

Company No: 03747192
Charity No: 1076002

THE MEDIAWISE TRUST

REPORT AND FINANCIAL STATEMENTS FOR THE

YEAR ENDED 31 MARCH 2015

E.R.I.S.A. Accounting Ltd
Certified Accountants
22 Stepney Walk
Bristol
BS5 9AX

THE MEDIAWISE TRUST
ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2015

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THE MEDIAWISE TRUST
CHARITY INFORMATION
FOR THE YEAR ENDED 31 MARCH 2015

Legal and Administrative Information

Charity Name:	The Mediawise Trust
Charity registration number:	1076002
Office address:	Unit 303, Deben House, 1-5 Lawrence Hill Bristol, BS5 0BY
Trustees:	Forward Maisokwadzo Christian van den Anker Bob Borzello David Baines Mohammed Elsharif Dr Lee Salter
Bankers	Yorkshire Bank 5 Northgate Street Gloucester GL1 2AH
Accountants	E.R.I.S.A. Accounting Ltd Certified Accountants 22 Stepney Walk Bristol BS5 9AX



The MediaWise Trust

Registered Charity No. 1076002 Limited Company No. 3747192

Advice, information, research and training on media ethics

**ANNUAL REPORT & ACCOUNTS
2014 – 2015**

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CHAIR'S FOREWORD

This been both a quiet and a busy year. Busy because it saw the launch of the so-called Independent Press Standards Organisation (IPSO) to replace the discredited Press Complaint's Commission (PCC) and the emergence of a rival in the Independent Monitor for the Press (IMPRESS). Both organisations have engaged the attention of the Director - forming relationships with bodies which may be the eventual port of call for complaints in what has become a more confusing scenario than before the Leveson Inquiry.

IPSO seems little more than a revised version of the PCC, still funded and thus ultimately controlled by the main publishing groups that have opted to largely ignore Lord Justice Leveson's recommendations and the all-Party-plus-Hacked-Off scheme for a Press Recognition Panel (PRP) defined under a Royal Charter. News UK (the Murdoch titles), the Telegraph Media Group, DMG Media (Associated Newspapers titles), Northern & Shell (the Express Group) and Mirror Group Newspapers are the driving force behind IPSO which now 'regulates' some 2,500 national and local print and online publications. *Daily Mail* editor Paul Dacre remains chair of the Editors' Code Committee.

IMPRESS is a valiant attempt to provide a more independent approach, wishing to comply with Leveson's recommendations and to seek the benefits of approval by the PRP - supposedly freeing its members from the risk of punitive damages and costs in libel and privacy actions under the Crime and Courts Act 2013. Supported by leading writers and for journalists and funded largely from grants and donations, IMPRESS is likely to attract smaller, independent publications. The big prize for IMPRESS would be to persuade the Guardian Media Group and Independent Print Ltd - which have opted to run their own internal companies systems - to join rather than concede to IPSO. However the government's reluctance to see newspapers that have joined a non-PRP approved regulator like IPSO risk punitive costs has undermined a key selling point for IMPRESS.

MediaWise has made plain its unhappiness with both the creation of IPSO and the Royal Charter route to press regulation, nonetheless we remain committed to providing a service to citizens affected by inaccurate, intrusive or otherwise unethical media coverage. In that spirit the Director has sought to build positive relationships with IPSO, IMPRESS and the PRP, while maintaining the Trust's independent position.

Ironically, the year has been quiet on the complaints front. It is difficult to say whether this has been because of general confusion about how to make complaints under the post-Leveson regime and to whom - both IPSO and IMPRESS require member publications to develop their own in-house procedures so complainants must first approach the offending publication, or whether it is because publicity around complaints has focused on Hacked Off, but MediaWise has received fewer complaints than in previous years.

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The temporary move of the Trust's office to UWE's Frenchay campus has also hampered our work, since in his role as a senior lecturer at the university, the Director is now based on a different campus. The Trust has now rented new premises at Unit 303, Deben House, 1-5 Lawrence Hill Bristol BS5 0BY, close to the city centre.

Our Administrator Wayne Powell has also found more permanent work at UWE. Nonetheless we continue to rely upon their goodwill and commitment and willingness to earn revenue by undertaking contracts. Clearly this situation is not sustainable without fresh sources of funding. If we are to survive, the coming year will be decisive.

Forward Maisokwadzo
Acting Chair

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1. ADVICE WORK

- 1.1 We continue to assist people with complaints about print and broadcast media. We have had far fewer approaches for assistance this year. Patterns have related themselves, with requiems for assistance in removing links to archive material on the web, and requests for advice about 'selling stories'. We have had approaches from prisoners and their families, including prisoners in foreign jails.
- 1.2 We have also dealt with a complaint against print and broadcast journalists for doorstepping the frightened neighbour of a terrorist. In the process we discovered that online syndication agencies are not covered by Ofcom even when they are selling on footage supplied by terrestrial broadcasters.

2. THE POST LEVESON REGULATORY REGIME

- 2.1 The Director has had dealings with both IPSO (the Independent Press Standards Organisation and IMPRESS the Independent Monitor for the Press, as well as taking part in the consultations organised by the Press Recognition Panel. His purpose has been to ensure that the role of MediaWise is properly understood, as well as to offer constructive criticism of the new bodies.
- 2.2 As part of this process he organised a debate between IPSO and IMPRESS at the University of the West of England, and a meeting between Bristol-based publications and IMPRESS Director Jonathan Heawood.
- 2.3 MediaWise also prepared a paper on Post-Leveson Press Regulation for the House of Lords Communications Select Committee in January 2015, although we were not called to give evidence.
- 2.4 The Director has met with Hacked Off on several occasions to clarify the roles of the different organisations and to try and avoid unnecessary duplication of effort. He made it clear that MediaWise does not seek publicity for its clients, but is happy to inform them about Hacked Off's work. It is clear that there are differences of view about how to tackle the faults of the post-Leveson system. Nonetheless we agreed that Hacked Off should advertise our advice services on its IPSO-Watch website.
<<https://ipsowatch.com/support-and-advice/>>
- 2.5 Mike Jempson, Wayne Powell were commissioned to produce a paper on the Post-Leveson regulatory regime for *The European Handbook on Media Accountability*, a newly-established academic publication.

3. PROJECTS

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

- 3.1.1 In November 2014 the Director took part in the Sanctuary Summit which gave rise to the Birmingham Declaration. There were calls for a revival of the RAM Project, but this time to include Migrants too.
<https://sanctuarysummit2014.wordpress.com/the-birmingham-declaration/>
- 3.1.2 Lack of resources prevented an immediate relaunch of the 'RAMM' Project, but the now defunct Exiled Journalists Network has donated £1,200 for that purpose.

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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 helped to conduct induction days for young journalists selected to cover the World Health Assembly in Geneva.

3.3 Diversity

- 3.3.1 The Director worked with award-winning Portuguese journalist Ana Cristina Pereira in the production of a bi-lingual handbook '*All the Voices: Diversity and the media*' published by the European anti-racism network SOS Racismo.
- 3.3.2 Our handbook on ethical coverage of Lesbian, Gay, Bisexual, Transgender and Intersex people and issues remained unfinished at the year end. '*Someday get over the Rainbow*' will now be published in 2015-16.
- 3.3.3 The Director conducted a training event in Sardinia for young journalists from across Europe looking at methods of countering hate speech.
- 3.3.4 He also took part in Council of Europe/IFJ workshops in Greece on methods of countering hate speech, for mid-career journalists from across Europe.

4. PUBLIC AFFAIRS

- 4.1 The Director continues to be called upon for comment on topical media issues, most often on local radio.
- 4.2 The Director has been providing advice to a new local publishing co-operative The Bristol Cable <https://thebristolcable.org/> which produces a bi-monthly print and online investigative paper. He has since been invited to join its board. He has accepted on the understanding that were MediaWise approached with a complaint about the paper, he would arrange for someone else to handle it for the Trust.

5. TRAINING

- 5.1 The Director has continued to provide training and editorial support for Lithuania's National Institute for Social Integration, and its Media4Change project.
- 5.2 He conducted a training event in Sardinia for young journalists from across Europe looking at methods of countering hate speech.
- 5.3 The Director also contributed to Council of Europe/IFJ workshops in Greece for mid-career journalists from across Europe on methods of countering hate speech.
- 5.4 The Director also undertook a capacity building programme for journalists in Moldova on behalf of the International Federation of Journalists.

6. PARTNERSHIPS

6.1 University of the West of England

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- 6.1.1 Our office and the MediaWise Research library were transferred to the French Campus of the University of the West of England in Bristol on the closure of the St Matthias Campus in Fishponds. UWE provided these premises free of charge for one year, for which we are most grateful. However the move made our resources largely inaccessible to UWE journalism students whose courses takes place on the Bower Ashton campus at the opposite end of the city.
- 6.1.2 The university continues to include MediaWise in promoting its journalism courses, but the change in location mean that we no longer have voluntary assistance from UWE students. There has been no response from the university to proposals for collaborative projects.
- 6.1.3 However we have continued to assist students with work placements, and once again organised opportunities for students to cover the World Health Assembly in Geneva as partners of World Health Communication Associates. This year students from UWE were joined by international students for Birmingham City University.
- 6.14 In January 2015 we organised the first ever debate between Matt Tee, newly the newly appointed Director of the Independent Press Standards Organisation and Jonathan Heawood Director of the rival IMPRESS, the Independent Monitor for the Press.

6.2 National Institute for Social Integration

- 6.2.1 The Director has continued to provide training and editorial support for Lithuania's National Institute for Social Integration, and its Media4Change project.

6.3 Ethical Journalism Network (EJN)

- 6.3.1 MediaWise was commissioned by the EJN to develop a comprehensive international database to assist media professionals in dealing with hate speech. The work was conducted in collaboration with the Media Diversity Institute.

7. MANAGEMENT, STAFF AND OPERATING POLICIES

7.1 Trustees

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

- Forward Maisokwadzo (Acting Chair)
- Christian van den Anker
- Bob Borzello
- David Baines
- Mohammed Elsharif
- 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 Director's post is now Honorary and part-time. Mike Jempson and the part-time Administrator Wayne Powell receive fees on a day rate basis for work done on paid contracts obtained by MediaWise.

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7.5 Solicitor

The Trust's honorary solicitor is Mark Stephens of Howard Kennedy, No. 1 London Bridge, London SE1 9BG.

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 the provision of premises on the Frenchay Campus throughout the financial year.

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

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 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 a 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 as the Trust is now operating with much reduced financial liabilities and with no contractual obligations to staff, a sum of £1,500 is held in reserve to cover basic running costs for three months and/or dissolution.

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

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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.

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: _____
Forward Maisokwadzo (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 2015 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:

The MediaWise Trust

Statement of financial activities (including Income and Expenditure Account) for the year ended 31 March 2015

	Notes	Unrestricted Funds 2015 £	Restricted Funds 2015 £	Total 2015 £	Total 2014
Incoming resources					
Incoming resources from generated funds					
Voluntary Income					
Donation	7	380	-	380	1,833
Interest received					
		-	-	-	-
Incoming resources from charitable activities					
Grants and contracts		-	2,500	2,500	10,627
Fee and miscellaneous income		-	1,200	1,200	1,046
Total Incoming resources		380	3,700	4,080	13,506
Resources expended					
Cost of generating voluntary income	6	-	-	-	-
Charitable activities	6	1,633	9,327	10,960	5,630
Governance costs	6	300	-	300	300
Total Resources Expended		1,933	9,327	11,260	5,930
Net Incoming resources		(1,553)	(5,627)	(7,180)	7,575
Reconciliation of funds					
Total funds brought forward		8,431	9,017	17,448	9,873
Transfer between funds		-	-	-	-
Total funds at 31 March 2015		6,878	3,390	10,268	17,448

The MediaWise Trust

Balance sheet as at 31 March 2015

	notes	2015 £	2015 £	2014 £
Tangible Assets	2		280	561
Current Assets				
Debtors and prepayments	3	-		-
Cash at bank and in hand		10,890		17,187
		<u>10,890</u>		<u>17,187</u>
Current liabilities				
Creditors amounts falling due within 12 months	4	(902)		(300)
			<u>9,988</u>	<u>16,887</u>
Net current assets			<u>9,988</u>	<u>16,887</u>
Net assets			<u>10,268</u>	<u>17,448</u>
Unrestricted Funds				
General funds			6,578	5,943
Designated funds			1,500	2,488
Restricted Funds			2,190	9,017
Total Funds	5		<u>10,268</u>	<u>17,448</u>

For the year ending 31/03/15 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

THE MEDIAWISE TRUST

Notes to the financial statements for the year ended 31 March 2015

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.

The MediaWise Trust

Notes to the accounts for the year ended 31st March 2015

2 Fixed Assets

Tangible	Office Equipment
Cost	£
Balance brought forward	18,666
Additions	-
Disposal	-
	<u>18,666</u>
Depreciation	
Balance brought forward	18,105
Charge for Year	281
	<u>18,386</u>
Net book value at 31 March 2015	<u>280</u>
Net book value at 31 March 2014	<u>561</u>

3 Debtors

	2015	2014
	£	£
Accounts receivable	-	420
Prepayment	-	-
	<u>-</u>	<u>420</u>

4 Creditors: amounts falling due within 12 months:

	2015	2014
	£	£
Trade creditors	-	-
Other Creditors	602	-
Accruals	300	300
Deferred income	-	-
	<u>902</u>	<u>300</u>

The MediaWise Trust

Notes to the accounts for the year ended 31st March 2015

7 Trustees expenses

	2015	2014
	£	£
Expenses paid to trustees for attending meetings	<u>-</u>	<u>-</u>

8 Employee information

	2015	2014
The average number of employees from April 14 to the end of March 15 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 2015

5 Movements in funds

	Balance 1st April 2013 £	Incoming Resources £	Outgoing Resources £	Balance Transfers £	Balance 31st March 2014 £
Unrestricted Funds					
Designated Funds					
LGBT	500	-	(500)	-	-
Other designated	3,000	-	-	-	3,000
General Funds	4,327	380	(828)	-	3,878
World Health Communication Ass	605	-	(605)	-	-
	<u>8,431</u>	<u>380</u>	<u>(1,933)</u>	<u>-</u>	<u>6,878</u>
Restricted Funds					
Ethical Journalism Network	9,017	1,200	(9,017)	-	1,200
LGBT	-	2,500	(310)	-	2,190
	<u>9,017</u>	<u>3,700</u>	<u>(9,327)</u>	<u>-</u>	<u>3,390</u>
Total Funds	<u>17,448</u>	<u>4,080</u>	<u>7,394 -</u>		<u>10,268</u>

6 Total resources expended

	Charitable Activities		Governance		2015	2014
	Unrestricted	Restricted	Costs	Total	Total	
	£	£	£	£	£	
Fees	253	9,017	-	-	9,270	8,956
Travel	243	-	-	-	243	1,250
Premises (incl services)	-	-	-	-	0	290
Telephone	1,095	-	-	-	1,095	1,252
Office	71	-	-	-	71	64
Depreciation	281	-	-	-	281	281
Trustee expenses	-	-	-	-	-	-
Subscription	-	-	-	-	-	29
Accountancy -other	-	-	300	300	300	300
Miscellaneous	-	-	-	-	-	750
	<u>1,943</u>	<u>9,017</u>	<u>300</u>	<u>11,260</u>	<u>13,171</u>	