



ABOUT GRIOT

Jane Labous is **GRIOT**, providing senior level creative communications and PR support for non-profit organisations, charities and other causes.

A *griot* is a West African storyteller, poet, musician and historian. The *griot* knows everyone in the village, and everything that is going on. He or she is a living storybook of community life and tradition.

Jane believes powerful storytelling is the backbone of effective communications, and she established **GRIOT** to help causes tell their most important stories. Jane offers flexible support for organisations wanting to grow and strengthen their communications, ranging from strategic development to multi-level content delivery.

Without the costs of a traditional agency, Jane can offer the same expertise and capacity with a personal touch; groundbreaking ideas and concepts, breathtaking content, outstanding writing, and a network of senior level editors, content producers, journalists, videographers,

photographers and film-makers to form a bespoke team for your project.

Jane can provide press office support, training, mentoring and strategic planning, or she can spend time with your teams to brainstorm, analyse and plan your communications strategies and objectives.

THE OFFER

- Creative communications strategy development
- Creative news generation and story development
- Media relations
- Features, news stories, press releases, blogs and op-eds
- Copywriting, corporate comms and annual reports
- Film, audio, photography packages
- Long-form features and storytelling
- Concepts, creative content and story packages and marketing materials
- Ad-hoc disasters & emergencies press office remote support
- Media training and mentoring for spokespeople, senior management and staff

Please do contact **Griot** to discuss your particular requirements: 00 44 (0)7983 268397, janelabous@icloud.com @janelabous



WHO IS GRIOT?



An experienced communications professional with 20 years' experience as a journalist, **Jane Labous** was a senior global press officer at Plan International for five years, and more recently managed creative communications for the RNLI's International team. She has been consulting since 2015, providing creative communications and multi-media content for international charities and institutions.

As a journalist, Jane has covered human rights issues, international development, human stories and travel since 2005, for numerous outlets including *Voice of America*, *The Independent*, *IRIN*, *The LA Times* and *Geographical*. Her radio documentaries have been broadcast on *BBC Radio 4*, and you can hear her despatches on *From Our Own Correspondent* and *From Our Home Correspondent*. She also hosts a monthly podcast, *My New Country*, featuring conversations with immigrants to the UK about life, belonging, identity and home.

Jane has been a Radio 4 & Royal Geographical Society Award and Guardian Development Award winner. Her short film *Cinderellas*, reporting on trafficking in Togo, was long-listed for a One World Media Award 2016. She is a West Africa specialist, with a vast network of contacts in Senegal.

WHO HAS JANE WORKED FOR?



Plan International UK

