



The MediaWise Trust

Registered Charity No. 1076002 Limited Company No. 3747192

Advice, information, research and training on media ethics

**ANNUAL REPORT & ACCOUNTS
2012 – 2013**

CONTENTS

CHAIR'S FOREWORD

- 1. ADVICE WORK**
- 2. THE LEVESON INQUIRY**
- 3. PROJECTS**
 - 3.1 Children
 - 3.2 Refugees, Asylum-seekers and the Media (RAM)
 - 3.3 Health, Environment & Media
 - 3.4 Diversity
- 4. PUBLIC AFFAIRS**
- 5. TRAINING**
- 6. PARTNERSHIPS**
 - 6.1 University of the West of England
 - 6.2 Erich Brost Institute, Dortmund University, Germany
- 7. MANAGEMENT, STAFF AND OPERATING POLICIES**
- 8. FUNDING AND FINANCIAL MANAGEMENT**
- 9. STATUS, AIMS AND OBJECTIVES**
- 10. INDEPENDENT EXAMINER'S REPORT AND ACCOUNTS**

The MediaWise Trust Annual Report 2012-13

CHAIR'S FOREWORD

I have stood in as Acting Chair after my predecessor Di Kent had to stand down for family reasons. Di had been holding the fort for two years, and had previously provided a sterling service as the Trust's administrator. We shall all miss her enthusiasm, efficiency and kindness.

We have continued to rely upon the goodwill and commitment of our Director Mike Jempson and Administrator Wayne Powell, who have worked in a largely voluntary capacity since core funding ran out some years ago. They both have part-time contracts with the University of the West of England, which still hosts the Trust, but have found the time and energy to keep MediaWise alive. Their work on the EU-funded Media Accountability and Transparency in Europe and the Arab World project (www.mediaact.eu) which we transferred to UWE, has been much appreciated, and Wayne has now moved to another unrelated research project at UWE which takes him away from our office for much of the time. The closure of St Matthias campus in July 2014 means the Trust must also find fresh premises.

Nonetheless we have continued to work in partnership with the World Health Communication Associates, the EURES project and the Media Diversity Institute for whom we supply training services, and earn enough to keep us going. We have also linked up with the Ethical Journalism Network <www.ethicaljournalismnetwork.org> run by our Honorary President Aidan White, which aims to extend essential elements of our work promoting ethical journalism at a global level.

The past year has been a tumultuous one for those of us concerned with journalism ethics. The revelations at the Leveson Inquiry have done more to undermine the credibility of British journalism than any of the other aberrations MediaWise, and before it PressWise, have described to parliamentary hearings over the past 20 years. They also exposed the weaknesses of the Press Complaints Commission which the Trust has been warning about for years.

Despite the fact that the Trust supplied Lord Justice Leveson with numerous weighty background documents once the inquiry was announced, and the Director attended his opening seminars to suggest avenues worth exploring, and our submission of two lengthy statements of evidence, the Trust was not called before the Inquiry. This was especially puzzling since we have been providing support to people with complaints about media misbehaviour for 20 years, produced one of the first independent assessments of the PCC's failing in 2004 [*Satisfaction Guaranteed? Press complaints systems under scrutiny*, ISBN 0-9547620-1-0], and have been one of its most vocal critics.

We have trodden a lonely path until the arrival of the Media Standards Trust and the campaign group Hacked Off, and remain the only organisation offering free, confidential, professional advice to those who believe that have been badly served by inaccurate, intrusive or otherwise unethical journalism. Nothing that emerged from the Inquiry will have surprised those who have been following our work over the years - except perhaps the magnitude of unlawful activities it exposed. Over the years we have repeatedly warned the PCC and parliamentarians that newspapers were illicitly accessing health and criminal records, as well as bank statements and telephone records, and that informants - from public servants to private detectives - have been paid by newspapers to provide 'exclusives'. Editors have repeatedly denied such allegations and the PCC has meekly accepted their assurances.

The arrogance of some sections of the press has become even more evident as they turned on their critics after the Inquiry, grossly misrepresenting Lord Justice Leveson's proposals and seeking to undermine the credibility of those who have held their failings up to scrutiny. This abuse of power has further undermined any shred of confidence that might have remained in their version of 'self-regulation'.

The MediaWise Trust Annual Report 2012-13

MediaWise was among those under attack and since the 2012-13 year end the Director has been engaged in a 7-month long battle with the PCC over totally false allegations made initially by Andrew Gilligan in the *Sunday Telegraph* (14/4/13) and repeated by the *Daily Mail* (15/4/13) that we were part of an EU-funded conspiracy to hand control of the press to the state. The *Sunday Telegraph* reminded the PCC that the Trust is a critic of the Commission and acknowledged how difficult it must be to adjudicate on the complaint. The compliant PCC seems to have taken the hint. Despite the patent nonsense of the allegations, the PCC limited its adjudication to requiring a correction to an entirely false and defamatory claim that we had received public funds but not recorded them in our accounts.

With the newspaper industry planning to transform the PCC into the Independent Press Standards Organisation (IPSO) and a rival independent regulator IMPRESS also being planned, the services of MediaWise remain vital. It is essential that we revitalise our Board of Trustees and discover new sources of funding if we are to continue to provide our services in the new post-Leveson regulatory environment.

Forward Maisokwadzo
Acting Chair

The MediaWise Trust Annual Report 2012-13

1. ADVICE WORK

- 1.1 We continue to assist people with complaints about print and broadcast media. A fresh trend has been enquiries about amending or removing archived material from news websites, in particular those relating to reports about court cases where the offence has been 'spent'. For example, reports may have recorded that a person has been arrested, charged, and convicted of a crime. Then a prison sentence has been served, and the 'statute of limitations' has expired. Should the original articles remain online, especially as employers invariably check about potential employees? History cannot be rewritten, and it would be foolish to pretend that things have not happened. However the internet may make it virtually impossible for someone to make a fresh start having paid their debt to society.

2. THE LEVESON INQUIRY

- 2.1 Following our 76-page written statement of evidence to the Leveson Inquiry, MediaWise submitted a further 23-page document, *A fair system of regulation*. This included recommendations for regulating for the future and championed the 'Irish model' – a system that includes a Press Council and Press Ombudsman and has both credibility and the benefit of being underpinned by statute without having the force of law. It has the added advantage of already being recognised by the UK based publishers whose publications have Irish editions.
- 2.2 The Director has maintained a watching brief on developments since the launch of the Leveson Report in November 2012, contributing to debate within the NUJ (where he remains Vice-Chair of the Ethics Council), and on air. It is noticeable that with so many celebrities and London-based groups now focusing on journalism ethics and excesses, MediaWise gets less media attention than before.
- 2.3 A second edition of *The Phone Hacking Scandal: Journalism at the Crossroads*, edited by Richard Keeble and John Mair, was published in October 2012, only 8 months after its first edition. Both contain a chapter by Mike Jempson and Wayne Powell ('Blame not the mobile, 'twas ever thus') based on their experience at MediaWise.
- 2.4 The Director chaired the 2013 NUJ Benn Debate 'What next for the Press?' on 27 November 2012, organised by the Bristol branch of the National Union of Journalists as part of the Festival of Ideas. The adversaries, NUJ General Secretary Michelle Stanistreet and libertarian Mick Hume author of *There Is No Such Thing As a Free Press*, played to a packed house at the Watershed Media Centre.
- 2.5 The Director has been vocal in his criticism of the way the Telegraph Group, Mail Group and Murdoch's News Group have systematically and deliberately misrepresented both the Leveson recommendations and the views of their critics, in an attempt to 'muddy the waters'. He has warned that such obfuscation is aimed at delaying implementation of Leveson until the imminence of the 2015 General Election saps the willingness of politicians to take on the press.
- 2.6 The Director has promoted a view that rejects the need for a Royal Charter - whether that produced by the senior politicians or that produced by the industry - preferring more direct use of statute to release publishers from onerous legal costs in return for adherence to a more independent and rigorous regulatory system modelled on that currently in use in Ireland. This distinct position has found favour with the NUJ, but is not in line with the view taken by Hacked Off of the Media Standards Trust.

3. PROJECTS

3.1 Children and the Media (CHAMP)

The MediaWise Trust Annual Report 2012-13

- 3.1.1 The Director worked with David Niven Associates to organise the conference 'Childhood and the media: Images, rights and responsibilities', which took place at Bath Spa University on 20 April 2012. He also gave a 15-minute presentation during the morning session. The conference resulted in national headlines in the *Daily Mail* about the poor protection offered to young people by internet giants Google and Facebook.
- 3.1.2 On 14 June 2012, the Director contributed a session on media representation of children to a course for teaching assistants at Newbury College.
- 3.1.3 The Director helped the Youth Media Agency organise and spoke at its September 2012 conference 'Age on the Code' in central London.
- 3.1.4 In November the Director contributed a session on reporting about children and violence to Serbian journalists in Belgrade, via Skype, as part of an ongoing UNICEF programme.
- 3.1.5 In the same month he again contributed to the Advanced Master's degree course in Children's Rights run by the Kurt Bosch Institute in Sion, Switzerland.
- 3.1.6 In March 2013 the Director contributed a session on use of the media skills for UNICEF staff in Astana, Kazakhstan followed by a three day training session on reporting about children for print and broadcast journalists in Ust-Kamenogorsk.

3.2 Refugees, Asylum-seekers and the Media (RAM Project)

- 3.2.1 The Director edited the second issue of *Bristol Globe* – a magazine celebrating the city's cultural diversity. Once again it was launched by the Lord Mayor on International Refugee Day (20 June 2012) at the Mansion House. Several exiled journalists were among the contributors. This is our contribution to the City of Sanctuary movement, co-ordinated in Bristol by MediaWise Trustee Forward Maisokwadzo.

3.3 Health, Environment & Media

- 3.3.1 We continue to work with World Health Communication Associates, providing a range of admin, transcription and editorial services. These occasional contracts have provided a useful source of revenue.
- 3.3.2 The Director was rapporteur at an international conference about vaccination and minority groups held in Dublin from 4-6 September.
- 3.3.2 We have helped proof and edit the Vaccination Communication Action Guide, the 'Let's talk About Protection' handbook on measles vaccination, the three-part 'Social Marketing Toolkit', the 'Training Course: Measles' book, and a 'course development review' report.
- 3.3.3 We have also transcribed many planning meetings and workshops, including a roundtable discussion on social marketing, and a pilot two-day training course for ECDC on 'Risk communication in the prevention and control of communicable diseases'.

3.4 Diversity

- 3.4.1 We continue to provide training services for the Media Diversity Institute. In December 2012 the Director spent a week in Cairo working with national newspaper journalists on reporting parliamentary affairs. He was also part of a team developing

The MediaWise Trust Annual Report 2012-13

a Diversity curriculum for Chinese universities for an MDI project to be launched at the Baptist University, Kowloon in April 2013.

- 3.4.2 We are now working with the National Institute for Social Integration, a Lithuanian NGO with links to MDI which has been developing international projects for young journalists. The Director has been providing advice and support for their Media4change project <Media4change> and spent a week in Druskininkai in June working on reporting about human rights and challenging hate speech.
- 3.4.3 The Director continues to work with former UWE postgraduate Sally Heaven on the compilation of guidance booklet for journalists and journalism trainers on ethical coverage of Lesbian, Gay, Bisexual and Transgender issues. As it is being produced in their spare time and in consultation with LGBTI groups progress is slow. The Trustees have set aside £1,000 towards the project and the Camden Trust has pledged £2,500 towards its eventual production.
- 3.4.4 The Director was a speaker at a meeting of the All Party Parliamentary Group for Gypsies, Roma and Travellers at the House of Commons on 19 June 2012, which was also attended by representatives of the BBC and Channel 4. He has remained in contact with Gypsy, Roma and Travellers groups in the continuing controversy over print and broadcast coverage.

4. PUBLIC AFFAIRS

- 4.1 The Director continues to be called upon for comment on topical media issues, though now more often on local radio since ethical issues have become more mainstream. He is often interviewed by overseas radio and TV stations when travelling.
- 4.2 In November 2012, we relaunched our website. The previous site was being hosted by a former UWE colleague for free, but this arrangement could not be sustained in the long term. MediaWise bought a new three-year hosting package and created a new site using WordPress – built and designed by former MediaWise volunteer Jess Linington.
- 4.3 The transfer of material from the old website was not perfect and so some re-uploading needed to be completed. However, this allowed all links and resources to be checked and updated (or deleted) where appropriate. The site is now easier to navigate and easier to update.

5. TRAINING

5.1 EURES Project

- 5.1.1 As part of our contract as training partner for the EU-funded EURES programme <<https://ec.europa.eu/eures/home.jsp?lang=en>>, which provides advice and support to migrant workers, MediaWise trainer Christina Zaba ran use-of-the-media training in Brussels (October), Slovenia (November) and Poland (December). Two other MediaWise trainers – Kevin Burden and Claire Doole – designed and delivered a workshop on 'preparing for TV and radio interviews' for EURES advisors in Brasov, Romania in November 2012.
- 5.1.2 Our EURES contract continues throughout 2013.

6. PARTNERSHIPS

6.1 University of the West of England

The MediaWise Trust Annual Report 2012-13

- 6.1.1 MediaWise continues to be based on the St Matthias Campus, Fishponds in north east Bristol at the University of the West of England in Bristol. UWE's plan is to close the St Matts campus and move everything to either Bower Ashton or Frenchay campus by summer 2014.
- 6.1.2 The university continues to include MediaWise in promoting its journalism courses, our research library continues to be used by staff and students, and UWE students continue to volunteer to help with MediaWise activities. However, the opportunities for collaborative work have lessened since the Journalism department has been relocated to the Bower Ashton campus in south west Bristol.
- 6.1.3 MediaWise continues to seek ways to develop its partnership with UWE, including with co-branded publications and short courses. As requested by the university, the Director has again submitted a paper about how the two organisations might co-exist to their mutual benefit, especially since the role of MediaWise is a neat fit with the new UWE Strategy 2020, with the post-Leveson environment for journalism training, and the policy recommendations for Journalism Educators that are emerging from the EU MediaAcT project.
- 6.1.4 Negotiations continue as to what may happen once the St Matts campus closes in July 2014. This must become a priority for the Trustees.

6.2 Erich Brost Institute, Dortmund University, Germany

- 6.2.1 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. The project was formally transferred to UWE in July 2010 since it was no longer feasible for MediaWise to remain the UK lead body.
- 6.2.2 In his role as a senior lecturer at UWE, Mike Jempson took charge of the project for the university and UWE hired Wayne Powell as research associate and project administrator. Other UWE staff members, and freelancers, were employed to assist with research on the project.
- 6.2.3 In July 2012, the UK team organised a two-day event for bloggers from across Europe to discuss the development of an online platform for critical media observation. This was a follow-up to the 2010 event organised in association with the Bristol branch of the NUJ. Around 20 bloggers attended, mainly from the UK but also from France, Norway, Austria and Germany.
- 6.2.4 The results were presented at the MediaAcT conference in Toulouse in January 2013, including draft content for the platform – called Media Speak – scheduled for launch in the summer of 2013.
- 6.2.5 The main focus of the project during 2012, however, was to analyse and write up the results of the survey of 1,700 journalists from across Europe. Mike and Wayne also contributed a chapter on what the survey revealed about journalists' attitudes to media accountability in the digital age for the final 'scientific' book about the project, which will be published towards the end of 2013.
- 6.2.6 Mike persuaded the project to produce a 'magazine style' Final Report for ease of communication, and was asked to provide an opening chapter about the hacking scandal and the Leveson Inquiry. This was to be launched at the final MediaAcT conference, in Brussels in June 2013, and distributed widely, including to all UK MPs.

The MediaWise Trust Annual Report 2012-13

7. MANAGEMENT, STAFF AND OPERATING POLICIES

7.1 Trustees

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

- Diane Kent (Acting Chair until May 2013)
- Bob Borzello
- David Baines
- Mohammed Elsharif
- Forward Maisokwadzo (Acting Chair from May 2013)
- Dr Lee Salter

7.2 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.

7.3 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.

7.4 Freelance staff

The Trustees are grateful for the continued commitment and hard work of Jess Linington, Christina Zaba, Kevin Burden and Claire Doole in fulfilling training contracts and contributing to our projects, publications and websites.

7.5 Solicitor

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

8. FUNDING AND FINANCIAL MANAGEMENT

8.1 Funding

8.1.1 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.

8.1.2 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.

8.1.3 No specific fund-raising applications have been made during the year.

8.1.4 The Trustees are most grateful for the continued services provided by our external book-keeper and accountant Selman Sheshi.

8.2 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].

8.3 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

The MediaWise Trust Annual Report 2012-13

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'.

8.4 Reserves Policy

The Trustees had 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. However the Trust is now operating with much reduced financial liabilities and with no contractual obligations to staff. The aim is to keep around £1,000 in reserves which would be enough to cover basic running costs for three months.

8.5 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.

8.6 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.

8.7 Bankers

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

The MediaWise Trust Annual Report 2012-13

9. STATUS, AIMS AND OBJECTS

9.1 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.

9.2 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: Forward Maisokwadzo
Position: Acting Chair
Date:

**Independent Examiner's Report to the Trustees of
The MediaWise Trust**

I report on the accounts for the year ended 31 March 2013 set out on pages five to nine.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 43(2) of the Charities Act 1993 (the 1993 Act)) and that an independent examination is required.

It is my responsibility to:

- examine the accounts under Section 43 of the 1993 Act.
- to follow the procedures laid down in the General Directions given by the Charity Commission (under Section 43(7)(b) of the 1993 Act); and

Basis of the independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view ' and the report is limited to those matters set out in the statements below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements
 - to keep accounting records in accordance with Section 41 of the 1993 Act; and
 - to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the 1993 Act

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

E.R.I.S.A. ACCOUNTING LTD
Selman Sheshi MIP MAAT
22 STEPNEY WALK
BRISTOL
BS5 9AX

Date:

The MediaWise Trust

Statement of financial activities (including Income and Expenditure Account) for the year ended 31 March 2013

	Notes	Unrestricted Funds 2013 £	Restricted Funds 2013 £	Total 2013 £	Total 2012
Incoming resources					
Incoming resources from generated funds					
Voluntary Income (7)					
Donation		1,505	-	1,505	1,168
Interest received		-	-	-	4
Incoming resources from charitable activities					
Grants and contracts		-	-	-	10,249
Fee and miscellaneous income		11,781	-	11,781	3,096
Total Incoming resources		13,285	-	13,285	14,518
Resources expended					
Cost of generating voluntary income	6	-	-	-	-
Charitable activities	6	12,871	-	12,871	6,947
Governance costs	6	300	-	300	300
Total Resources Expended		13,171	-	13,171	7,247
Net Incoming resources		115	-	115	7,270
Reconciliation of funds					
Total funds brought forward		8,758	1,000	9,758	2,488
Transfer between funds		-	-	-	-
Total funds at 31 March 2012		8,873	1,000	9,873	9,758

The MediaWise Trust

Balance sheet as at 31 March 2013

	notes	2013 £	2012 £
Tangible Assets	2		842
Current Assets			
Debtors and prepayments	3	60	420
Cash at bank and in hand		<u>9,271</u>	<u>8,514</u>
		<u>9,331</u>	<u>8,935</u>
Current liabilities			
Creditors amounts falling due within 12 months	4	<u>(300)</u>	<u>(300)</u>
Net current assets		<u>9,031</u>	<u>8,635</u>
Net assets		<u>9,873</u>	<u>9,758</u>
Unrestricted Funds			
General funds		6,385	6,270
Designated funds		2,488	2,488
Restricted Funds		1,000	1,000
Total Funds	5	<u>9,873</u>	<u>9,758</u>

For the year ending 31/03/13 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 signed on.....

Chair of Trustees

THE MEDIAWISE TRUST

Notes to the financial statements for the year ended 31 March 2013

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 2013) nor expenses in the year (£ nil 2013) for performing duties as trustees.

The MediaWise Trust

Notes to the accounts for the year ended 31st March 2013

2 Fixed Assets

Tangible	Office Equipment
Cost	£
Balance brought forward	18,666
Additions	-
Disposal	-
	<u>18,666</u>
Depreciation	
Balance brought forward	17,543
Charge for Year	281
	<u>17,824</u>
Net book value at 31 March 2013	<u>842</u>
Net book value at 31 March 2012	<u>1,123</u>

3 Debtors

	2013	2012
	£	£
Accounts receivable	60	420
Prepayment	-	-
	<u>60</u>	<u>420</u>

4 Creditors: amounts falling due within 12 months:

	2013	2012
	£	£
Trade creditors	-	-
Other Creditors (Erich-Brost)	-	-
Accruals	300	300
Deferred income	-	-
	<u>300</u>	<u>300</u>

The MediaWise Trust

Notes to the accounts for the year ended 31st March 2013

7 Trustees expenses	2013	2012
	£	£
Expenses paid to trustees for attending meetings	<u>-</u>	<u>-</u>

8 Employee information	2013	2012
The average number of employees from April 11 to the end of March 12 were	<u>-</u>	<u>-</u>

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

The MediaWise Trust

Notes to the accounts for the year ended 31st March 2013

5 Movements in funds

	Balance 1st April 2012 £	Incoming Resources £	Outgoing Resources £	Balance Transfers £	Balance 31st March 2013 £
Unrestricted Funds					
Designated Funds	2488	-	-	-	2488
General Funds	6,270	13,285	(13,171)	-	6,385
	8,758	13,285	(13,171)	-	8,873
Restricted Funds					
International Organisation on Migration	-	-	-	-	-
LGBT	1,000	-	-	-	1,000
	1,000	-	-	-	1,000
Total Funds	9,758	13,285	(13,171)	-	9,873

Of the £11781 income for the year, £5550 was from a contract with World Health Communication Association, £2750 for 2011/12 and £4000 for 2010/11.

6 Total resources expended

	Charitable Activities		Governance		2013	2012
	Unrestricted	Restricted	Costs	Total	Total	
	£	£	£	£	£	£
Fees	8,956	-	-	8,956	8,956	3,300
Travel	1,250	-	-	1,250	1,250	744
Premises (incl services)	290	-	-	290	290	714
Telephone	1,252	-	-	1,252	1,252	1,291
Office	64	-	-	64	64	53
Depreciation	281	-	-	281	281	374
Trustee expenses	-	-	-	-	-	-
Subscription	29	-	-	29	29	121
Accountancy -other	-	-	300	300	300	300
Miscellaneous	750	-	-	750	750	350
Research and Publication	-	-	-	-	-	-
	12,871	0	300	13,171	13,171	7,247