

MediaTrust

Impact Report 2021



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“As you’ll see from this report, over the course of the year, we’ve significantly increased the number of new programmes and initiatives we run, the organisations and individuals we work with, and the best practice guides and other resources we publish—and ultimately, the positive changes we’ve been able to effect.

Su-Mei Thompson, CEO, Media Trust

Introduction

Events of the last 18 months have meant that our work has never felt more urgent or relevant. As a society, we're still grappling with the inequality that Covid and Black Lives Matter have laid bare and the fact that the most disadvantaged tend to be the least represented. The increase in mental health cases particularly among young people is also extremely concerning. Meanwhile, especially with COP26 taking place in the UK, there's never been greater awareness of the consequences of not taking action to save our planet.

All of this means that at Media Trust, we have never been busier. Starting from the premise that it's by giving everyone a voice that we'll get to a more equal society—we know it's desperately important to level the playing field for groups that are underrepresented in the media. That's why we're working with charities, underrepresented communities, and young people to give them a stronger voice through training and mentoring and why we're connecting civil society and the media to co-produce solutions to the underrepresentation of minority groups.

Of course, we're not the only organisation doing media and comms training for charities and we're not the only organisation working to help young people from non-traditional disadvantaged backgrounds break into the media. But I think we're unique in how we leverage our media and creative industry connections to match good skills with good causes and great talent.

I'm particularly proud of how in 2021, we've built on our rapid response in the early months of lockdown in 2020 when we arranged free webinars for hundreds of charities looking to get up to speed quickly with digital comms and social media, followed by our first ever three-week Digital Summer School for charities. 2021 saw us run a well-attended Digital Spring School and our second Digital Summer School. We also launched two new thematic cohort-based programmes: our Headlining Mental Health programme and our Weston Communicating Climate Programme.

Whether it's our capacity-building programmes for charities or our programmes providing diverse and disadvantaged young people with future-facing creative digital media skills and mentoring by industry mentors, as you'll see from this report, over the course of the year, we've significantly increased the number of new programmes and initiatives we run, the organisations and individuals we work with, and the best practice guides and other resources we publish—and ultimately, the positive changes we've been able to effect.

In closing, it feels like 2021 has been an opportunity to be bold and commit to building a more equal and sustainable society. If that aligns with your organisation's mission and values, we'd love to be part of your journey and for you to be part of ours in 2022.

Thank you again for your ongoing support.

Su-Mei Thompson
CEO, Media Trust

Our year in numbers

5,401

Charities
supported

5,601

Charity
professionals
supported

1,909

Young
people
supported

277

Mentoring
and work
placements
created

1,345

Volunteers
engaged

8,056

Volunteer
hours
completed

419

Events held

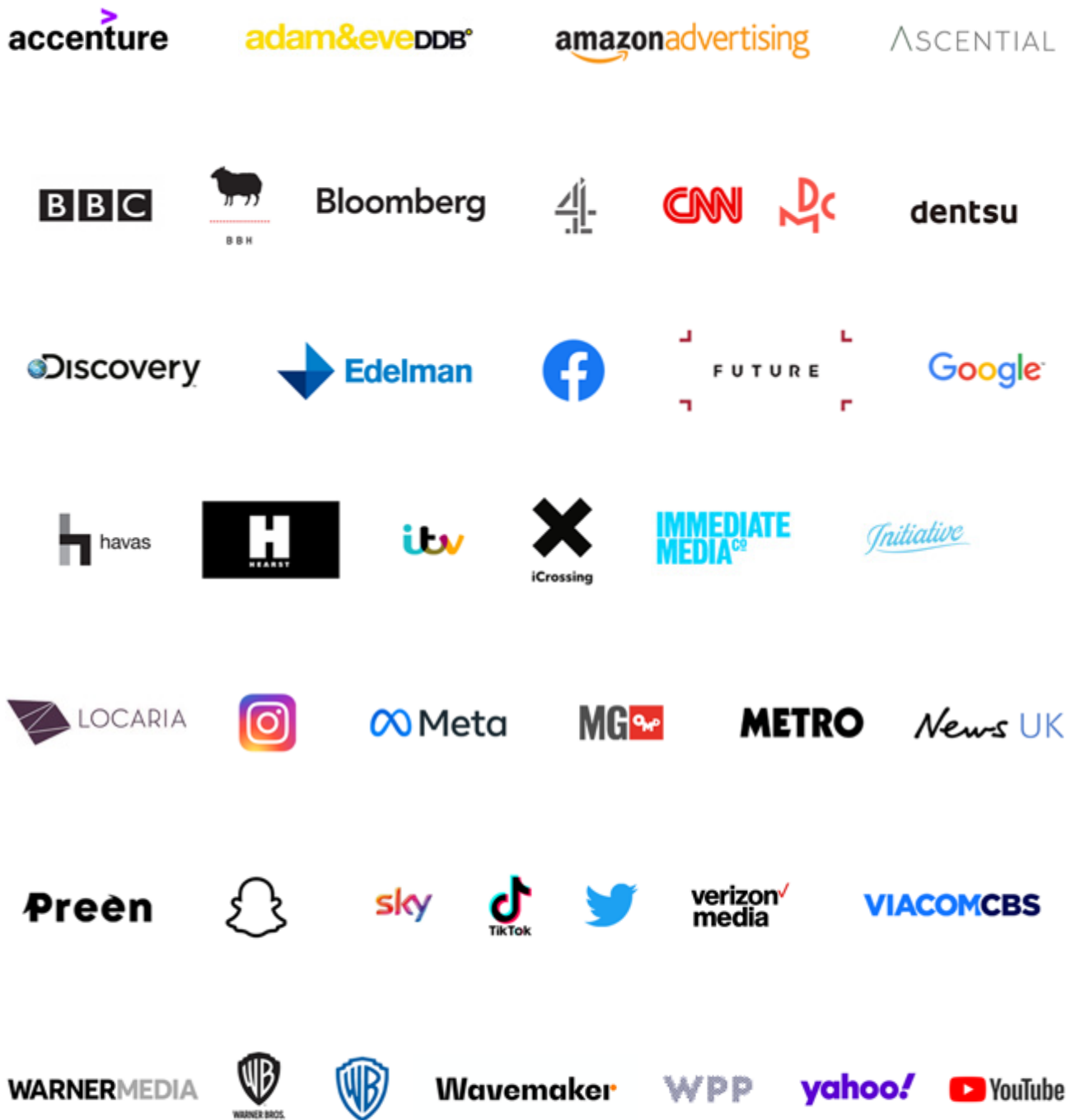
11,917

Event
attendees

Industry partners

Thank you to all our industry partners who have supported Media Trust over the past year. We simply couldn't do the work we do without your generous funding support, talented trainers, committed volunteers, inspiring mentors and more!

2021 has been a landmark year for industry support. We're very excited to see partners aligning their purpose and CSR activity to embrace skills-based volunteering as part of their business strategy, and we can't wait to see what 2022 brings.



Our volunteering programme

By matching good skills with good causes, Media Trust's volunteering programme continues to provide an essential service to the UK charity sector while helping media organisations expand their purpose-driven CSR activity and media professionals to use their skills to give back.

In the last 12 months alone, we've facilitated a total of 3,453 matches between 1,802 skilled volunteers from across the media and creative industry with 3,060 charities representing causes and communities in need of vital media and communications support.

We've also delivered 101 challenge days, bringing small teams of media and creative industry professionals together with a charity to work on a specific comms brief and action plan. This year, we saw the biggest demonstration of volunteering support by a single agency—MG OMD—who provided over 400 volunteers to support 29 environmental charities.

Our speed pitching/mentoring events continue to build connections and networks between UK charities and local journalists. This year, we welcomed 202 charities at these half-day events to build relationships, practise their pitches and receive on-the-spot advice. In turn, the participating editors and journalists strengthened their bonds with civil society and expanded their network of potential sources and contributors.

Our online platform continues to allow charities to search for and connect with volunteers based on their skill set, location and availability. We also have a bespoke hand-matching service which matched 127 charities with digital mentors for three-to-six-month periods across the year.

“We had a great team of volunteers with complementary expertise. They came up with some excellent ideas and suggestions for breaking through to our target audiences and amplifying our reach as an organisation.

Olivia Nater, Digital and Communications Manager, Population Matters

“It's wonderful to see true collaboration in super-fast time and see what impact can be had when a few determined people put their heads together.

Francesca Kasteliz, On Air Performance & Media Coach, TV Coach Ltd.

Supporting communities through the new normal

Volunteer Films

April 2021 saw activity resume for our Volunteer Films strand of work where we match volunteer directors with charities looking to make a film to help with raising funds and awareness, campaigning, recruiting volunteers and other support.

We currently have funding from City Bridge Trust and John Lyon's Charity to make films for their grantees. Some of the fantastic charities we're working with include Brentford FC Community Sports Trust, HOPE Harrow, Hoxton Health, LAWA, Lightyear Foundation, Live Music New, Making the Leap, MiNDFOOD, New Horizon, Open Door, the Spitz, SurvivorsUK, SYDRC, the VIP project, White City Theatre

Project, WISH and Young Westminster Foundation Flash Musicals.

Media Trust not only oversees all elements of production but we also train the charities in filmmaking, distribution strategies and social media. After attending the first two training sessions at the start of 2021, the charities wrote a brief for their film and met with their allocated directors to explore ideas and start development.

Despite Covid, production began in the summer and involved support from stars including Antony Costa (boyband Blue) and Bhasker Patel (actor, Emmerdale). The films went into edit in autumn and will be released at the end of this year.



It was a really engaging day, without all of the jargon, broken down into really manageable chunks of information.

Clean Break, charity supported through Volunteer Films 2021



Covid-related challenges for charities

In 2020, we partnered with CharityComms to run a survey with charities on the communications challenges they were facing during the pandemic. Earlier this year, we repeated the exercise to see what, if anything, had changed for non-profits operating within the 'new normal'.

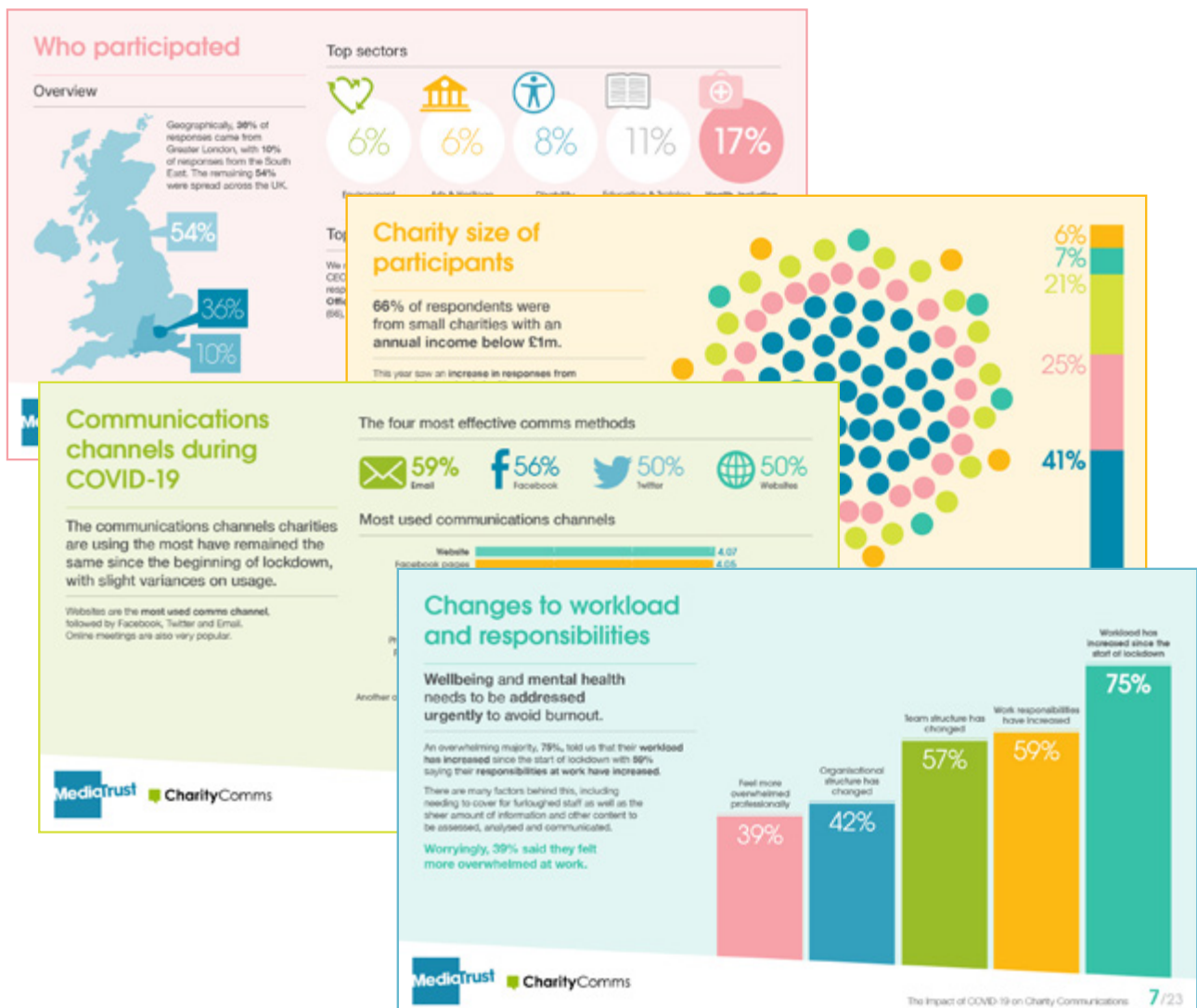
Over one third (39%) of charity professionals are feeling overwhelmed at work with almost two thirds (59%) reporting that their work responsibilities

had increased during the pandemic.

The top three comms challenges facing charities in 2021 were:

- producing digital content
- digital exclusion (i.e., unequal access to technology or WIFI)
- supporting users who would normally have access to face-to-face services.

[Read the full report here](#)



Digital transformation

Ahead of the pandemic, we had already set ourselves the goal to become an agile digitally enabled organisation that is harnessing technology to achieve scale and to be more efficient and effective.

In the same way that the pandemic has accelerated the migration to digital for many other organisations, in 2021, Media Trust also significantly increased our focus and investment in our digital capabilities.

Our own digital roadmap

In June, we recruited a Head of Digital and created a two-person digital team to lead our digital transformation.

The initial focus of the team has been to review the state of our tech infrastructure and processes and identify opportunities to improve the user experience for our stakeholders while increasing our organisational reach, efficiency, and effectiveness.

Priority projects include upgrading our legacy systems including our CRM and online matching platform.

We now have a detailed digital strategy, a roadmap for the digital transformation work we plan to undertake and a clearer idea of the required investment and other resources and we're confident this will allow us to better serve our key stakeholders and beneficiaries going forward.

Marketing Trust

Thanks to continued support from Marketing Trust, this year Media Trust was able to train 288 charities in digital marketing strategy in five regions across England and Scotland.

The programme included webinars in digital marketing strategy, Facebook Ads, SEO, analytics, and free digital tools, equipping charities with the skills and knowledge to effectively engage with their

audiences, support their service users online and raise the profile of their charity.

Most participants were small charities delivering frontline services with no dedicated digital or comms staff.

The programme enabled them to strategically focus their limited resources during a very challenging time, supporting them to stay connected online with their key stakeholders.

98%

of participants said that they felt more confident in their ability to implement a digital marketing strategy.

Digital skills

Our 2021 Digital Comms Programme, supported by Google.org, provided free digital communications training, mentoring and resources tailored to charities across 26 regions in the UK, with a focus on supporting those from socio-economically deprived areas.

Media Trust also ran our first ever Digital Spring School in April and our second Digital Summer School in

August—both initiatives were over-subscribed and very well-received.

In 2021, our Digital Comms Programme supported 1,774 organisations to use data and analytics to derive behavioural insights and track impact, create cut-through digital content, mobilise online communities, optimise their social media, target new volunteers and partners, fundraise virtually, and use ad credits.

“I learned more during these two days than I have done in five years of working in this industry.
Karren Winters-Cavalôt,
Information, Communications and Projects Officer, Healthwatch Staffordshire, Digital Marketing Strategy Workshop 2021 participant

“Well organised and facilitated—the trainers and content were excellent—best training I’ve attended this year.
Gina Aston, CEO,
Advocacy Now, Digital Spring School 2021 participant



58
 charities
 trained over
 three weeks

21
 digital experts
 providing
 mentoring support
 for charities

3
 Wednesday
 Wellness
 sessions

25+
 hours of learning

15
 learning resources
 shared

21
 geographical
 areas

100%
 rated the training
 as very good
 or good

Masterclasses with Meta

A big thank you to Meta who ran two Facebook masterclasses online for almost 400 attendees on key topics that were highlighted in our Covid Comms

survey as priority areas for charities. The masterclasses provided training and tips on creating mobile-first video and building online communities.

Heritage Digital

2021 saw us continue our work with Heritage Digital, supported by the National Lottery Heritage Fund, and delivered by a unique consortium including Charity Digital, the Heritage Alliance, Naomi Korn Associates and Media Trust.

The programme created training and resources to upskill the heritage sector across four areas: digital communications, digital marketing strategy, digital technology, and digital rights.

Of the 12 downloadable guides and templates created, two guides by Media Trust were in the top three most downloaded: our Social Media Policy

Template and Social Media Guidelines, garnering 1,000+ downloads between them. In February, we also co-produced an animated video to promote the final six months of the project.

Media Trust has also continued to be a key partner of the Rebuilding Heritage programme, supporting the heritage sector to respond to the ongoing impacts of the pandemic. This year, we delivered one-to-one communications strategy training and follow-up support sessions for 59 charities, and sector-wide training and webinars to increase the skills and knowledge of heritage organisations in digital communications.

In 2021 the Heritage Digital Consortium achieved:



“I have attended a lot of digital webinars this year, and I would be hard-pressed to recall many that were as focused, collegiate, helpful, innovative, good-humoured and well-presented as this one.

Digital Fundraising Workshop participant, Heritage Digital 2021

Weston Communicating Climate

2021 was a landmark year for climate action. With the COP26 UN Climate Summit taking place in Glasgow this November, it's never been more important for charities to have impactful communications around the climate crisis.

Launched this year, our Weston Communicating Climate Programme, initiated and funded by the Garfield Weston Foundation, supported 30 environmental charities to extend the power, reach and impact of their communications.

Guided by an advisory group of experts working in the climate and

media sector, the programme delivered expert-led workshops, a series of #ConqueringClimateComms video resources and masterclasses open to the wider environmental sector, reaching over 400 organisations in the run-up to COP26.

The programme also led to an exciting new partnership for us with global media agency MG OMD, who mobilised over 400 staff members to work with 29 of our charities to develop creative and innovative campaigns to inspire new audiences. We believe this scale of skills-based volunteering by a single agency was an industry first.

96%

of participants expect to be able to reach wider audiences as a result of the programme.



Andrew Davis
Founder and Lead Trainer
Talk Dygital

Influencer marketing is about finding and connecting with an influencer.

At the start of the programme, only 29% of participants felt they knew how to frame complex messages, which increased to 100% by the end of the programme. The programme also increased their confidence in segmenting audiences, influencer marketing, social media and media relations.

Beyond the impact on individual charity participants, the programme has led to wider benefits, including communications being much more valued as an important area by the leadership

and staff of participating organisations. Almost all our charities also reported that as a result of the programme, their communications have had a positive impact on the people or places that benefit from their services or projects.

At COP26, many participants were able to translate their learning into action, hosting events and exhibitions at the summit to showcase stories of climate action and secure media coverage, with others producing resources for schools or increasing their social media following.

“The climate framing workshop completely changed the way we communicate about climate change.

Carys Evans, Communications and Campaigns Officer, Wildlife Trusts Wales, Weston Communicating Climate 2021 participant

“The programmes we run at the Garden have been impacted by more regular and targeted posting. Most of them now have waiting lists.

Karen Dobson, CEO, Scotswood Garden, Weston Communicating Climate 2021 participant



Media Trust at COP26 with the British Society of Soil Science

Headlining Mental Health

In 2021, our Headlining Mental Health programme supported 20 small mental health charities with their strategic communications, enabling them to more effectively reach people who need support, challenge mental health stigma, and make sure people living with mental health issues are heard.

Funded by Gamesys Foundation, the programme delivered a series of skills-building workshops, media interview training, and the chance to pitch mental health stories to leading media outlets. In addition, peer support coffee mornings provided a space for charities to share and learn from each other, and the provision of small grants enabled them to put their learning into practice.

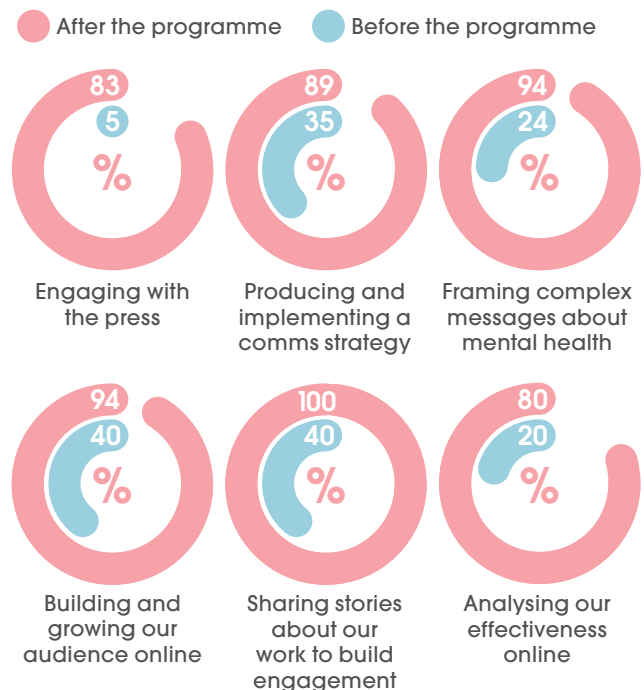
Over the year, we saw a huge show of industry support for mental health. We mobilised 70 media and creative industry volunteers to provide every charity on the programme with tailored communications strategy reviews, as well as a day of expert guidance to produce an action plan to tackle a specific communications challenge.

For Mental Health Awareness Week, we worked with social media platforms including Instagram, Meta, Snapchat, TikTok and YouTube to deliver six

masterclasses open to the wider mental health sector, supporting 140 mental health charities to optimise their social media activity.

Participants reported significant improvements to their communications skills as a result of the programme. Many have gone on to secure media coverage, corporate and fundraising partnerships, support from local businesses, awards, and increased engagement with local MPs and councillors.

“My organisation is good or very good at...”



“We had never written a press release before but were desperate for some local coverage. After the training on pitching to the press, we are ready to embrace media opportunities rather than thinking about how to politely decline them!”

Jennie Birch, Administrator - Communications and Fundraising, Improving Lives Notts, Headlining Mental Health 2021 participant

Bespoke training and Funder Plus

In 2021, Media Trust provided bespoke training for 33 different charities and a total of 406 charity professionals, tailoring each session to the organisation's specific communications priorities. The most requested training topics this year were

media interviews and social media.

Having shifted to virtual delivery since the pandemic, Media Trust is now resuming face-to-face training in parallel with online training.

“ I feel much more motivated and confident to speak via media. I am more aware of my strengths and how to overcome my difficulties.

Bespoke training participant

“ The training made me think more about what our audience expects from us as well as the key messages we want to be sharing.

Bespoke training participant

Media Trust's Funder Plus programmes work closely with funders to identify the specific requirements of their grantees and design a package of communications support that accommodates the different needs, capacity and skills sets of the grant recipients.

For the sixth year running, Media Trust partnered with John Lyon's Charity to support their grantees and build the communications capabilities of 20 London-based youth charities.

The programme supports participants to develop and implement a communications strategy and equips them with the skills and tools to communicate more effectively using marketing, PR, digital and content.

100%

of participants reported that their increased digital communications knowledge will positively impact their organisation.

Stronger Voices

In 2021, we delivered the third year of Stronger Voices, supporting another 15 London-based equalities organisations to communicate more effectively with their audiences and raise the profile of their work in the media.

In response to the disproportionate impact of the pandemic on communities of colour and the Black Lives Matter Movement, this year we prioritised places on the programme for organisations led by and working with communities of colour, with 53% of places going to organisations that met these criteria. We're proud that this year's cohort was our most diverse and intersectional yet.

Funded by City Bridge Trust and delivered in partnership with Equally Ours, this year's Stronger Voices programme saw us work with a range of cutting-edge partners such as Campaign Bootcamp,

gal-dem, NEON and We Are Stripes who supported the delivery of training. Our charity participants also benefited from speed pitching and networking sessions with journalists, and communications strategy sessions led by expert volunteers. We also launched a new Google Ad Grant mentoring scheme to support our charities in using Google Ad Grants.

In addition, our four sector-wide masterclasses were attended by almost 400 organisations, a record-breaking number for the programme. Stronger Voices has successfully increased participants' confidence, skills and abilities in strategic communications and media engagement, supporting them to share the impact of their work, attract media coverage and advocate for policy change, at a time when the voices of equalities organisations have never been more vital in the news and in policymaking.

81%

of participants increased the number of social media followers.

“We’ve already had a lot of press hits in CNN, the Guardian, Independent and Newsnight. We’ve seen huge immediate returns from this programme.

Shashi Ioannides, Fundraising & Communications Manager, Migrants’ Rights Network, Stronger Voices 2021 participant

“It really is such a privilege to receive advice from top industry experts on how we can better our comms to amplify the impact of our work.

Jumoke Abdullahi, Communications and Media Officer, Inclusion London, Stronger Voices 2021 participant

Empowering young people

Throughout 2021, Media Trust has worked with hundreds of young people, providing them with creative digital media skills training, mentoring and pastoral support, as part of our goal to level the playing field in the media and creative sector, both on-screen and off-screen.

Covid-19 has upended the education and employment prospects for so many young people with youth from disadvantaged backgrounds the most impacted.

After only being able to run our youth programmes remotely for such a long

time, it was fantastic to resume face to face delivery this past autumn.

While 2021 saw the continuation of our long-running signature youth programmes: Creativity Works and Vlogstar Challenge, this year we also pulled off a pilot of Creativity Works Futures—an extension of Creativity Works focused on future-facing skills.

In June, we also partnered with The Prince's Trust and Ant and Dec to deliver an exciting media skills training programme for a group of 12 young Londoners.

Vlogstar Challenge

Vlogstar Challenge, run by Media Trust and the Jack Petchey Foundation in partnership with YouTube, is a unique training initiative and competition that equips young people based in London and Essex with the skills to strengthen their voice and create cut-through content for social media.

The programme aims to harness young people's passion and creativity and

provide them with the confidence and technical skills to develop their voice, create compelling digital content and reach new audiences.

In 2021, Vlogstar Challenge saw over 1500 young people trained and supported to create meaningful content about their communities and lived experience.

72

Workshops delivered

51

Organisations
(e.g., schools and colleges) worked with

1,522

Young people trained

Creativity Works

April saw the launch of Season 12 of Creativity Works, our long-standing programme in partnership with the Mayor's Fund for London aimed at improving the employment prospects of creative young Londoners within the media and creative sector through foundational skills training, employability support and mentoring.

Our 24 trainees benefitted from 47 masterclasses mostly led by our industry partners and volunteers, which equated to a total of 225 hours of activity across the ten-week programme—all delivered virtually.

The masterclasses covered a range of areas including advertising, employability skills, journalism, TV and film production and social media.

This season, we introduced new masterclasses from Clear Channel, the Guardian, Studio BLUP and TikTok. Studio BLUP also ended up providing a two-week internship to one of our trainees. All 24 trainees were also paired with an industry mentor.

We also provided mental health and wellbeing sessions, given the impact of the pandemic on young people's mental health.

Across the season, our trainees created over 150 pieces of content for the Creativity Works Season 12 Tumblr page, including a podcast available on Spotify.

They also created over 127 pieces of content across the sessions led by our industry professionals. From April to June, #CreativityWorks attracted over 3,000 engagements, reaching over 1.5 million people.

We're thrilled to report that to date, more than half of the cohort are in paid employment at leading media companies including Bandicoot, Edelman, PHD, SJR and Wavemaker.

**From April to June,
#CreativityWorks
attracted over 3,000
engagements, reaching
over 1.5 million people.**



One of the things I loved most about the Creativity Works programme was the support of and celebration of progressive creative media companies who are having a positive impact on the world.

Francesca, Creativity Works Season 12

Creativity Works Futures

October saw the launch of our pilot Creativity Works Futures programme aimed at 'future proofing' underrepresented creatives by providing them with future-facing skills. Areas covered included data and insights, emerging creative tech such as animation, AR and gaming, inclusive storytelling, and multimedia postproduction.

The eight-week programme was predominately run virtually but with at least one in-person session a week. A big thank you to BBH, Epic Games and Jellyfish Pictures for welcoming our trainees to their offices.

We also piloted our first ever Charity Challenge Day for the young people taking part in the programme. Our trainees were tasked with coming up with campaign ideas for Men's Minds Matter

with mentoring and other support from London creative video agency Preen.

The four teams presented their pitches in a showcase event and received feedback from a panel of judges from Men's Minds Matter, Preen and TikTok. Men's Minds Matter and Preen were both blown away by the winning idea which Preen will be putting into production pro-bono for the charity.

This season, we worked with the trainees on developing their own portfolio to showcase their talent and work. Each week, based on the task set by Media Trust, the trainees created a piece of content ranging from vlogs, podcasts and social media ads. You can see some of their work here. We also ran a Creator of the Week competition, with the winner highlighted across our social media channels that week.



This year's Creativity Works Futures cohort

Supporting diverse creative talent

In 2020 and 2021, Media Trust received a series of grants from ScreenSkills to run a number of mentoring programmes aimed at providing the UK's screen industries with a more diverse behind-the-camera talent pool. The programmes are supported by ScreenSkills using National Lottery funds awarded by the BFI as part of the Future Film Skills Programme.

Over the last 18 months, Media Trust has run five mentoring programmes matching seasoned industry mentors working in film, TV and gaming with diverse mentees looking to pursue or progress their career in behind-the-camera roles. We are proud to have supported 167 mentees ranging from entry-level to early stage to mid-level talent across our five programmes, matching them with mentors for a six-month mentoring partnership.

Our mentees and mentors have also benefited from training in giving and receiving feedback, goal-setting, safeguarding and networking and monthly mentoring circles. Mentoring circle topics ranged from bullying and harassment in the screen industries delivered by the Film and TV Charity to the importance of allyship and inclusion facilitated by Sarah K Impey.

We have met and exceeded our ScreenSkills-set diversity targets for every one of our five programmes in terms of our mentees' gender identity, ethnicity, geographical location, sexuality, and socioeconomic background.

Meanwhile, our most recent Media Trust & ScreenSkills Reframing Disability Programme is another industry first – every one of our mentees and mentors is disabled with an impairment, learning difference or long-term condition.

Each of our mentoring programmes has had a different anchor media industry partner. A big thank you to the BBC, Discovery, ITV, Sky and Warner Media for securing mentors and providing in-kind support for the programmes. A big shout-out too to the many production companies who have provided mentors including Bad Wolf, Channel 5, Hello Halo, Odelay, Plimsoll Productions, PULSE FILMS, RAW TV, Renegade, Ricochet, Somesuch and Wall to Wall.

“I’ve finished my first Prod Sec contract this week and grabbed myself another Prod Sec role starting next week! (My mentors) Kevin and Zenna have been fantastic, and I couldn’t have done it without their support over the past few months. Thank you to you and the Media Trust peeps for taking a chance on me to join the Mentoring Scheme!

Aimee Sherry, early-stage talent mentee

“I’ve really enjoyed every moment of this journey from taking part in the online mentor training, panel discussions with industry professionals, monthly mentoring circles, to the forum discussions but most of all, building a relationship with my mentee.

Natasha Hamlet, emerging talent mentor

Kickstart Scheme

Since July 2021, Media Trust has been working closely with our industry partners including Future, Hearst, Viacom and Warner Media to recruit and train around 40 young trainees under the Government’s Kickstart Scheme.

Our wraparound package of support has provided the young people with the best chance to flourish in their six-

month placements and beyond while providing our partners with diverse talent, helping them boost innovation and engage new audiences.

Excitingly, we’re already seeing a number of the current placements being converted into permanent roles and we have a further 30+ new placements in the pipeline before the scheme ends in March 2022.

40

Kickstart trainees placed this year

30+

trainees in the pipeline for 2022, including at Media Trust

“Giving individuals an opportunity to break into the media industry through the Government Kickstart Scheme has not only supported our commitment to provide opportunities to diverse talent but also allowed us to engage with a talent pool of hugely enthusiastic individuals with incredible potential to be the leaders of the future.

Catherine Pereira, Talent Acquisition Director, ViacomCBS

In the spotlight

Media Trust was invited to host the opening session of the **BBC's 50:50 Festival in April**, with a #ReframingDisability panel discussion on how we've been working with the BBC to improve disability representation in the news.

August saw **Su-Mei** guest-star in a podcast interview for **CMS's Buzz Me In**, a network for professionals in the media sector. The podcast was retweeted by **Women in Advertising and Communications Leadership** (WACL) who noted it was, "...packed with insight on working in the third sector and the role of women in work post Covid—a great weekend listen!"

In **October**, Media Trust's climate lead, **Ceri Jones** shared with **Civil Society Voices** how Media Trust has been working to support smaller climate action charities around inclusive comms, in the run up to COP26. This was paired with a Media Trust film featuring **Judy Ling Wong**, President of the **Black Environment Network**, about the benefit of combining the narratives of cultural dimensions and climate change.

In **July**, our Chief Executive, **Su-Mei Thompson** chaired a panel on building an anti-racist media as part of this year's **IPPR Oxford Media Convention**.

In **October**, the **Association of Volunteer Managers** invited Media Trust's **Rob Janke** and **Carly Bell** to run a workshop on managing volunteers in the digital space.

In **February**, **Third Sector magazine** featured an opinion piece by **Su-Mei** on how saving the planet is a communications challenge. This was followed in **September** by another blog from Su-Mei on how improving media representation for minority groups requires sector-wide commitment.

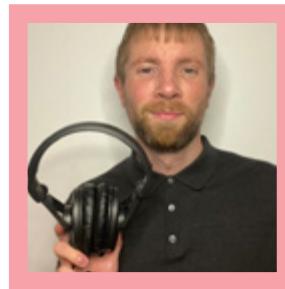
In **November**, during COP26, Media Trust's **Weston Communicating Climate Programme** was also highlighted across media outlets including **i-news**, **Yahoo News**, **Charity Comms** and **Good News Shared**.

Meet the team

We asked the team to capture in an image an item or something they couldn't live without. And this is what they shared with us...



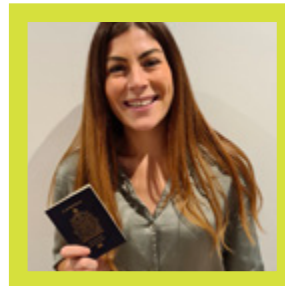
Andrew South
Head of Youth
My kids. Who I let dress me for this photo(!)



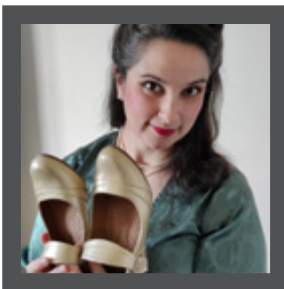
Ben Bethell
Project Coordinator, Youth Programmes
I love music and I used to work full time as a DJ in the music and events world... so I couldn't live without my headphones!



Cara French
Head of Strategic Partnerships
My cat. I mean, look at him!



Carly Bell
Volunteering Manager
My passport. I love adventure, travelling the world and escaping to the wilderness. My experiences from exploring the outdoors to living abroad have shaped who I am.



Cat Whitehouse
Project Manager, Headlining Mental Health
My dance shoes. Whether it's Charleston and lindy hop or tango and ballroom, who doesn't love a boogie?



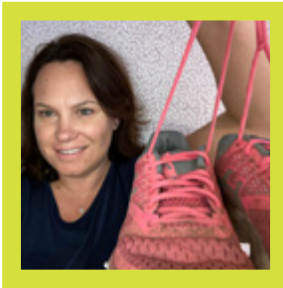
Ceri Jones
Project Manager, Weston Communicating Climate
I grew up with a musical Dad who loves electronic and soul. Turning on my record player is like coming home!



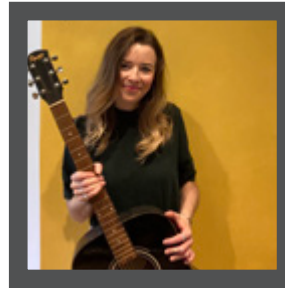
Daisy Church
Screen Industry Programme Manager and Content Producer
Hoppity, aka Creepy Bunny, was given to me by my maternal granny when I was young, and we've been inseparable ever since...



Fahmida Miah
Senior Programme Coordinator, Charity Services
My colourful and often very messy painting palette. I love creating tiny pictures and sharing them with my family and friends—it brings a lot of bliss, creativity, and joy to my life!



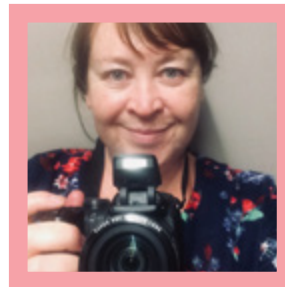
Fiona Hall
Head of Digital
 My trainers. For running and walking through the streets and parks of Edinburgh.



Grace
Programme Manager, Digital Skills
 My guitar!



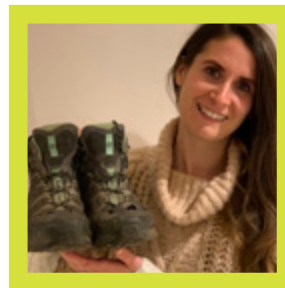
Jenny Walton
Director of Charity Services
 As the granddaughter of refugees, I feel very lucky to have dual nationality and two passports. They give me the freedom and opportunity to visit family and explore the world.



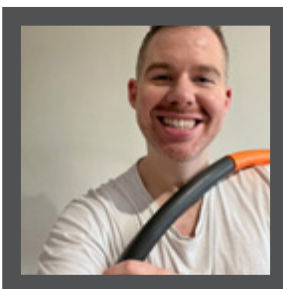
Katie
EA and Corporate Affairs
 My camera. It captures treasured moments, loved ones and memories, and reminds me to wonder at and appreciate all the little things!



Klara Schmitz
Head of Programmes
 I can't live without my wetsuit because I love swimming in the sea!



Louise Dempsey
Industry Engagement and Events Manager
 Hiking is my all-time favourite thing to do. I love the freedom it gives me, and the opportunity to explore new places and go on all sorts of adventures!



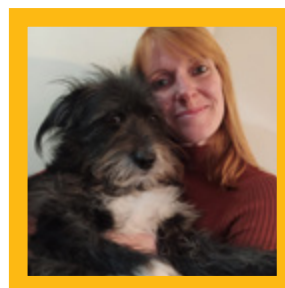
Matt Horwood
Head of Marketing and Communications
 My weighted hula-hoop! After taking a class at the start of 2020 with Marawa the Amazing I became hooked and use it almost daily for fun and easy exercise.



Michaela Lowe
Project Manager, Volunteer Films
 I couldn't live without books. I love losing myself in a good story.



Naomi White
Head of Operations
 Crafting is my meditation; I like to make gifts for friends that make them smile!

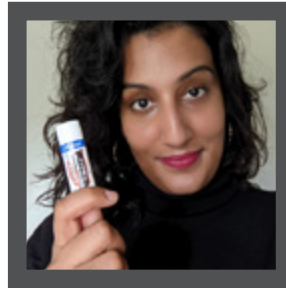


Nicola Kurt
Programme Manager, Charity Services
 My dog!



Paige Patrick
Digital Communications Executive

I'm the biggest Taylor Swift fan, so much so that I still buy CDs. I'm pretty sure that for every emotion I've ever felt, there's always been a Taylor Swift song I could relate back to.



Rabia Mirza
Programme Manager, Stronger Voices

My lip balm—it's the first thing I wear in the morning and the last thing I put on at night. I have one in every single pocket and bag!



Robert Janke
Digital Product Manager

My drumsticks. I love playing the drums and writing and performing with my band.



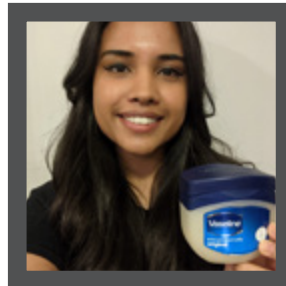
Simone Johnson
Youth Engagement Project Manager

My plants! I love greenery at home and outside as it brings me joy.



Su-Mei Thompson
CEO

My scented candles got me through lockdown—lighting one every morning felt like an expression of hope and light at the end of the tunnel.



Tangina Chowdhury
Youth Engagement Coordinator

Vaseline makes life run just a bit more smoothly—say no to dry skin!



Wendy Pearce
Executive Producer

My art therapy book gives me a moment of peace in an otherwise hectic world.

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