

We aim to...

- Help build a community of diverse, skilled journalists equipped to meet the continent's and the news media's 21st century challenges
- Foster greater public understanding of the role of a vibrant, free media in developing democracies
- Initiate and support media and civil society efforts to raise awareness and education on issues of public importance

By...

- Providing customised journalism education that is flexible and relevant, which meets the needs of our clients and which contributes to enhancing the quality of journalism on the continent
- Providing customised leadership skills programmes for newsroom managers and future industry leaders
- Providing unique learning opportunities for the media industry which promote journalistic excellence and help newsrooms overcome the challenges of a rapidly changing media landscape
- Providing strategic support services and training to help diverse organisations and communicators – from the development and corporate world understand and engage with the media in an effort to promote issues of public importance
- Providing strategic support services and training for executives and communicators in accurate, effective and efficient communication
- Providing turn-key editing and publishing services which enhance strategic management goals

And living our values of...

- Excellence
- Integrity
- Innovation

frayintermedia, a close corporation, is accredited by MAPPP-Seta to deliver the **National Certificate: Journalism (NQF 5)** and all its component skills programmes.

frayintermedia was founded in March 2005 to meet a need for an integrated approach to service provision in the media training sector.

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 advisory board. Charmeela Bhagawat is **frayintermedia** managing director and leads a team which has a collective experience of more than 80 years in the media industry. **frayintermedia** is a BEE SMME that is owned and managed by women. It has a female-first procurement policy that seeks to empower other small businesses.

We provide

Media Training

Editing & Publishing

Consulting Services

What we do

Journalism Training

frayintermedia endeavours to identify and respond to our diverse news media industry's training needs.

frayintermedia is accredited to deliver the National Certificate: Journalism (NQF5). We also provide curriculum development, skills assessment and moderation services.

frayintermedia designs customised in-house training, as well as short, scheduled public training and network-building opportunities. These include the annual Narrative Journalism Conference, the Reporting Science conference and our workshops on crime and conflict reporting.

frayintermedia offers a number of programmes for the media in the public and private sectors.

Our training activities are:

- based on the actual needs and requirements of clients and newsrooms
- customised to suit clients' strategic goals and objectives
- founded on outcomes-based methodologies
- MAPPP-SETA compliant facilitated learning
- informed by sound professional ethics

Media Strategy and Skills

frayintermedia adds value to public and private clients by providing training which enhances their understanding of the media landscape and their ability to tap into the power of the media. Courses include practical programmes in effective communication. Training is delivered by veteran journalists who know the trade.

Our clients include Media24, Independent Newspapers, the SABC, Standard Bank, Wits Journalism, the Wits Forced Migration Studies Programme, SAASTA, Clicks, IBurst, ITWeb, Anglo American, ABSA, Multichoice, GCIS, the US Embassy, the Airports Company of SA, the National Heritage Council, NUMSA, DStv, the Legal Aid Board and the Foundation for Human Rights.

Queries: info@frayintermedia.com



Editing & Publishing

Our published products include print and online newsletters, academic volumes, coffee-table books and learning materials.

frayintermedia is able to draw on a pool of highly qualified writers, designers and editors who provide our clients with customised products and personalised services.

All writing and editing is overseen by a senior production manager who ensures editorial control to meet the client's brief.

We specialise in turn-key projects, providing services from inception to delivery.

Our clients include Wits Business School, the National Prosecuting Authority, the International Women's Media Foundation, the South African Revenue Service, the Southern African Confederation of Agricultural Unions and the Zambezi Action Plan Project 6 Phase 2.

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Consulting

frayintermedia utilises its knowledge of the media landscape to help corporations, government departments and NGOs:

- grow their business and business impact
- enhance their visibility and managing capacity
- prepare for the future

frayintermedia offers a number of strategic and consulting services to our clients that draw on our core skills as a team of expert media professionals. They include:

- media advocacy campaigns for issues that are of public importance
- small media market research
- feasibility studies for community media expansion
- community media support and editing and publishing services
- curriculum and material development for media education and awareness campaigns

Our clients include:

- The Soul City Institute, an agency promoting health and social change in Southern Africa. We conducted a media advocacy campaign on reducing new HIV infections, including a handbook for journalists
- Heartlines. We conducted a media advocacy campaign, including writing feature stories, for the launch phase of the "Values" project which aims to promote core values in South Africa
- The Media Development and Diversity Agency (MDDA), a South African statutory body which aims to promote media diversity and development. We conducted a feasibility study for the launch and sustainability of Agenda magazine, a Limpopo-based vernacular publication.
- The Foundation for Human Rights. We provided advocacy and media training to 40 women activists from human rights NGOs around the country with the aim to improve the diversity of women's voices in the media, as well as to increase and improve media coverage of women's rights.

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What our clients say

“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.”
-- Wits Business School

“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.”
-- Embassy of the United States of America

“Excellent relaxed style which enables the learner to understand her vast knowledge and experience.”
-- Independent Newspapers KZN course evaluation

“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.”
-- Heartlines

“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

“I would like to state that the training supplied to my team was of an excellent nature. It is clear that what was taught was understood as I see a great improvement in the communication – both written and verbally – amongst my staff. I would definitely recommend this training to any company where communication is important.”
-- Rochelle Morgan, Legal Aid Board

“Thank you for a great conference. As a journalist in the field of science reporting, I have learnt about the issues, but also tools that I can use in my career. I really enjoyed the tips from the more experienced journalists and making contacts with individuals in the science field.”
-- 2008 Reporting Science Conference evaluation

“The facilitator has excellent knowledge and experience and was able to convey this to all present.”
-- Business Communication course evaluation

“We were pleased to be associated with a project [Narrative Journalism Conference 2008] that drew internationally renowned participants with commendable experience to share with us.”
-- National Heritage Council

“The facilitator is an effective communicator who is knowledgeable on the subject.”
-- Reporting SADC course evaluation

“I have learnt so much during the past three days. I believe what we need is more of these writing tools and practical examples of approaching narrative stories, which I wish I had when I was doing news reporting”
-- 2008 Narrative Journalism Conference evaluation

frayintermedia

SHAPING THE MEDIA LANDSCAPE

Suite 252

Dunkeld West Centre

277 Jan Smuts Avenue

Dunkeld West, Johannesburg

Tel: 27 (11) 341 0767

Fax: 27 (11) 325 2631

admin@frayintermedia.com

Postnet Suite 250

P/Bag X11, Craighall, 2024

www.frayintermedia.com
