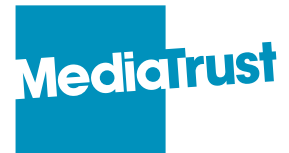


# MEDIA TRUST MID-YEAR IMPACT REPORT

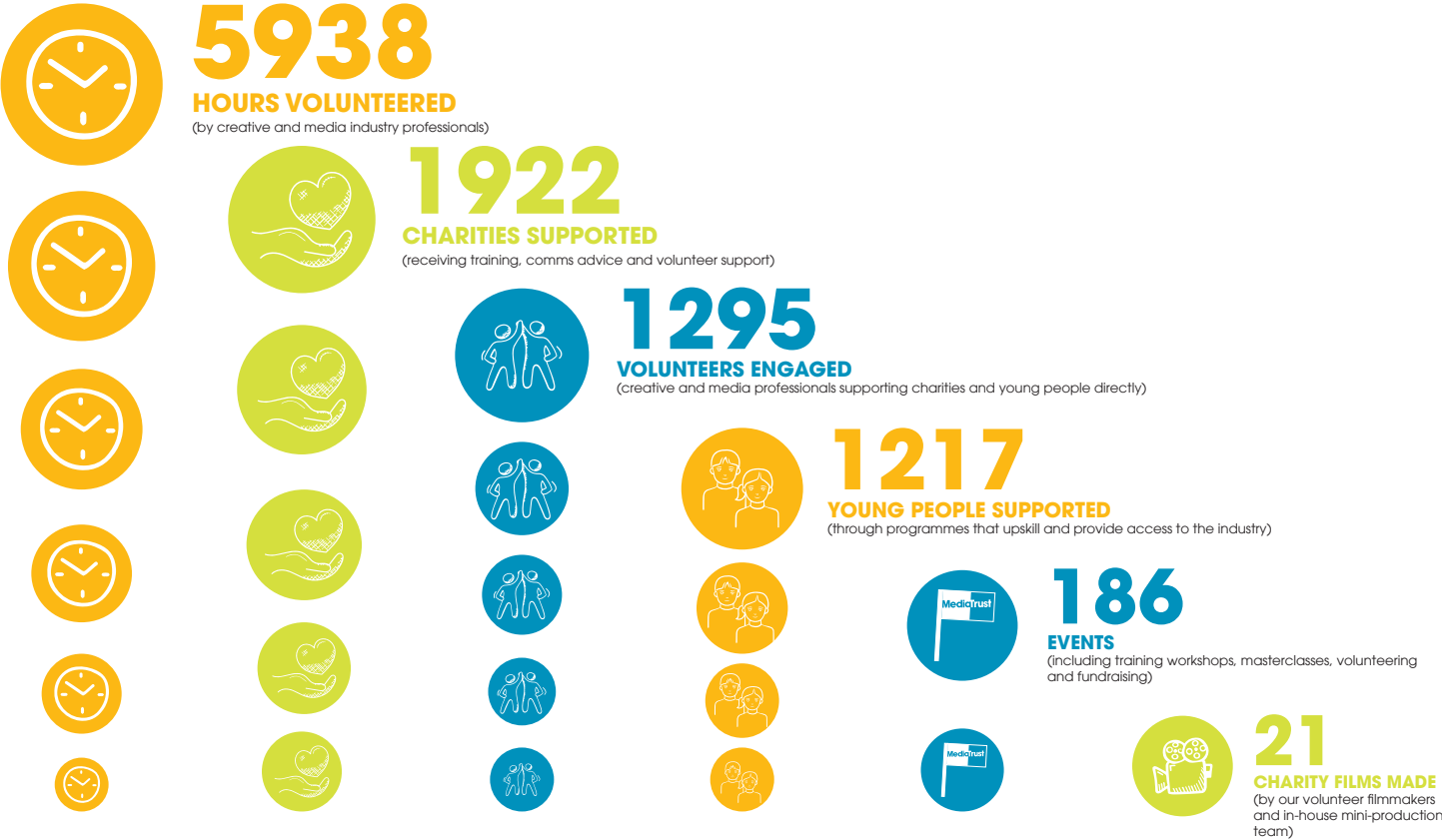
SEPTEMBER 2019



DESIGNED BY **CREATIVITY WORKS** SEASON 8 GRADUATE -  
JESSICA QUAYNOR



# YOUR SUPPORT IN NUMBERS



Data Range: January to July 2019

# INTRO FROM SU-MEI

I am delighted to share this mid-year report highlighting Media Trust's impact so far this year. We have been on an incredible journey over the past six months working to connect the media and creative sector with charities, community groups and young people to build a more socially cohesive society.

We are most proud of our regional activity outside of London this year. We have conducted training in 26 locations across the UK – strengthening the voice of even more local charities and communities. A large part of this regional activity has been **Digital Skills Training** for non-profits delivered with support from Google Digital Garage as well our new **Digital Leadership Programme** to enhance the digital skills of civil society leaders across England, supported by the Department for Digital, Culture, Media & Sport (DCMS).

For a second year running, our **Stronger Voices** programme is working with equality organisations in London to amplify the voices of the marginalised communities they support. Last year, several programme participants went on to secure mainstream media coverage as a direct result of our capacity building programme. This year's programme includes even more opportunities for the charities involved to access our industry partners and their expertise.

Media Trust has always been about challenging the misrepresentation of under-represented groups in the media, and we believe one of the ways we can most influence this in the long term is by encouraging more diverse young talent to join the sector. We have been very heartened by how the industry is responding to this challenge through their support for our Youth programmes. We are also very grateful to the many organisations who have created job opportunities and internships for our graduates, as well as our fantastic committed industry leaders who are mentoring them as they take their first steps in the industry.

At a time when barriers are going up and society is more fractured than ever, Media Trust continues to strive to bring down these walls and create a better, fairer and more representative society through the work we do.

Thank you for all of your ongoing support.  
Su-Mei Thompson  
CEO, Media Trust

“Media Trust has always been about challenging the misrepresentation of under-represented groups in the media.”



# MEDIA TRUST IN THE REGIONS

## Transforming Hidden Talent

Our programme took us to Birmingham and Manchester, where we paired 50 young people looking to kickstart their career in the media and creative sectors with mentors from across the industry.

## Digital Marketing Strategy

Our programme provided 72 charity professionals in five locations with in-depth and expert-led digital marketing strategy training.

## The People’s Projects

Our programme trained over 130 charity delegates in 18 of ITV’s regional hubs in media interview and campaign planning.

## Breaking into News

Our programme and competition took us to ten ITV regional newsrooms across the UK. In each region, our aspiring broadcast journalists created their own news report with the help of an ITV News mentor.

## Digital Skills

Our programme mobilised over 60 volunteers to help train 515 charities in 11 locations across the UK in data and analytics, social media, content and digital marketing strategy.

## Digital Leadership Programme

We trained 140 civil society leaders in ten cities outside the UK’s main media hubs, helping them and their organisations adapt to a rapidly evolving digital world.

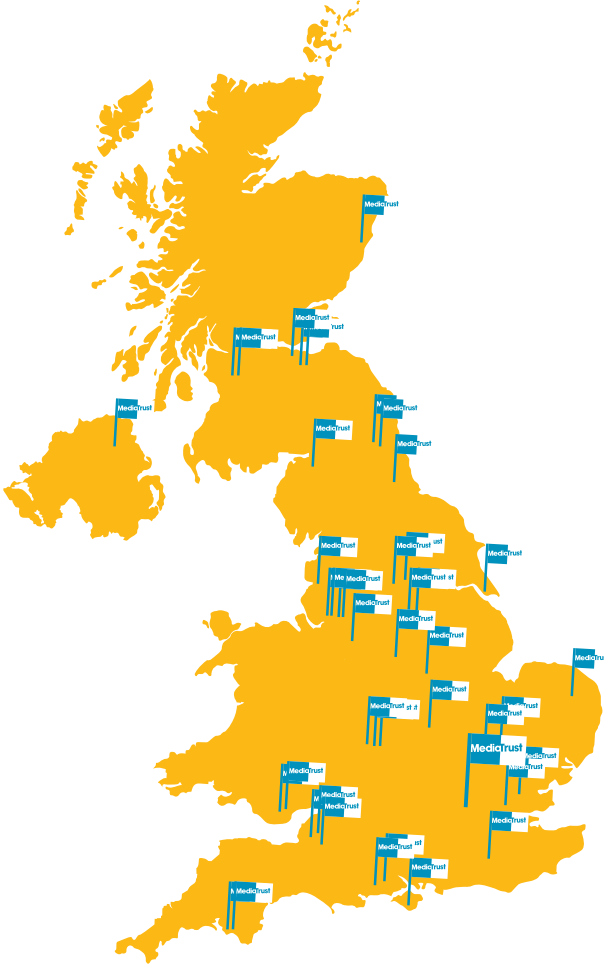


# MAP OF ACTIVITY

From Belfast to Plymouth, from Edinburgh to Southampton, our youth and charity programmes have taken us to all corners of the UK.



At the same time as expanding the regional footprint of our face-to-face capacity building activity, we also launched an online **Resource Hub** at the end of last year allowing charities to access resources and additional training online any place, any time and at their own pace: [www.mediatrust.org/resourcehub](http://www.mediatrust.org/resourcehub)





# GIVING CHARITIES A STRONGER VOICE

Our Charity Team provides innovative training, content creation and volunteering services to charities and community groups across the UK, building their media and communications skills and strengthening their reach.

This year we have worked with hundreds of charities across the UK, with a focus on smaller charities, who are increasingly looking beyond frontline work to advocate for policy and systematic change but lack the expertise and resources to achieve this.

We offer them a unique blend of content creation, training and mentoring to help them tell their stories and to give them a stronger voice.

## HIGHLIGHTS SO FAR:

### DIGITAL LEADERSHIP PROGRAMME

Funded by DCMS, the programme kicked off in March with a series of ten regional workshops providing free Digital Marketing Strategy training for 140 civil society leaders across England. The second phase of the programme in June saw us launch a five-part film series: *Digital Leadership Stories*. The films are free for charities to access via Media Trust's online Resource Hub.

### DIGITAL SKILLS PROGRAMME

In the first half 2019, we provided digital skills training to over 500 charities with the support of Google Digital Garage and over 60 volunteers from across the media and creative sector. We also added lots of new cutting edge content to our online Resource Hub.

### DIGITAL MARKETING STRATEGY TRAINING

Earlier this year, we delivered six Digital Marketing Strategy training workshops for 72 charities nationwide with the support of Marketing Trust who also funded the development of Media Trust's first ever Webinar series. Our first three Digital Marketing Webinars are free for charities to access via Media Trust's online Resource Hub.

### CONNECTING GOOD SKILLS TO GOOD CAUSES

Our volunteering services connect charities in need of media, digital and communications support with media and creative industry professionals looking to contribute their skills and expertise to bring about positive social impact. A great example of this was our Women's Voices event to mark International Women's Day 2019, which brought together over 130

media and creative industry volunteers to share their expertise with 30 charities that support, campaign and advocate for women and girls.

### STRONGER VOICES

Funded by City Bridge Trust and delivered in partnership with Equally Ours, Media Trust's Stronger Voices programme aims to strengthen the voices of equality organisations across London. By the end of the two-year programme this Autumn, 30 equality organisations will have benefitted from highly structured and sustained strategic communications capacity-building. In addition, we are providing hundreds of London's equality organisations with free masterclasses led by Media Trust's Corporate Partners.

### FILM MAKING FOR CHARITIES

We harness the talent and skills of volunteer filmmakers, camera operators and editors to produce compelling films that bring charity stories to life. Working with funders such as City Bridge Trust and John Lyon's Charity, since January 2019 we have created free films for 21 charities. We even picked up a Charity Film Award in April for the film *Role Models*, made for grassroots charity the Grasvenor Project.



# CASE STUDY: WOMEN'S VOICES

Media Trust's **Women's Voices** event takes place every March to mark International Women's Day. Our largest annual volunteering event brings together over 130 media and creative industry volunteers to share their expertise with 30 charities that support, campaign and advocate for women and girls.

At the event, we connect each charity with a team of industry volunteers who have the combined skills to take on their charity's communications brief. The aim is to help each charity develop an effective, compelling and impactful campaign.

One of our charities this year was Parents and Children Together (PACT), who we paired with a team of volunteers from the BBC, Hearst Magazines UK, Clear Channel UK and Elvis Communications. The team helped the charity design a communications plan to raise awareness of their women's community project, Alana House.

PACT, like many charities, lack resources and funding, according to PACT's Fundraising Manager, **Lina Artunduaga**:

**“As a small, local charity in Reading we face a lot of challenges when it comes to marketing and communications.”**

**“Women's Voices was amazing and exceeded my expectations. Our volunteers were great and really got our project. To have them give us all of their attention, expertise and knowledge was incredible. They told me practical things I can do without spending tons of money.”**

It wasn't just the charities who benefited - many volunteers left feeling positive about how much they could contribute by sharing their skills.

# INCREASING SKILLS, CONFIDENCE AND OPPORTUNITIES FOR YOUNG PEOPLE

So far this year, Media Trust's Youth Team have supported over 1200 young people, equipping them with the creative skills, confidence and access to join the media and creative sector. We do this through 1:1 mentoring, practical workshops, and industry-led masterclasses.

This year, our youth activity has been supported by 140 individual industry mentors and over 50 industry partners, who have all helped to make these programmes possible.

## HIGHLIGHTS SO FAR:

### BREAKING INTO NEWS

Over the course of our eight-year partnership with ITV News, the competition has discovered many new voices for the UK's newsrooms and significantly contributed to greater diversity in broadcast journalism. This year, our ten aspiring journalist finalists from across England, Wales and Northern Ireland were invited to create a local news report with support from experienced journalists working across ITV's regional newsrooms. This year's final, which

took place at ITV Studios in London in July, saw Toby Winson win with a hard-hitting report on alcoholism.

### VLOGSTAR CHALLENGE

Powered by the Jack Petchey Foundation and run in partnership with YouTube and the Evening Standard, our Vlogstar Challenge competition now in its third year, aims to build the confidence and communications skills of young people across London and Essex through vlogging. Since January, we've trained nearly 1000 young people to tell their stories through video. With the final event fast approaching in September, Media Trust and 120 of our semi-finalists spent an inspiring skill-building day at YouTube London in July.

### CREATIVITY WORKS

Supported by the Mayor's Fund for London, Berkeley Foundation and Citi Foundation, the programme aims to enhance the mobility and employability of diverse young Londoners looking to break into the media and creative industry. We celebrated the achievements of our latest Season 8 cohort

with an amazing graduation showcase at Channel 4 in May. With a target of getting 80% of graduates into employment or education within six months, we're thrilled that seven programme participants have already found jobs and internships. A key highlight of Season 8 was the new 'powered by' weeks which saw different Media Trust Corporate Partners host the cohort for three days of masterclasses, practical workshops and pitching practice.



## CASE STUDY: CREATIVITY WORKS

Creativity Works is our unique ten-week media and creative skills and mentoring bootcamp for Londoners aged 17-25, who are not in employment, education or training.

Delivered in two phases; the first six weeks include practical masterclasses, facilitated by leading media professionals and visits to Media Trust Corporate Partners. Each week follows a different theme, from photography to journalism, TV and radio to data.

The latter stages of the programme are focused on employability skills. Each young person is paired with a seasoned industry mentor for 1:1 career mentoring and coaching.

Twenty-four-year-old **Lucrece Grehoua** was successful in securing a place on Season 8 which started in February:

**“I started the programme at a tumultuous time in my life where I felt I could never and would never go back into work.”**

Lucrece had dreams of becoming a journalist but after a difficult time, her confidence had hit a low. However, through

the first six weeks of the programme, she began to believe in herself again:

**“I finally felt able to mobilise myself confidently within the world of work.”**

We paired Lucrece with a mentor from Media Trust Corporate Partner, Hearst Magazines UK, who supported her as she set her sights on applying for entry level jobs in journalism.

Just a couple of months after finishing the programme, Lucrece received the call she'd been waiting for. Verizon Media offered her a six month contract for her to study an NCTJ qualification.

**“If I hadn't embarked on this course, my life would have been really different. I will always have Media Trust to thank for that. So just watch, because in a few years, I am going to make you all proud.”**

Discover what some of our other Season 8 graduates have achieved since leaving the programme on page 10.



# A MORE REPRESENTATIVE MEDIA AND CREATIVE INDUSTRY

We believe that diversity enhances creativity and innovation: the more we act, think and behave differently, the better we are at challenging the status quo and engaging new audiences.

We're proud to be working with the media and creative industry to diversify their workforce. Together, we are training and recruiting the leaders of the future and here are just a few of them from Season 8 of our **Creativity Works** programme.



**THABITA LUZITU,**  
**21**

Three month contract  
Junior Project Coordinator,  
Media Trust



**SANIA QAISAR,**  
**24**

Three month contract  
Researcher,  
BBC Radio London



**MERVILLE SINDA,**  
**18**

12 month contract  
Junior Producer,  
Elvis Communications



**MAWULI CHARLES,**  
**20**

12 month contract  
Project Manager Intern,  
Discovery Channel UK



**MARISSA THOMAS,**  
**23**

12 month contract  
Junior Researcher,  
Sunset and Vine



**LUCRECE GREHOUA,**  
**24**

Six month NTCJ contract  
offered by Verizon Media  
Verizon Media



## MEDIA TRUST GOING FORWARD

We hope you've enjoyed this update on our work and the impact it's already had so far this year. We also hope we've inspired and encouraged you to continue to support Media Trust and to get involved in more programmes that we could create together in the future.

Going forward, we will continue to work with the media and creative industry to strive for greater diversity and inclusion by creating more opportunities for diverse talent to join the industry.

We will keep supporting charities and under-represented communities to have a stronger voice by helping them produce cut through campaigns and increasing their

digital presence, helping them to target and reach new audiences.

We want to further build our volunteering programme so that Media Trust becomes the "go-to" connection point both for charities in need of support and for media, creative and communications experts looking to give something back.

At Media Trust, every day, we witness the power of collaboration and the astonishing social impact it can have. As a small charity with big ambitions, we need the support of our Corporate Partners and the expertise and time of the wider industry to really make a difference.

If you're interested in getting more involved in any of our current activities or working with us to design and launch innovative new programmes, please get in touch. We'd love to hear from you.

### The Media Trust Team



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