

Tailored **Journalism,**
Media and **Digital**
Communications Training



Thomson Reuters
Foundation

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Introduction to Thomson Reuters Foundation

We are the corporate foundation of Thomson Reuters. Established in 1982, we are a global professional services organisation working in international development and registered as an independent charity in the UK and USA.

We offer a range of initiatives and services that bolster the resilience of independent media, strengthen access to the law and foster responsible business practices; fundamental pillars that are integral to free, fair and informed societies. We deliver our work through capacity-building programmes, legal support, events, research, news and data-driven products.



Our Training Expertise

We deliver customised training programmes to journalists, media outlets, lawyers, civil society organisations, and business leaders to equip them with the information and skills they need to do their vital work. Alongside our in-house experts, our global network of delivery partners and funders propels our work in responding to today's most critical challenges.

Drawing on more than 40 years' experience delivering capacity-building activities to journalists around the world, we can offer bespoke training programmes in six languages that span financial, climate, AI, conflict, and investigative reporting.

We also deliver communications and media training for organisations looking to refine their strategic messaging and deliver it confidently to media and other audiences.



40+ years

We have over four decades of experience supporting independent media around the world and training journalists to report on critical issues accurately and impartially.



20,000 Journalists trained

We have promoted the highest standards in journalism to thousands of reporters worldwide and established a global alumni network who provide frontline insights that help shape our programmes.



50+ Newsrooms supported

Since January 2023, we have bolstered editorial excellence and business sustainability for more than 50 independent media outlets around the world.

Bespoke Training Courses



Journalism



Editorial judgement:

Making responsible, ethical choices in news

Accurate reporting, sourcing, managing hoaxes and rumours, handling legal issues and coping with ethical problems are just some of the issues that editors regularly grapple with. This course supports editors to apply sound judgement to ensure accurate news reporting that upholds their responsibility to society.



Crises & disasters:

Crafting compelling, ethical news reports

Guidance on how to handle the challenges and techniques involved in covering global scale crises and disasters, adhering to international journalism standards and best practice espoused by Reuters and other prominent news organisations. We will concentrate on natural disasters and humanitarian crises of all sorts, and how reporters can navigate the unique challenges that can arise when covering them.



Climate change:

Powerful, accurate reporting on humanity's greatest challenge

How to produce accurate and powerful stories that inform audiences without sensationalism or alarmism, and to bring home the likely impact of climate change to people's daily lives. Participants can opt to add a session focusing on the En-ROADS climate simulator platform, co-developed by Climate Interactive and MIT Sloan.



Mobile journalism:

Creating compelling news on the go

Three-to-five-day course helping participants recognise and create compelling mobile multimedia journalism which will engage communities and stakeholders, encourage debate and raise the profile of key issues important to the audience.



Bespoke Training Courses



Journalism



Elections:

Ensuring fair and balanced coverage

How to report responsibly and comprehensively on elections and polls, to ensure voters and the public can make informed decisions when they cast their votes and hold officials to account.



Investigative reporting:

Uncovering unique stories

How to discover, uncover and report on news stories that nobody else has. Participants will learn how to use investigative tools, such as advanced internet searches and social media, as well as how to ask the right questions and source material. Participants will also be coached in best practice journalism and the most effective way to structure and present their stories.



Understanding Business and Financial News:

The basics

This workshop aims to demystify business and financial news by giving journalists a solid and simple grounding in the basics.

Bespoke Training Courses



Digital communications



Managing your presence and reputation online:

Master your digital footprint and build your social brand

How to monitor, manage and engage with customers using social media and digital marketing, while effectively managing your online reputation.



Data visualisation:

Analysing and presenting information for maximum impact

An overview of the key techniques needed for analysing data accurately and finding stories in large datasets, with best practice examples from leading news outlets.



Ethical and effective social media campaigns:

Drive engagement with integrity

How to write effectively for different platforms, targeting specific audiences and maximising campaign impact on social media.



SEO strategy:

Writing for visibility and impact online

How to plan your search engine optimisation (SEO), review the many techniques that can increase search traffic, and measure the number and behaviour of resulting customers. We'll cover best practice SEO tactics to win new customers and retain existing ones, to create a profitable online business.



Bespoke Training Courses



Communications



Effective communication skills: **Mastering the art of influence**

Credible and clear messages that are delivered in an engaging manner enable you to effectively influence your audience. This workshop will help you to identify your individual communication style, adapt it to different situations and build rapport with your audience.



Crisis response: **Managing risks and safeguarding reputation**

This course helps participants to prepare for possible reputation crises, assess size and impact, and implement procedures to manage risks, deal with issues and limit any negative impact.



Media skills: **Crafting and delivering effective, engaging messages**

This workshop shows you how to develop and deliver engaging and memorable messages for the media. It helps you to adopt the skills journalists have honed over decades to create and deliver outstanding and persuasive content.



Public Speaking: **Commanding the stage with confidence**

This workshop is about crafting clear and compelling content and building the confidence to deliver powerful and effective talks. We help you use your own physiognomy to maximise the impact of your speaking. The course covers techniques to ensure that your breathing, tone, pitch, pace and body movement align to contribute to successful delivery.

For further information on all the courses outlined above, including learning outcomes, training structure, benefits, and the level at which each course is pitched, please visit the **Bespoke Training and Resources** on trust.org.



Our trainers

We pride ourselves on the expertise of our trainers; each is a seasoned professional, many of whom are senior working journalists with extensive experience in the field. They bring a wealth of knowledge and practical insights, having covered a wide range of topics and stories across various regions, contexts, and languages.

Our trainers are not only subject matter experts in their respective areas but also veteran learning facilitators who are passionate about sharing their skills and experiences. They are dedicated to helping the course participants excel in their careers by providing best practice learning experiences in a variety of online, in-person or hybrid formats, that is both comprehensive and relevant to the ever-evolving global landscape.

Our training programmes are accessible and impactful for participants from all over the world, with a diverse range of trainers available with multilingual capabilities.

Meet some of our TRF Trainers:

Emma Thomasson

“I am a journalist and newsroom leader who excels at bringing out the best in others. I grew up in the UK, but I have worked as a journalist and bureau chief in multiple countries and now live with my family in Berlin. My ability to bridge languages, cultures and generations makes me an expert in leading diverse teams and managing remotely or across borders.

After a long career at the global news agency Reuters, I now work with the Thomson Reuters Foundation to support news organisations, executives and entrepreneurs to transform working environments, unlock the full potential of their teams, and to make their businesses more resilient and innovative.

I am dedicated to defending independent journalism and the role it plays in upholding democracy. I help newsrooms, big and small, to revamp their business strategy, overhaul working culture, create community and diversify their audiences”.



Our trainers

Tabelo Timse Tsolo

“As an investigative journalist and trainer, I am passionate about equipping journalists with the skills to navigate an increasingly complex media landscape. From uncovering illicit financial flows to understanding media law and ethics, these skills are essential in holding power to account and ensuring credible reporting.

In a time when journalism faces financial constraints, misinformation, and evolving digital threats, empowering reporters with investigative techniques and legal knowledge strengthens the profession and safeguards the public’s right to information.

I believe in paying it forward—empowering African journalists to ignite impactful storytelling while staying ahead of new developments ensures a vibrant, informed, and resilient media industry.”



Isa Mubarak

“With extensive experience in media and journalism economics that cover both macro and micro subjects, I am passionate about equipping journalists, economists, and media spokespeople with the skills to communicate complex economic concepts clearly and effectively.

Whether it’s helping journalists analyse and report on economic trends or guiding experts in delivering impactful messages, my training bridges the gap between technical knowledge and public understanding.”



Testimonials

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“We all met in Johannesburg, we learnt great skills, but for us it was more than that. We also built networks, we shared ideas and then we started a movement that we hope will transform lives and really shape the future of digital literacy and AI in Africa. And this is all because of you.”

“

“The mentorship has significantly enhanced my ability to report on local just transition issues. I was encouraged to approach the global concept of just transition from a localised perspective, focusing on the unique socioeconomic and cultural dynamics of my region. This has allowed me to highlight local challenges while connecting them to broader global trends...I am immensely grateful for the support and encouragement from the TRF team.”

“

“Collaborating with CSOs allowed us to complement journalistic perspectives with practical approaches and authentic testimonials...The training also facilitated exchanges on best practices, challenges, and strategies, especially on complex topics like ethics, journalistic integrity, and impactful reporting... These discussions helped strengthen our skills while providing concrete tools to address issues related to health and human rights.”

“

“The course was highly informative and well-structured, offering a clear understanding of how to design and implement effective communication strategies. I learned how to align communication goals with organizational objectives, mission and vision”.

“

“This training provided practical tools and frameworks that I can immediately apply, equipping me with a more strategic approach to communication that is both impactful and aligned with organizational priorities”.

“

“It was a very good refresher in how to engage with all external stakeholders (not having a technical understanding of the work that we do). What made it different from previous courses that I have done on this topic was the quality of the instruction (and in particular the depth of expertise shown by the two trainers)”.

Our Pricing Model

We tailor each training course according to the specific needs of our clients. Our pricing model takes into account various factors, including the location of the training, the preferred delivery method (face-to-face or virtual), the language of instruction, and the number of participants. Whether you require a comprehensive programme for a large team or a focused session for a small group, we can customise our offer, or format to meet your unique requirements.

If you are interested in participating in one of our trainings, please get in touch with the Thomson Reuters Foundation team. We will be happy to discuss your needs and create a bespoke training package that aligns with your goals and objectives.

Next steps

Explore our courses:

Visit [Trust.org](https://www.trust.org) to learn more about the full range of training programmes we offer. Each course is tailored to meet the specific needs of professionals in journalism, law, business, and beyond.

Contact us:

If you have any questions or need further information, please do not hesitate to reach out to our team.

Foundation@thomsonreuters.com

Stay Connected:

Follow us on social media to stay updated on the latest training opportunities, industry insights, and success stories from our alumni.



A message from our CEO, Antonio Zappulla

“As we navigate an era defined by unprecedented challenges across geopolitical divides, climate crises and an exponential technological revolution, keeping pace with events while upholding the highest standards is an immense challenge for professionals working under pressure on complex issues.

Central to the Foundation’s mission to strengthen free, fair and inform societies is an unwavering commitment to empower journalists, media outlets, lawyers, civil society organisations, and business leaders with the skills and expertise they need to thrive in an ever-evolving landscape. Our training programmes are designed to foster ethical practices, enhance communication, and build resilience in the face of critical societal issues.

Our approach has been honed over 40 years of supporting independent journalism globally, alongside more than 15 years running the world’s largest pro bono legal service, giving us a unique and powerful combination of media and legal expertise. It is through this lens that we devise and deliver the highest quality programmes, enabling professionals across various sectors to continue their vital work and be agile in responding to new

challenges. All our initiatives are underpinned by integrity, independence and freedom from bias, as set out in the Thomson Reuters Trust Principles.

By participating in our courses, you will not only gain valuable insights and practical tools, but also join a community dedicated to making a positive impact on society. Many of our participants have built connections that go beyond the training course, subsequently collaborating on projects, creating networks and even establishing organisations to foster new alliances and embed their skills.

On completing programmes, training participants also become part of our valued alumni community, gaining ongoing access to Foundation news, initiatives and events.

Now is the time to advance your professional skills and respond to today’s most critical challenges. The team looks forward to working with you.”



Antonio



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