



JOURNEY TO THE TRUTH
International Anti Corruption Conference
24th and 25th February 2022


JOURNALISTS FOR
TRANSPARENCY

 **ROTH**
UNDERSTAND INSPIRE GROW

WHO WE ARE

Roth Communications is a full-service consultancy specialising in Sustainability and Development Communications.

Since 2013, the company has been successfully designing and deploying compelling campaigns, conducting best practice research, and delivering world class facilitation and training to leading private, public and non-profit sector organisations.

With offices in Toronto, Canada, and Johannesburg, South Africa, we are experts at using Storytelling to create compelling and authentic content – including documentary videos, explainer videos, radio shows, podcasts and Editorial.

We have particular experience providing communications products and training to the development sector - including UNICEF, UNFPA, UNESCO, Save the Children, SafAids, the World Health Organisation (Africa Region), Transparency International, GIZ, MISEREOR, The Hanns-Seidel Foundation, OSISA, Synergos, World Wildlife Fund & Greenpeace Africa (amongst others).



WHAT WE DO



CONSULTING

Communications and Behaviour Change Strategies and Campaigns.



RESEARCH

Design, Data Collection and Analysis: Interviews, Surveys, Focus Groups, Ethnography, Case Studies



FACILITATION

Organisational and Strategic Narratives, Values, Mission, Vision, Team Building, Stakeholder Engagement, Executive Coaching



TRAINING

Media Relations, Leadership Storytelling, Impact Storytelling, Storytelling for M&E, Developing Opinion Content, Business Writing, Research Skills.



CONTENT PRODUCTION

Campaigns, social media, video, animation, podcast, radio, graphic design, photography, Editorial.

OUR DELIVERABLES FOR J4T



PODCASTS

5 part podcast series



AUDIO PROMOS

Two audio promos to advertise the podcasts



TOOLKIT

3 x case studies
3 x training webinars
Social media posts across 4 platforms

THE THINKING BEHIND JOURNEY TO THE TRUTH

For a journalist, the journey to the truth is never smooth. Nor is it ever the same. Yet when audiences read content, they marvel at the product but have little to no understanding of the journalist's process or challenges.

We propose highlighting the J4T journalists' journeys to uncover and share these truth-telling stories.

In this way, these journalists become our heroes.

THE DOCUSERIES: THE JOURNEY TO THE TRUTH.

Every journey to a published story is different; all J4T journalists faced different challenges on their journeys to uncover the truth.

We will tell the journey to the truth - the stories behind the story; what each J4T journalist went through to uncover the truth - including the challenges they faced and how they overcame them.



TRAINING MATERIALS

DIGITAL INVITE



FACT CHECKING ON THE GO

ONLINE, INSTRUCTOR-LED, TWO HOURS
In journalism, credibility is hard-won – and easy to damage.

With the proliferation of fake news online, it's vital that journalists are armed with the knowledge and tools to identify mis- and dis-information.

And journalists often access the internet via smartphones – especially when they are away from their desks.

ON THIS TRAINING PARTICIPANTS WILL LEARN:

- How to set up your phone for fact checking
- How to verify images on your mobile device
- How to verify crowd sizes

RESOURCES TO BE SHARED:

Participants will also receive a comprehensive set of fact-checking tools and resources, and a tip sheet.

TRAINER BIO:

Raymond Joseph, a veteran anti-corruption journalist, has done extensive fact-checking and journalism training internationally. He has trained hundreds of journalists, as well as many newsrooms, in fact-checking and verification of online and social media content.

He is a freelance assessor for the Poynter Institute-based International Fact-Checking Network, vetting fact-checking organisations that apply for membership of the network. He has also done extensive fact-checking training for Africa Check, Africa's longest established fact-checking outfit, and many other organisations.

Joseph has produced a series of fact-checking guides for Africa Check, as well as some for the Global Investigative Journalism Network (GIJN). He also trains general news, beat and investigative journalists on how to use social media as a journalism tool to deepen their research and reporting.

DATE: 15TH OF DECEMBER 2021
TIME: 2PM CET / 8AM EST

PARTICIPANTS TO PLEASE LOG ON TO THE WEBINAR WITH A COMPUTER AND ALSO HAVE THEIR SMARTPHONE AVAILABLE FOR PRACTICE.

ZOOM MEETING ID: 361 072 8621
PASSCODE: Q2GK6X

TRAINER
RAYMOND JOSEPH





TIP SHEET



TIP SHEET FOR VERIFYING IMAGES:

It takes a long time to build up your reputation as a journalist who can be trusted – but you can easily harm credibility by sharing 'fake news' or photos.

SO, BEFORE SHARING, ASK YOURSELF THESE QUESTIONS:

- Do you know the intent of the person who took the photo?
- Does the photo make you sad or angry, or evoke other strong feelings? That's often an indication that something's not quite right.

IMPORTANT QUESTIONS TO ASK YOURSELF WHEN TRYING TO VERIFY A PHOTOGRAPH:

01. When was the picture first used? Does it predate the use you are verifying?
02. Do you know who took the photo? Knowing who took it means you may be able to contact them to ask for further information and context.
03. What is the context in which it was used? Check if it was previously used in a different context, possibly even in another country.
04. What are people wearing? Do their clothes fit the style of the country where the picture was supposedly taken?
05. What is the weather like in the photo? Deep snow or ice in a photo taken during the northern summer suggests the picture is either old or from somewhere else.
06. Look for road signs, shopfronts and billboards. Does the language fit the supposed location of the photo? It could also give you clues as to where it was taken.
07. Look for distortions along the edges of people or objects. These are usually easy to spot and indicate that a picture may have been poorly manipulated.
08. In nature, there are often slight variations in light, colour and shades. If a photo has been digitally manipulated, you should be able to see something has been added in or removed.
09. Look out for non-standard photograph shapes or sizes. Odd shapes or crops can be an indication that the photo has been edited to remove important context.

If you're looking at a reasonably sharp photo with more than one person in it, look at their eyes to see if the light reflected in them is consistent.

10. If something is too good to be true, often it is untrue. Trust your gut and check – and check again – before sharing.
11. Always be sceptical. Your default should be 'verify, verify, verify'.
12. The bottom line is that if you're not sure, don't share. You can be part of the solution to 'fake news' or part of the problem.

This tip sheet is, in part, based on previous fact-checking blogs by Raymond Joseph for **AfricaCheck** and **The Global Investigative Journalism Network (GIJN)**

USEFUL RESOURCES:

AfricaCheck guide to verifying photos on your smartphone: www.africheck.org/fact-checks/guides/guide-how-verify-images-your-smartphone
GIJN: Four quick ways to verify images on a smartphone: www.gijn.org/2021/08/24/four-quick-ways-to-verify-images-on-a-smartphone/
France24, the Observers: How can I use my phone to verify photos?: www.observers.france24.com/en/20180331-verification-guide-factchecking-smartphone-phone-verify-photo
Full Fact: How to spot misleading images online: www.fullfact.org/online/how-spot-misleading-images-online/

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TRAINING MATERIALS

DIGITAL INVITE



TIPTOEING THROUGH THE LIBEL MINEFIELD

TRAINING BY KEVIN RITCHIE

It's every journalist's nightmare: being sued for libel – at least at first. It's chilling and potentially career-ending. Unscrupulous people know this and it's one of their weapons of choice. But there is a way to fight that – by bullet proofing your story in the first place. The training will share a J4T custom tip-sheet and list of useful online resources.

ON THIS TRAINING, PARTICIPANTS WILL LEARN:

- What constitutes the offence of libel
- How to avoid libelling someone unintentionally
- How to limit your liability when you do it in any case
- How to defend yourself when the libel you have published is true

METHODOLOGY

The course will be trainer-led with participant interaction via chat room.

RESOURCES TO BE SHARED

Participants will receive a tip-sheet and list of useful online resources.

TRAINER BID:

Kevin Ritchie, 57, is a former South African newspaper editor. He spent 27 years at what is today Independent Media, including editing the company's smallest daily newspaper, the Diamond Fields Advertiser, in Kimberley, and its flagship newspaper, The Star, in Johannesburg.

Ritchie studied law, African political studies and journalism at Rhodes University in Makhanda (Grahamstown). He is a fellow of the African Leadership Institute/Bloomberg Media Initiative Africa programme. He won several South African awards during his journalism career and wrote the seminal two-volume Reporting the Courts – A Handbook for South African Journalists in 2007, as well as co-authoring The A-Z of South African Politics (Jacana) in 2019.

After leaving journalism, Ritchie founded a media consultancy, which provides a range of communication services. The consultancy also offers training for journalists and communicators, as well as coaching for editors and CEOs. Ritchie continues to write a syndicated weekly opinion column in the Saturday Star.

DATE: 25 FEBRUARY 2022
TIME: 3PM CET | 9AM EST

TRAINER KEVIN RITCHIE



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TIP SHEET



LIBEL LESSON TIP SHEET

List curated by **Kevin Ritchie**
In conjunction with **Roth Communications**

WHAT IS LIBEL?

Any statement or representation (photograph/cartoon/graphic) that is spoken, broadcast or published that reduces another person's reputation; injures their dignity; exposes them to hatred, ridicule or contempt; and/or injures them in their business or work.

WHAT ARE PRIVATE FACTS?

- Health and medical information (such as HIV status, terminal disease)
- Financial affairs
- Sexual life (sexual orientation)
- Family life
- The contents of private correspondence

HOW TO AVOID LIBELLING SOMEONE UNINTENTIONALLY

Ensure everything you write or publish is:

- True
- In the public interest
- Reasonable
- Always make it very clear if what you are publishing is your opinion or fact

HOW TO LIMIT YOUR LIABILITY WHEN YOU DO IT IN ANY CASE

- Remove the article
- Publish an unqualified apology quickly and with the same prominence
- Do not repeat the libel in subsequent articles or posts

HOW TO DEFEND YOURSELF WHEN THE LIBEL YOU HAVE PUBLISHED IS TRUE

- Publication was in the public interest
- You established the truth through sources and supporting documents
- You gave the subject of the defamation a right to reply and adequate time to respond
- You published the essence of that response along with the defamation
- It was privileged (parliament, court)
- It was fair (protected) comment

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JOURNALISTS FOR
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LIST OF STORIES CONFIRMED WITH JOURNALIST NAMES



**MY FOURTH TIME, WE
DROWNED**
With Sally Hayden



**TRAFFICKING IN
IMPUNITY**
With Rajneesh Bhandari



**AFRICA'S HIDDEN VICTIMS:
POLICE BRUTALITY DURING
THE PANDEMIC**
With Maurice Oniang'o

CONTACT DETAILS FOR YOU....

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