

**we believe in the power
of media to change lives.
We work with the media
industry to empower charities
and communities to have a
voice and be heard.**

At Media Trust we believe in the power of media to change lives. We work with the media industry to empower charities and communities to have a voice and be heard.

We help to achieve this by:

- providing communications skills and resources
- helping access diverse audiences across the UK
- harnessing creative industry talent

Our corporate members include

Aegis Group plc, AMV BBDO, BBC, Camelot, Channel 4, Daily Mail and General Trust, Discovery Networks Group, Google, Guardian Media Group, ITV plc, Just :: Health Communications, MTV Networks UK & Ireland, News UK, Sky, Time Warner.

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for more information visit www.mediatrust.org or follow us @Media_Trust email us at info@mediatrust.org

It has been a privilege to be Chairman of Media Trust and Community Channel in a year when so many media companies and charitable funders increased their support for our work.

Our corporate members from across the media, communications and digital industry extended the wide range of editorial, financial and pro bono support they provide through Media Trust to charities and communities across the UK.

New corporate members joined us, including Time Warner, PHD, Camelot, Just Health :: Communications and the UK's largest advertising agency AMV BBDO, along with their Chief Executive Ian Pearman who joins Media Trust as a Trustee.

We sadly said goodbye to Mark Thompson, a Media Trust trustee for over 7 years while Chief Executive of Channel 4 and then as Director General of the BBC. We wish him all the very best at the New York Times.

The UK's media industry has so much to offer – our challenge is to harness even more of their creativity and resources, while in return giving the media access to the rich diversity, stories and voices Media Trust reaches. It is this unique partnership that creates such positive impact and social change in people's lives and in our communities. We look forward to an exciting year ahead with great initiatives and funding in place.

My thanks go to all our supporters and funders, my fellow trustees and to Caroline and her team, and especially to our media volunteers who donate their personal time and creativity to give a voice to the people and communities we support.



Andy Duncan
Chairman

Media Trust's unique ability to bring together the world of charities and communities, media and communications continues to work its magic, providing creative volunteering and mentoring opportunities, unique communications support to charities, giving a voice to communities, and changing lives through the power and inspiration of media.

We continued to diversify our income during the year, winning competitive innovation funds from the International Press Institute for a photo-journalism project in UK communities, grant funding from the Arts Council for community arts reporting and a major contract with the Heritage Lottery Fund to support over 100 of their small grantees with digital story-telling. Our income from

sales of communications services has grown, alongside advertising income from Community Channel and we piloted entering a team of Media Trust media volunteers in the British 10k Charity Run, raising funds for the first time from individuals working within the media industry. We will build on this into the future.

Our unique relationship with our broadcast partners Arqiva, BSkyB and Virgin Media continued and we were delighted that Community Channel also launched on BBC i-player during the year. This brings new audiences to the untold inspirational stories of the UK's charities and communities, including through our UK-wide network of local news hubs.

At a time when charities are struggling to identify funds and to reach out to communities in need, Media Trust provides vital communications resources to thousands of organisations and young people around the UK. We are hugely appreciative of the wide range of people and organisations that come together to make this happen, including our dedicated team of trustees, staff and volunteers.

Thank you so much for your support.



Caroline Diehl MBE
Chief Executive

What we can do for you...

We provide communications skills and resources for charities and communities across the UK

Training Courses

Full day and half day courses on a wide range of communications topics including social media & SEO, marketing, PR and media relations, copy writing, video editing, plus strategy creation and media interview training.

Film Production

Making affordable, high quality films for charities, not-for-profit organisations, trusts, foundations and corporate social responsibility teams, producing videos for the web and filming at events and awards ceremonies.

Youth media training

Media training support to equip young people to create their own content: film-making to radio production, communications training including media interview techniques to become confident ambassadors.

Beneficiary training

Media training and support to enable charity beneficiaries to tell their own success stories, document the impact that funding has had on them and their wider communities, collating a digital record of their positive change to contribute to impact evaluations.

Bespoke consultancy

Expert-led media and communications training plus tailored consultancy services – from developing a deliverable and compelling communications strategy to auditing your organisation's communications activity.

What we do

At Media Trust we work with the media industry and partners to empower charities and communities to have a voice and be heard, helping change lives through the power and impact of the media

Broadcast and digital

Community Channel, online and on TV, offers an inspiring mix of informative local news, uplifting stories and ground breaking films and documentaries. Community Channel presents news and programming that encourages people to change the world around them.

Free communication and news-sharing tools

Community Newswire is our news distribution service and runs in partnership with the Press Association. It helps charity stories hit the headlines and make a louder impact. Local360 Network is our community of people telling their stories locally, regionally and nationally.

We harness creative industry talent, volunteers and pro bono support.

Creative partnerships

Working intensively with the media on high-profile editorial, content partnerships and creative projects to encourage professional volunteering and to give voice to previously unheard human interest stories.

Media volunteering

Our volunteer-led professional support services encourage media professionals to use their skills to help charities and communities to communicate better, find their voice and be heard with much more impact. Opportunities include working 1-2-1 with a charity professional, film-making, speaking at events and mentoring young people on media projects.

We help charities and communities access wider and diverse audiences



Our corporate members are at the heart of everything that we do.

our year in numbers

1,813

charity and community professionals were trained

We trained over 1,813 charity and community staff in key media and communications skills and worked intensively with over 65 charities on their bespoke training needs



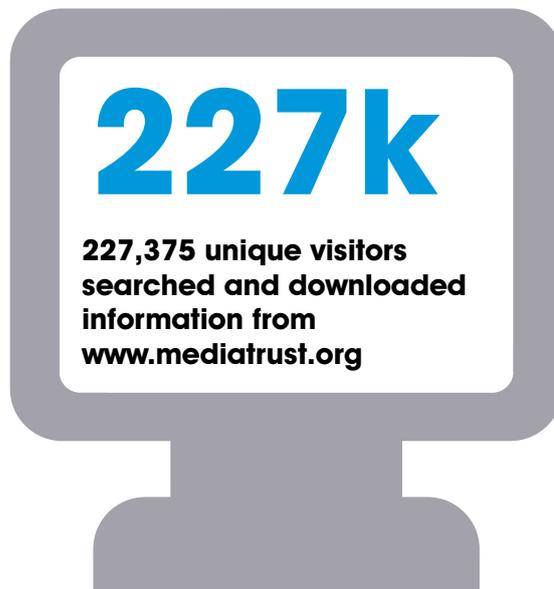
young people were supported with youth media schemes

We supported 867 young people during the year with media training, mentoring from volunteer media professionals and work experience placements with our media industry partners or at Media Trust



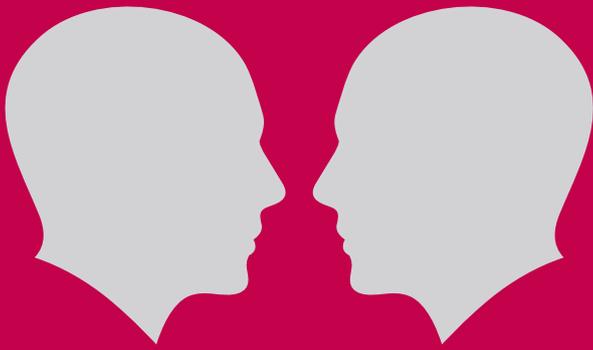
films were produced

Our award winning productions team filmed and produced 187 films for charities and communities across the UK



502

media and communications professionals were matched to volunteer their skills with charities communities and disadvantaged young people right across the UK



737k surfers

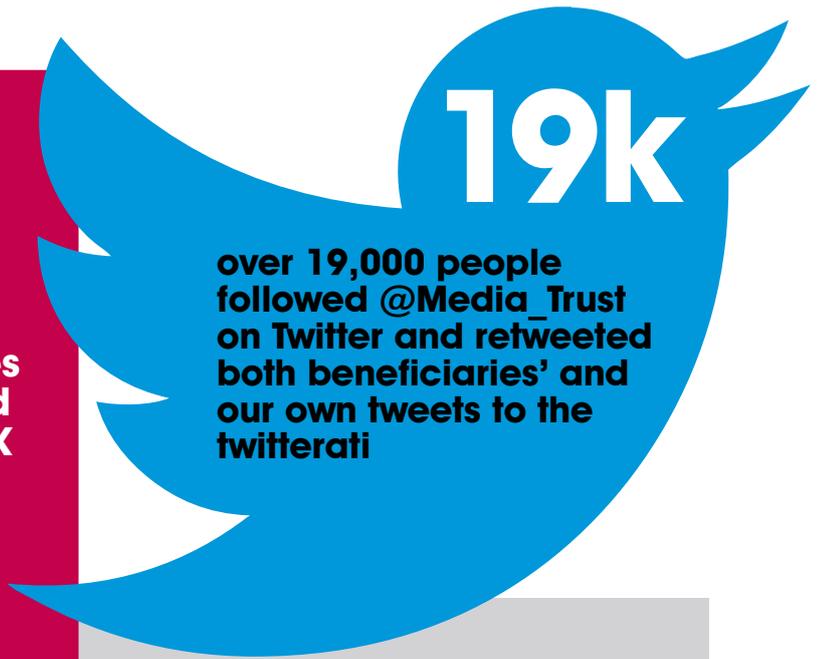
422,980
unique visitors engaged with Community Channel online

313,965
viewers watched our unique and compelling social action content via YouTube



19k

over 19,000 people followed @Media_Trust on Twitter and retweeted both beneficiaries' and our own tweets to the twitterati



5million



Community Channel watched by over 5,072,000 viewers* on its television broadcast platforms, achieving a 25% year on year growth in viewership, reaching into 26 million UK homes

*(BARB 3minute+ audience)

4,616

We resourced over 4,616 charities and communities across England, Wales Scotland and Northern Ireland

providing communications skills and resources for charities

Claire Cruft from Macmillan Cancer Support, 'Dress up and Dance' campaign describes her experience of getting imaginative film support to help with a UK wide fundraising campaign

"As the Schools and Youth Programme Manager, I manage Macmillan Cancer Support's schools programme. Dress Up and Dance is a national campaign, designed to get thousands of primary school pupils dancing on the same day of the year whilst raising vital money to help people living with cancer.

Pupils are encouraged to wear their favourite dance outfits to school and learn fun dance routines, in return for a £2 donation. We wanted to create a fun, inspiring and educational dance DVD to teach the children dance routines in a way that would be very user-friendly for teachers. **"We like working with the Media Trust as we love their vision and industry connections and they're able to bring such experienced people into the project."** Media Trust were ambitious in their vision and strove to produce an outstanding final product. Using a primary school for the filming location, they helped and supported pupils to be the actual dance teachers featured in the DVD. This made the performances honest and genuine, making it relevant for school children whilst giving them the confidence to try out the dance moves for themselves.

Media Trust's film director really understood the needs of an educational video and worked fantastically with all the young people.

Media Trust brought in a dance artist to work with the children and who had a wealth of experience in our desired field. She took our moves and brought them to life, making them fun, engaging, easy to follow. They included 'The Hoedown', 'The Guitar Legend' and 'The Bollywood'. It was a real selling point to have our own specially composed music tracks that fitted perfectly with the dance move themes on the DVD. It was impossible not to start dancing when you heard it!

Registered schools were sent a free resource toolkit including the DVD produced by Media Trust plus other inspirational material. We had a fantastic campaign response in our first year. With everyone dressed up, schools put on our DVD packed with dance moves and got 'groovy'. All of the fun even counted towards curriculum learning objectives!

"Media Trust's DVD was one of the most praised items used within the fundraising kit." One primary school said their favourite elements were: "The dance moves and the fact they were

demonstrated by real children for other children to follow in a very simple and appealing way". Another school loved how the event and DVD brought the whole school together. Another school loved how the event and DVD united the school through dance saying: "Using the DVD during assembly prompted great feedback, including the Headteacher saying that this was the best school assembly we've ever had! Everybody in the whole school joined in - children, teachers, assistants, deputy and Headteacher".

The event and DVD really fired up the imagination of school pupils across the UK. The pupils' own dance performances were featured in local press. A flash mob dance was organised during home time which was a fantastic surprise for the parents. Over £92,000 was raised which went towards Macmillan's vital work providing medical, financial, practical and emotional support to people affected by cancer."

Claire Cruft
Schools & Youth
Programme Manager,
Macmillan Cancer Support

“The DVD really fired the imagination of pupils across the UK ... and helped Macmillan raise over £92,000”

my story

a few more facts and figures on our work with charities

RECLAIM – Untold Stories

RECLAIM is one of the 25 selected charities to be supported by Untold Stories, a Media Trust initiative funded by City Bridge Trust and delivered in partnership with Sainsbury's and Google. Untold Stories matches volunteer professional filmmakers with small charities to help them create an inspirational short film, showcasing their real impact, reach and charitable work.

RECLAIM enables young people across the North West to make positive changes in their own local communities and to find inner strength and self-belief. With little budget, they approached us to produce a high-quality, hard-hitting film to communicate their real impact and to spread the message of their work across Greater Manchester, where they needed to gain more volunteers, partners and reach more young people.

We matched them with an expert Director of Photography to create a short film to bring alive the demonstrable difference that

mentoring makes to the lives of young people. Broadcasting the film on our Community Channel's Untold Stories programme strand and initiative, we helped this profile raising film reach 10,000 views. It also came second in an international nonprofit film competition run by Cisco.

As a result, RECLAIM feel more skilled and confident in promoting their work and communicating their vision and impact to the press and public and have very successfully attracted pastoral members for leadership projects and securing high profile corporate members.

We trained **1,700** charity and community professionals

We trained **417** young people

We distributed **8,850** charity and community news stories

We supported **380** charities with one of our media volunteers

We trained 1,700 charity and community professionals plus 417 young people, covering diverse communications subjects from Marketing Essentials to Making Video on a Shoestring, from Proofreading to Media Interview Training.

We distributed 7,183 charity and community news stories into the mainstream local, regional and national media through our news distribution services including Community Newswire, helping charities to promote, influence, fundraise, recruit and spread.

We supported over 380 charities and communities with one of our media volunteers, either online via our help engine or directly via our volunteer matching service, speed-matching initiatives and projects.

Community Voices helps to secure funding

Positive Action on Cancer – Media Matching

Positive Action on Cancer (PAC) is a charity providing free, professional counseling to adults and children affected or bereaved by cancer and other life threatening illnesses, based in Bath, Somerset and West Wiltshire.

They came to us for support in devising compelling media messages to help secure strong and effective local press coverage. Hearing about our innovative media match making services, they really needed an expert to help and evolve the way PAC writes for the press, to improve media coverage whilst ensuring key messages are covered by the media.

We matched PAC with a successful senior communications manager,

experienced in media relations within Whitehall and charities. We briefed him to help and support PAC with their communications strategy, to write press releases and secure media coverage in the local area.

James helped coach and develop their skills. PAC now feels more effective in strengthening their cause related messages across various media. They can articulate their news stories more confidently, securing better coverage in

local newspapers and features in local radio stations - BBC Radio Wiltshire, the Breeze plus BBC Radio Somerset. This coverage directly resulted in receiving £16,000 of funding, by reversing a previously declined grant application - using very strong and supportive articles in the press to help reverse the grant decision. Positive Action for Cancer continues to work with James on their communications and media relations work.

Together with Google and Charity Technology Trust, we launched an online initiative Grow your Charity Online helping small charities learn digital marketing basics.

We produced **190** films for **56** charities

We produced almost 190 films for 56 charities across the UK using our award-winning film production team. We created hundreds of pro bono films via our volunteer matching service and 85 features using our news-hungry London360 community reporters.

We helped over **50** charities benefit from our bespoke communications training packages

We helped over 50 charities benefit from our bespoke communications training packages. Often taking in complex consultancy projects, we worked intensively with charity executives, trustees and beneficiaries to create communications strategies to address specific issues and challenges.

Go Mobile
We organised our GoMobile conference and helped over 100 charities

We organised our GoMobile conference and helped over 100 charities and 30 speakers participate, all promoted using our new mobile app. Chaired by the Daily Telegraph's Consumer Technology Editor, speakers included corporate partners Google, Sky and Aegis. Additional contributors included Twitter, UNICEF and the Vodafone Foundation plus WWF and ActionAid International.

supporting young people
to get their voices heard

“My story was submitted to Media Trust’s free service Community Newswire to reach thousands of newsrooms across the UK, getting my cause related message right into the national and regional media. My campaign got more visibility in media than I ever expected”



my story

Driving charities' impact forward through positive media coverage

Mike McAdam, Founder & Trustee of 'Don't Be That Someone' Drink & Drive Campaign explains how our community news distribution service helps heighten the campaign credibility of his 'gritty and roadworthy' cause

Inspired by a poem written as a way of dealing with the loss of my uncle when he died in a drink-driving accident, I felt so strongly about the dangers of drink driving that I decided to develop a drink drive campaign to inform young people about the dangers and issues of drink driving.

The campaign, 'Don't Be That Someone', is an innovative, award winning campaign designed to reach a wide audience and make a difference to young people's driving education. In addressing the causes and consequences of drink driving, the campaign aims to change attitudes, raise awareness and reduce casualties.

Although my campaign has been already running and I have been organising workshops at secondary schools, academies, youth groups, cadets and other organisations, very little was happening with media coverage. I always understood that more media means more credibility for the campaign, so I decided to look for support in communication and PR.

"I came across Media Trust through a PR agency, which has previously worked with them and recommended them as a great support in communication and to help me to get my message into the media and improve the visibility of my campaign."

My story was submitted to Community Newswire, Media Trust's free service that distributes charities' stories to thousands of newsrooms across the UK and gets charities' messages into the national and regional media. **"My campaign got more visibility in media than I ever expected. The story was also featured on London360, Community Channel's magazine show. After that, I had two appearances on BBC News 24 and on more than 20 local radio stations."**

Community Newswire has helped me reach my target audience and other groups, which I would otherwise not have been able to reach. I am so pleased that Media Trust has not only broadened my contacts, with other organisations wanting to engage in the campaign, but

also introduced me to new private sector partners, who are willing to support the campaign.

I am very happy that, thanks to greater visibility in the media, 'Don't Be That Someone' event European Night Without Accidents was picked up by over 40 regional new websites. The visibility has also helped increased the amount of funding from private organisations, which enabled me to commission more research into young people's attitudes around drink driving. Also two automotive services companies picked up the 'Don't Be That Someone' campaign and published our stories on their websites. I plan to continue my campaign with the fantastic support of Media Trust.

Mike McAdam
Founder & Trustee
Don't Be That Someone,
Drink & Drive Campaign

Community Channel – helps fundraising with high profile support

Forget me not

Media Trust's TV channel Community Channel broadcast **Forget Me Not**, a poignant film that tells Jamie Graham's moving story. With the early onset of Alzheimer's Jamie Graham was determined to raise the profile of the disease, to fund urgently needed research and to keep his own spirits up.

So he decided he would attempt to row 25 miles with his friends and family from Henley-on-Thames to Eton. For Jamie this would be a brave and difficult challenge. Whilst he could remember the deeply entrenched act of rowing, he could no longer remember how to get in and out of a boat. A team of former Olympian rowers joined forces with Jamie to help him achieve his ambition and together they raised almost £100,000 for Alzheimer's Research UK to fund a specific research project, investigating the link between physical activity and Alzheimer's.

To raise awareness of the disease our broadcast on Community Channel coincided with David Cameron's Dementia Reception at 10 Downing Street. The film created a buzz on social media, with people sharing stories of their experience of dementia. The Prime Minister thanked Community Channel for the broadcast via Twitter.

We supported
867
young people

We supported 867 young people between the ages of 13-25 during the year: 417 with media training, and 450 with mentoring from volunteer media professionals. Many of the young people were supported to get their stories and media content distributed through our widespread media partnerships, having their voice and stories heard and reaching new audiences.

Developed

Cam360

We developed Cam360 a photography app to encourage citizen journalism around the UK. Using Heritage Lottery funding, we worked with 543 community groups creating digital archives of local heritage to identify their unique challenges and opportunities. We supported them with training, resources and volunteer mentors, helping them create their own unique local digital media projects.

Rebranded to

Local360

We continued to build our newsnet initiative and rebranded it to Local360 Network. Mainly funded by the Big Lottery Fund, this links Community Channel with new resources to support community reporters to learn, connect and share news. It includes online resource guides, training material and discussion forums, a network of UK wide community reporters, intensive support for 75 beacon community news outlets, news distribution via Community Newswire and our flagship Community Channel TV programme, UK360.

Community Voices – inspirational mentoring to raise aspirations

Your London, Time Out & Jack Petchey – Youth Media

We partnered with Time Out and The Jack Petchey Foundation to launch Your London, offering 18-25 year olds from across the capital the chance to produce a positive and inspirational feature for the Time Out London magazine and online to promote the talents and positive images of young people.

Five young winners from across London were set the challenge to come up with an original idea, write copy and take photographs to create a quirky feature that would appeal to a Time Out audience. They were presented with their prize, a Canon DSLR camera, and trained and mentored by Editor-in-Chief, Tim Arthur, the Deputy Online Editor, Roman Tagoe and the Staff Photographer, Rob Greig.

The mentors supported them to create their own positive and inspirational full-page feature for the Time Out London magazine. The content was also featured across the Time Out website and was promoted through their social media networks. Through this competition their voices reached an audience of up to 1.9 million people.

The young people significantly developed their media and communication skills, connections and understanding of the media industry. The insight, inspiration and encouragement that the young people gained from working with media professionals provided a realisation of possibilities and opportunities and helped them raise their long-term aspirations and motivation to succeed.

Engaged

120 **18-25**
year olds

Ran

**BREAKING
INTO NEWS**
competition

Broadcast

UK360
tv programme

The City Bridge Trust funded a second year of London Community Reporters, helping us to engage 120 18-25 year olds, training and mentoring them in community journalism, giving them a voice, enabling them to film and document community stories through London360, their dedicated television and online show on Community Channel. London360 publicised 599 community stories through our unique partnerships with BBC Radio London, The Voice Newspaper plus other media.

We ran a second year of our 'Breaking Into News' competition in partnership with ITN and ITV News. Fronted by BAFTA award-winning ITV News at Ten presenters Julie Etchingham and Mark Austin, the competition discovers new talent to find top future broadcast journalists. 'Breaking Into News' offers 18-25 year olds mentoring by experienced ITN broadcast news journalists in writing, presenting and production skills. The winning young people's news features are broadcast on ITV's regional and national news. Three reports were broadcast on ITV Network News with secured coverage in The Drum, Press Gazette and over 20 regional outlets.

We continued to broadcast our flagship community news television programme, UK360 on Community Channel. This brings community voices and the Big Lottery Fund's 'People Powered Change' campaign to brand new audiences. UK360 broadcast 31 episodes during the year, telling 425 charity and UK wide community stories.

Helping companies deliver their corporate social responsibility

James Selby, Head of Employee Engagement at News UK explains how partnering with us helped him deliver social change to millions of readers.

The Change Makers with The Sunday Times – Creative Partnership

I first came across Media Trust at News UK years ago when we were looking to set up a volunteering scheme for our CSR strategy. We wanted to reach out to more charities and communities and Media Trust was a perfect organisation to help us achieve this. Media Trust is now one of our recognised charitable partners in our community programme and we deliver a range of activities through this great partnership.

One of our joint initiatives is 'The Change Makers', a campaign to celebrate inspiring people making positive social change. Karren Brady, James Middleton and John Bird judged the competition last year.

Reaching The Sunday Times' readers with press outreach to more than 20 UK entrepreneur networks - the competition generated 100 entries from across the UK. The winner, David Duke, founder of Street Soccer in Scotland, was featured in an interview published in The Sunday Times, received a raft of professional media support from The Sunday Times, a £500 digital media grant from Media Trust and appeared in Community Channel's UK360 TV programme.

In partnership we also deliver Column Idol, an initiative that

finds raw, undiscovered writing talent and gets young voices heard. The competition offers 16-25 year olds the chance to be mentored by top journalists and have their own column printed in The Sun.

Reaching The Sun and The Scottish Sun's market leading readership and with press outreach to more than 21 UK trade and regional publications - the competition generated more than 400 entries from across the UK. Our winners, Rebecca Stubbs and Rachel McLean, had their columns published in The Sun and The Scottish Sun respectively and Rebecca has continued to have her articles featured in The Sun.

We were very pleased to partner with Media Trust for the fourth consecutive year on this campaign and were delighted that we extended the partnership to include The Scottish Sun last year, giving the chance to even more young people to get their voices heard. None of this can be achieved without the skill, the expertise and first class service that Media Trust provides.

This is a fantastic partnership that enables us, through editorial coverage and staff volunteering, to support charities and

communities that are making a significant contribution to the world around us. We share some of our time and skills to help charities and communities to make their first appearances or even sometimes survive in the media.

We not only gain a better understanding of charities and communities but also a great deal of personal gratification and satisfaction from knowing that we are making a real difference through our volunteering. We get to meet really unique people and organisations that we don't normally meet during our everyday work, which makes us more receptive to the needs and issues around us.

"Media Trust is a unique organisation, which understands the needs of both charities and the media industry and through its great team, always tries to find a common ground to enhance cooperation between the two."

James Selby
Head of Employee Engagement,
News UK

“This is a fantastic partnership that enables us, through editorial coverage and staff volunteering, to support charities and communities that are making a significant contribution to the world around us. We share some of our time and skills to help charities and communities make their first appearances or even sometimes survive in the media.”

my story

Media Matching – enabling and brokering skills

CALM – Media Matching

The Campaign Against Living Miserably, or CALM, is a very small charity that was set up in response to the high suicide rate amongst young men and as its name CALM suggests, it campaigns against living miserably. It only has five members of staff and does not have a communications budget. It was looking for help to reach a wider audience and support to pitch stories to the print media. So they took part in our Speed Matching event with News UK (formerly News International).



They pitched their three-minute case to a room of News UK staff and were matched to the head of digital projects and the head of special projects at The Sun to support them.

With a specific male demographic, being paired with The Sun was something of the Holy Grail for CALM, and as a charity who favours a technologically savvy and forward thinking approach to marketing, the partnership with Caroline Orange was equally as valuable.

The volunteers have been inspired by the work of the charity and have been happy to lend their time to help make a difference. The volunteers felt that it was great to use the

clout of the The Sun and the skills of the staff to help good causes.

The News UK volunteers have been helping CALM develop a campaign message and communication strategy as well as providing guidance on developing their website. They also helped to widen the charity's appeal, helping them to reach out more to the national media. Both volunteers from The Sun have been extremely active and encouraged wider News UK staff to get involved to support with design, UX, editorial and campaigns.

The experience has been very valuable for the News UK volunteers, helping them to

open their eyes not only to the detail of CALM's campaigns but also the wider issues that many charities struggle regarding communication and PR. This has led them to even greater engagement in CALM activities. Both News UK employees have become involved in a number of ongoing marketing and high profile awareness projects at CALM, which will be rolled out throughout 2014. Hitherto their commitment and association with CALM has gone above and beyond expectations with both sides feeling confident that they will continue well into the future.



"London360 helped me explore my passion and talents in news making: producing, shooting, presenting plus editing to broadcast quality for a real weekly news programme. I really learnt how to communicate my ideas and editorial vision. It's not always easy to find the initial confidence to do all of these things simultaneously... London360 is a platform that champions the opinions of young people, credible journalism and unrepresented voices in the media... I always promote this opportunity to other young people I meet who are serious about earning their first experience in broadcasting".

Maleena Pone, former London360 reporter and currently main presenter-reporter on London Live TV

We empower and enable disadvantaged young people to create content about issues which are important to communicate to large audiences. Through partnerships with the media industry including BBC Big Screens, The Times, The Sun and the BFI, we enable young voices to reach audiences of millions.

Community Channel's television audience grew significantly across the year. We reached over 5 million unique viewers on the BARB three-minute plus audience rating. We've achieved an annual audience growth of 25% thanks to the increased support from funders, sponsors, and our corporate members.

Community Channel

The Community Channel launched on BBC iplayer during January 2013. It is the only non-public service broadcaster to be included on this platform, giving a very diverse and unique audience to charities and communities.

Over 500 media and communications professionals volunteered their time and creative skills to support charities and communities to have a voice – providing one-off support to a charity for a specific project or challenge or working intensively over longer periods to bring about significant and lasting change for charities and communities.

78 of our media volunteers mentored young people working on youth media projects across the UK.

We worked with the media industry to offer young people from disadvantaged backgrounds the opportunity to attend media master-classes and access work experience opportunities with well-known media brands including BBC, Channel 4, ITV, MTV, Nickelodeon, and Discovery Channel – providing young people with unique opportunities to learn and understand, gain transferable skills and really raise their long term aspirations.

Growing audiences also helped to double our advertising sales. Our content was viewed by 423,000 unique visitors across the different online platforms - a strong increase from the previous year. We increased our reach via partner channels and social media, attracting 313,965 video views on YouTube. We also published and broadcast more than 8,550 stories during the year.

We engaged with our media volunteers to raise funds for us by taking part in the British 10k Charity Run. Hosted by Google, we held our first fundraising and cultivation quiz dinner for 120 media industry leaders.

10k

summary consolidated statement of financial activities

	2013	2013	2013	2012
	Unrestricted Funds £	Restricted Funds £	Total £	Total £
Incoming resources				
Voluntary income	246,363	–	246,363	174,018
Investment income	2,709	–	2,709	8,461
Community Channel	506,749	942,897	1,449,646	1,717,324
Voluntary sector campaigns	–	–	–	59,000
Film production	508,585	15,000	523,585	494,874
Communications services	394,264	156,872	551,136	528,922
Youth Media	32,573	524,885	557,458	1,519,552
Total incoming resources	1,691,243	1,639,654	3,330,897	4,502,151
Resources expended				
Costs of generating voluntary income and donated services	35,732	-	35,732	34,478
Community Channel	506,758	876,032	1,382,790	1,522,520
Voluntary sector campaigns	-	-	-	58,294
Film production	590,982	-	590,982	503,113
Communications services	816,450	272,160	1,088,610	946,851
Youth Media	23,783	522,428	546,211	1,660,472
Governance costs	22,898	30,474	53,372	54,121
Total resources expended	1,996,603	1,701,094	3,697,697	4,779,849
Net income/(expenditure) for the year	(305,360)	(61,440)	(366,800)	(277,698)
Fund balances brought forward	722,770	348,780	1,071,550	1,349,248
Fund balances carried forward	417,410	287,340	704,750	1,071,550

All recognised gains and losses are included in the above consolidated statement of financial activities

our future plans

Charities and communities

We are enthusiastic about the real and very tangible impact that we have on charities and communities across the UK. We see many areas where we can further increase our impact, develop new services and make a real and lasting social difference by harnessing the power of media to change people's lives.

We will continue to work with a range of charitable funders including the Big Lottery Fund, Nominet Trust, City Bridge Trust and Heritage Lottery Fund to train and enable their beneficiaries and communities to tell their impact stories, using film, media and digital communications. We also help produce and provide very useful content for funders' own websites and social media.

We plan to increase our dedicated support for particular communities including our innovative youth media activities.

Charities and communities are more in need of communications and skills support than ever before and Media Trust can provide that help.

Media Industry

We plan to attract additional corporate members and to build on the fundraising events we have piloted in 2012/13, including entering media industry teams in the British 10k Charity Run, and holding a second Media Industry Quiz Dinner at Google. We will invest in our first ever major donor fundraising initiative. We are developing additional paid-for bespoke CSR and editorial services for more of our corporate members, widening our partnerships and the impact we can help them deliver in the community.

Community Channel and UK360

Our partners support for Community Channel continues and we aim to reach over 5 million viewers next year ensuring we maintain strong reach across Scotland, Northern Ireland, England and Wales. We will continue to broadcast a wide range of charity stories through UK360 and London360 programming strands. We are developing a major new initiative to showcase inspirational grassroots activity across the UK.

Resourcing

We are continuing to invest in enhancing our CRM. We are also developing the range of our fundraising and business development initiatives, including our 'funder-plus' contracts. We plan to hold two major charity conferences. Hosted by Channel 4, our long-term corporate member, these conferences will look at mobile communications and the power of content to change mindsets and connect communities.

*According to BARB (Broadcasters Audience Research Board) three minute reach.

support us to change lives through the power of media

At Media Trust we believe in the power of media to change lives. Our reach and impact continue to grow thanks to the support we receive from our donors, funders, sponsors and partners, alongside the valuable commitment of the media industry and individual supporters.

Support our projects and our beneficiaries so we can empower more charities and communities to have a voice and be heard

Donate to us or fundraise by taking up a place in a sponsored challenge and we will change more lives using the power of Media Trust

Become a corporate member and we will harness your creative talent to make a positive difference to charities and communities across the country and help to deliver your corporate social responsibility vision

Sponsor our training events, conferences or broadcast seasons and we will equip and enable more charities to communicate effectively and reach key audiences

to find out more

contact fundraising@mediatrust.org
visit www.mediatrust.org
or call +44(0)20 7871 5681

To donate to Media Trust go to www.justgiving/mediatrust or send a cheque to:
Media Trust, Fundraising, Block A, Centre House, Wood Lane, London, W12 7SB

Text **MTJG13** to **70070**, followed by the **£amount** (e.g. MTJG13 £20)

Trustees

- 1 Andy Duncan**
chairman
- 2 Jon Snow**
deputy chairman
- 3 Matt Brittin**
- 4 Scott Cormack**
- 5 Paddy Coulter**
- 6 Sarah Davis**
- 7 Rupert Howell**
- 8 Martina Milburn**
until 17 May 2012
- 9 Ian Pearman**
joined 17 October 2012
- 10 Jane Reed**
- 11 Mark Thompson**
resigned 17 October 2012
- 12 Sophie Turner Laing**

Honorary treasurer

Scott Cormack

Company secretary

Scott Cormack

**Media Trust senior
management team**

13 Caroline Diehl MBE

chief executive

Mark Boisson

finance and resources director

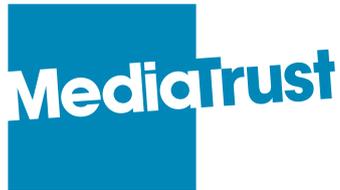
Gavin Sheppard

marketing director

Katie Lloyd

deputy chief executive
and creative media director





Our corporate members during the year included all current as at May 2013:

A+E Networks joined during 2013
Aegis Group plc, now called Dentsu Aegis
AMV BBDO joined September 2012
BBC
Camelot joined February 2013
Channel 4
Daily Mail and General Trust
Discovery Networks Group
Elmwood, until 2012
Google
Guardian Media Group
IPC until March 2013
ITV plc
Just :: Health PR joined November 2012
MTV Networks UK & Ireland
NBCUniversal joined during 2014
News UK
OMD until 2012
Sky
Time Warner rejoined January 2013
Trinity Mirror joined during 2013
Warner Bros until 2012
Weber Shandwick rejoined 2013
WPP

Our project funders in 2012/13 included:

Big Lottery Fund
Department for Education
Google
Heritage Lottery Fund
International Press Institute (IPC)
Jack Petchey Foundation
John Ellerman Foundation
News UK
Nominet Trust
Open Society Foundations
Sainsbury's
The Arts Council for England and Wales
The City Bridge Trust
The Clothworkers Foundation
The Golden Bottle Trust
Trust for London
Young Start Fund