

**frayintermedia**  
SHAPING THE MEDIA LANDSCAPE

skill **ethics** leadership  
accuracy innovation  
managers **strategic**  
editing

**frayintermedia** has been providing quality journalism training since March 2005. Founded by veteran journalist and media trainer **Paula Fray**, it seeks 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

in-house coaching **media**  
**standards** audits  
curriculum networking  
field reporting

# 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 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 including skills audits, curriculum development, workshop logistics and support and workshop facilitation.

It convenes a range of skills, knowledge and network-building opportunities, including the annual Narrative Journalism Conference, Reporting Science Conference and various workshops on critical content issues.

Advocacy **New Media**  
interview training  
Editing Strategy Development  
Communication Skills

# Media Consulting

**fray**intermedia 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 skills include publishing and editing; advocacy development; communication strategy development; new media tools and executive media relations training and coaching.

Media Briefings **Fellowships**  
Dialogues Project Management  
Knowledge Building  
Networking



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THE  
JOURNALISM  
DIALOGUE

Press Ombudsman Joe Thlooe chairs the Journalism Dialogue on Reporting Poverty in the Eastern Cape



Training for the Foundation of  
Human Rights (FHR) in Cape Town,  
2006

# Journalism Training



Reporting Science conference participants get hands-on with the Naked Scientist Dr Chris Smith



On-camera training, part of a workshop facilitated in the Solomon Islands in 2010, for journalists reporting on the truth commissions and transitional justice

# Journalism Excellence Training

Old Mutual, in partnership with the South African National Editors Forum (SANEF), supported two critical skills capacity building initiatives during 2010.

The first, **Finance and Business Writing Training**, was a three-part modular training course to deepen understanding and skills in financial reporting. The course, which took place with three two-day training sessions over a two-month period, included scene-setting panel discussions, expert speaker presentations, skills training sessions, case studies, overnight assignments and a field trip to the Johannesburg Stock Exchange.

The second initiative, **New Era News Management**, targeted existing as well as aspirant news editors with skills ranging from human resource practices, effective management, change management and new era technologies.

**fray**intermedia provided the curriculum development, training and logistical support for the programme.

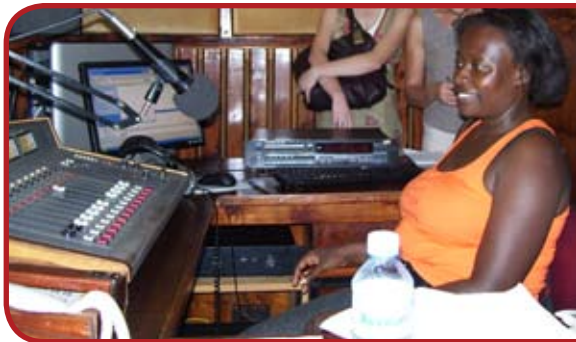


New Era News Management participants learn leadership skills for a changing new environment

# Journalism Excellence Training

In 2011, **fray**intermedia is providing logistical and training support for the International Women's Media Foundation's (IWMF) HIV/AIDS Fellowships for 10 South African reporters.

The project includes managing the Fellowship selection process, curriculum development, training facilitation and project reporting and evaluation.



Radio training during the IWMF field trip to Uganda in 2008

# Narrative Journalism

## Narrative Journalism Conference

**fray**intermedia 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 storytelling techniques to inform and interest readers, viewers and listeners. Since the inaugural event in 2005, more than 400 journalists have attended the event.

Keynote speakers have included top South African authors Zakes Mda, Fred Khumalo, Mark Gevisser and Jo-Anne Richards; Pulitzer Prize-winning authors Dele Oledede and Tom French; award-winning author Adam Hochschild and narrative experts Mark Kramer and Jonny Steinberg.



Author Mandla Langa explored Investigative Journalists as Storytellers at the 2010 NJC

## Heartlines

In 2006 **frayintermedia**, as 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. **frayintermedia** provided advocacy support that generated content in the print and electronic media. We learnt valuable lessons on how to conduct mass-media campaigns.



Mduzuzi Mabaso and Thabo Tshabalala played lead roles in Heartlines: The Feature Film

# Proud Associations

## Media Development and Diversity Agency (MDDA)

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. **fray**intermedia provides MDDA support for various other start-up publishers across South Africa.



Patricia Hlungwani, editor of Alex Pioneer, a community newspaper distributed in Alexandra, Gauteng



Minister Malusi Gigaba on the panel at the Reporting on the 2009 Election and Beyond workshop

## 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, **frayintermedia** 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.

## PEPFAR

In 2007-2008 **frayintermedia** 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.

# Proud associations

## **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 antipoverty interventions.



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