

5 years of
quality
journalism
training

frayintermedia
SHAPING THE MEDIA LANDSCAPE



Press Ombudsman Joe Thlooe fielding questions at a public Journalism Dialogue on the topic of “Does the media ignore the plight of the poor” in September 2008 in East London. The series of nine Journalism Dialogues, which were held across the country, formed part of **frayintermedia**’s corporate social investment; other projects include helping establish the new Professional Journalists’ Association of South Africa.

“**frayintermedia** organised and executed highly professional workshops that were well received by the participants. Following the workshops, the partner organisations expressed confidence in their ability to interact with media outlets in the future, which will result in better publicity for their work and future projects funded by PEPFAR.” – **Sharon Hudson-Dean, Press Attaché, Embassy of the United States of America**

frayintermedia

frayintermedia, staffed by journalists with a collective experience of more than 90 years, is a BEE close corporation founded in March 2005 to meet a need for an integrated approach to media training. Initially called Paula Fray & Associates, the name was changed to **frayintermedia** in January 2008. Founder Paula Fray is now Africa Director for the Inter Press Service and chairs the company’s advisory board.

In “shaping the media landscape,” we aim to:

Help build a community of diverse, skilled journalists and communicators by providing:

- Customised journalism education that is flexible and relevant, which meets the needs of our clients and which enhances the quality of journalism
- Training for executives in accurate, effective and efficient communication
- Leadership skills programmes for newsroom managers and future industry leaders
- Turnkey editing and publishing services which enhance strategic management goals

... and by living our values of:

- Excellence
- Integrity
- Innovation



Delegates from the Foundation for Human Rights of South Africa preparing media strategies during "Communicating Women's Rights" training in Cape Town in November 2006. The five-day course included understanding the media, media strategy development, writing press releases and practical television interviewing sessions.

"Amazingly well connected, efficient and organised; among the most astute analysts of the SA media landscape that I know." – **Doug Foster, Associate Professor, Medill School of Journalism, USA**

Journalism training

Our core business is training journalists, usually in-house and in the field, by bringing together reporters and experts in a wide range of disciplines, to improve media standards. **frayintermedia's** skilled trainers have conducted courses throughout South Africa and across sub-Saharan Africa. We are accredited by MAPPP-Seta to deliver the National Certificate: Journalism (NQF 5) and all its component skills programmes.

frayintermedia designs customised training and conducts public training and network-building opportunities, including the annual Narrative Journalism Conference and workshops on science reporting, investigative journalism and conflict reporting.

Our training activities include:

- Skills audits & feasibility studies
- Curriculum development
- Learnership support
- Workshop logistics & support
- Workshop facilitation, including:
 - Writing and editing skills
 - Basic reporting skills
 - Specialist reporting and writing skills
- Training project management
- Developing tools for reporters

Clients

Media: Independent Newspapers, City Press, South African Broadcasting Corporation, Kgolo Trust.

NGOs: Soul City, Heartlines, Open Society Foundation, Foundation for Human Rights.

Academic institutions: Wits Journalism, Medill School of Journalism.

Government agencies: Media Development and Diversity Agency, South African Agency for Science and Technology Advancement.

International bodies: International Organization for Migration, Regional Hunger and Vulnerability Programme, International Labour Organization, Pan-African Parliament.



Community journalists interviewing migrants in Jeffsville, an informal settlement bordering Atteridgeville, Gauteng, during a field trip of the "Covering Xenophobia, Diversity and Migration" workshop sponsored by the Open Society Foundation in September 2009. The two-day workshop provided community journalists with the basic skills for investigating and writing stories related to migration, xenophobia and health.

Editing and Publishing

frayintermedia offers a professional turnkey editing and publishing service. Our staff members have decades of experience working for leading publications as specialist writers, news editors, sub-editors and editors. We can write, edit and lay out:

- Newsletters and journals
- Books
- Annual reports
- Academic papers
- Brochures
- Training materials

As high costs are a major concern to many companies, we offer our clients litho or digital solutions that are affordable and cost-effective. We also produce documents for online publishing.

Clients

Wits Business School, Soul City, Heartlines, Southern African Aids Trust, National Prosecuting Authority, South African Revenue Service, Southern African Confederation of Agricultural Unions, Zambezi Action Project.

"frayintermedia have been an excellent partner for the School. We would not have achieved our No. 1 brand position in the market without their quality service." – **Mthuli Ncube, Professor and Director, Wits Business School**



frayintermedia's Michael Schmidt advises Patricia Hlungwani, editor of *Alex Pioneer*, a community newspaper distributed in Alexandra, Gauteng, in December 2009. frayintermedia visited *Alex Pioneer* weekly for six months during 2009, consulting on marketing, financial management, newspaper layout, editing, advertising, sales and photography, in an intervention sponsored by the Media Development and Diversity Agency (MDDA).

"We have found frayintermedia to be very effective both operationally and strategically, and it is a pleasure to work with a team committed to our success." – **Derek Muller, Chief Operating Officer, Heartlines**

Media Consulting and Communicator Training

frayintermedia combines an understanding of independent media needs with communication strategy development to produce enhanced communication for organisations. We have assisted with strategy development and helped to conduct several major campaigns for social change on issues of national importance. We use our knowledge of the media and our extensive network of contacts to inform journalists and the public and to promote democratic transformation.

Our production competencies include:

- Communication strategy development
- Executive media relations training and coaching, including:
 - Understanding the media landscape
 - Getting the message across
 - Unpacking complex stories for the media
 - Handling media interviews, including radio and on TV
- Media curriculum development
- Advocacy development and implementation, for example:
 - HIV/Aids – a media campaign for the Soul City Institute on reducing HIV infections, which included producing a handbook for journalists
 - Social values – a communication strategy development and implementation of a media campaign for Heartlines to strengthen the "eight core values" in South Africa
 - Migration – an advocacy campaign including a series of workshops in South Africa and Zambia focusing on migration, xenophobia and health issues
 - Agriculture – communication campaign including workshops in Zambia, Uganda and Mali on strengthening coverage of women's role in agriculture

Clients:

Media consulting: Heartlines, Soul City, International Organization for Migration, Open Society Foundation, International Women's Media Foundation.

Communicator training: Brunswick, Old Mutual, Absa, Coca-Cola, Multichoice, Standard Bank, Barloworld, National Credit Regulator, National Heritage Council, US President's Emergency Plan for Aids Relief (PEPFAR), Legal Aid Board, National Credit Regulator, Government Communication and Information System (GCIS).

Michael Schmidt with students at "Conflict in transitional societies", Tecnológico de Monterrey, Mexico 2009.



The "Naked Scientist" Dr. Chris Smith (left) from Cambridge University at the Reporting Science Conference 2007.



Charmeela Bhagawat (right) conducting TV interview training for the Foundation For Human Rights in 2006.



Adam Hochschild (left), lecturer at Harvard's Nieman Narrative Journalism Conference, and Anton Harber at the 2006 Narrative Journalism Conference.



Participants at "Reporting Heritage" training for the National Heritage Council in Cape Town in 2006.



Some of Our Projects

Heartlines

In 2006 Paula Fray & Associates was closely involved in Soul City's "Heartlines", one of the biggest media advocacy campaigns conducted in South Africa. With the theme "8 Weeks, 8 Values, One National Conversation," the campaign sought to combat the consequences of problems such as HIV/Aids, abuse, crime and corruption by stimulating discussion of the key values that connect all of South Africa's people. Our role was to generate coverage in the print media and on community radio of the eight values. We learnt valuable lessons on how to conduct mass-media campaigns.

PEPFAR

In 2007-2008 **fray**intermedia was proud to be commissioned by the US Embassy to provide media training to non-governmental organisations carrying out HIV/Aids-related community work. The project formed part of the US President's Emergency Plan for Aids Relief (PEPFAR), the largest international health programme launched by a single nation. We conducted 12 workshops across South Africa to give NGOs the skills to engage effectively with the media.

Conflict Reporting Master-class

Journalists are adrenalin junkies, but they need to know how to operate safely in conflict areas. Since 2008 we have run a master-class to teach journalists how to stay alive while getting the story. Renowned speakers such as award-winning photographers Greg Marinovich and João Silva have enthralled participants with stories of their experiences in conflict zones ranging from South Africa to Afghanistan. In 2009 **fray**intermedia ran a workshop on "Covering conflict in transitional societies" for journalism and international affairs students in Guadalajara, Mexico.

Mentoring and Coaching

We don't just hold short workshops. In 2009 **fray**intermedia was hired by the Media Development and Diversity Agency to conduct a six-month project to train the staff of *Alex Pioneer*, a start-up newspaper serving the Alexandra community. After giving an intensive course in the classroom, our trainers made weekly visits to *Alex Pioneer* to coach its staff on everything from writing stories and managing the books to distributing the paper on the streets.

Wits Business School

Our major publishing client is the Wits Business School, for which we have produced two textbooks, more than 20 working papers and the WBS Journal. Our staff also wrote, edited and designed a coffee-table book, "Moments in Time", which was published to commemorate the school's 40th anniversary.

Narrative Journalism Conference

frayintermedia is the organiser of the annual Narrative Journalism Conference (NJC), one of the highlights on the South African media calendar. The conference offers journalists a platform to hone their skills by teaching the use of story-telling techniques to inform and interest readers, viewers and listeners. Since the inaugural event in 2005, more than 400 journalists have benefited from the event. Keynote speakers have included top South African authors Zakes Mda, Mark Gevisser and Jo-Anne Richards; Pulitzer Prize-winning authors Dele Ojeje and Tom French; award-winning author Adam Hochschild and narrative experts Mark Kramer and Jonny Steinberg.

Holding Politicians Accountable

How do you encourage reporters to attend training during one of the busiest news periods of the year? Make the training relevant. In March 2009, **fray**intermedia partnered with the Canadian High Commission to host a workshop on reporting the imminent election. Leading journalists and analysts gave participants their insights on the issues and challenges of South Africa's fourth democratic election.

Regional Hunger and Vulnerability Programme

Food security is one of the most pressing issues in Africa, home to three-quarters of the world's "ultra-poor". Sponsored by the UK's Department For International Development, our workshops in Zambia, Tanzania, Malawi and Botswana in 2009-10, which included visits to social-upliftment projects, equipped journalists to do in-depth reporting on issues of poverty, food security and long-term anti-poverty interventions.



Columnists Mark Gevisser and Fred Khumalo in conversation at the 2008 Narrative Journalism Conference.



New York Times war photojournalist João Silva at the Conflict Reporting Master-class in 2009.



Birgit Schwarz (back right) leading an International Women's Media Foundation field trip to Uganda during 2008.

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