TRF Response to Enhance Journalistic Capability in Russia through Themed Press Tours Programme

ITT 1818

2. Technical Response

2.2 Part B – Technical and Quality Delivery

2.2.2 Technical and Quality Delivery

Please outline your project monitoring and evaluation plan e.g. what would success look like and how could you demonstrate it? Please provide indicative milestones and targets. Max 2 pages PDF.

Page Limit: 2

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2.2.2 Monitoring and Evaluation plan

The primary objectives of this intervention are:

- To improve journalism skills and ethical considerations in line with UK standards

- To expose participants to British culture and values and improve perception

Based on the above, TRF will demonstrate the success of the projects by the following milestones.

Milestone	Target (end of the programme)
Organise and deliver 8 media tour programmes in the UK for Russian journalists	At least 8 Russian-speaking participants per workshop
Production of Stories by participating journalists within a month of the workshop	At least 8 stories per tour
Overall journalists' understanding of the UK journalistic standards (ethics) increases	Group shows an increased knowledge of UK journalistic standards compared to pre-workshop baseline survey
Journalists have an enhanced knowledge of the individual Study Tour Theme	Group shows an increased knowledge of UK journalistic standards compared to pre-workshop baseline survey
Increased understanding of UK values, culture and society	Group shows an increased knowledge of UK journalistic standards compared to pre-workshop baseline survey
Professional network developed	80% of all participants signed up to tour Whatsapp streams or Facebook pages

To assess the impact of the programme, the Monitoring and Evaluation will ask, and feed back to the FCO, the following questions:

- Journalism skills – have journalism skills of the particpants improved as a consequence of their participation? And in line with the values?

- Perception of UK (along a theme, and in general) – has the participant's perception changed in any way? Does the participant understand different approaches between the UK and Russia?

- Knowledge of themes – have the participants improved their knowledge and wider understanding of the core theme of the visit? Would this have been possible without the opportunity to visit?

- Dissemination – are stories and content being produced and disseminated to audiences in Russia? Are the stories fair and accurate?

The overall monitoring systems and processes will report on aspects of project administration, work plan management, impact and performance. Activities and outcomes will be measured through a combination of quantitative and qualitative evaluations. These include:

1.   Attendance records

To ensure that the correct numbers, gender balance and geographic regions are represented, depending on targets agreed with FCO for each visit

2.   Thematic knowledge quiz

To evaluate the knowledge gained as a result of the visit and training, participants will complete an online knowledge quiz pre and post training, consisting of multiple-choice questions. Questions on the pre and post training quizzes will be identical to ensure comparability, but will be presented in random order. Average scores will be compared pre and post training, for each group, to assess increases in knowledge.

3.   Questionnaire covering key journalism skills and UK standards

To evaluate the key skills gained as a result of training, participants will complete a questionnaire where they will rate their ability in relation to five key journalism skills. The skills focus of the visit will be derived from information provided in the application of those particpants selected to attend. The

questionnaire will be administered pre and post training. Questions will be identical pre and post training, to ensure comparability. Average scores will be compared pre and post training, for each group, to assess journalism skills gained.

4.   Interviews with participants post training

To gain qualitative insight into the impact of training, which can add richness and depth to quantitative data, participants will be selected at random and contacted for follow-up interviews after visits. The purpose of these interviews will be to collect information about the participant's impressions of the visit, what they found useful, what they have put into practice, what they found lacking and whether they have benefited from the experience. There will be a list of standard questions for the interviews; however, interviews will be semi-structured, allowing the participants to bring up whatever issues they feel are relevant.

5.   Communications with FCO

In addition to the monthly follow up with British Embassy in Moscow, TRF will provide comprehensive quarterly financial and technical updates. TRF staff members are regularly in Moscow and will be available for face-to-face meeting in-country or in London. TRF prefers an open and collaborative approach to projects.

Lesson learning and knowledge management plan

TRF's approach to knowledge management goes beyond simply logging information and using it to produce detailed reports. It involves managing information flows to extract, capture and communicate useful knowledge that supports innovation. This is an iterative process that continually feeds back into the programme – helping to achieve programme objectives and providing a means of learning from successes and failures.

TRF will continually review its approach to its management of the study tours, challenging its own and wider assumptions and risks and maintaining realism in the light of evidence generated through programme implementation and training delivery.

Monitoring, quality assurance, and review will ultimately lead to effective knowledge management and lesson learning. The approach to lesson learning integrates the systems and processes outlined in the diagram below.

ITERATIVE LEARNING APPROACH

Scale-up / Correct → Deliver Interventions → Monitor → Learn → Adapt