



The MediaWise Trust

Registered Charity No. 1076002 Limited Company No. 3747192

Advice, information, research and training on media ethics

ANNUAL REPORT & ACCOUNTS 2008 – 2009

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The MediaWise Trust
University of the West of England
Oldbury Court Road, Bristol BS16 2JP

1. Message from the Chair

THERE are many people attached to our charity, MediaWise. Those of us who are working directly in Bristol and the members of the Board scattered across the UK.

We have one clear vision: to help make journalism better. Simply put, that means better-serving the people that read, watch and listen to our media; it means helping to train journalists to do their job better; and at our core, helping people from all walks of life get a better, fairer treatment and voice in the print and broadcast media.

We were established to provide support for people who had been unfairly treated or tarnished by the media. It's a free service – it always was – and today, we continue to take calls and emails from ordinary people across the country and overseas, seeking help and advice.

There is a key foundation at MediaWise: we actually really care about the quality of reporting across all platforms.

In the UK, we like to believe our media is the best in the world. It's among the best. It could be better. That's why MediaWise, with its partners, is determined to continue to support victims of shoddy journalism and we'll speak out when we have to criticise – or to praise.

That MediaWise continues to have considerable impact in the UK and around the world is very clearly due to the leadership, professionalism and deep-rooted care of our Director, Mike Jempson. We are pleased that he has again been re-elected as vice-chair of the NUJ Ethics Council.

Back at the office, Wayne Powell provides invaluable research, administrative and web support. He is the first line in handling complaints from those that feel they have been wronged.

On behalf of the Board, my thanks to you both.

Who'd want to come into journalism today, when agencies, newspapers, radio and television stations are shedding so many jobs. Guess what? Lots of young people who are committed to the profession and are determined to shine.

So, over the coming year, one of our commitments will be to help develop and nurture that talent and to support it. We can't recruit, but we can advise and assist and encourage. We can offer training across all platforms across the UK.

Help us spread the message of better journalism. Better still, let's insist on it.

Charles FLETCHER MBE
Chair, MediaWise

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MediaWise commended

Two MediaWise projects have been included as exemplars of good practice in a European Commission report *Media4 Diversity: Taking the pulse of Diversity in the Media* published by the Directorate-General for Employment, Social Affairs and Equal Opportunities. <See <http://tinyurl.com/yhpvtxq>>

The RAM Report, detailing the aims, content, development, financing and management of the Refugees, Asylum-seekers and the Media (RAM) Project which ran from 1999-2005, was one of only 30 'best practice' projects selected from across Europe.

Our joint publication with UNICEF *The Media and Children's Rights*, first published in 1999 with a second edition in 2005, was one of the key texts selected for the resource section of the report.

2. Advice and advocacy

- 2.01 The Trust continues to provide a free, confidential advice service to complainants thanks to a donation from the Camden Trust. Requests for advice come at all hours of the day and night and every day of the week. Thankfully the volume remains low, averaging one a week, but often simply listening and reassuring people can take hours of patient contact even if, in the end, there is no substantive complaint to be pursued.
- 2.02 Once again this year we have had many enquiries from families of prisoners in the UK and overseas, concerned about the impact of publicity on their children, for example, starting from the moment when the address of a defendant is published. They also express bewilderment about coverage devoted to the impact of crime upon the victims. This can be a highly sensitive area. We remind them that the victims have every right to tell their side of the story – in 'human interest' magazines, for example – although there appears to be little public appetite for stories about the impact of crime and imprisonment on innocent members of the convict's family. We point out that seeking to put right what might appear to others to be minor inaccuracies may be counter productive if they wish the family to stay out of the spotlight. Having learned that anything and everything reported in court may be reported and must be reported accurately, some find it hard to take that there appears to be no obligation to double-check on claims made outside the court, or when 'true life' stories appear much later. Ethical considerations around the reporting of crime and the burgeoning market in human interest magazines are both areas worthy of further research.
- 2.03 Meanwhile the number of complaints to the Press Complaints Commission (PCC) continues to increase, indicative in part of better awareness of the PCC and its much improved website.
- 2.04 After many years of campaigning around this issue, MediaWise was pleased to see that the PCC at last taking the issue of media coverage of suicide seriously. In a series of rulings it censured over a dozen newspapers for suicide coverage, ran a

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seminar on the issues and devoted a section of its annual report to the topic. As ever, it appears that it requires human tragedy rather than gentle prompting to effect a change in attitude.

- 2.05 The appointment of a new Chair to the commission was accompanied by promise of a review of governance at the PCC to which MediaWise will contribute.
- 2.06 Although not approached directly by the protagonists, MediaWise was highly critical of continuing coverage surrounding the disappearance of Madeleine McCann, and in particular the eleven British newspapers with a combined readership of 50 million that between them published over 100 stories based around false allegations that Robert Murat, Sergey Malinka, and Michaela Walczuch were liars who might have been involved in paedophilia and child abduction. In our view their award for damages of some £800,000 was inadequate to the enormity of the injustice done to them by the *Daily Mail*, *Evening Standard*, *Metro*, *Daily* and *Sunday Express* and *Daily Star*, the *Sun* and *News of the World*, and the *Daily* and *Sunday Mirror*.
- 2.07 The £60,000 awarded to Formula One boss Max Mosley against the *News of the World* sparked fresh controversy about the role of the courts in extending the right to privacy. MediaWise was one of the few voices pointing out that Mr Justice Eady had found against the newspaper not because he was condoning Mosley's sexual proclivities, but because the *NoW* had applied dubious tactics in their 'investigation' and misrepresented their 'findings' by claiming wrongly that Mosley had taken part in a 'sick Nazi orgy'. The press singled out Mr Justice Eady for criticism, notably in *Daily Mail* editor Paul Dacre's speech to the Society of Editors later in the year, providing an object lesson in the way the press is able to skew debate and avoid taking responsibility for the consequences of paying for 'juicy revelations'.

3. International consultancies and training

- 3.01 MediaWise has continued to work closely with the Media Diversity Institute <<http://media-diversity.org/en/>> to encourage fair and accurate coverage of minorities. On behalf of MDI the Director oversaw a 'virtual newsroom' at the Intercultural Cities Conference in Liverpool in May 2008 as part of the UK contribution to the European Year of Intercultural Dialogue 2008. He supervised a team of professional and citizen journalists who produced features articles, interviews and a film celebrating diversity in Liverpool and among the delegates from across Europe.
- 3.02 In January 2009 the Director travelled to Cairo for MDI to contribute to curriculum development workshops on Reporting Diversity for academics from five Egyptian universities. This is part of an ongoing project, funded by the British Embassy, to which MediaWise trainers are contributing.
- 3.03 The Director was also appointed to the panel of experts advising a pan-European study of best practice in diversity in the media, funded by the European Commission Directorate-General for Employment, Social Affairs and Equal Opportunities and run by MDI with Internews Europe and the International Federation of Journalists (IFJ).
- 3.04 Ironically, and entirely coincidentally, the MediaWise RAM project and our publication *The Media and Children's Rights* were selected as exemplars in good practice. The final report of the project *Media4 Diversity: Taking the pulse of Diversity in the Media* is now available online <<http://tinyurl.com/yhpvtxq>>

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- 3.05 In December 2008 the Director was rapporteur to the Freedom of Expression and Diversity in the Media working group at the first international conference on fundamental rights in Paris. The full report, *'Freedom of expression, cornerstone of democracy – listening and communicating in a diverse Europe'*, published by the European Union Agency for Fundamental Rights (FRA), can be found at <<http://tiny.cc/ZwzJX>>
- 3.06 The Director also continued to work with the IFJ in the year it launched its global Ethical Journalism Initiative <<http://ethicaljournalisminitiative.org/en>> MediaWise is referenced in the key document <<http://tinyurl.com/cfh8hf>> and in January 2009 the Director spoke at its launch to Arab journalists' organisations in Dubai.
- 3.07 Although now banned from Belarus, the Director continued working with the IFJ and International Media Support to provide training for the Belarus Association of Journalists (BAJ), conducting workshops in Moldova in November 2008. He also linked up BAJ and the Exiled Journalists' Network. (see *EJN section below*).
- 3.08 In November 2008 MediaWise ran a training programme for journalists in the Armenian capital Yerevan as part of the Wo/Men in Politics and the Media project funded by the British Council.
- 3.09 In the UK MediaWise delivered use-of-the-media training workshops for Action for Prisoners' Families in Leeds, the Refugee and Migrant Forum in Manchester, and in Bristol for voluntary organisations at the South West 'Getting Heard' Campaign Roadshow, organised by Novas Scarman, NCVO Campaigning Effectiveness and Black South West Network.

4. Media Coverage & Public Affairs

- 4.01 MediaWise continued to attract media attention in the UK and internationally.
- 4.02 MediaWise representatives have been interviewed on BBC Radio 4's Analysis, Al-Jazeera, Rokker Radio, BBC Five Live, the Tajik service of Radio Free Europe/Radio Liberty, BBC News 24, Sky News, LBC, BBC Radio Manchester, the Evening Standard and BBC Radio Leeds.
- 4.03 The topic of these interviews has varied: Max Mosley and the News of the World, libel payments, the BBC and 'Sachsgate', coverage of Gypsies and Travellers, the situation in Belarus, codes of conduct, media regulation, responsible journalism and cheque book journalism.
- 4.04 Articles by MediaWise appeared in *MediaGuardian* and the *Western Daily Press*.
- 4.05 MediaWise was listed as a useful source of information in the Spanish book *Comunicando Paz*. The author María del Carmen Gascón acknowledged the help of our website for her research.
- 4.06 The Director contributed a chapter about the work of MediaWise to *Media Accountability Today...And Tomorrow: Updating the concept in theory and practice*, an international textbook edited by Torborn von Krogh.

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- 4.07 MediaWise continues to engage with the next generation of journalists, with the Director continuing to lecture at the University of the West of England. Guest lectures were delivered at Birmingham City University, University College Falmouth and the University of Glamorgan
- 4.08 MediaWise and colleagues from the Exiled Journalists' Network were involved in the 'Minorities in the Media – A United Solution' conference in London in May.
- 4.09 MediaWise attended the Westminster Media Forum event 'Social networking, privacy and the press - Protecting individual privacy in the digital age' in June, and the Society of Editors Annual Conference in Bristol in November.
- 4.10 The Vice-Chair attended the Public Perception of Standards in Public Life seminar, organised by the Committee on Standards in Public Life, in January.
- 4.11 The first Naomi Sargent Memorial Debate - When Will They Ever Learn? - celebrating the life of the former MediaWise Vice-Chair, was hosted by Lord Melvyn Bragg and with speakers including Lord David Puttnam CBE, and Rt Hon David Blunkett MP.

5. Website

- 5.01 The MediaWise website www.mediawise.org.uk now contains over 1,000 pages. Our occasional Editorial Bulletin reaches over 1,500 media and academic contacts in over 50 countries.
- 5.02 Google Analytics shows that during the year we had 43,955 visits, 108,494 pageviews, 2.47 pages per visit and an average time on site of 00:01:56 per visit.
- 5.03 We had visitors from 183 countries, the most popular being United Kingdom, United States, India, Canada, Australia, Ireland, Pakistan, Singapore, South Africa and Philippines.
- 5.04 The website receives on average 845 visits per week, with the number of page-views per week around 2,000.
- 5.05 In descending order the 10 most visited pages, after the Home page, are:
 - Codes of Conduct
 - Suicide and the Media
 - Journalism Schools
 - Media and Children's Rights
 - About us
 - Media regulation
 - UK press contacts
 - Reporting asylum and refugee issues
 - UK press contacts
 - Social responsibility and the Media, and
 - Children

6. Projects

6.1 *Children and the Media*

- 6.1.1 Our *Media and Children's Rights* booklet – still one of the most frequently downloaded documents from our website – was adjudged to be a key resource in an EU-sponsored study of best practice in diversity in the media.
- 6.1.2 The MediaWise office was consulted by academic and children's rights colleagues from Norway for advice on developing a children's rights and media project.

6.2 *Health and the Media*

- 6.2.1 MediaWise has continued to work with World Health Communication Associates on aspects of health reporting, and is part of a consortia that has made a bid to provide consultancy on health communications campaigns in Europe on behalf of the European Centre for Disease Control.
- 6.2.2 For the second year running, the Director facilitated a UWE student internship with the World Health Editor's Network (WHEN).

6.3 *RAM Project & Exiled Journalists' Network*

- 6.3.1 MediaWise continues to monitor media coverage of immigration issues.
- 6.3.2 The RAM Project was acclaimed as one of the top 30 media diversity initiatives in a Europe-wide study conducted for the European Commission Directorate for Employment, Social Affairs and Equal Opportunities. A validation seminar took place in Prague in February 2009.
- 6.3.3 MediaWise trainers ran use-of-the-media workshops for the Refugee and Migrant Forum in Manchester.
- 6.3.4 MediaWise continues to receive requests for copies of *The RAM Report* and our short film *On the Receiving End: Exiled journalists speak out* both from the UK and Europe.
- 6.3.5 The Exiled Journalists' Network (EJN) continued to share our office suite at the University of the West of England, and MediaWise is represented on the EJN Board by the Director, and was again elected EJN Treasurer.
- 6.3.6 Following the Director's work with the Belarus Association of Journalists, the EJN's 2008 Press Freedom Forum focused on Belarus. 'Censorship, state restrictions and democracy in Belarus' took place in October at the House of Lords. A follow-up Media Talk was held at the NUJ. Speakers included representatives of the International Federation of Journalists, Belarus Association of Journalists, National Union of Journalists and Article 19.
- 6.3.7 The Director then helped produce a 'mini-newspaper' about press freedom in Belarus. This was distributed to those attending a business investment event and a gala dinner dance organised by the Belarusian government in London in November, attracting the attention of security services.
- 6.3.8 MediaWise supports the EJN's efforts to establish a Press Freedom House (PFH) in the UK, based on the *Maison de Journalistes* in Paris. The Director attended a meeting with EJN colleagues at the Border and Immigration Agency in Newport to discuss how to move forward with the PFH project.

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6.4 *Suicide and the Media Project*

- 6.4.1 MediaWise continued to give advice to Bridgend MP Madeleine Moon, following the cluster of suicides of young people in her constituency.
- 6.4.2 MediaWise attended a seminar on 'Reporting Suicide in the Media' organised by POLIS and the PCC in December 2008.
- 6.4.3 After many years of campaigning around this issue, MediaWise was pleased to see that the PCC is at last taking the issue of media coverage of suicide seriously, and devoted a section of its annual report to the topic. As ever, it appears that it requires human tragedy rather than gentle prompting to effect a change in attitude.

7. **Status, Aims & Objects**

- 7.01 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.
- 7.02 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.

8. Management, Staff & Operating Policies

8.01 Honorary President

Sir Louis Blom Cooper

8.02 Trustees

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

- Pat Healy (Acting Chair until 31 March 2009)
- Charles Fletcher MBE (Vice-Chair until 31 March 2009, then Chair)
- Amanda Williams (Treasurer)
- Bob Borzello
- Prof. Roy Greenslade
- Jocelyn Hay CBE
- Nicholas Jones
- Stephen Jukes
- Jim Latham
- Desiree Ntolo

8.03 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.

8.04 Trust staff

Director: **Mike Jempson** (Part-time)

Research Assistant: **Wayne Powell** (Part-time)

8.05 Freelance staff

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

9. Funding & Financial Management

9.1 Funding

9.1.1 It has been another static year in funding terms. The continuing grant from the Camden Trust has covered the cost of providing a free advice service. The Trust has been sustained through revenue generated by training commissions and consultancies.

9.1.2 Although the Trust ended the year with apparently healthy reserves, it has relied heavily upon the efforts of part-time staff to bring in work that will cover overheads and their retainers.

9.2 Solicitor

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

9.3 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

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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].

9.4 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.

9.5 Reserves Policy

The Trustees had 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. However the Trust is now operating with much reduced financial liabilities and with no contractual obligations to staff.

9.6 Accounts

The accounts for the financial year have been prepared on a '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.

9.7 Auditor

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.

9.8 Bankers

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

10. Independent Examiner's Report <i>(Attached)</i>
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Signed on behalf of the Trustees: _____

Date: _____

THE MEDIAWISE TRUST

**Independent Examiner's report for
Year ended 31st March 2009**

I report on the accounts of the Charity for the year ended 31st March 2009 which are set out on the following pages.

Basis of examiner's statement

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts to those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanation from the trustees, responsible for the preparation of the accounts.

Independent examiner's statement

(a) the accounts of the company for the financial year ended 31st March 2009 are in agreement with the accounting records kept by the company under section 221 of the Companies Act 1985; and

(b) having regard only to, and on the basis of, the information in those accounting records, those accounts have been drawn up in a manner consistent with the provisions of the Act as specified in subsection (6) of section 249C, so far as applicable to the company; and

(c) having regard only to, and on the basis of, the information in the accounting records, the company satisfied the requirements of section 249A(4), for the financial year in question, and did not fall within section 249B(1)(a) to (f) at any time within that financial year.

ERISA Accounting Ltd

Director

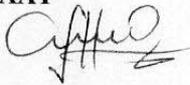
Selman Sheshi MAAT

22 Stepney Walk

Whitehall

Bristol

BS5 9AX



Date: 27/01/2010

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Balance sheet as at 31 March 2009

	notes	2009		2008
		£	£	£
Tangible Assets	2		2,661	3,547
Current Assets				
Debtors and prepayments	3	336		1,762
Cash at bank and in hand		13,549		26,884
		<u>13,885</u>		<u>28,646</u>
Current liabilities				
Creditors amounts falling due within 12 months	4	<u>(2,352)</u>		<u>(2,200)</u>
Net current assets			<u>11,532</u>	<u>26,446</u>
Net assets			<u>14,193</u>	<u>29,993</u>
Unrestricted Funds				
General funds			-	(404)
Designated funds			14,193	20,000
Restricted funds			-	10,397
Total Funds	5		<u>14,193</u>	<u>29,993</u>

(a) For the year ended 31st March 2009 the company was entitled to exemption under section 249A(1) of the Companies Act 1985 (In the case of charitable companies which are claiming partial exemption, exemption, the reference will be to section 249A(2)).

(b) Members have not required the company to obtain an audit in accordance with section 249B(2) of the Companies Act 1985.

(c) The directors acknowledge their responsibility for

- i. ensuring the company keeps accounting records which comply with section 221, and
- ii. preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its profit or loss for the financial year, in accordance with the requirements of section 226, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as applicable to the company

(d) The accounts have been prepared in accordance with the special provisions in Part VII of the Companies Act 1985 relating to small companies

These financial statements were approved by Trustees on

On behalf of the Trustees

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Statement of financial activities (including Income and Expenditure Account) for the year ended 31 March 2009

	Notes	Unrestricted Funds 2009	Restricted Funds 2009	Total 2009	Total 2008
		£	£	£	£
Incoming resources					
Incoming resources from generated funds					
Voluntary Income	(7)				
Donation		370	-	370	555
Interest received		202	-	202	763
Incoming resources from charitable activities					
Grants and contracts		9,012	5,000	14,012	26,867
Fee and miscellaneous income		6,745	0	6,745	9,029
Total Incoming resources		<u>16,329</u>	<u>5,000</u>	<u>21,329</u>	<u>37,214</u>
Resources expended					
Cost of generating voluntary inc	6	-	-	-	-
Charitable activities	6	21,128	15,397	36,525	56,890
Governance costs	6	604	-	604	2,140
Total Resources Expended		<u>21,732</u>	<u>15,397</u>	<u>37,129</u>	<u>59,030</u>
Net Incoming resources		(5,403)	(10,397)	(15,800)	(21,816)
Reconciliation of funds					
Total funds brought forward		19,596	10,397	29,993	51,809
Transfer between funds		-	-	-	-
Total funds at 31 March 2009		<u>14,193</u>	<u>-</u>	<u>14,193</u>	<u>29,993</u>

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Notes to the accounts for the year ended 31st March 2009

(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 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 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

Tangible fixed assets are being written off over the expected useful life of the asset, using the straight line basis as follows:

Equipment, fixtures and fittings 25% per annum, reduced balance.

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Notes to the accounts for the year ended 31st March 2009

2 Fixed Assets

Tangible	Office Equipment £
Cost	
Balance brought forward	18,666
Additions	-
Disposal	-
	<u>18,666</u>
Depreciation	
Balance brought forward	15,118
Charge for Year	887
	<u>16,005</u>
Net book value at 31 March 2009	<u>2,661</u>
Net book value at 31 March 2008	<u>3,547</u>

3 Debtors

	2009 £	2008 £
Accounts receivable	336	1,500
Prepayment	0	262
	<u>336</u>	<u>1,762</u>

4 Creditors: amounts falling due within 12 months:

	2009 £	2008 £
Trade creditors	2,077	1,786
Other tax and social security	0	0
Other creditors and accruals	275	414
Deferred income	0	0
	<u>2,352</u>	<u>2,200</u>

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Notes to the accounts for the year ended 31st March 2009

5 Movements in funds

	Balance 1st April 2008 £	Incoming Resources £	Outgoing Resources £	Balance Transfers £	Balance 31st March 2009 £
Unrestricted Funds					
Designated Funds					
Reserve Funds	20,000	-	-	(5,807)	14,193
General Funds	(404)	16,329	21,732	5,807	-
	<u>19,596</u>	<u>16,329</u>	<u>21,732</u>	<u>-</u>	<u>14,193</u>
Restricted Funds					
JRCT - development	-	-	-	-	-
RAM project	-	-	-	-	-
CAMDEN TRUST	-	5,000	5,000	-	-
JPT	-	-	-	-	-
SAMP Syngenta)	10,397	-	10,397	-	-
Recovered expenses	-	-	-	-	-
OSI	-	-	-	-	-
	<u>10,397</u>	<u>5,000</u>	<u>15,397</u>	<u>-</u>	<u>-</u>

6 Total resources expended

	Charitable Activities		Governance		2009	2008
	Unrestrict	Restricted	Costs (12)	Total	Total	Total
	£	£	£	£	£	£
Wages and salaries	-	-	-	-	-	-
Staff costs charged	-	-	-	-	-	-
Non capitalised equipment	-	-	-	-	-	-
Fees	1,000	3,879	-	4,879	4,901	4,901
Travel	1,000	3,328	-	4,328	6,971	6,971
Premises (incl services)	1,500	2,605	-	4,105	4,989	4,989
telephone	3,870	2,141	-	6,011	5,591	5,591
Office	12,690	3,444	-	16,134	32,641	32,641
Printing	-	-	-	-	-	-
Publications Design	-	-	-	0	-	55
Events	-	-	-	-	-	-
Depreciation	887	-	-	887	1,182	1,182
Trustee expenses	-	-	354	-	-	-
Audit	-	-	250	250	1,410	1,410
Accountancy -other	-	-	-	-	1,109	1,109
Training	-	-	-	-	-	-
Staff Recruitment	-	-	-	-	-	-
Publicity	-	-	-	-	-	-
Research and Publication	181	-	-	181	181	181
Cardiff Research Project	-	-	-	-	-	-
	<u>21,128</u>	<u>15,397</u>	<u>604</u>	<u>37,129</u>	<u>59,030</u>	<u>59,030</u>

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The MediaWise Trust

Notes to the accounts for the year ended 31st March 2009

7 Trustees expenses	2009	2008
	£	£
Expenses paid to trustees for attending meetings	<u>354</u>	<u>-</u>

8 Employee information	2009	2008
The average number of employees from April 08 to the end of March 09 were	<u>-</u>	<u>-</u>

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