



The MediaWise Trust

Registered Charity No. 1076002 Limited Company No. 3747192

Advice, information, research and training on media ethics

**ANNUAL REPORT & ACCOUNTS
2010 – 2011**

CONTENTS

CHAIR'S FOREWORD

1. ADVICE WORK

2. PROJECTS

- 2.1 Children
- 2.2 Refugees, Asylum-seekers and the Media (RAM)
- 2.3 Health, Environment & Media
- 2.4 Diversity
- 2.5 Training and other activities
- 2.6 Website, IT and public affairs

3. PARTNERSHIPS

- 3.1 University of the West of England
- 3.2 Erich Brost Institute, Dortmund University, Germany
- 3.3 UN Development Programme
- 3.4 International Organisation for Migration
- 3.5 EURES Project

4. MANAGEMENT, STAFF AND OPERATING POLICIES

5. FUNDING AND FINANCIAL MANAGEMENT

6. STATUS, AIMS AND OBJECTIVES

INDEPENDENT EXAMINER'S REPORT AND ACCOUNTS

The MediaWise Trust Annual Report 2010-11

Linda Townley

Linda Townley (nee Joyce), co-founder of PressWise, died in November 2010.

Linda was the inspiration behind PressWise (now called MediaWise) which was set up in 1993 after Clive Soley MP failed in his plan to replace the Press Complaints Commission with an Independent Press Authority. Linda wanted to create a network of informed friends who could provide support and advice to 'victims of media abuse'. She and her brother David had been through a living hell with the press pack at their heels as she sought to clear her name over allegations in the press that she had stolen Princess Anne's love letters while working in the royal household. But Linda's fortitude and good humour saw her through, and she remained a staunch defender of press freedom despite her ordeal.

Her ideas have been the basis for what we have been doing for almost 20 years. We have been to provide help to thousands of people whose lives have been disrupted by inaccurate or intrusive journalism. They owe the support we have been able to give in no small part to Linda, who chaired PressWise for almost 10 years before it became MediaWise.

Linda wanted journalists to learn from their mistakes. MediaWise has been true to her spirit, and now has an international reputation based on that concept - by developing guidelines and training programmes which have been applied in more than 40 countries.

CHAIR'S FOREWORD

It has been a tough year in which to take over as Chair of the MediaWise Trust. It is a position I agreed to take on as a temporary measure with some pride and not a little trepidation. I have been associated with the Trust's work for over a decade so I was well aware of its precarious financial situation, the importance of its purpose and the dedication of its volunteer staff.

However, at a time when the 'hackgate' scandal has put media ethics right at the top of public interest and political debate, the circumstances of the Trust could not be more perilous. We now have a slimmed down Board of Trustees, following the retirement of stalwart Board members after years of faithful service. We have insufficient funds to support full-time staff, and the University of the West of England, where we are based is going through a period of transformation, which could have significant implications for us.

On the plus side many other groups and organisations have taken up the 'ethics' issue and the pressure is on for Lord Leveson to find the 'silver bullet' that will put an end to abuse of power within the commercial media. For many years the Trust has made widely known its ideas about both press misbehaviour and the kinds of regulatory reform which might restore public trust in journalism. It is gratifying to see that these ideas are being taken up by others, and that the Press Complaints Commission itself is facing another radical shake-up. We shall continue to contribute to the debate and our Director has been contributing to the Leveson Inquiry to ensure that our hard work since 1993 does not go to waste.

We face serious problems as an organisation. As ever we are short of funds at a time when funds are harder to come by than ever. We face stiffer competition from new entrants to the field, and we rely heavily upon overseas contracts and personal donations as a means of raising revenue. Among the challenges for the year ahead is the urgent need to replace our aging IT equipment. We must deal with the uncertainty in our relationship with UWE, and most importantly find new ways of stabilising our financial situation. It is ironic that just as 'our time has come' we are least well-equipped to take the lead. Nonetheless we welcome the renewed interest in our themes, and we are working with others to ensure that only good comes of the current hiatus within UK journalism.

Diane Kent

The MediaWise Trust Annual Report 2010-11

1. ADVICE WORK

- 1.1 We continue to receive complaints, sporadically. This year has seen several concerning relatives of prisoners, and several seeking belated advice from people unhappy with the way their case has been handled by the PCC or BBC. We have also had continued co-operation from the PCC in a number of cases where their early intervention helped.
- 1.2 On a couple of occasions we have had inquiries about the problem of press/media coverage of past (spent) convictions being perpetually accessible via the internet. This is a vexed question to which the PCC has no answers, and may be one that we should investigate further.
- 1.3 In the wake of the appalling treatment by the press of Bristol landlord Christopher Jefferies in the Joanna Yeates murder case, two of the Directors' MA students at the University of the West of England are to conduct a comparative investigation of the way in which crime is reported in the UK, Germany, Spain and Vietnam. This is a matter that has exercised the Trust for some time. Meanwhile the Director has been approached to assist two North American academics who are conducting a similar study. The findings of all three studies should be available by January 2012.
- 1.4 We contributed a comprehensive set of proposals for reform of the Press Complaints Commission, and the Director was interviewed by the PCC's 'independent' Review Panel. Their recommendations included some of ours, but the final outcome of the reform proposals have yet to be agreed given the current hiatus about press regulation. Since the departure of the PCC Chair Lady Buscombe, a new 'reform committee' has been set up within the PCC and all eyes are on the Leveson Inquiry which was set to begin its deliberations in September 2011.
- 1.5 A book by one of our former clients was published in November 2010. *No More Silence* by David Whelan tells the story of abuse he suffered as a child, and the problems that arose when the BBC ran a programme challenging the conviction of his abuser. Our intervention persuaded the BBC to rethink its rejection of his original complaint, and is mentioned in the book.

2. PROJECTS

2.1 Children

- 2.1.1 The third edition of our handbook for UNICEF, *The Media and Children's Rights*, was published in March 2010 and has been frequently requested since then.
- 2.1.2 In May the Director was keynote speaker at the BASPCAN (British Association for the Study and Prevention of Child Abuse and Neglect) Media Conference, in Birmingham and at a BASPCAN seminar on 'Managing Media Coverage of Serious Case Reviews' for local government officials in Wales in October.
- 2.1.3 The Director was keynote speaker at an Anders Foundation Journalism Seminar as part of the World Summit on Media for Children and Youth at Karlstad University in Sweden, and provided support and advice to the UK Youth Media Council.
- 2.1.4 In December the Director was scheduled to contribute once again to the MA Advanced Masters course in Children's Rights at the Kurt Bosch University Institute in Switzerland but Geneva Airport was snowed in and his outward flight was cancelled.
- 2.1.5 The Director spoke at the 'Child Protection and the Media' conference in Bristol, organised by the UWE Family, Gender & Equality Unit and has since been asked to contribute a paper to a special issue of an academic journal on social work.

The MediaWise Trust Annual Report 2010-11

2.2 Refugees, Asylum-seekers and the Media (RAM)

- 2.2.1 Although the RAM Project formally ended in 2005, we continue to take an interest in media coverage of immigration. MediaWise has been supporting the successful local campaign, run by former staff member Forward Maisokwadzo, to designate Bristol as a City of Sanctuary. The City Council adopted this proposal on 16 November 2010.
- 2.2.2 To associate MediaWise with the project, the Director edited the first edition of *Bristol Globe*, on a voluntary basis. The magazine celebrated the city's cultural diversity and promoted the City of Sanctuary idea, and contained work by several members of the Exiled Journalists' Network (EJN). Published in the summer of 2011, it is hoped it will act as a catalyst to similar publications in other Cities of Sanctuary.
- 2.2.3 In March 2010 the Director delivered a lecture at the University of East London (UEL) Centre for Research on Migration, Refugees and Belonging, to mark the Exiled Journalists' Network's move from our offices at UWE to UEL.
- 2.2.4 However, MediaWise has not renewed its affiliation to the EJN this year, following a fresh outbreak of internal conflict which has threatened its stability. The Director has sought to assist in a personal capacity.
- 2.2.5 The Director attended and spoke at the EJN's Press Freedom Forum on Egypt and Belarus in February 2011.
- 2.2.6 In July 2010, the Director contributed to a session on media coverage of refugees at the Third International Global Ethics Association (IGEA) Conference, held at UWE.
- 2.2.7 The Director also contributed a chapter on UK media coverage of foreigners to *EuroMed Intercultural Trends 2010*, a report produced by the Anna Lindh Foundation which was launched on 7 December 2010 in London.

2.3 Health, Environment & Media

- 2.3.1 We have obtained a number of editorial and research contracts from World Health Communication Associates. Two resulted in WHO publications this year: *The Journey to Parma: a tale of 20 years of environment and health action in Europe* and *The Jo Eirik Asvall Memorial Book*. The others were collating responses to a WHO Healthy Cities survey, and helping develop WHO communications activities. We also supplied a UWE student rapporteur for a World Health Editors' Network event in Geneva.
- 2.3.2 Several other WHCA contracts were in the pipeline at the financial year end.
- 2.3.3 For the second year running, the Director ran a seminar on communication ethics for the Science Communication MA course at UWE.

2.4 Diversity

- 2.4.1 We continue to work closely with the Media Diversity Institute. This year the Director again visited Egypt as part of an MDI project to promote diversity reporting and introduce it to the curriculum of Cairo University Department of Mass Communications. However his poor health over the summer prevented him from taking part in a similar MDI project in Indonesia.
- 2.4.2 MDI has invited MediaWise to assist in desk research and editing of a proposed European guidance manual for reporting on migration planned in collaboration with the IFJ.
- 2.4.3 The Director has also been asked to contribute to a new MDI project in Egypt during 2011-12 to ensure that minorities are represented in election coverage.

The MediaWise Trust Annual Report 2010-11

2.4.4 In February 2010, MediaWise hosted a well-attended public event in Bristol on reporting of Lesbian, Gay, Transgender and Bisexual issues as part LGBT History Month. The PCC also took part. As part of the follow up, we are considering the production of a guidance booklet on coverage of LGBT issues, if funds can be found.

2.4.5 The Director also took part in a discussion about media coverage on *Shout Out*, an LGBT programme on the local community radio station.

2.5 Training and other activities

2.5.1 We have provided use-of-the-media training for AFFECT – the charity that support the friends and families of long-term prisoners.

2.5.2 In April the Director ran a week-long programme in Kiev for journalists and NGOs on reporting violence against women and children as part of an EU-sponsored project in Ukraine. He was caught under the ‘ash cloud’ and spent a week making his way back, initially by road.

2.5.3 We hosted a day for two John Smith Fellows from the Caucasus, introducing them to UK media regulation, our work, and media coverage of health issues.

2.5.4 In the summer the Director contributed to an independent film produced by freelance journalist Paul Willis, looking at the impact on local communities of media coverage of the Raoul Moat and Derrick Bird manhunts. It was subsequently shown at the NUJ annual conference.

2.5.5 In November the Director contributed to the inaugural meeting of a Restorative Justice group in Bristol, and ran a media regulation session for BTEC students at Filton College.

2.5.6 The Director ran two workshops on media ethics workshops in Azerbaijan in January 2011 as part of the IFJ Ethical Journalism Initiative.

2.5.7 In February, the Director contributed to a workshop on ‘Internet, Journalism, Ethics & Human Rights’ at the Human Rights House in Vilnius, Lithuania.

2.5.8 We have run use-of-the-media training days in the UK for Bristol Care & Repair and AgeUK (led by freelance journalist Myra Lee in February) and for UNISON in the West Midlands (led by freelance journalists Rich Cookson and Phil Chamberlain in March).

2.6 Website, IT & public affairs

2.6.1 After it was targeted by a Russian hacker in the autumn of 2010, we decided to re-launch our website, which was last re-designed in 2003. We have been given free hosting space and have used the free, open-source WordPress to design the site.

2.6.2 Our existing hosting package with Wired Media expired in February 2011 and the transfer to the new host went smoothly. We currently have a static mirror of the old site in place and hope to launch the new website sometime in 2011.

2.6.3 The situation is far from satisfactory, some aspects of the current site’s architecture are not functioning, making use of the site problematic and reflecting badly on our public image.

2.6.4 The situation is not helped by the fact that our IT hardware and software are out of date and in need of replacement, something we cannot presently afford to do.

The MediaWise Trust Annual Report 2010-11

- 2.6.5 Although we are currently unable to distribute Bulletins, the Director remains in demand for local, national and international media interviews, and now tweets as @MediaWiseMJ.

3. PARTNERSHIPS

3.1 University of the West of England

- 3.1.1 This year the formal negotiations over the link between MediaWise and UWE took second place to renegotiation of our EU partnership with the Erich Brost Institute at Dortmund University for the MediaACT project investigating media accountability systems throughout Europe. The paperwork on this has now all been signed off and approved by the EU and the project is now hosted by UWE but run by MediaWise personnel.
- 3.1.2 The Director, who had a 4-day week contract with UWE as a senior lecturer, has been released from teaching duties to manage MediaACT Project for the equivalent of half a day per week. The Administrator has been employed by UWE for two days per week as research assistant to the project.
- 3.1.3 The Trust has been released from an obligation to pay rent for the UWE premises we continue to occupy. However the university is recouping substantial overheads from the EU via the MediaACT project budget.
- 3.1.4 The university continues to include MediaWise in promoting its journalism courses, and released the Director from teaching duties to run MediaWise activities for the equivalent of one day a week in the expectation that UWE will at least gain kudos from the relationship.
- 3.1.5 However the partnership has borne fruit. Our research library continues to be used by staff and students, several UWE students have volunteered to help with MediaWise activities, and several joint proposals for Postgraduate research projects have been proposed, none successfully as yet.
- 3.1.6 In June 2010, in conjunction with the UWE Journalism Policy & Practice Research Group, we organised a seminar (*'Jobs in the media: Is it really so hard to recruit from Black and Minority Ethnic communities?'*) at the Pierian Centre in Bristol, as part of a two-year Economic & Social Research Council project co-ordinated by Newcastle University.
- 3.1.7 During the year the Director has been supervising a UWE action/research project investigating the training needs of community journalists, and ran two experimental workshops in Bristol. The eventual outcome of the study is not yet fully agreed, but may result in some work for MediaWise trainers.
- 3.1.8 Unfortunately our joint bid for a research contract examining the efficacy of the Irish Press Council and Ombudsman was unsuccessful.
- 3.1.9 However there has been a major restructuring at UWE and the person initially responsible for negotiating the terms of our broader relationship has left the institution. Since we are managing an EU-funded project for UWE our tenure should be secure on the St Matthias campus as the university receives reimbursement for our premises and staff time until summer 2013.
- 3.1.10 The new Dean of the restructured faculty has made it clear that he is not interested in a continued relationship with MediaWise, and has withdrawn the Director's one day a week release from teaching. As a consequence the Director has reduced his teaching contract to 2.5 days a week.

The MediaWise Trust Annual Report 2010-11

3.1.11 There are renewed plans to move the journalism department to the Frenchay campus in 2012, and the St Matthias campus is expected to close by 2015.

3.2 Erich Brost Institute, Dortmund University, Germany

3.2.1 In 2008-09 we agreed to partner the Erich Brost Institute (EBI) in a 12 nation EU-funded project examining media accountability systems across Europe and the Arab World. The MediaAcT project <www.mediaact.eu> runs until July 2013.

3.2.2 By the time the EU had approved funding for the project, our financial circumstances and the terms of the contract meant that it was no longer feasible for MediaWise to remain the UK lead body. The EBI provided funds to enable MediaWise to begin work on the project in February 2010, and we negotiated for UWE to take over the lead role from July 2010.

3.2.3 Thus far we have made presentations on media regulation and accountability system in the UK at MediaAcT events in Germany and Estonia, and contributed to a major online bibliography of texts about media regulation and accountability (see www.mediaacat.eu)

3.2.4 We also wrote a 60,000-character chapter on the history and current state of media accountability in Britain, published in June 2011 in the project's first publication – *Mapping media accountability in Europe and beyond*.

3.2.5 We have begun work on the main 'work package' for the UK team, which is to bring together English-speaking 'media-bloggers' and develop a pan-European network with its own online presence. We have set up a website www.newsfutures.co.uk as a prototype for the online platform, and on 22-23 October we held a pilot event ('What's the Blogging Story?') at the Watershed and the Pervasive Media Studio. It attracted about 150 people, won media attention and has led to several new initiatives, including a move by the National Union of Journalists to re-consider its attitude to, and relationship with, bloggers.

3.2.6 In February 2011, the UK team travelled to Wroclaw in Poland to help prepare for a major international survey of media professionals about the effectiveness of media accountability systems.

3.2.7 In addition we contributed to a study of innovative online media accountability systems, and during 2011 we shall be conducting the UK end of the international survey.

3.2.8 Initially the MediaAcT team included Mike Jempson, Wayne Powell and journalist and UWE IT technician Andy Channelle, and UWE graduate Jess Linington. Andy has now left to work for the International Red Cross.

3.3 UN Development Programme

3.3.1 We were successful in a bid to become formally approved trainers for the UNDP. We had been led to believe that we would simply be contracted to conduct training appropriate to our skills, but the UNDP subsequently changed its terms, and now requires all 33 approved agencies to compete for specific projects. Thus far, we have submitted three bids, all of which have been unsuccessful. This arrangement is entirely unsatisfactory since the bid documents are complex and time consuming, and we cannot really afford to waste resources on this type of competitive tender.

3.3.2 Two of our applications have been handled by former BBC World Service Trust trainer Kevin Burden, based in Bristol, another by a colleague employed by MDI. He

The MediaWise Trust Annual Report 2010-11

and other colleagues are keen to develop some marketing aids to help promote our chances.

3.4 International Organisation for Migration

3.4.1 We have been awarded a contract to work with the IOM in six European countries training journalists and journalism students to report responsibly about migration issues. The contract, sponsored by the EU, involves devising and delivering training in Czech Republic, Hungary, Latvia, Lithuania, Slovakia and Romania and must be completed by the end of 2011.

3.4.2 We have also been invited to submit proposals for a similar EU-funded scheme in Estonia during 2012.

3.5 EURES Project

3.5.1 We have been selected as training partners for another EU-funded programme, the EURES project, providing use-of-the-media training modules across Europe during 2012. Participating projects dealing with migrant workers will be able to order short courses from us.

4. MANAGEMENT, STAFF AND OPERATING POLICIES

4.1 Trustees

The Trustees who served on the Board during the year were:

- Charles Fletcher MBE (Chair, resigned May 2010)
- Diane Kent (Acting Chair, appointed May 2010)
- Pat Healy
- Bob Borzello
- Prof. Roy Greenslade (resigned May 2010)
- Jocelyn Hay CBE (resigned May 2010)
- Nicholas Jones (resigned May 2010)
- Stephen Jukes (resigned May 2010)
- Jim Latham (resigned May 2010)
- Desiree Ntolo (term ended, May 2010)
- David Baines (appointed May 2010)
- Mohammed Elsharif (appointed May 2010)
- Forward Maisokwadzo (appointed May 2010)
- Dr Lee Salter (appointed May 2010)

4.2 Management

Day-to-day management of the Trust's activities is the responsibility of the Honorary Director and Company Secretary Mike Jempson, who reports directly to the Board.

4.3 Trust staff

The Trust can no longer afford full-time paid staff. Both the Director and Mike Jempson and the Administrator Wayne Powell work on a part-time basis. They receive fees on a day rate basis for work done on paid contracts obtained by MediaWise.

4.4 Freelance staff

The Trustees are grateful for the continued commitment and hard work of freelance journalists Phil Chamberlain, Charlotte Barry, Paul Breeden, Myra Lee, Rich Cookson and Arjum Wajid in fulfilling training contracts and contributing to our projects, publications and websites.

4.5 Solicitor

The Trust's honorary solicitor is Mark Stephens of Finers Stephens Innocent, 179 Great Portland Street, London W1W 5LS.

The MediaWise Trust Annual Report 2010-11

5. FUNDING AND FINANCIAL MANAGEMENT

5.1 Funding

- 5.1.1 The Trust has been able to continue operating largely because of the voluntary efforts of part-time volunteers to bring in contracts to cover overheads, and is now funded by earnings from training courses and consultancies and private donations.
- 5.1.2 The Trust is grateful to the University of the West of England for its support and the provision of premises on the St Matthias Campus throughout the financial year.
- 5.2.3 No specific fund-raising applications have been made during the year.
- 5.2.4 The Trustees are most grateful for the continued services provided by our external book-keeper and accountant Selman Sheshi.

5.2 Trustees' responsibilities

The Trustees are responsible for safeguarding the assets of the company and for taking reasonable steps to prevent and detect fraud and other irregularities. Our Treasurer and Book-keeper ensure that full accounting records are kept in such a way as to facilitate presentation, with reasonable accuracy at any time, of the financial position of the company and to enable the Trustees to ensure that the accounts comply with the Companies Act 1985, and with the Statement of Recommended Practice Accounting for Charities [2000].

5.3 Risk Assessment

The Board has kept under constant review the major risks to which the charity is exposed and put in place arrangements to mitigate those risks. Internal risks are minimised by the implementation of procedures for authorisation of all transactions and projects to ensure consistent quality of delivery for all operational aspects of the charitable company. The Board is acutely conscious of the fragility of the Trust's current predicament and its reliance upon the goodwill and commitment of 'volunteer staff'.

5.4 Reserves Policy

The Trustees have established a policy that unrestricted funds not committed or invested in tangible fixed assets ('the free reserves') held by the charity should be sufficient to cover between 3 and 6 months of basic running costs, which at one time equated to £20,000 in general funds. However the Trust is now operating with much reduced financial liabilities and with no contractual obligations to staff. The aim is to build up around £1,000 in reserves which would be enough to cover basic running costs for three months.

5.5 Accounts

The accounts for the financial year have been prepared on the going concern basis according to established accounting policies, and give a true and fair view of the state of affairs of the charity. In preparing this financial report the Trustees have taken advantage of special exemptions applicable to small companies.

5.6 Audit

Changes to accounting requirements mean that organisations with a turnover under £500,000 do not require an audit. Therefore, as MediaWise falls under this threshold, we have had an Independent Examiner's Report produced by Selman Sheshi of ERISA Accounting, 22 Stepney Walk, Bristol, BS5 9AX instead of a full audit.

5.7 Bankers

Yorkshire Bank, 5 Northgate St, Gloucester GL1 remains the Trust's bankers.

The MediaWise Trust Annual Report 2010-11

6. STATUS, AIMS AND OBJECTS

6.1 The MediaWise Trust is a limited company (No. 3747192) and registered as a charity (No. 1076002) in 1999, having previously operated since 1992 as a voluntary organisation and then as a not-for profit company under the name PressWise.

6.2 The aims and objects of the Trust remain:

A. To promote for the benefit of the public compliance with ethical standards of conduct and with the law by journalists, broadcasters and all others engaged in or responsible for the media, in the United Kingdom and elsewhere, in particular (but not exclusively) by:

i. the provision of advice and assistance (not including individual representation except where the individual affected has insufficient means to afford legal or other specialist assistance) to members of the public concerning actual, possible or apprehended breaches of some recognised ethical standard or law;

ii. the advancement of the education and training of the public, of media students and professionals, and of all others engaged in or responsible for the media in respect of recognised ethical standards and the law;

iii. the education of the public and the carrying out of research (and the publication of the useful results thereof) into:

a) the ownership, distribution, consumption, control and influence of the media;

b) the legal and ethical context and effect of relevant law, guidelines, policies and codes of practice;

c) the methods and means available to members of the public for securing correction, redress, or remedy in relation to media coverage and journalistic activity;

d) the prevailing standards of the media and of media coverage and journalistic activity;

e) the actual, possible or apprehended instances of unethical, unlawful, unfair or inaccurate media coverage and journalistic activity (including instances of bias or misrepresentation) judged against recognised ethical standards and the law.

B. To advance the education and training of the public and in particular members of charitable and non-charitable voluntary organisations in the UK and elsewhere in all forms of communication media and in particular the effective utilisation thereof.

Signed on behalf of the Trustees: _____

Name: Diane Kent
Position: Acting Chair
Date: 18 November 2011

The MediaWise Trust

**Statement of financial activities (including Income and Expenditure Account)
for the year ended 31 March 2011**

	Notes	Unrestricted Funds 2011 £	Restricted Funds 2011 £	Total 2011 £	Total 2010
Incoming resources					
Incoming resources from generated funds					
Voluntary Income	(7)				
Donation		1,691	-	1,691	159
Interest received		-	-	0	25
Incoming resources from charitable activities					
Grants and contracts		-	3,733	3,733	4,317
Fee and miscellaneous income		10,307	-	10,307	5,637
Total Incoming resources		11,998	3,733	15,731	10,138
Resources expended					
Cost of generating voluntary income	6	-	-	-	-
Charitable activities	6	2,308	3,733	6,041	30,986
Governance costs	6	500	-	500	48
Total Resources Expended		2,808	-	6,541	31,034
Net Incoming resources		9,190	-	9,190	(20,895)
Reconciliation of funds					
Total funds brought forward		(6,702)	-	(6,702)	14,193
Transfer between funds		-	-	-	-
Total funds at 31 March 2011		2,488	-	2,488	(6,702)

The MediaWise Trust

Balance sheet as at 31 March 2011

	notes	2011 £	2010 £
Tangible Assets	2		1,497
Current Assets			
Debtors and prepayments	3	660	996
Cash at bank and in hand		10,411	537
		<u>11,071</u>	<u>1,533</u>
Current liabilities			
Creditors amounts falling due within 12 months	4	<u>(10,080)</u>	<u>(10,231)</u>
Net current assets		<u>991</u>	<u>(8,698)</u>
Net assets		<u>2,488</u>	<u>(6,702)</u>
Unrestricted Funds			
General funds		-	-
Designated funds		(6,702)	14,193
Retained Profit/(Losses)			
		9,190	(20,895)
Total Funds	5	<u>2,488</u>	<u>(6,702)</u>

For the year ending 31/03/11 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

the members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,

the directors acknowledge their responsibilities for complying with the accounting records and the preparation of accounts

these accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

On behalf of the Trustees

Diane Kent (Acting Chair)

THE MEDIAWISE TRUST

Notes to the financial statements for the year ended 31 March 2011

1 Accounting policies

1.1 Basis of preparation of financial statements

The financial statements are prepared under the historical cost convention and in accordance with applicable Accounting and Reporting by Charities: Statement of Recommended Practice (Revised SORP 2005).

1.2 Income

These are included in the Statement of Financial Activities (SoFA) when:

- the charity becomes entitled to the resources;
- the trustees are virtually certain they will receive the resources; and
- the monetary value can be measured with sufficient reliability

1.3 Liability recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

1.4 Governance costs

Include the cost of the preparation and examination of statutory accounts, the cost of trustee meetings and the cost of any legal advice to trustees on governance or constitutional matters.

1.5 Grants with performance conditions

Where the charity gives a grant with conditions for its payment being a specific level of service or output to be provided, such grants are only recognised in the SoFA once the recipient of the grant has provided the specific service or output.

1.6 Taxation

The Charity is a charitable institution with exemption from UK taxation under section 505 of the Income and Corporation Taxes Act 1988.

1.7 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation.

Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Display Equipment 25% per annum reducing balance basis

Computer Equipment 33.33 % per annum straight line basis

2 Related party transactions and trustees' remuneration

Trustees received no emoluments (£ nil 2010) nor expenses in the year (£ nil 2011) for performing duties as trustees.

The MediaWise Trust

Notes to the accounts for the year ended 31st March 2011

2 Fixed Assets

Tangible	Office Equipment
Cost	£
Balance brought forward	18,666
Additions	-
Disposal	-
	<u>18,666</u>
Depreciation	
Balance brought forward	16,670
Charge for Year	499
	<u>17,169</u>
Net book value at 31 March 2011	<u>1,497</u>
Net book value at 31 March 2010	<u>1,996</u>

3 Debtors

	2011	2010
	£	£
Accounts receivable	660	260
Prepayment	0	736
	<u>660</u>	<u>996</u>

4 Creditors: amounts falling due within 12 months:

	2011	2010
	£	£
Trade creditors	500	6,696
Other Creditors (Erich-Brost)	7,300	0
Accruals	2,280	2,785
Deferred income	0	0
	<u>10,080</u>	<u>9,482</u>

The MediaWise Trust

Notes to the accounts for the year ended 31st March 2011

5 Movements in funds

	Balance 1st April 2010 £	Incoming Resources £	Outgoing Resources £	Balance Transfers £	Balance 31st March 2011 £
Unrestricted Funds					
Designated Funds					
Reserve Funds	(6,702)	-	-	(6,702)	-
General Funds	-	11,998	(2,808)	(6,702)	2,488
	<u>(6,702)</u>	<u>11,998</u>	<u>(2,808)</u>	<u>-</u>	<u>2,488</u>
Restricted Funds					
JRCT - development	-	-	-	-	-
ERICH-BROST-INSTITUTE	-	2,983	(2,983)	-	-
CAMDEN TRUST	-	750	(750)	-	-
JPT	-	-	-	-	-
SAMP Syngenta)	-	-	-	-	-
Recovered expenses	-	-	-	-	-
OSI	-	-	-	-	-
	<u>-</u>	<u>3,733</u>	<u>(3,733)</u>	<u>-</u>	<u>0</u>

6 Total resources expended

	2011		2010	
	Charitable Activities	Governance	Total	Total
	Unrestrict	Restricted	Costs	Costs
	£	£	£	£
Fees	1,600	2,120	-	3,720
Travel	691	1,685	-	2,376
Premises (incl services)	424	383	-	807
telephone	404	1,125	-	1,529
Office	200	287	-	487
Depreciation	499	-	-	499
Trustee expenses	-	-	-	-
Audit	-	-	-	-
Accountancy -other	-	-	500	500
Research and Publication	58	-	-	58
	<u>3,875</u>	<u>5,600</u>	<u>500</u>	<u>9,975</u>
				<u>31,034</u>

The MediaWise Trust

Notes to the accounts for the year ended 31st March 2011

7 Trustees expenses	2011	2010
	£	£
Expenses paid to trustees for attending meetings	<u>-</u>	<u>-</u>

8 Employee information	2011	2010
The average number of employees from April 10 to the end of March 11 were	<u>-</u>	<u>-</u>

There were no salary and wages paid for during the year.