



The MediaWise Trust
Registered Charity No. 1076002 Limited Company No. 3747192

Advice, information, research and training on media ethics

**ANNUAL REPORT & ACCOUNTS
2013 – 2014**

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CHAIR'S FOREWORD

I have remained in post as acting Chair for another year while the Trustees consider how best to continue the work of the Trust with almost no unrestricted funds and little opportunity to fundraise with no staff.

However the board decided that while the future of press self-regulations remains unclear, we should begin to concentrate on converting our experience of complaints' handling and investigations into problematic coverage issues into training materials and other publications. Work is already underway on 'Someday Get Over the Rainbow', a handbook on coverage of LGBTI issues. We hope more such material will be published once funding has been secured.

The extraordinary outcome of the Director's seven-month long battle with the Press Complaints Commission proved revelatory. The PCC pronounced itself satisfied that the *Sunday Telegraph* recant on a libel about MediaWise, by means of a 'News In Brief', but was perfectly happy to allow the *Sunday Telegraph* and the *Daily Mail* to leave on record a ludicrous, untrue claim that the EU has been funding academics and civil society groups in the UK to campaign for state control of the press.

The PCC offered no justification for this other than that the EU had not made a complaint to them and that the EU's instantaneous denial of Andrew Gilligan's nonsensical claims had been made in a press statement, but was not sent to the PCC (thought we did alert them to it and forwarded a copy to all parties). It demonstrated one final time that the PCC was living in Cloud Cuckoo Land and that the public had every justification for regarding it as a discredited body existing mainly to exonerate its paymasters of wrongdoing.

This was yet another example of how most of the mainstream media deliberately distorted the outcome of the Leveson Inquiry, supposedly to their own benefit. Hopefully the public will have seen through their self-serving rhetoric and appreciate that past misdeeds of some sections the press have destroyed their credibility. It will take time to rebuild trust, especially as the public now has a bewildering range of choices if they have complaints.

Most of the high circulation nationals, plus regional and local newspapers are covered by the Independent Press Standards Organisation (IPSO), which shares that same company registration number and address, and much of the staff of the old PCC and remains funded by the industry. *Daily Mail* editor Paul Dacre remains chair of the Editors' Code Committee adding to disbelief that much has changed.

Meanwhile the Independent group, the Guardian Media Group and Pearson's *Financial Times* will make do with their own in-house Readers' Editor. None

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of them will seek the approval of the 'Recognition Panel' set up under the post-Leveson Royal Charter. Smaller and specialist publications may take shelter with the Independent Monitor for the Press (IMPRESS) which has been attracting celebrity support and funding to provide a 'Leveson compliant' alternative regulator. It may seek recognition under the Royal Charter, in order to provide protection from the punitive costs of court actions.

MediaWise will continue to provide advice and support to complainants where it can and for whichever publications or programmes they are concerned about. However we shall need to revive our fund-raising capabilities. Funding attention has understandably shifted to Hacked Off and IMPRESS, but we are hoping that such organisations will acknowledge the useful role we can continue to play.

We continue to rely upon the goodwill and commitment of our Honorary Director Mike Jempson and Administrator Wayne Powell, who work on a largely voluntary basis, while earning their living from part-time contracts with the University of the West of England, which still hosts the Trust.

With the closure of its St Matthias campus in 2014, UWE has provided the Trust within office on the main Frenchay campus on the outskirts of Bristol. While this comes rent free, for which we are most grateful, it divorces us from the journalism student population who made use of our Research Library, obtained work experience with us, and supplied us with occasional volunteers. They are now based on the Bower Ashton campus in the far south west of the city.

The Director is negotiating with the Steiner School which now occupies the St Matthias campus in the hope that we shall be able to move back during 2015.

Forward Maisokwadzo
Acting Chair

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1. ADVICE WORK

- 1.1 We continue to assist people with occasional complaints about print and broadcast media.
- 1.2 The 'right to be forgotten' notion which gave rise to enquiries about amending or removing archived material from news websites, remains the most popular line of enquiry for us. This was not what we had ever anticipated, but it demonstrates that the ever-present internet is throwing up issues that once could not have happened.
- 1.3 Resolving the question as to when someone's past should no longer catch up with them in the age of the internet is not something that the Rehabilitation of Offenders Act 1974 had never considered. Contemporaneous reports of arrest, charges, court cases, convictions and sentencing cannot be excised, but internet links to them could be if someone is to make a fresh start having paid their debt to society. That decisions rests largely with the search engine operator, which seems inappropriate.

2. THE LEVESON INQUIRY - the aftermath

- 2.1 We have continued to keep track of events since the publication of Lord Justice Leveson's Inquiry report and recommendations. In meetings with Hacked Off and the Media Standards Trust (MST) we emphasised that whatever form of 'self-regulation' might eventually emerge, some members of the public would still need assistance in the making of complaints - a service we would continue to provide, resources permitting. Hacked Off plan to continue campaigning, and the MST to conduct more research.
- 2.2 Following publication of the MST's analysis of the extent to which the industry-funded Independent Press Standards Organisation (IPSO) does and does not comply with the Leveson recommendations, the Director took part in a Hacked Off event in the House of Lords about the need for a more truly independent system of self-regulation.
- 2.3 He also had meetings with Jonathan Heawood who has been spearheading the creation of an Independent Monitor for the Press (IMPRESS) as an alternative to IPSO. The plan is to establish a regulator which is compliant with the Leveson recommendations and the Recognition Panels setup under the Royal Charter. Although he has sought to ensure that MediaWise retains its independence from all the competing bodies, he did suggest that MediaWise President Aidan White, formerly General Secretary of the International Federation of Journalists, might be a suitably respected and non-Establishment candidate to chair the IMPRESS panel which would appoint its first Board. Aidan took up this role in a personal capacity and MediaWise had no involvement at all.
- 2.4 The Director did agree to help organise a meeting for IMPRESS to meet local publishers from the south west in association with the NUJ.
- 2.5 The Director has continued to reject the need for a Royal Charter preferring the 'Irish Model' of a Press Ombudsman backed by a Press Council in which working journalists and editors share responsibility for 'self-regulation' with

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representatives of the general public. It is a model underpinned by statute which removes the risk of punitive damages in court actions for those publishers that sign up. All UK publishers operating in the Irish Republic have signed up to it, undermining their opposition to a similar system in the UK. This distinct position is supported by the NUJ, but not Hacked Off or the Media Standards Trust, and IMPRESS has also acknowledged that it provides a useful regulatory model.

- 2.6 We will continue to provide advice and support to complainants about print and broadcast journalism whichever publications or programmes they have an issue with and for whichever regulator they need an advocate.

3. PROJECTS

3.1 Children and the Media (CHAMP)

- 3.1.1 The Director ran a training programme on reporting about children and violence for the Union of Serbian Journalists in Belgrade as part of an ongoing UNICEF programme.
- 3.1.2 He also addressed members of the UN World Tourism Organisation, on child exploitation and the media at its March 2014 conference in Berlin.
- 3.1.3 Negotiations took place to work with Internews in Brazil, India and Kenya on children and media, but the plans came to nothing.
- 3.1.4 We continued to provide advice and support to the Youth Media Agency in its work with young people <www.youthmediaagency.org.uk>

3.2 Health, Environment & Media

- 3.2.1 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.
- 3.2.2 The Director again helped to recruit and co-ordinate an international team of young journalists to cover the World Health Assembly in Geneva for WHCA.

3.3 Diversity

- 3.3.1 We continue to provide training services for the Media Diversity Institute. In April 2013 the Director was part of a team developing a Diversity curriculum for Chinese universities for an MDI project held at the Baptist University, Kowloon.
- 3.3.2 Consultation with Lesbian, Gay, Bisexual, Transgender and Intersex groups continued throughout the year as our newsroom and training guidebook took shape. It now has a title 'Someday, Get Over The Rainbow' and prefaces have been provided by Christine Burns, Peter Tatchell and Sandi Toksvig. Sadly a former MediaWise client Sally Gross, who was also to have supplied a preface, died in February 2014, and the handbook will be dedicated to her. Negotiations to co-brand the handbook with UWE came to nothing, but this contributed to a delay in publication, now anticipated for early 2015.
- 3.3.3 The Director remains in contact with Gypsy, Roma and Travellers groups.

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3.5 Hate Speech

- 3.5.1 The Director continues to provide advice and editorial support for the pan-European Media4change project run by the Lithuanian National Institute for Social Integration. This year it included running sessions on challenging hate speech for young journalists in Lithuania and helping to organise and run sessions at an international gathering in Sardinia.
- 3.5.2 The Director was invited to contribute to an international workshop on countering hate speech in Greece as part of the Council of Europe MEDIANE project - Media in Europe for Diversity Inclusiveness. Later he was invited to co-author a bi-lingual polemic about diversity and the media to be published by SIS Racism in Portugal.
- 3.5.3 MediaWise was hired by the Ethical Journalism Network (see 5.4 below) to develop an international database to assist media professionals to challenge hate speech, a project we completed early in 2014.

4. PUBLIC AFFAIRS

- 4.1 The Director continues to be called upon for comment on topical media issues in the UK and internationally.

5. PARTNERSHIPS

5.1 University of the West of England

- 5.1.1 MediaWise continues to be based at the University of the West of England in Bristol. However, during the year UWE gradually closed the St Matts campus where we have been based for the last seven years. We managed to negotiate a move to free premises on the Frenchay campus, north of Bristol. This has severely reduced opportunities for collaborative work with Journalism students since the Journalism department has been relocated to the Bower Ashton campus in south west Bristol.
- 5.1.2 The university continues to include MediaWise in promoting its journalism courses, however, our Research Library is now much less used by students and staff.
- 5.1.3 We hope to return to the St Matts site which is being transformed into a Steiner School, which has shown interests in hosting us from 2015 onwards.

5.2 MediaAcT project (Erich Brost Institute, Dortmund University)

- 5.2.1 Although the EU-funded MediaAcT project examining media accountability systems across Europe and the Arab World was transferred to UWE in 2010 and was formally completed in July 2013, the MediaWise Director and Administrator have continued to be associated with its outcomes.
- 5.2.2 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.

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5.2.3 Mike Jempson provided the opening article, about the hacking scandal and the fall out from the Leveson Inquiry, for the project's magazine-style Final Report. This was launched at a conference in Brussels in June 2013, and distributed widely, including to all UK MPs.

5.2.4 Mike Jempson and Wayne Powell contributed a chapter '*More accountability in the Digital Age? The influence of new technologies*' for the final 'scientific' publication '*Journalists and Media Accountability: An International Study of News People in the Digital Age*', published by Peter Lang in 2014.

5.2.5 Mike and Wayne have also contributed an article to the as yet unpublished first edition of the European Journal of Media Accountability.

5.3 EURES Project

5.3.1 As part of our contract with Gopa Cartermill as training partner for the EURES programme <<https://ec.europa.eu/eures/home.jsp?lang=en>>, which provides advice and support to migrant workers, the MediaWise Director ran sessions on Crisis Management at the EURES international conference in Brussels.

5.3.2 Subsequently Gopa Cartermill invited us to continue as training as media consultants in their bid for a fresh 4-year contact with the European Commission. Unfortunately they were unsuccessful their bid.

5.4 Ethical Journalism Network <ethicaljournalismnetwork.org/>

5.4.1 We have joined forces with the Ethical Journalism Network, an international coalition established by MediaWise President Aidan White. This brings us in touch with editors, publishers, broadcasters and journalists' organisations from around the world. They meet several times a year to discuss common issues and develop a programme of action to promote best practice in journalism.

6. MANAGEMENT, STAFF AND OPERATING POLICIES

6.1 Trustees

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

- Forward Maisokwadzo (Acting Chair)
- Christien van den Anker (appointed March 2014)
- Bob Borzello
- David Baines
- Mohammed Elsharif
- Dr Lee Salter

6.2 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.

6.3 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.

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They receive fees on a day rate basis for work done on paid contracts obtained by MediaWise.

6.4 Freelance staff

The Trustees are grateful for the commitment and hard work of Sally Heaven, Catherine Phillips, Nicky Blokhoff, Madalina Ciobanu, Katharine Quarmbly and Steve Rose in fulfilling training contracts and contributing to our projects, publications and websites.

6.5 Solicitor

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

7. FUNDING AND FINANCIAL MANAGEMENT

7.1 Funding

7.1.1 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.

7.1.2 The Trust is grateful to the University of the West of England for the provision of premises throughout the financial year.

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

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

7.2 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].

7.3 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'.

7.4 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

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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 £3,000 in reserves which should be enough to cover a move and basic running costs for three months.

7.5 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.

7.6 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.

7.7 Bankers

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

8. STATUS, AIMS AND OBJECTS

8.1 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.

8.2 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;

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- 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: 19/01/2015

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

I report on the accounts for the year ended 31 March 2014 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 144 of the Charities Act 2011 (the Charities Act)) and that an independent examination is required.

It is my responsibility to:

- examine the accounts under Section 145 of the Charities Act.
- to follow the procedures laid down in the General Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

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 130 of the CCharities Act; and
- to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the Charities 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:

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**Statement of financial activities (including Income and Expenditure Account)
for the year ended 31 March 2014**

	Notes	Unrestricted Funds 2014 £	Restricted Funds 2014 £	Total 2014 £	Total 2013
Incoming resources					
Incoming resources from generated funds					
Voluntary Income 7					
Donation		1,833	-	1,833	1,505
Interest received					
		-	-	-	-
Incoming resources from					
Charitable activities					
Grants and contracts		-	10,627	10,627	-
Fee and miscellaneous income		1,046	-	1,046	11,781
Total Incoming resources					
		2,879	10,627	13,506	13,285
Resources expended					
Cost of generating voluntary income	6	-	-	-	-
Charitable activities	6	4,020	1,610	5,630	12,871
Governance costs	6	300	-	300	300
Total Resources Expended					
		4,320	1,610	5,930	13,171
Net Incoming resources					
		(1,442)	9,017	7,575	115
Reconciliation of funds					
Total funds brought forward					
		9,873	-	9,873	9,758
Transfer between funds					
		-	-	-	-
Total funds at 31 March 2014					
		8,431	9,017	17,448	9,873

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Balance sheet as at 31 March 2014

		2014		2013
	notes	£	£	£
Tangible Assets	2		561	842
Current Assets				
Debtors and prepayments	3	-		60
Cash at bank and in hand		17,187		9,271
		17,187		9,331
Current liabilities				
Creditors amounts falling due within 12 months	4	(300)		(300)
Net current assets			16,887	9,031
Net assets			17,448	9,873
Unrestricted Funds				
General funds			5,943	7,385
Designated funds			2,488	2,488
Restricted Funds			9,017	-
Total Funds	5		17,448	9,873

For the year ending 31/03/14 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

Chair of Trustees

Forward Maisokwadzo

THE MEDIAWISE TRUST

Notes to the financial statements for the year ended 31 March 2014

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 2014) nor expenses in the year (£ nil 2014) for performing duties as trustees.

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Notes to the accounts for the year ended 31st March 2014

2 Fixed Assets

Tangible	Office Equipment
Cost	£
Balance brought forward	18,666
Additions	-
Disposal	-
	18,666
Depreciation	
Balance brought forward	17,824
Charge for Year	281
	18,105
Net book value at 31 March 2014	561
Net book value at 31 March 2013	842

3 Debtors

	2014 £	2013 £
Accounts receivable	-	420
Prepayment	-	-
	-	420

4 Creditors: amounts falling due within 12 months:

	2014 £	2013 £
Trade creditors	-	-
Other Creditors (Erich-Brost)	-	-
Accruals	300	300
Deferred income	-	-
	300	300

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Notes to the accounts for the year ended 31st March 2014

7 Trustees expenses	2014	2013
	£	£
Expenses paid to trustees for attending meetings	-	-

8 Employee information	2014	2013
The average number of employees from April 13 to the end of March 14 were	-	-

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

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Notes to the accounts for the year ended 31st March 2014

5 Movements in funds

	Balance 1st April 2013 £	Incoming Resources £	Outgoing Resources £	Balance Transfers £	Balance 31st March 2014 £
Unrestricted Funds					
Designated Funds					
LGBT	750	-	(250)	-	500
Other designated	1,250	-	-	1,750	3,000
General Funds	7,873	879	(2,675)	(1,750)	4,327
World Health Communication Ass	-	2,000	(1,395)	-	605
	9,873	2,879	(4,320)	-	8,431
Restricted Funds					
Ethical Journalism Network	-	10,627	(1,610)	-	9,017
LGBT	-	-	-	-	-
	-	10,627	(1,610)	-	9,017
Total Funds	9,873	13,506	(5,930)	-	17,448

Of the £2,879 unrestricted income for the year, £2,000 was from a contract with World Health Communication Association.

6 Total resources expended

	Charitable Activities		Governance		2014	2013
	Unrestrict	Restricted	Costs	Total	Total	Total
			£	£	£	£
Fees	1,658	1,610	-	3,268	8,956	
Travel	593	-	-	593	1,250	
Premises (incl services)	307	-	-	307	290	
Telephone	1,110	-	-	1,110	1,252	
Office	71	-	-	71	64	
Depreciation	281	-	-	281	281	
Trustee expenses	-	-	-	-	-	
Subscription	-	-	-	-	29	
Accountancy -other	-	-	300	300	300	
Miscellaneous	-	-	-	-	750	
	4,020	1,610	300	5,930	13,171	