and I’m now brave, so I have become close to the issues and concerns of society. I have also learned to do my job better to a set of international standards,” said Amani.

# Yousra Elbagir

A determination to tell grass-roots African stories in a new way won Yousra the Thomson Foundation Young Journalist Award

**I spent much of my life moving between my birthplace in Khartoum, Sudan, and the UK, where I studied at St Andrews University and also nurtured my love for journalism and debate.**

When I moved back to Sudan from the UK, I was certain of two things. I wanted to report on the issues that plagued the people in my country and I wanted to do this in a compelling way that moved past the overworked images of famine, poverty and war in Africa.

This wasn't going to be without its challenges. How do you tackle issues that no longer get people's attention? How do you stay true to the reality on the ground without perpetuating stereotypes of helpless Africans?

I knew my country had more to offer: a rich culture, its own form of resistance.

Having grown up in a family of journalists and publishers under a regime enforcing heavy censorship, I have always been very aware of the extremely difficult reporting environment. I arrived in Khartoum determined to address the bloody counter-insurgency campaign in the Nuba Mountains to the south of the country, which haunted me.

I was restless; ready to pack up and head straight to the sectioned-off rebel-held region. My family was the voice of reason. "Do you have hostile environment training?" My answer: "No." "Do you have access, contacts or even a safe route out of the mountains?" My answer again: "No."

"How will your coverage be any different to the citizen journalists who are reporting from there every day?"

It was this line of inquiry from my brother that stopped me in my tracks. "Probably not that different," I thought. "Maybe not that good,

either." I was just starting out as a journalist.

As the conflict raged on, I decided to engage with Nuba culture. One Friday, I rounded up some friends and headed to the Nuba wrestling stadium in the suburbs of Khartoum.

The energy was electric; bulky wrestlers locking arms, twisting and pirouetting in the dust. Within the walls of this government-built stadium, the sea of spectators was going wild.

It turned out that some of the wrestlers had flown back from Olympic training in Japan for the Tokyo 2020 games. It was a great story. Not only would it give insight into the lives of displaced Nuba but also celebrate the survival of a thousand year-old culture brought from the mountains to thrive in the capital city of their country's hostile government.

In September 2015, my story on Sudan's fighting giants was published on CNN.com. It set the tone for my entire body of work. >>



Nearly a year later, in July, my story about a radical Nuba beauty queen using her title to appeal to the government for an urgent end to the bombing in the mountains was published by *The Guardian*, which I submitted in my application for the Thomson Foundation Young Journalist Award.

Everything that I learned and felt so passionate about when I wrote my first piece came together in this story. This wasn't another account of a helpless African but a woman proudly championing dark-skin beauty as a form of political resistance, using her platform to speak on behalf of those in her homeland.

Through her story and the women vying for her title, I was able to contextualise the conflict through a different lens — presenting displaced Nuba in the capital as more than mere victims of the regime but fully fleshed and three-dimensional, with the capacity for ambitions and dreams beyond their circumstances. 1

Yousra's report triggered a debate about natural beauty standards in a country where black women regularly bleach their skin to conform with dominant Arab notions of beauty. Her winning portfolio also included results of a Twitter campaign on how US sanctions had affected the Sudanese people as well as a story of a Syrian refugee who survived to set up a successful business in Khartoum, Sudan.

The two other Young Journalist finalists were Salman Yousafzai from Pakistan (pages 18-19) and Ancillar Mangena from South Africa (pages 20-21).



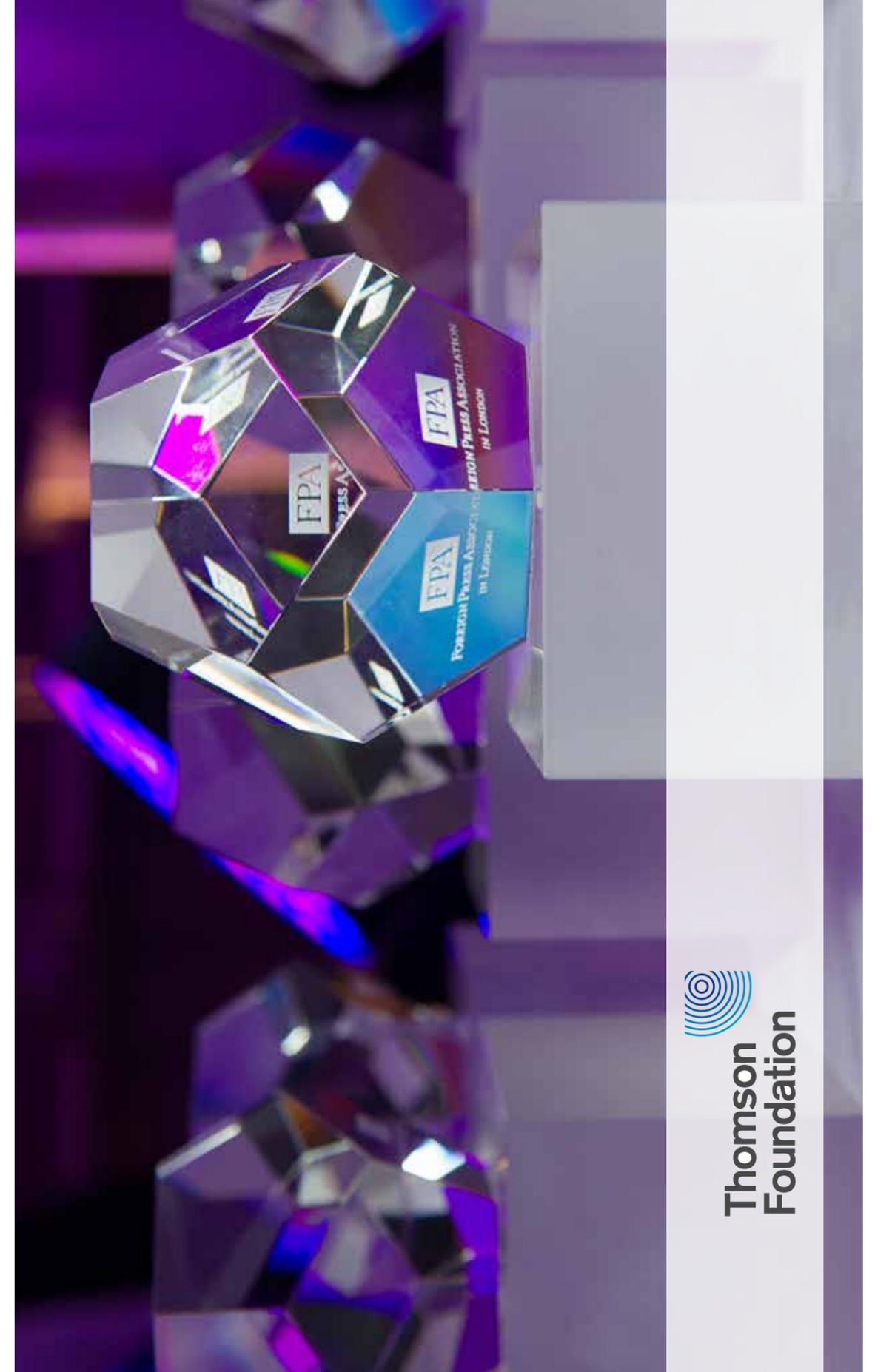
ABOVE: The Nuba beauty queen taking on the Sudanese regime (image: Ala Kheir)

RIGHT: Yousra Elbagir with finalist, Salman Yousafzai and host of the FPA Awards, Hugh Dennis



Nigel Baker, chief executive of Thomson Foundation, said: "The ingenuity, bravery and determination of the young journalists was again exceptional and Yousra, in particular, was able to stimulate debate on issues of great importance in Sudan. The competition serves to encourage emerging journalistic talent from across the globe."

In this fourth year of the Young Journalist Award, part of the UK Foreign Press Association Awards, there were more than 100 entries from 42 countries. Journalists from Nepal, Costa Rica, Egypt and Syria were highly commended for their work.



  
**Thomson  
Foundation**



**“I remain hopeful that reporting and starting a dialogue can change entrenched attitudes”**

# Salman Yousafzai

“Reporting these stories was completely incomparable to living them”

I was born and brought up in an enlightened Pashtoon family in northwestern Pakistan at a time when the clouds of war hovered over the South Asian region.

I used to hear hair-raising tales of Pakistan-India wars, Mujahideen resistance against the Russian army in Afghanistan, efforts for peacemaking, the many pitfalls involved.

All of these terrifying tales imbued in me a sharp sense of the happenings in Pakistan and its neighbouring countries.

I was keen to communicate these stories — about conflict and people’s astonishing ability to persevere in the face of unimaginable horrors. That’s when I decided to become a journalist.

I graduated in journalism from the University of Peshawar, Khyber Pakhtunkhwa, and landed

a job with Intermedia, a non-governmental organisation operating a radio network. Here I produced feature reports on the violence-wrecked Federally Administered Tribal Areas (FATA) of Pakistan, which bordered conflict-hit Afghanistan, and the haplessness of those who were displaced from their homes due to militancy, with their lives impoverished in the camps set up for Internally Displaced Persons.

Reporting these stories was completely incomparable to living them. I hoped that I was informing both the policymakers and the public.

Later, I joined the daily newspaper, *The Frontier Post*, where I have been covering conflict and crime for six years. I’ve also been contributing investigative reports to Pakistani news website, Dawn.com, and the *New Lens Pakistan*.

My home city of Peshawar has regularly been

rocked by suicide bomb attacks which have become routine in the wake of Pakistan’s long fight against Taliban militancy. It’s a precarious and hostile atmosphere. Everyone here has been affected by terrorism.

In FATA, a pro-government militia of local tribesmen, with a world view not much different from the Taliban, runs a parallel state. Laws imposed by them are followed by everyone in the area or else “exemplary punishment” is meted out. It’s one of the stories I entered for the Young Journalist Award. My other entries were about a thriving meth addiction in Peshawar, FATA and other districts of Khyber Pakhtunkhwa and the Peshawar contraband smugglers that are financing terrorism.

While terrorism casts a dark shadow here, I remain hopeful that reporting and starting a dialogue can change entrenched attitudes.



Ancillar Mangena  
interviewing Zafar  
Siddiqi, chairman of  
Forbes Africa

“Being a journalist in Africa means being a watchdog, a teacher, informant and a voice for the voiceless”

# Ancillar Mangena

In October 2015, I went on a daring excursion to Dundee, a small town in KwaZulu Natal, South Africa, and the scene of brutal murders, to speak to local residents about housing corruption.

Those who refused to talk warned that “the gun rules the town”. Reporters and local residents alike who had asked questions previously had earned themselves some powerful enemies and lost their lives because of it.

Grishen Bujram was one of them. He was a respected and hardworking man who confronted the mayor of the African National Congress-controlled Endumeni municipality after discovering free houses for the poor were being sold for profit.

For him whistleblowing ended with a bullet.

**“People who lost their homes to corruption were now in court fighting for what was theirs”**

I didn’t want to die. But it was important for me to write about Bujram and others like him — the whistleblowers in Africa. Since the article was published, the case against the alleged

orchestrator of Bujram’s murder has been reopened and is being heard.

I have a lot of favourites, but this has been the most rewarding story I have written. It produced results. People who lost their homes to corruption were now in court fighting for what was theirs. A month after my whistleblowers article was published I was putting my life at risk again.

I wrote a story doubting claims that ‘Prophet’ Walter Magaya, a powerful man in Zimbabwe, could heal people.

The commercialisation of churches is arguably one of the fastest growing businesses in Africa. I believed the pastor was a sham, taking advantage of desperate people willing to dig deep into torn pockets to be healed.

Shortly after writing my story, I received vicious insults and a total of 61 threats from his supporters. I had to deactivate my social media accounts when they started making hostile and threatening remarks about my family. I didn’t want to risk the lives of those I love.

Being a journalist in Africa means being a watchdog, a teacher, informant and a voice for the voiceless. I have no idea yet where the job will take me, journalists are under persistent attack, but what I know is that I will continue asking questions and reporting on stories that I think are in the public’s interest.

I hope the public understands what journalists put on the line every day to bring these stories to them. The threats are not imagined. When you expose corruption, when you take a swipe at the people in power, the threats to your life can be very real.

# HE'S GOT mojo

Every year, mobile journalism (mojo) moves higher up the agenda for Thomson Foundation's training priorities. In 2016, we ran mojo courses in Kuwait, Sudan, Ukraine and Azerbaijan and devoted a big part of the London summer course to developments in smartphone video technology.

"By 2020, when 5G goes mainstream, mojo will dominate news," says Glen Mulcahy, Thomson Foundation's expert trainer who has driven the growth of mobile journalism in RTÉ newsrooms in Ireland and across other European broadcasters.

Glen has inspired and trained more than 1,500 journalists in Europe, the Middle East and the US in television, radio, print and online.

"Europe is leading the way. Norway's NRK uses smartphones to gather 30 seconds of video for its online department as soon as a journalist arrives on a story. The BBC has developed its own newsgathering app for its journalists, allowing them to grab photos, audio or video and send it back raw but quickly to the newsroom.

"In RTÉ we have been exploring mojo as a complete content creation tool, with some of our journalists shooting entire stories for broadcast on their iPhones. And Sky News has pushed the boundaries on live video streaming from mobiles.

"In the Middle East, Al Jazeera commonly uses smartphones in hostile environments to avoid drawing attention to its journalists."

Mojo is becoming a global movement with new pioneers and practitioners joining daily, says Glen. "It is all proof of the mostly untapped potential of mobile in broadcast."



## Take 5: a mobile story in five pictures

Thomson Foundation's summer course goes right to the heart of one of the great debates in modern journalism: how to stay at the cutting edge of digital technology and also uphold high ethical and professional standards in content.

The 2016 summer course saw the introduction of virtual reality and 360-video, along with a masterclass in entrepreneurship and digital media strategies. It also included modules in mobile reporting, social media and data journalism. But the fundamental principles of ethical storytelling lay as a foundation stone to every session of the five-week course.

Journalists from Sri Lanka, Spain, Nigeria, Egypt, Oman, Qatar and South Africa spent five weeks in London updating their digital skillset and growing their ability to think in different media.

"For the first time on the course, we included a session on 360 for video and still images," said Deborah Kelly, head of training and communications at Thomson Foundation. "This is a growing area of experimentation for many news organisations who are exploring ways in which the technology can be exploited for storytelling.

Two familiar faces among the students were Yusuf Omar and Leonor Suárez, both prize winners of the Thomson Foundation/RTÉ mobile journalism competition. >>



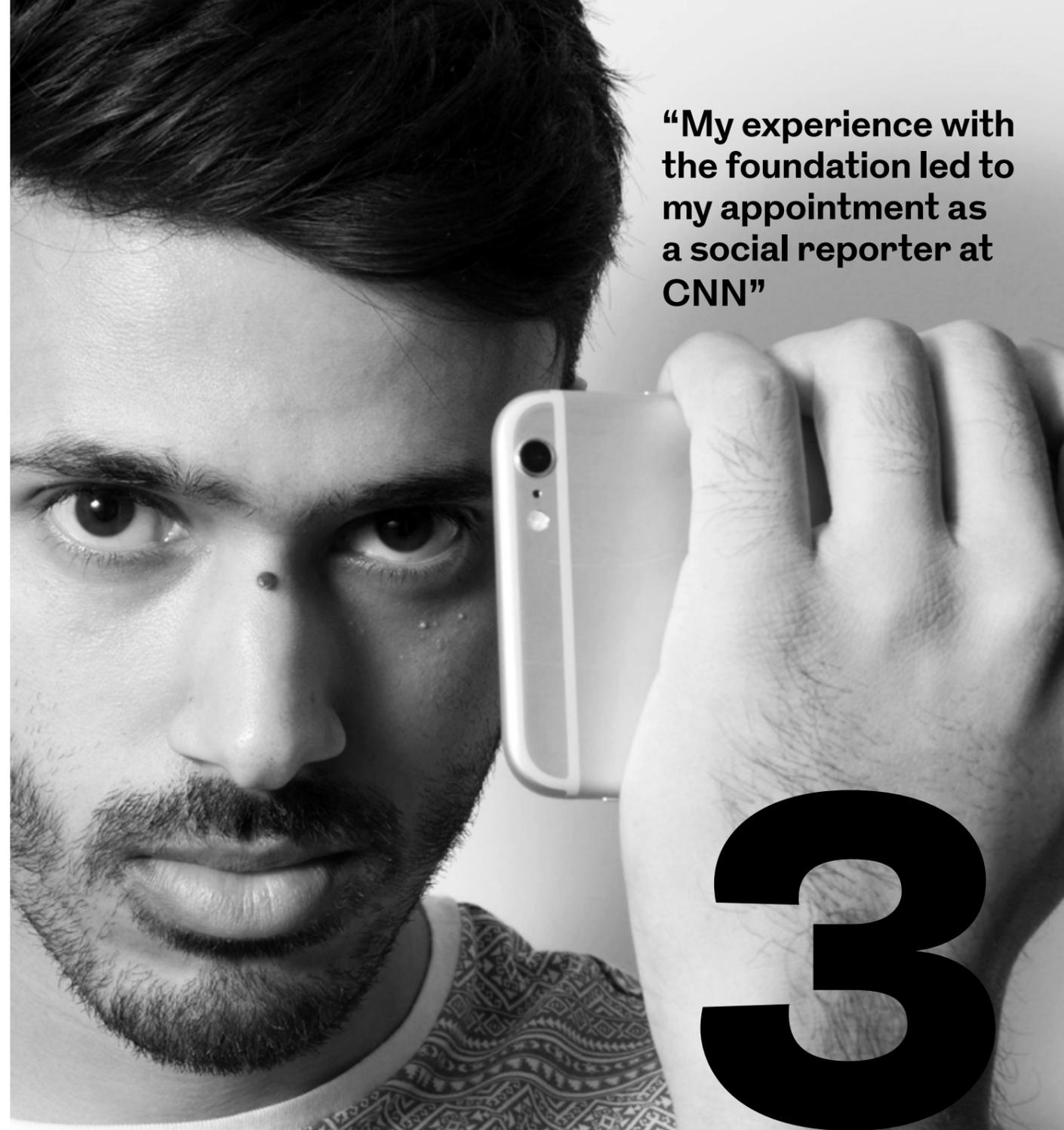
Mobile journalism can work — and work well — in the most hazardous conditions, as **Leonor Suárez** proved when winning joint first place in the 2016 Thomson Foundation/RTÉ competition to find the world's most creative mojos.

Leonor works for a regional TV station in Asturias in northern Spain, but travelled to Bolivia for her mojo report on the life-threatening working conditions inside a silver mine built in the 17th century. "This is the closest place to El Dorado the Spaniards found in the New World," says Leonor in her commentary. "Under the soil, the earth was made of silver."

For the miners, however, this is far from a life lined with treasure. As the tunnels of the mine grew darker and more claustrophobic and the air harder to breathe, Leonor took her hard hat and her iPhone deep underground.

"Mobile journalism allowed me to get to the heart of the story. These miners have to risk their lives to make a living. The work is precarious and dangerous with no security measures. Many of them, including children as young as 15, have to brave the risk of a mine collapse."

Nigel Baker, chief executive of Thomson Foundation said: "The winners showed how versatile mobiles are as reporting tools. They can be used to capture very sensitive interviews at close quarters."



**"My experience with the foundation led to my appointment as a social reporter at CNN"**

**Yusuf Omar** was joint winner of the Thomson Foundation/RTÉ mobile journalism competition with an emotional video feature on survivors of sexual abuse in South Africa.

With an iPhone 6 and a selfie stick, Yusuf joined a group of rape victims and their supporters on a hiking trip in the Drakensberg-Maluti Mountains. As one abuse victim put it: "You have to persevere and push to get up to the top of the mountain in the same way you have to persevere

to get through what has happened to you."

Yusuf said filming the report would not have been possible without mobile journalism: "For the rape victims, climbing the mountain was a metaphor for defeating their own demons. Robbed of a voice, how do you tell the story of survivors who have never openly spoken about their experiences? Certainly without lights and broadcast cameras. Mobile journalism was the only truly personal and dignified way."

Yusuf's agenda-setting ideas next took him to India and the *Hindustan Times*, where he highlighted the mistreatment of women using Snapchat filters to disguise victims' faces. Staring into the lens, young women were able to speak candidly on camera without fear of identification or repercussions.

He now works as a CNN social reporter. "The foundation let me experience London's finest newsrooms which led to my CNN appointment."



A mobile journalism workshop for Kuwait TV showed how quickly the skill is moving from the periphery to the mainstream in journalism.

The workshop was led by Hosam El Nagar, Thomson Foundation's director of innovation and learning, and Glen Mulcahy, a pioneer in mobile journalism and one of our expert trainers (pages 22-23).

"In Kuwait, social media editors and TV reporters were amazed at how much could be done using smartphones," says Hosam. "Anything they wanted to do, they could find an app for. There was a palpable feeling of fun in the room, and participants' attendance and participation reflected that."

Dwindling budgets and improving technology are good incentives to encourage newsroom managers and reporters to use mojo. But it also makes sense in a world where news is increasingly viewed on smartphones.

"A smartphone is a camera and a satellite news gathering system in your pocket on which you can film, edit, transmit and go live from anywhere," says Hosam. "It also makes it easy and viable to offer more specialised niche coverage to smaller audiences."

"It provides new possibilities, enabling wider coverage potential at low cost."

Glen Mulcahy believes the key psychological benefit of shooting with smartphones is that people aren't intimidated at all. "When you come in with a smartphone, a small tripod and maybe one light, it's much more discreet. It's less intrusive, and people tend to be far more sincere and far more open as result."



**"The course has attracted some of Azerbaijan's very best journalists"**

A pioneering business journalism programme implemented by the Thomson Foundation in Azerbaijan reached a successful conclusion after training 70 specialist reporters.

Each year, senior journalists from broadcast, online and print media, as well as news agencies, have been selected to take part in the training, which is delivered in partnership with the British Council.

The journalists receive three weeks of multimedia, mobile and data journalism training in the country's capital, Baku, before visiting London for a one-week study tour. The combination of hands-on training, plus study in London has consistently attracted some of Azerbaijan's very best journalists.

# Thomsonfoundation.org

Add to favourites



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Thomson Foundation has pioneered media development across the globe, since 1962.

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## Our world conveyed in an instant

A relaunched ThomsonFoundation.org displays an interactive map reflecting our work in more than 100 countries



From Samoa to Sudan, from Mongolia to the Middle East and all across Africa, the Caucasus and Europe's eastern borders, Thomson Foundation supports early-career journalists in emerging economies and developing countries.

Ethical journalism in an era of "fake news" is at the heart of the foundation's values in courses ranging from investigative journalism to election reporting and multimedia newsgathering with mobile journalism.

Now we have launched a new website making it much easier to explore the world of Thomson Foundation. A highly responsive interactive map of the world takes website users to the latest projects and news on training opportunities around the globe.

"We have a strong story to tell," says Nigel Baker, chief executive of the Thomson Foundation, "and the website relaunch ensures we do it in the most engaging way for a digital audience."

**“When we say IDPs, we don’t realise that there is a tragedy behind each person”**



## A night at the premiere

A documentary highlighting the plight of Ukrainians who are refugees in their own country — filmed with support from the Thomson Foundation — had a full house for its charity cinema premiere in the capital, Kyiv. *Looks Like Home* was made by a team of journalists from the internet TV news channel, Hromadske.

“One of the goals of the film is to destroy stereotypes about internally displaced people,” said co-producer Oleksander Nazarov. “We wanted to show who these people really are, to

understand them and to show their life as it is.”

An estimated 1.7 million people who were driven out of their homes by fighting in Crimea and the east of Ukraine are now struggling to start a new life in Kyiv and across Ukraine. They are known as IDPs — internally displaced persons.

David Hands, the Thomson Foundation consultant who acted as mentor for the documentary team, said: “All three of the main characters in the film were forced to find a new

home. And many IDPs have to fight to overcome stereotypes that people from Eastern Ukraine are distrustful and have no respect for the Ukrainian language and culture, and that they are more Russian than Ukrainian. In reality, they’re just like anyone else who has lost everything and is trying to get back on their feet.

“They move within their own country, but still face a lot of the problems and prejudices encountered by refugees who cross borders. This can happen to anyone. We all struggle to find our home.”

Hugues Mingarelli, head of the European Union Delegation to Ukraine, said: “There is a notion that these people are anonymous.

“When we say IDPs, we don’t often realise that there is a personal tragedy behind each person.”

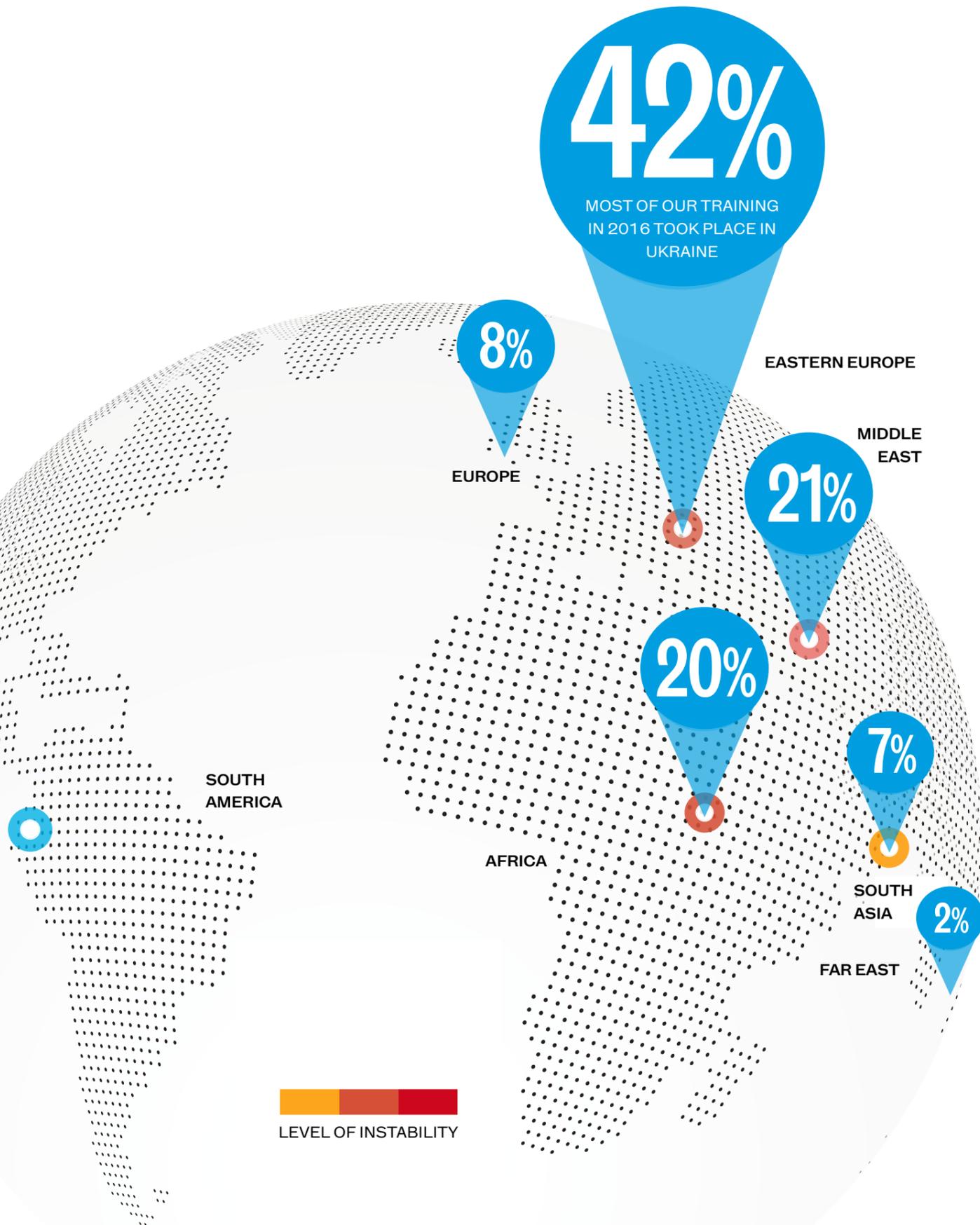
The Thomson Foundation has been working with programme makers from Hromadske to encourage sensitive reporting of the plight of internal refugees. It is also training journalists from regional newspapers and TV and radio

stations as part of the 18-month Regional Voices programme funded by the European Union.

Helga Pender, the EU sector manager for crisis response in the region, said: “With all the problems facing Ukraine, it might be tempting to forget about the issues facing IDPs. But it should not be forgotten that IDPs are citizens of Ukraine too and, as such, have the same rights, freedoms and obligations as all other Ukrainians. In this sense, it is in the public interest for media to continue to report on this issue.”

As part of the Ukraine project, 16 broadcast and online journalists were also selected for a study tour of Brussels, which was designed to coincide with an EU-Ukraine summit. The journalists all work for regional media organisations across Ukraine.

During their tour, the journalists covered a media conference given by Ukrainian president Petro Poroshenko, European Union president Jean-Claude Juncker and European Council president Donald Tusk.



# Numbers game

Not only are we dotted all over the globe, but 2016 yielded some impressive figures for us. And they keep growing...

PARTICIPANTS

1,790

TRAINING DAYS

695

WORKSHOPS

148

COUNTRIES WORKED IN

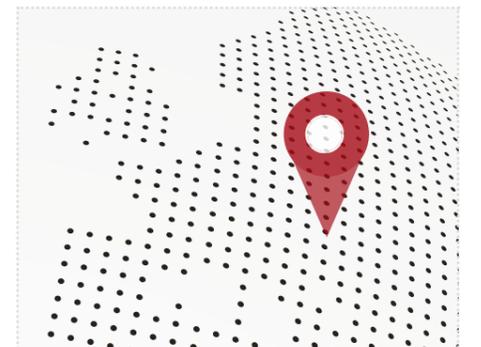
26+

INTERNATIONAL DONORS & MEDIA ORGANISATIONS

18

## UKRAINE CONFLICT

Improving the quality and sensitivity of reporting about Europe's biggest internal migration since World War II lies at the heart of the Thomson Foundation's work in Ukraine. The country has nearly two million internally displaced people forced out of their homes by conflict. For more information on the international work we do, visit [www.thomsonfoundation.org](http://www.thomsonfoundation.org)



# People power

Our team is made up of incredibly passionate people ready to help improve media



## Nigel Baker

**Chief executive** Nigel has overall responsibility for the delivery of the foundation's programmes and budgets, as well as advising its board of trustees on strategy.



## David Quin

**Director of development** David is a global media development leader. He leads the foundation's largest ever project, the OPEN Media Hub.



## Hosam El Nagar

**Director of innovation & learning** Hosam is responsible for new products and services and the foundation's drive into e-learning.



## Deborah Kelly

**Head of training & communications** Deborah plays a key part in developing and promoting our training programmes. Her recent training projects with Thomson Foundation include leading the broadcast and digital training programme in Ukraine for the EU-funded Regional Voices project.

## Helen Scott

**Editorial associate** Helen manages programmes for the foundation, working with both funders and media organisations. She has been associated with the foundation for 30 years working all over the world. Most recently she has been responsible for a four-year media capacity building project in Sudan.



## Hans Boutier

**Head of finance** Hans has overall responsibility for the finance, administration and IT infrastructure of the Thomson Foundation.

## Bettina Peters

**Senior development consultant** Bettina advises on new media development projects and provides guidance on project design and evaluation.

**“Thomson Foundation training enhances the skills of the journalist, produces quality stories or programmes and it gives a voice to different parts of civil society” – Bettina Peters**



## Sara Loane

**Communications manager** Sara is responsible for the delivery of engaging and effective messages, campaigns, publications and digital design concepts that support and promote the foundation.

## Lisa Bushart

**Project manager** Lisa manages several of the foundation's key programmes. Among them, the multi-million euro EU-funded OPEN Media Hub project.

## Ana Penadés

**Planning manager** Ana plays a key part in the logistics of our training programmes within the foundation, both internationally and in the UK.



**“Watching the announcement of our competition winners in Sudan, you know the long-term training is making a difference, to them, their job prospects, to their organisations and ultimately to a country where journalism struggles” –**

**Helen Scott**

## Olena Sadovnik

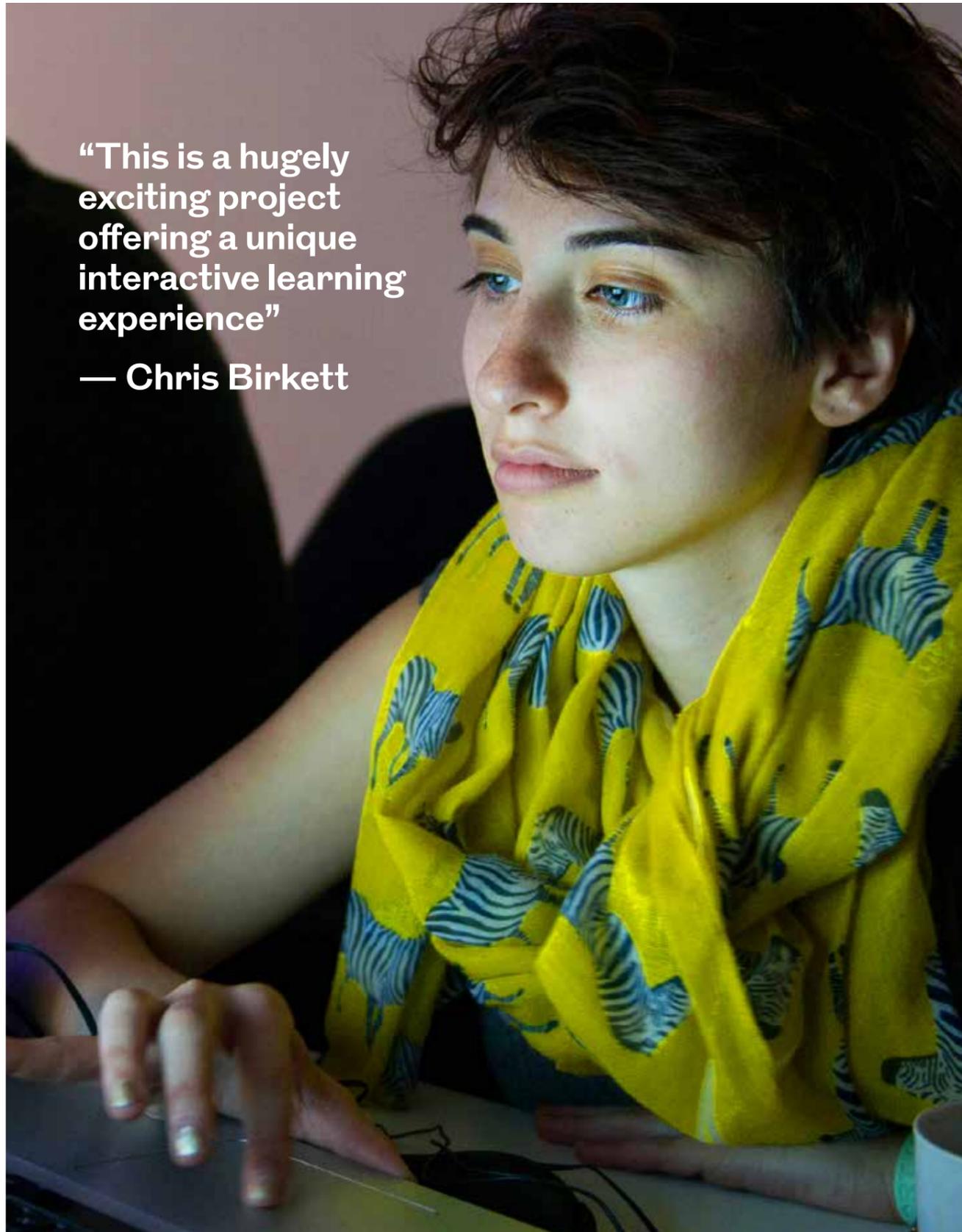
**Project co-ordinator** Olena is responsible for the coordination and set up of all training events in Ukraine, in a framework of the Regional Voices project.



## Ülane Vaher

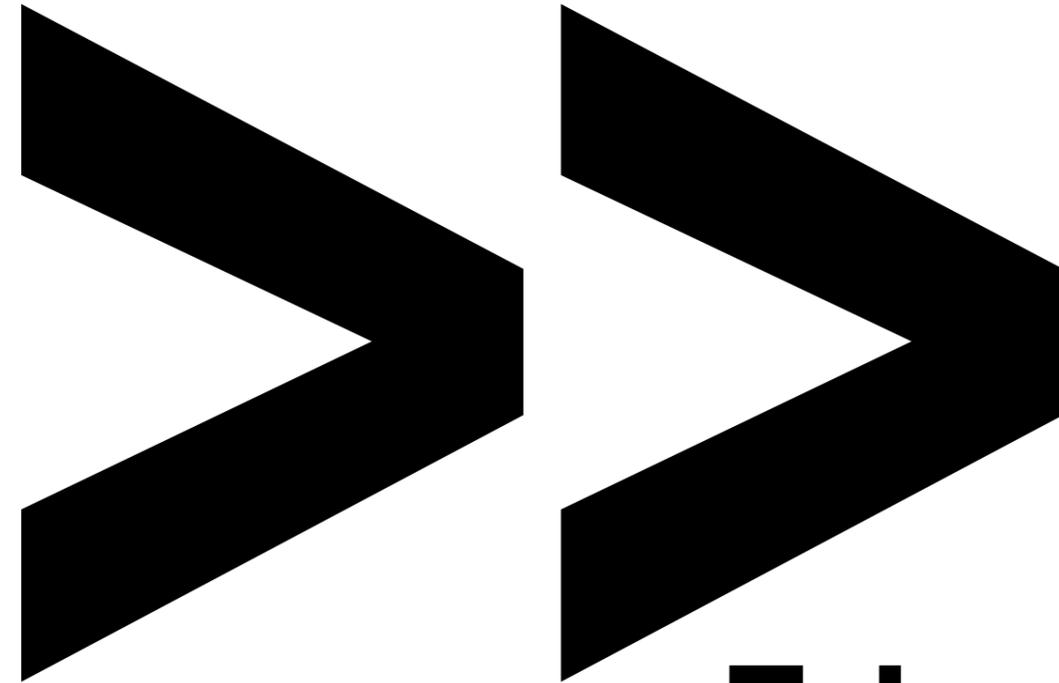
**Administrator** Ülane looks after international course participants and holds various administrative responsibilities.





“This is a hugely exciting project offering a unique interactive learning experience”

— Chris Birkett



# Future of e-learning

**We're developing an online academy designed to give journalists a lifelong professional education and access to an international community of best practice. The first courses are due to go live in spring 2017.**

“Our research shows there is a very large variance in the quality of journalism education and in the quality of different media houses across Africa and Asia,” says project leader Hosam El Nagar, Thomson Foundation’s director of innovation and learning.

“Strange as it may seem, there is a gap for an internationally recognised validation of best professional practice in journalism.”

To fill that gap, Thomson Foundation decided to design its own e-learning programme with the help of global media and education specialists. The academy will teach the universal skills of storytelling and journalistic ethics across print,

broadcast and online and will show journalists how to get the best out of the digital world of mobile journalism, coding and social media.

Thomson Foundation’s chief executive, Nigel Baker, says there is an urgent international need for such a project: “We want to fill a yawning void in the international news industry by providing online, vocational training which addresses the challenges faced by journalists in developing countries and emerging economies.

“We aim to create a community of journalists online, and keep on improving our courses by listening to their feedback and needs.”

The academy’s key expert, Chris Birkett says: “This is a hugely exciting project, bringing together some of the industry’s leading practitioners to offer a unique interactive learning experience from people who really know today’s complex media landscape.”

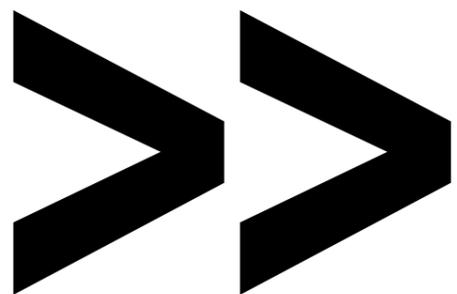
As a founding editor of BBC News and later deputy head of news at Sky News, Chris

Birkett brings a sustained record of success in leadership roles in major news organisations.

Among the other industry experts helping to develop the journalism programme are Jamal Osman, an award-winning reporter specialising in sub-Saharan Africa for the UK’s Channel 4 News, and Jon Laurence, online lead at Channel 4 News.

“We want to push boundaries,” says Hosam. “At the heart of the academy sits international validation delivered in focused, interactive modules that will suit busy journalists. We also want to create a lifelong relationship with Thomson Foundation. If you do a course with us, you can join the community with its role models, networks of colleagues and an online stylebook and archive of great journalism.

“Initially, we want to target journalists and media organisations in English-speaking countries in Africa and Asia. But British newsroom executives are also extremely interested in what we are creating.” >>



# Lead experts

## Jamal Osman

**Multi-award winning journalist**

Currently the Africa reporter for the UK-based Channel 4 News, Jamal has received a number of awards.



## Glen Mulcahy

**Mobile journalism expert**

Glen has driven the growth of mobile journalism across the UK and Europe.

## Deborah Kelly

**Programme editor and multimedia**

Deborah has more than 30 years' experience as a senior journalist.



## Sue Llewellyn

**Digital and social media specialist**

Sue has been voted one of the top 50 female innovators in digital journalism. She is a former BBC reporter and producer with more than 15 years' experience as a journalist. To date she has personally trained well over 4,500 journalists.

## Aidan White

**Director, Ethical Journalism Network**

Aidan works with a global coalition of major media professional groups which promotes ethics in journalism.

## Chris Birkett

**Newsroom leadership**

Chris has more than 30 years' experience in senior positions at major news organisations.



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