



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

Advice, information, research and training on media ethics

ANNUAL REPORT & ACCOUNTS 2009 – 2010

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Message from the Chair, Charles FLETCHER MBE

MediaWise: our revitalised and exciting future

THESE are very exciting times for the media. Some people disagree, not least because of the number of jobs we've lost and have yet to lose in the profession. However, I still think this can become a Golden Age for the Fourth Estate.

When we last met, I said: "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."

At the Herald & Times Group in Scotland I have the privilege of creating and managing its Editorial Training Scheme (ETS). What it does, in effect, is offer journalism graduates paid shifts and training to help them on their journey into full-time jobs in the media. It has even managed to create some posts at The Herald, Sunday Herald and Evening Times that simply wouldn't have happened without the ETS.

The ETS is supported by the NUJ, for which I am very grateful. I give my thanks to Paul Holleran for his guidance on that programme and his constant support for MediaWise.

It's been another tough year for us at MediaWise, which I began to serve five years ago. Many people have answered my call to "spread the message of better journalism, better still, let's insist on it." Thank you for doing so.

The current group of trustees has used its collective abilities to help develop a new strategy for MediaWise, the UK's independent trust dedicated to better journalism.

The body has been reshaped, remodelled and is now about to restart with a fresh intake of trustees who will be able to take MediaWise forward in a clearly revitalised direction designed to help future-proof its operations.

The key driver for this model is the removal of the continuing day to day reliance on project funding and its replacement with a vigorous partnership agreement with the University for the West of England. That is to be truly welcomed.

It affords a new lease of life for MediaWise and a refreshing approach to the founding values of fairness for all through a responsible media.

So, as we take our leave, I thank the departing body of trustees and the continuing work of Mike Jempson and Wayne Powell for exceptional devotion, care and passion for not only the Trust, but for our profession.

Do continue to support and champion MediaWise, as I shall. Thank you and goodbye.

Charles FLETCHER MBE
Chair, MediaWise

2. ACTIVITIES

The Trust's activities have been somewhat limited this year, relying as we have had to upon largely voluntary contributions of time by the Honorary Director and our Administrator.

2.1 Advice and advocacy

2.1.1 The Trust continues to provide a free, confidential advice service to complainants.

2.1.2 Based on its experience MediaWise also produced a proposal for reform of the Press Complaints Commission, 'Getting it Right For Now' a contribution to the PCC Governance Review.

2.2 Consultancies and training

2.2.1 MediaWise continues to deliver media training workshops in the UK, including sessions at the South West 'Getting Heard' Campaign Roadshow in Taunton, at the National Children's Bureau Annual General Meeting, for Tearfund UK staff, and for members of Action for Prisoners' Families.

2.2.2 The Director has continued his consultancies with the Belarus Association of Journalists on behalf of the International Federation of Journalists and International Media Support, running training workshops in Kiev, Ukraine in April 2009, and Warsaw, Poland in December, as he remains barred from entering Belarus.

2.2.2 MediaWise also made partnership bids for a number of international training programmes and consultancies, on which decisions are not expected until later in 2010.

2.3 Publicity & media coverage

2.3.1 MediaWise continues to get its messages out through occasional editorials which go to some 2,000 contacts in the UK and internationally, and via media interviews.

2.3.2 The Chair and the Director have taken part in numerous broadcasts ranging from BBC R4's World at One, Radio 5 Live and the BBC News Channel to Bristol Community Radio FM (June), on topics ranging from phone hacking by the News of the World to the 40th anniversary of The Sun under Rupert Murdoch, and reforming the Press Complaints Commission

2.3.3 The Director was also interviewed by journalists in Egypt, Morocco and Ukraine, and contributed to *Children in Scotland* magazine and *Ethical Space*, journal of the Institute of Communication Ethics.

2.4 Public affairs

2.4.1 MediaWise continues to engage with the next generation of journalists. The Hon Director is now employed part-time as a senior lecturer at the University of the West of England, running undergraduate and postgraduate journalism courses.

2.4.2 The Director also ran a workshop on Conflict: Communication and

Transformation at the Centre for Psycho-Social Studies, at UWE.

- 2.4.4 The Director delivered guest lectures to journalism students at the University of Glamorgan, and took part in a public debate about human rights journalism with Dorothy Byrne (Head of News and Current Affairs at C4) at Lincoln University where they are both Visiting Professors.
- 2.4.5 In July the Director ran a session on ethics and investigative journalism at the *Trust and Integrity in a Global Economy* Conference in Caux, Switzerland.
- 2.4.6 In March the Director contributed to the Media Standards Trust seminar '*Is there an alternative to the current system of press self-regulation?*' in the House of Lords.

3. PROJECTS

3.1 Children and the Media

- 3.1.1 In April 2009, the Director was keynote speaker at *Representations of Children in News Media: Revisiting the Oslo Challenge*, a one-day international conference organised by the Institute of Education and the Open University.
- 3.1.2 Also in April, MediaWise ran a training workshop at the National Children's Bureau Annual General Meeting.
- 3.1.3 In May, the Director delivered a lecture on *Children and the Media* at Newbury College.
- 3.1.4 The Director contributed to a consultation on negative images of young people in the media, run by the Institute of Global Ethics, at St George's, Windsor in June, and has since provided advice and support to the Youth Media Network set up at the event.
- 3.1.5 March 2010 saw publication of the third edition of our *Media and Children's Rights* booklet, devised for UNICEF and still in use internationally.

3.2 Health and the Media

- 3.1.1 MediaWise has continued to work with World Health Communication Associates (WHCA) on a number of projects.
- 3.1.2 Through our UWE links we were able to supply an MA student as rapporteur for a World Health Editors' Network event in Geneva.
- 3.1.3 We also assembled a team of journalists to conduct interviews for *Journey to Parma: a tale of 20 years of environment and health in Europe*, published by WHO in 2010.

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

- 3.3.1 In April the Director stood down as Treasurer of the Exiled Journalists' Network at their AGM, having completed a three-year term.
- 3.3.2 In September 2009, the EJN relocated to the University of East London (UEL) from the offices it has shared with MediaWise at UWE and formerly at Easton Business Centre.
- 3.3.3 In November the Director addressed a symposium in Paris on media coverage of immigration, organised by the French-American Foundation.
- 3.3.4 The Director chaired the opening session of the conference to launch UWE's Refugee and Migrant Support Hub as part of 2009 Human Rights' Day celebrations in Bristol.
- 3.3.5 In March 2010 the Director gave the inaugural lecture at the Centre for Research on Migration, Refugees and Belonging and at UEL, on *Giving voice to the voiceless on the portrayal and participation of asylum-seekers and refugees in the UK media* as the guest of the EJN.

3.4 Diversity issues

- 3.4.1 In April, on the eve of a seminar to launch Community Relations week in Northern Ireland, Dungannon and South Tyrone Borough Council abruptly cancelled publication of *Reporting Difference in Dungannon*, a MediaWise report produced in association with the UWE Journalism Policy and Practice Research Group. This caused some media comment in Ireland at the time.
- 3.4.2 Later in the year MediaWise and UWE ran a research seminar on the issues raised, and we are hoping to publish the report in collaboration with the Institute of Communication Ethics.
- 2.4.3 MediaWise organised a public debate with the NUJ and the PCC *What is the LGBT story? Fairness, accuracy and media coverage of lesbian, gay, bisexual and transgender issues* at Bristol's Watershed Media Centre as part of LGBT History Month in February.
- 3.4.3 MediaWise continues to collaborate with the Media Diversity Institute in training programmes for journalists and journalism teachers in Egypt and Morocco. The Director worked with them in Cairo and Rabat, contributing part of his fee to MediaWise.

3.5 MediaAct <www.mediaact.eu>

- 3.5.1 Our collaboration with the Erich Brost Institute and 12 other partners from Europe and the Arab world examining media accountability systems as part of a 4-year EU-funded project began in February 2010, when the Director made a presentation about UK media regulation at the launch conference in Dortmund.
- 3.5.2 As the Trust's financial position has changed since the collaboration was originally agreed, we have negotiated for the University of the West of England to become the lead UK partner in 2010. The MediaWise Director will remain in charge of our research commitments for the project, and UWE

agreed to take MediaWise administrator Wayne Powell onto their payroll as research assistant, but funding beyond the first tranche will now be processed via UWE. Internet journalist and UWE technician Andy Channelle is also working on the project.

- 3.5.3 The first product of the project, a book outlining existing media regulation and accountability systems should be published in 2010.

4. MediaWise and the University of the West of England

- 4.1 MediaWise has continued to work closely with UWE engaging academic staff in MediaWise project activities, providing work experience and research opportunities for Journalism undergraduates and postgraduates, and access to the Media Research Library.
- 4.2 Meanwhile, apart from the collaborative activities mentioned above, MediaWise staff worked with UWE staff and students in planning a Bristol seminar on newsroom recruitment from ethnic minority communities planned as part of an Economic & Social Research Council (ESRC) series. See <http://media.ncl.ac.uk/diversity/>
- 4.3 Negotiations for a more formal links with the university through the Faculty of Creative Arts commenced in summer 2009. UWE agreed to lift rent charges for use of premises on the St Matthias Campus, and to take over as UK lead for the EU-funded MediaAct project, and to employ Wayne Powell as Research Assistant for the duration of the project.
- 4.4 Reorganisation at UWE has interrupted by negotiations which will now be completed under a Board of Trustees with the new Dean at the Faculty of Creative Arts and Humanities and Education.

5. The Future

- 5.1 At the start of the 2010-11 financial year the main MediaWise project was the MediaAct research programme which will involve a weekend of UK-based activities in Bristol in October 2010 ('What's the Blogging Story') and the creation of a bloggers' forum (see www.newsfutures.co.uk) and a survey of attitudes towards media accountability in 2011.
- 5.2 We were also committed to a Bristol seminar on diversity in the newsroom in June, funded by the ESRC through Newcastle University.
- 5.3 The Director has been commissioned to run a week of workshops on reporting about violence against women and children in April as part of an EU project in Ukraine, to speak at the World Summit on Media and Children in Sweden, and to continue his work with the IFJ and BAJ, and MDI.
- 5.4 For the rest, much will depend upon decisions taken by the new Board about new directions and funding for the Trust.

6. STATUS, AIMS AND OBJECTS

- 6.1 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.
- 6.2 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.

7. MANAGEMENT, STAFF AND OPERATING POLICIES

7.1 Trustees

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

- Charles Fletcher MBE (Chair)
- Pat Healy
- Amanda Williams (Treasurer) (resigned September 2009)
- Bob Borzello
- Prof. Roy Greenslade
- Jocelyn Hay CBE
- Nicholas Jones
- Stephen Jukes
- Jim Latham
- Desiree Ntolo

7.3 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.

7.4 Trust staff

The Trust can no longer afford full-time staff. Mike Jempson remains Honorary Director on a part-time basis, assisted by Wayne Powell as Administrator.

7.5 Freelance staff

The Trustees are grateful for the continued commitment and hard work of freelance journalists Phil Chamberlain, 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.

7.6 Solicitor

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

8. FUNDING AND FINANCIAL MANAGEMENT

8.1 Funding

8.1.1 The Trust is now funded by earnings from training courses and consultancies and private donations.

8.1.2 The Trust is also extremely grateful to the University of the West of England for providing free use of premises on the St Mathias Campus.

8.2.3 The Trust has been able to continue operating largely because of the voluntary efforts of part-time staff to bring in work to cover overheads.

8.2 Trustees' responsibilities

The Trustees are responsible for safeguarding the assets of the company and for taking reasonable steps to prevent and detect fraud and other irregularities. Our Treasurer and Book-keeper ensure that full accounting records are kept in such a way as to facilitate presentation, with reasonable accuracy at any time, of the financial position of the company and to enable the Trustees to ensure that the accounts comply with the Companies Act 1985, and with the Statement of Recommended Practice Accounting for Charities [2000].

8.3 Risk Assessment

The Board has kept under constant review the major risks to which the charity is exposed and put in place arrangements to mitigate those risks, 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.

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, which at one time equated to £20,000 in general funds. However the Trust is now operating with much reduced financial liabilities and with no contractual obligations to staff. The aim is to build up around £3,000 in reserves which would be enough to cover basic running costs for three months.

8.5 Accounts

The accounts for the financial year have been prepared on the going concern basis according to established accounting policies, and give a true and fair view of the state of affairs of the charity. In preparing this financial report the Trustees have taken advantage of special exemptions applicable to small companies.

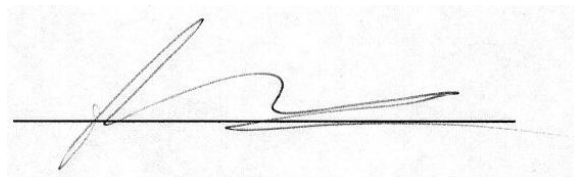
8.6 Auditor

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.

8.7 Bankers

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

Signed on behalf of the Trustees:



PAT HEALY

Date:

27 October 2010

MEDIAWISE TRUST LTD

To the Directors of MEDIAWISE TRUST on the Unaudited Accounts for the year ended 31st March 2010.

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 Part 16 of the Companies Act 2006 and that an independent examination is needed.

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. Accounts are prepared in accordance and comply with the accounting requirements of the Companies Act 2006 and the Statement of Recommended Practice: Accounting and Reporting by Charities (revised 2005).

In accordance with your instructions, we have compiled these unaudited accounts in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.

SELMAN SHESHI MAAT



E.R.I.S.A ACCOUNTING LIMITED
22 Stepney Walk
Whitehall
BRISTOL,
BS5 9AX
03 November, 2010

The MediaWise Trust

Balance sheet as at 31 March 2010

	notes	2010		2009
		£	£	£
Tangible Assets	2		1,996	2,661
Current Assets				
Debtors and prepayments	3	996		336
Cash at bank and in hand		537		13,549
		<u>1,533</u>		<u>13,885</u>
Current liabilities				
Creditors amounts falling due within 12 months	4	<u>(10,231)</u>		<u>(2,352)</u>
Net current assets			<u>(8,698)</u>	<u>11,532</u>
Net assets			<u>(6,702)</u>	<u>14,193</u>
Unrestricted Funds				
General funds			-	-
Designated funds			14,193	14,193
Retained Profit/(Losses)			(20,895)	-
Total Funds	5		<u>(6,702)</u>	<u>14,193</u>

For the year ending 31/03/2010 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.

These financial statements were approved by the Trustees on 27 OCTOBER 2010

On behalf of the Trustees

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 PAT HEALY

The MediaWise Trust

**Statement of financial activities (including Income and Expenditure Account)
for the year ended 31 March 2010**

	Notes	Unrestricted Funds 2010 £	Restricted Funds 2010 £	Total 2010 £	Total 2009 £
Incoming resources					
Incoming resources from generated funds					
Voluntary Income	(7)				
Donation		159	-	159	370
Interest received		25	-	25	202
Incoming resources from charitable activities					
Grants and contracts		4,317	-	4,317	14,012
Fee and miscellaneous income		5,637	-	5,637	6,745
Total Incoming resources		10,138	-	10,138	21,329
Resources expended					
Cost of generating voluntary income	6	-	-	-	-
Charitable activities	6	30,986	-	30,986	36,525
Governance costs	6	48	-	48	604
Total Resources Expended		31,034	-	31,034	37,129
Net Incoming resources		(20,895)	-	(20,895)	(15,800)
Reconciliation of funds					
Total funds brought forward		14,193	-	14,193	29,993
Transfer between funds		-	-	-	-
Total funds at 31 March 2010		(6,702)	-	(6,702)	14,193

The MediaWise Trust

Notes to the accounts for the year ended 31st March 2010

2 Fixed Assets

Tangible	Office Equipment
Cost	£
Balance brought forward	18,666
Additions	-
Disposal	-
	<u>18,666</u>
Depreciation	
Balance brought forward	16,005
Charge for Year	665
	<u>16,670</u>
Net book value at 31 March 2010	<u>1,996</u>
Net book value at 31 March 2009	<u>2,661</u>

3 Debtors

	2010	2009
	£	£
Accounts receivable	260	336
Prepayment	736	0
	<u>996</u>	<u>336</u>

4 Creditors: amounts falling due within 12 months:

	2010	2009
	£	£
Trade creditors	6,696	2,077
Other tax and social security	0	0
Other creditors and accruals	2,785	275
Deferred income	0	0
	<u>9,482</u>	<u>2,352</u>

The MediaWise Trust

Notes to the accounts for the year ended 31st March 2010

5 Movements in funds

	Balance				Balance
	1st April	Incoming	Outgoing	Balance	31st
	2009	Resources	Resources	Transfers	March
	£	£	£	£	2010
					£
Unrestricted Funds					
Designated Funds					
Reserve Funds	14,193	-	-	(14,193)	-
General Funds	-	10,139	31,034	14,193	(6,702)
	<u>14,193</u>	<u>10,139</u>	<u>31,034</u>	<u>-</u>	<u>(6,702)</u>
Restricted Funds					
JRCT - development	-	-	-	-	-
RAM project	-	-	-	-	-
CAMDEN TRUST	-	-	-	-	-
JPT	-	-	-	-	-
SAMP Syngenta)	-	-	-	-	-
Recovered expenses	-	-	-	-	-
OSI	-	-	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

6 Total resources expended

	Charitable Activities		Governance Costs	2010	2009
	Unrestricted	Restricted	(12)	Total	Total
			£	£	£
Wages and salaries	-	-	-	-	-
Staff costs charged	-	-	-	-	-
Non capitalised equipment	-	-	-	-	-
Fees	12,685	-	-	12,685	4,879
Travel	2,701	-	-	2,701	4,328
Premises (incl services)	9,492	-	-	9,492	4,105
telephone	2,300	-	-	2,300	6,011
Office	2,832	-	-	2,832	16,134
Printing	-	-	-	-	-
Publications Design	-	-	-	-	-
Events	-	-	-	-	-
Depreciation	665	-	-	665	887
Trustee expenses	-	-	48	48	354
Audit	-	-	250	250	250
Accountancy -other	-	-	-	-	-
Training	-	-	-	-	-
Staff Recruitment	-	-	-	-	-
Publicity	-	-	-	-	-
Research and Publication	60	-	-	60	181
Cardiff Research Project	-	-	-	-	-
	<u>30,736</u>	<u>0</u>	<u>298</u>	<u>31,034</u>	<u>37,129</u>

The MediaWise Trust

Notes to the accounts for the year ended 31st March 2010

7 Trustees expenses	2010	2009
	£	£
Expenses paid to trustees for attending meetings	<u>48</u>	<u>354</u>
8 Employee information	2010	2009
The average number of employees from April 09 to the end of March 10 were	<u>-</u>	<u>-</u>

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