



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

Advice, information, research and training on media ethics

ANNUAL REPORT & AUDITED ACCOUNTS 2006 – 2007

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The MediaWise Trust

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MediaWise Trustees' Report 2006 - 2007

Message from the Chair

Last year I wrote that we had a difficult time maintaining the service that MediaWise has brought people across the UK and worldwide for more than a decade. This past year has managed to trump it, with the harrowing reality that we had no money or means to pay our core staff, so we had to make them redundant.

Diane Kent, who was a tower of strength to the Trust for many years, is now working elsewhere and we all wish her well and accord her our thanks. Mike Jempson and Wayne Powell have not strayed far from us, with Mike taking on the mantle of Honorary Director and Wayne the enormous task of administration, research, development and keeping a close eye on Mike's diary.

They are being paid modest freelance fees and I am enormously grateful to them both for first of all wanting to continue to be involved; and secondly, to be producing a professional service that still, despite our financial calamity, is second to none – and leader in the field.

The Trustees offer their congratulations to our Director whose work in the field of media ethics was recognised by the University of Lincoln School of Journalism which appointed him as Visiting Professor in Media Ethics in October 2006, and by the National Union of Journalists which awarded him a Gold Badge at its 2006 Annual Delegate Meeting.

We would also like to thank Glenn Del Medico, who retired as a Trustee this year, for all his support and wise words over the last few years. Some of us were able to join the many hundreds of people who turned up for the memorial tribute to Naomi Sargant held in London in January 2007, a testimony to the enormous contribution she made to public life including the seven years she devoted to MediaWise as Vice-Chair.

All of us involved with the Trust work to make journalism better, both at home and abroad. I am more convinced than ever that the UK needs a strong voice committed to leading and acting to secure both this country and others develop and deliver ethical media.

During the year we witnessed the imprisonment of a journalist for intercepting private telephone messages, and the Information Commissioner released evidence that almost 350 journalists from 32 publications had obtained some 3,000 items of personal information by illegal means. Such invasions of privacy do little to enhance standards of journalism or the standing of journalists. These incidents gave rise to yet another enquiry by the House of Commons Culture Media and Sport Committee to whom MediaWise made a submission about reform of the regulatory system and was once again called to give expert evidence.

I had the privilege to represent MediaWise in Latvia last year. Over the past ten years, through my regular work, I have been able to witness the growth and development of the Baltic States, but in particular, Latvia. One key message from participants in the workshops led by our trainer, Rich Cookson, was that however far the journalists have travelled, they are still hungry for guidance and direct help to improve their profession.

MediaWise, with its unrivalled experience and knowledge of the industry is hungry to continue doing a difficult job well, but we need help to do it.

Charles FLETCHER MBE

Chair, MediaWise

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2 ACTIVITIES

2.1 Advice and advocacy

- 2.1.1 The Trust continues to provide free, confidential advice service to complainants, although there has been a significant drop in numbers to about one a week. For the second year running the majority have been from individuals and families caught up in media coverage of crime and criminal trials. In one case the children of a man who had just been given a jail sentence called from the family home which was surrounded by reporters and photographers, contrary to the PCC advice about 'media scrums'.
- 2.1.2 A worrying trend has been an increase in calls from people who have been contacted by freelancers, often from news agencies, seeking to persuade them to expand upon tragedy that has befallen them. There is a ready and growing market in popular magazines like *Bella*, *Chat*, *Full House*, *Love it*, *Real People*, *Take a Break* and *That's Life*, as well as some national papers, for 'personal accounts' of unusual or even relatively mundane events. Programmes such as ITV's *The Jeremy Kyle Show* have encouraged almost forensic exposure of the most intimate details of personal relationships, so it is not surprising that people become alarmed at the prospect of their lives being laid bare.
- 2.1.3 People who have experienced trauma and loss are often keen to ensure that others do not suffer similar pain, or injustice, and are open to persuasion that they SHOULD speak out. It is only then that they realise they may have lost control over how their story will be represented. In two cases we dealt with individuals had been told that just by agreeing to talk to one journalist they had entered into an exclusive contract and were not allowed to talk to anyone else for up to three months. In another, the freelance alerted other colleagues to a distressing, but newsworthy, story and the person felt obliged to speak to her 'friends' too.
- 2.1.4 The key question is whether the journalists involved had properly considered the human consequences of their actions. It is one thing to inveigle a politician into an unguarded remark, quite another to build a story around the distress of somebody who has no appreciation of the power of the media. In one of the cases noted above, a no doubt well-meaning national newspaper journalist constructed a major feature around cuttings from other publications rather than speaking to the family concerned. One result was a suicide threat and a family estrangement.
- 2.1.5 There has been an upsurge in stories that appear to blame 'foreigners', 'immigrants', and the influence of Islam for many of Britain's social ills. At a time of heightened awareness about security issues, the media have to be extremely careful about pandering to prejudice. This is not a matter of 'political correctness', but of accurate, fair and responsible reporting. We were approached for assistance by a man who felt he had been subjected to an undercover 'sting' operation by a leading newspaper looking for a new 'hate figure' to replace the jailed Abu Hamza. His case was rejected by the PCC, but it revealed that this 'fishing expedition' had been undertaken without challenging the motives of those who had 'fingered' the target. The temptation to believe they have a scoop rather than sifting all the evidence with a healthy dose of scepticism, remains one of the biggest traps for journalists.
- 2.1.6 Making stories up, and breaking the law in furtherance of your own career, should be anathema to all self-respecting journalists. The jailing of *News of the World* Royal Editor Clive Goodman and his accomplice Glenn Mulcaire for illegally

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intercepting private phone messages should put a stop to a practice which the Information Commissioner's report *What Price Privacy?* demonstrated has become commonplace. These serious incidents should also be a reality check for the PCC, which for years has ignored MediaWise warnings that dubious journalistic techniques are at least as damaging as dodgy headlines – preferring to accept the denials of editors rather than the complaints of those who know their telephone, banking and other private records have been accessed illicitly.

- 2.1.7 Although 'complaints work' has become a relatively minor aspect of the Trust's work, it remains an important core service which takes priority. At the year end we received a generous donation from the Camden Trust to continue supplying free advice with a 24-hour helpline.

2.2 Consultancies and training

- 2.2.1 In addition to the contracts outlined is the report on MediaWise project activities, MediaWise contributed to the John Smith Memorial Trust leadership Fellows weekend, and ran training events for a unique gathering of graphologists in March 2007.
- 2.2.2 In May 2006 the Chair Charles Fletcher and MediaWise trainer Rich Cookson delivered a short course on investigative journalism with the Latvian Centre for Human Rights in Riga.
- 2.2.3 In the same month the Director contributed to a media conference in Vienna on Racism and Xenophobia, as part of the continuing efforts of the EC initiative EuroMed to build links between media professionals around the Mediterranean. He later attended a conference on Training and Protecting Journalists in the Arab World organised by Free Voice in The Hague, both of which may open up new opportunities for the Trust.
- 2.2.4 The Director attended a meeting organised by the British Council to review its publication *British Muslims: Media Guide*, and was subsequently commissioned by the Organisation for Security and Co-operation in Europe (OSCE) to assist in developing similar guides for media professionals in other European countries.
- 2.2.5 During the year the Director was commissioned by the International Federation of Journalists to develop and deliver a capacity building programme for the Belarus Association of Journalists (BAJ) which operates under repressive media laws. The project involves workshops in Minsk, Moscow, Kiev and Vilnius and the production of handbooks and training manuals, and looks set to continue into 2008.
- 2.2.6 In March 2007 the Director spoke about the role of MediaWise at an international conference on Media Accountability Systems at Kalmar University, Sweden.
- 2.2.7 MediaWise has been developing its links with the Media Diversity Institute, and in November ran a Training of Trainers weekend to expand the network of journalist-trainers available to both organisations.
- 2.2.8 The Director has also continued discussions with representatives of the Gypsy and Traveller community to develop training partnerships, and with the South Asia Media Development Association to develop practical workplace training for recent graduates from the subcontinent.

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- 2.2.9 At the year end the Trust was confident of contracts with UNICEF Kyrgyzstan, Headline (Ireland) and the Ormiston Trust, in addition to ongoing project work.

2.3 Media coverage

- 2.3.1 During the period MediaWise has attracted considerable media attention in the UK and internationally, especially through its distribution of Editorial comments on topical media ethics issues which are regularly re-circulated by other networks. One editorial was converted into a longer piece for a Canadian university website.
- 2.3.2 The Director has been interviewed on the BBC local and national radio, for Colourful Radio, RAI TV in Italy, and by journalists from Bosnia, Denmark, Finland, Norway, South Africa and Sweden.
- 2.3.3 The work of MediaWise was featured strongly in Tony Harcup's new textbook *The Ethical Journalist*, and in articles for *The Journalist* and *Ethical Space*.
- 2.3.4 Articles by or about MediaWise appeared in the *Press Gazette*, *Broadcast*, *Bristol Evening Post*, *Third Sector* and the *Royal Society of Arts Journal*.

2.4 Public affairs

- 2.4.1 In June 2006 the Editor's Code Committee announced a change in their Code of Practice warning of the risk of detailing suicide methods, a matter on which MediaWise has campaigned for a number of years.
- 2.4.2 In February 2007 MediaWise made a submission to the UK Home Office on reform of the law on media payments to criminals, entitled '*Who Pays the Piper...*', and to the Culture, Media & Sport Select Committee enquiry into Self-regulation of the Press; *Watching the Watchdog* called for reform of the regulatory system to match an era of multi-platform, cross-media ownership. In March the Director was invited to give oral evidence to the Committee, whose report is scheduled for publication in July 2007.
- 2.4.3 The Director and Dr Ibrahim Seaga Shaw of the Exiled Journalists' Network attended the International Press Institute Annual Conference in Edinburgh.
- 2.4.4 During the year MediaWise gave lectures or ran workshops for students at the University of the West of England, Newcastle University and University College Falmouth, and the Director contributed to 'Ethical Shadows on Communications', a conference for sixth formers organised as part of the Aga Khan Education Board's annual Contemporary Conversations series.
- 2.4.5 The Director also attended the NUJ's 'Journalism & Law: New Threats and Challenges' conference in Dublin, looking at the threat of a Privacy Law being tagged onto plans for a new Press Council for Ireland.

2.5 Websites

- 2.5.1 The MediaWise website www.mediawise.org.uk has continued to grow, with more pages and links. Our occasional Editorial Bulletin now reaches over 1,500 media and academic contacts in over 50 countries.
- 2.5.2 The number of pages accessed on our website has averaged 30,000 per month. The highest number was in March 2007, which saw nearly 39,000 pages viewed.

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- 2.5.3 The most downloaded documents in the last year have been *Covering Suicide Worldwide* and *The Media and Children's Rights*, which are each downloaded around 20 times a day. The *Exiled Journalists in Europe report*, our *Chequebook journalism* Briefing Paper and our guidance leaflets on reporting suicide (in English, Spanish and French) and on reporting refugees and asylum seekers are also popular.
- 2.5.4 Visitors to the RAM Project website continues to attract visitors but not at the 10,000 a month level of the previous year. It is no longer updated, and traffic has transferred to the Exiled Journalists' Network website (www.exiledjournalists.net) which doubled its number of monthly visitors to over 4,000 by early 2007.

3. PROJECTS

3.1 Children and the Media

- 3.1.1 MediaWise continued to supply training programmes about reporting children, and children's participation in the media.
- 3.1.2 In June 2006 the Director and MediaWise trainer Arjum Wajid ran workshops and made presentations at the first ever Youth Media Development Forum organised by Plan International in Bamako, Mali. Future collaborations with Plan are under discussion.
- 3.1.3 In July 2006 MediaWise trainers Maisha Frost and Arjum Wajid delivered a week-long training programme, with teenage journalists in Tehran, organised by UNICEF and *Hamshahri Mahaleh*, a leading newspaper. This resulted in publication of the first-ever children's supplement in Iran.
- 3.1.4 In September the Director was commissioned by UNICEF to conduct a 2 week consultancy in Tbilisi, Georgia to introduce Reporting Children into the curriculum of the State University and the Caucasus Media Development Institute.
- 3.1.5 The Director was also commissioned by Reuter's AlertNet website to produce guidelines on *Reporting Children in Crises*, and by the Child Rights Information Network to produce a *Talking to Journalists* kit for NGOs working with children who were to attend a session of the UN Committee on the Rights of the Child in Geneva.
- 3.1.6 In February 2007 MediaWise trainer Arjum Wajid delivered a regional workshop for media professionals on furthering children and women's human rights in South and Central Asia, in Kathmandu, Nepal sponsored by Save the Children and UNIFEM. Subsequently MediaWise was asked to partner a new media development project in Nepal.
- 3.1.7 In March 2007 the Director contributed two workshops on Children's Radio and Making News for Children at the Fifth World Summit on Children & the Media in South Africa, which attracted 1,000 delegates and was attended by 300 children. The Director also attended the launch in Alexandra township of a children's film project linked to the World Cup.

3.2 Health and the Media

- 3.2.1 MediaWise has continued to work with World Health Communications Associates on aspects of health reporting.

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- 3.2.2 In May the Director attended the first annual meeting of the World Health Editors' Network in Geneva, and subsequently MediaWise has entered into an agreement to provide the Secretariat to the World Health Editors Network (WHEN) on a trial basis during 2007.
- 3.2.3 Publication of the handbook we devised for WHCA on reporting HIV & AIDS has been delayed.

3.3 Journalism and Public Trust

- 3.3.1 During the year Cardiff University School of Journalism and Nick Davies of *The Guardian* have been conducting research about the impact of structural changes in the news industry over the last 25 years as part of a joint project with MediaWise, with funding from the Joseph Rowntree Charitable Trust.
- 3.3.2 Nick Davies' book is now scheduled for publication in February 2008; this will coincide with publication of a joint MediaWise/Cardiff University report and a series of extracts in *The Guardian*.
- 3.3.3 In conjunction with the SS Robin Trust, MediaWise also launched 'Journeys into Journalism' a pilot series of early evening 'conversations' about media ethics on board the SS Robin in Canary Wharf, London. In the first MediaWise Trustee and former BBC political correspondent Nick Jones spoke about 'Leaks, lies and tip-offs'. In the second Montenegrin charity worker Sinisa Nadazdin discussed his experience of being libelled by the *Sunday Mirror*, which had claimed he was a child trafficker. No decision has yet been taken as whether the series will be continued in 2007.
- 3.3.4 The Director participated in the Media Corporate Social Responsibility Forum in December 2006 to discuss MediaWise proposals earlier presented to the All Party Parliamentary Committee on the topic. He was also among a group of media executives, politicians and academics who discussed ways of improving relationships between parliament and the media, at St George's, Windsor.

3.4 Refugees, Asylum seekers and Media (RAM) Project/Exiled Journalists' Network

- 3.4.1 Although formal work on the RAM Project ended when funding ran out in 2005, we have continued to keep a watching brief on coverage of the issues in the UK media, and are frequently asked to speak on the topic, and we continue to deal with a number of media and student enquiries.
- 3.4.2 In January 2007 the Director addressed students in London from New York University's Transnational Communities and Media Cultures course, on UK coverage of minorities. This is expected to become an annual event.
- 3.4.3 In February 2007 MediaWise ran a workshop about coverage of asylum and refugee issues as part of the Children's Society programme for young refugees in East London.
- 3.4.4 The results of our collaboration with the Information Centre on Asylum and Refugees (ICAR) examining the impact of PCC guidance on media coverage were eventually published by the Home Office in March 2007.

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- 3.4.5 The MediaWise film *On the Receiving End: Exiled journalists speak out* continues to be shown widely, and MediaWise again contributed to a number of events in the UK during Refugee Week.
- 3.4.6 The Director also addressed an international conference in Brussels about media coverage of minorities. *Them & Us: Moving Beyond Clichés* was organised by The Annenberg School for Communication, the American Embassy, the Free University of Brussels, and the University of Ghent and Leuven.
- 3.4.7 The Exiled Journalists' Network (EJN) now handles much of the work that MediaWise initiated, and remains based in our new office suite at the University of the West of England. RAM Project Communications Officer Forward Maisokwadzo was appointed Co-ordinator of the EJN, and MediaWise is represented on the EJN Board by the Director who was elected EJN Treasurer.
- 3.4.8 Forward Maisokwadzo is on the judging panel of the Mayor of London's Reporting Asylum: Local Press Awards. The EJN website www.exiledjournalists.net and *EJNews* have effectively replaced the RAM Project website www.ramproject.org.uk and the *RAM Bulletin* as the main outlets for information about this area of our concerns.
- 3.4.9 MediaWise is supporting the EJN's Press Freedom Forum, an annual event focussing on the problems faced by journalists in repressive regimes (Ethiopia in 2006; Sri Lanka in 2007), and the EJN's plans for a Press Freedom House – a short-term hostel for newly exiled journalists which has won backing from many of the UK's media organisations.
- 3.4.10 The Director has also been advising on the production of *Haven*, a new magazine by and for refugees, developed by EJN board member Gordon Hurd.

3.5 Suicide and the Media Project

- 3.5.1 During the year work was completed on a study about the efficacy of media guidelines on reporting suicide, as part of the Shift Stigma programme run by the National Institute for Mental Health in England (NIMHE). The report *Sensitive Coverage Saves Lives* was delayed and is scheduled for publication in June 2007.
- 3.5.2 Work has continued on our partnership project with the Centre for Policy Alternatives in Sri Lanka, reviewing post-tsunami suicide coverage and the final report is scheduled for publication in late 2007.
- 3.5.3 In October 2006 MediaWise co-sponsored the Suicide & the Media Symposium, at the National Cheng Chi University, Taipei - the first of its kind in Taiwan. During a 10 day visit to Taiwan the Director also made presentations on *Suicide Coverage & Media Ethics* to Mass-communication students at Chang Jung Christian University, Tainan; Communication Management students at Nanhua University; Dept of Communication students at the National Chung Cheng University, Chia Yi; and Dept of Communication students at the Tzu-chi Buddhist University in Hualien.
- 3.5.4 His trip included media interviews and discussions with suicide prevention agencies about the role of the media and the value of guidelines produced by journalists. He spoke with faculty members at each institution about the work of MediaWise with faculty members. Since then a new Research Unit in Media Ethics has been established at the National Cheng Chi University, Taipei.

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- 3.5.5 Plans for follow-up activities in Taiwan remain unconfirmed, but the impact of the project is expected to be demonstrated in an improvement in the sensational coverage of suicide which has caused alarm in the past.
- 3.5.6 The Director also made a presentation about reporting of suicide and mental health issues at the *Use of Language in the Media* conference organised by the Care Services Improvement Partnership in Newcastle.
- 3.5.7 Discussions with the newly established Headline Media Monitoring in Dublin have opened up opportunities to deliver training on suicide coverage in the Republic of Ireland.

4. STATUS, AIMS AND OBJECTS

- 4.1 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.
- 4.2 In the course of the year the Trust changed its registered office to Canon Kitson, University of the West of England, Oldbury Court Road, Bristol BS16 2JP. We moved in June 2006 to offices on the St Matthias Campus in Fishponds, with the Exiled Journalists' Network and members of the Cultural Studies faculty.
- 4.3 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.

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- 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.

5. MANAGEMENT, STAFF AND OPERATING POLICIES

5.1 President

Sir Louis Blom Cooper

5.2 Trustees

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

Charles Fletcher MBE (Chair)

Prof. Naomi Sargant (Deputy Chair, deceased July 2006)

Amanda Williams (Treasurer)

Fareena Alam

Bob Borzello

Glenn Del Medico (retired March 2007)

Prof. Roy Greenslade

Jocelyn Hay CBE

Pat Healy

Nicholas Jones

Stephen Jukes

Jim Latham

Desiree Ntolo

5.3 Management

Day-to-day management of the Trust's activities is the responsibility of the Director and Company Secretary Mike Jempson, who reports directly to the Board, which met on four occasions during the year.

5.4 Trust staff

Director: **Mike Jempson** (Full time until June 2006, part-time since then)

Associate Directors: **Charlotte Barry** (Part time, 10%)

Terry Williams (Part time, 10%)

Administrator: **Diane Kent** (Full-time until July 2006)

Research Assistant: **Wayne Powell** (Full-time until June 2006, part-time since then)

Book-keeper: **Selman Seshi** (Part-time, 10%)

5.5 Freelance staff

The Trustees are grateful for the continued commitment and hard work of freelance journalists Charlotte Barry, Rich Cookson, Maisha Frost, Besim Gerguri, Bill Norris, Arjum Wajid and Terry Williams in fulfilling training contracts and contributing to our projects, publications and websites. We are especially pleased that so many members of the Exiled Journalists' Network have been able to undertake commissions for the Trust. The Trustees would also like to thank the Chair for donating his services as a trainer without payment.

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6. FUNDING AND FINANCIAL MANAGEMENT

6.1 Funding

6.1.1 It has been a poor year for the Trust financially. Soon after our move to the University of the West of England, financial constraints led to the loss of Diana Kent who has been the mainstay of the Trust's administration for many years. Researcher Wayne Powell and the Director Mike Jempson were laid off as full-time employees but continue to serve on a part-time basis on retainers.

6.1.2 The Trustees would like to thank the Open Society Foundation, which stepped in with a significant contribution to core funding allowing the Trust to continue with its international work, and the Camden Trust which provided a grant to cover the cost of providing our free advice service. Otherwise survival has depended upon earnings from training commissions and project funding.

6.1.3 The Trust ended the year with more substantial reserves than anticipated, allowing us to continue with confidence into another busy year, but relying upon voluntary efforts of our former staff and their capacity to bring in work that will cover their retainers.

6.2 Project Funding

6.2.1 The Trustees are grateful to those who financed our work during the year particularly the Open Society Foundation, the Joseph Rowntree Charitable Foundation and Syngenta.

6.2.2 We are also pleased to have been able to undertake contracts for the UNICEF, the Shift Stigma Programme and World Health Communications Associates.

6.3 Solicitor

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

6.4 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].

6.5 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, including reducing staff time and diversification of funding and activities. 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.

6.6 Reserves Policy

The Trustees have an established 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 currently equates to £20,000 in

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general funds. At this level, the Trustees believe that they would be able to continue the current activities of the charity even in the event of a significant drop in future funding. At the financial year end the free reserves amount to **£31,619**, and initiatives have been set in motion to develop new funding streams, and new activities are undertaken only when funding is available.

6.7 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.

6.8 Auditor

The Trust's auditor is R.J.R. (Dick) Maule, BA FCA, of Bristol Community Accountants, 12 Picton Street, Bristol BS6 5QA. In accordance with Section.384 of the Companies Act 1985, Dick Maule has expressed his willingness to be reappointed as auditor at the forthcoming Annual General Meeting.

6.9 Bankers

The Trust's bankers remain the Yorkshire Bank, 5 Northgate Street, Gloucester GL1 2AH.

7. AUDITED ACCOUNTS *(Attached)*

Signed on behalf of the Trustees:



Charles Fletcher MBE (Chair)

Date:

10-01-08

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Independent Auditor's Report to the members of The MediaWise Trust

I have audited the financial statements of The MediaWise Trust for the year ended 31st March 2007 which comprise of the Statement of Financial Activities, the Balance Sheet and the related notes. These financial statements have been prepared under the accounting policies set out therein (and the requirements of the Financial Reporting Standard for Smaller Entities²).

This report is made solely to the charity's members, as a body, in accordance with Section 235 of the Companies Act 1985. My audit work has been undertaken so that I might state to the charity's members those matters I am required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's members as a body, for my audit work, for this report, or for the opinions I have formed.

Respective responsibilities of trustees and auditors

As described in the Statement of Trustees' Responsibilities the trustees (who are also the directors of The MediaWise Trust for the purposes of company law) are responsible for the preparation of the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

My responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

I report to you my opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. I report to you whether in my opinion the information given in the Trustees' Annual Report is consistent with the financial statements. I also report to you if, in my opinion, the charity has not kept proper accounting records, if I have not received all the information and explanations I require for my audit, or if information specified by law regarding trustees' remuneration and transactions is not disclosed.

I read the Trustees' Annual Report and consider the implications for my report if I become aware of any apparent misstatements within it.

Basis of audit opinion

I conducted my audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the charity's circumstances, consistently applied and adequately disclosed.

I planned and performed my audit so as to obtain all information and explanations which I considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming my opinion I also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In my opinion:

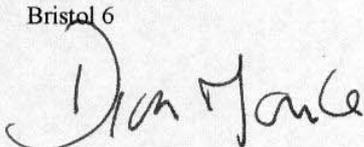
- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice [for Smaller Entities] of the state of the charity's affairs as at 31st March 2007, and of its incoming resources and application of resources, including its income and expenditure, in the year then ended;
- the financial statements have been properly prepared in accordance with the Companies Act 1985; and
- the information given in the Trustees' Annual Report is consistent with the financial statements.

Dick Maule

Chartered Accountant and Registered Auditor
10 Picton Street
Bristol 6

dated:

17.1.08



(13)

MediaWise Trustees' Report 2006 - 2007

The MediaWise Trust

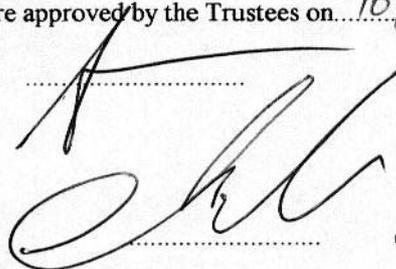
Balance Sheet as at 31st March 2007

		2007		2006	
	Notes	£	£	£	£
Tangible assets	(2)		4,730		6,306
Current assets					
Debtors and prepayments	(3)	5,550		13,493	
Cash at bank and in hand		<u>49,300</u>		<u>93,648</u>	
		54,850		107,141	
Current liabilities					
Creditors: amounts falling due within 12 months	(4)	<u>(7,771)</u>		<u>(49,363)</u>	
Net Current assets			<u>47,079</u>		<u>57,778</u>
Net assets			<u>51,809</u>		<u>64,084</u>
Unrestricted funds					
General funds			18,809		44,084
Designated funds			20,000		20,000
Restricted funds			<u>13,000</u>		<u>-</u>
Total Funds	(5)		<u>51,809</u>		<u>64,084</u>

The financial statements have been prepared in accordance with the special provisions of part VII of the Companies Act 1985 relating to small companies.

These financial statements were approved by the Trustees on... *10/01/08*

On behalf of the Trustees



 dated:-

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Statement of Financial Activities [including Income and Expenditure Account]
for the year ended 31st. March 2007

	Notes	Unrestricted Funds 2007 £	Restricted Funds 2007 £	Total 2007 £	Total 2006 £
Incoming resources from generated funds					
<i>Voluntary income</i>					
Donations		117	-	117	467
Interest received		1,921	-	1,921	1,357
Incoming resources from charitable activities					
Grants and contracts		19,987	88,596	108,583	178,511
Fee and miscellaneous income		<u>25,432</u>	<u>-</u>	<u>25,432</u>	<u>78,675</u>
Total Incoming Resources		<u>47,457</u>	<u>88,596</u>	<u>136,053</u>	<u>259,010</u>
Resources expended					
Cost of generating voluntary income	[6]	-	-	-	4,313
Charitable activities	[6]	66,794	75,596	142,390	221,359
Governance costs	[6]	5,939	-	5,939	14,343
Total Resources Expended		<u>72,733</u>	<u>75,596</u>	<u>148,329</u>	<u>240,015</u>
Net incoming resources		(25,276)	13,000	(12,276)	18,995
Reconciliation of funds					
Total funds brought forward		64,084	-	64,084	45,089
Total funds at 31st. March 2007		<u><u>38,809</u></u>	<u><u>13,000</u></u>	<u><u>51,809</u></u>	<u><u>64,084</u></u>

MediaWise Trustees' Report 2006 - 2007

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Notes to the accounts for the year ended 31st March 2007

(1) Principal Accounting Policies

The principal accounting policies adopted in the preparation of the financial statements are set out below and have remained unchanged from the previous year.

(a) Basis of accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Companies Act 1985 and the Statement of Recommended Practice: Accounting and Reporting by Charities issued in March 2005.

(b) Fund accounting

[i] Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

[ii] Designated funds are unrestricted funds earmarked by the Management Committee for particular purposes.

[iii] Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

(c) Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income.

[i] Voluntary income is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.

[ii] Donated services and facilities are included at the value to the charity where this can be quantified.

[iii] The value of services provided by volunteers has not been included in these accounts.

[iv] Investment income is included when receivable.

[v] Incoming resources from charitable trading activity are accounted for when earned.

[vi] Incoming resources from grants, where related to performance and specific deliverables, are accounted for as the charity earns the right to consideration by its performance.

(d) Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered

[i] Costs of generating funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes.

[ii] Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them

[iii] Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity.

[iv] All costs are allocated between the expenditure categories of the SoFA on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned on an appropriate basis.

(e) Fixed assets

Fixed assets are written off over the expected useful life of the asset using the reducing balance basis at 25% per annum.

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Notes to the accounts for the year ended 31st March 2007

(2) Fixed Assets

Tangible	Office Equipment £
Cost	
Balance brought forward	18,666
Additions in the year	-
	<u>18,666</u>
Depreciation	
Balance brought forward	12,360
charge for the year	1,577
	<u>13,937</u>
Net book value at 31st March 2007	<u>4,730</u>
Net book value at 31st March 2006	<u>6,306</u>

(3) Debtors

	2007 £	2006 £
Accounts receivable	5,070	13,151
Sundry debtors	<u>480</u>	<u>342</u>
	<u>5,550</u>	<u>13,493</u>

(4) Creditors: amounts falling due within 12 months

Trade creditors	388	5,270
Tax and social security	-	1,872
Deferred income	5,000	34,111
Sundry creditors	<u>2,383</u>	<u>8,110</u>
	<u>7,771</u>	<u>49,363</u>

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Notes to the accounts for the year ended 31st March 2007

(5) Movements in funds

	Balance 1st. April 2006 £	Incoming Resources £	Outgoing Resources £	Balance Transfers £	Balance 31st. March 2007 £
Unrestricted funds					
Designated Funds					
Reserve Fund	20,000	-	-	-	20,000
General Fund	<u>44,084</u>	<u>47,457</u>	<u>(72,733)</u>	-	<u>18,809</u>
	<u>64,084</u>	<u>47,457</u>	<u>(72,733)</u>	-	<u>38,809</u>
Restricted funds					
J.P.T.	-	49,047	(49,047)	-	-
S.A.M.P.	<u>-</u>	<u>39,549</u>	<u>(26,549)</u>	-	<u>13,000</u>
	<u>-</u>	<u>88,596</u>	<u>(75,596)</u>	-	<u>13,000</u>

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Notes to the accounts for the year ended 31st March 2007

(6) Resources expended

	Charitable Activities £	Governance Costs £	Total 2007 £	Total 2006 £
Wages	30,175	-	30,175	96,364
Fees	28,091	-	28,091	57,036
Non capitalised equipment	30	-	30	1,374
Travel	18,172	-	18,172	26,707
Telephone	7,598	-	7,598	5,914
Office	6,010	-	6,010	11,598
Premises	7,185	-	7,185	10,551
Mail/distribution	-	-	-	1,986
Recruitment	-	-	-	920
Print, post and stationery	1,945	-	1,945	5,445
Publication costs	1,223	-	1,223	822
Events	430	-	430	7,947
Audit	-	1,009	1,009	1,000
Auditor's fees for accountancy	-	400	400	410
Accountancy [other]	-	3,016	3,016	2,704
Advertising and marketing	275	-	275	4,124
Training	-	-	-	938
Volunteer expenses	-	-	-	110
Trustees expenses	-	1,514	1,514	1,963
Research and publications	396	-	396	-
Cardiff Research project	39,282	-	39,282	-
Depreciation	1,577	-	1,577	2,103
	<u>142,390</u>	<u>5,939</u>	<u>148,329</u>	<u>240,015</u>

(7) Trustees expenses

Expenses paid to trustees for attending meetings	<u>1,514</u>	<u>1,963</u>
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MediaWise Trustees' Report 2006 - 2007

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Notes to the accounts for the year ended 31st March 2007

	2007	2006
(8) Employee information		
The average number of workers were	3	4
No employee received emoluments of more than £50,000.	<u> </u>	<u> </u>
	£	£
Salaries and wages	27,801	87,605
Social security costs	<u>2,374</u>	<u>8,759</u>
	<u>30,175</u>	<u>96,364</u>

(9) Analysis of net assets between funds

	General	Designated Restricted		Total
	Funds	Funds	Funds	
	£	£	£	£
Tangible fixed assets	4,730	-	-	4,730
Current assets	21,850	20,000	13,000	54,850
Current liabilities	<u>(7,771)</u>	<u>-</u>	<u>-</u>	<u>(7,771)</u>
Net assets at 31st March 2007	<u>18,809</u>	<u>20,000</u>	<u>13,000</u>	<u>51,809</u>