



The PressWise Trust

*- advice, information, research and training
on media ethics -*

Registered Charity No. 1076002
Limited company No. 3747192

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A. ANNUAL REPORT 2000-2001

1. Registration

The PressWise Trust is a limited company (No. 3747192) and a charity (No. 1076002) registered on 15 June 1999, operating from Unit 38 Easton Business Centre, Felix Road, Bristol BS5 0HE.

2. Aims and objects

The aims and objects of the Trust are:

- A. *To promote for the benefit of the public compliance with ethical standards of conduct and with the law by journalists, broadcasters and all others engaged in or responsible for the media, in the United Kingdom and elsewhere, in particular (but not exclusively) by:*
- i. *the provision of advice and assistance (not including individual representation except where the individual affected has insufficient means to afford legal or other specialist assistance) to members of the public concerning actual, possible or apprehended breaches of some recognised ethical standard or law.*
 - ii. *the advancement of the education and training of the public, of media students and professionals, and of all others engaged in or responsible for the media in respect of recognised ethical standards and the law;*
 - iii. *the education of the public and the carrying out of research (and the publication of the useful results thereof) into:*
 - a) *the ownership, distribution, consumption, control and influence of the media;*
 - b) *the legal and ethical context and effect of relevant law. guidelines, policies and codes of practice;*
 - c) *the methods and means available to members of the public for securing correction, redress, or remedy in relation to media coverage and journalistic activity;*
 - d) *the prevailing standards of the media and of media coverage and journalistic activity;*
 - e) *the actual, possible or apprehended instances of unethical, unlawful, unfair or inaccurate media coverage and journalistic activity (including instances of bias or misrepresentation) judged against recognised ethical standards and the law.*
- B. *To advance the education and training of the public and in particular members of charitable and non-charitable voluntary organisations in the UK and elsewhere in all forms of communication media and in particular the effective utilisation thereof.*

3. Trustees

a. The Trustees who served during the year were:

Mr Bob Borzello	Sir Louis Blom-Cooper (Chair)	Ms Patricia Healy
Mr Brian Jones	Ms Annie McGann	Ms. Desiree Ntolo
Mr Julian Petley	Prof Naomi Sargant	Prof. Peter Townsend

4. Appointments

a. The Trustees appointed PressWise Director Mike Jempson as Secretary to the Trust and Ms Bharti Baron as Treasurer, and retained the Yorkshire Bank, 5 Northgate Street, Gloucester GL1 2AH as the bankers to The Trust.

b. In accordance with s. 385 of the Companies Act 1985, **R.J.R. Maule, BA FCA**, of Bristol Community Accountants, of 12 Picton Street, Bristol BS6 5QA was appointed auditor of the Trust's accounts.

5. Patrons

During the year the following served as patrons of the Trust:

George Alagiah	Joe Ashton	Michael Cashman MEP	
Jean Corston MP	Lord Gilmour	Bruce Kent	Alex Pascall OBE
Diane Simpson	Clive Soley MP	Linda Townley	Polly Toynbee
Tony Worthington MP			

6. Staff

The Trustees would like to commend the Director, Mike Jempson, and his Deputy Bill Norris for their continued commitment and hard work. We would also like to thank our Administrator Di Fricker for the support she provided during the Trust's first full year, and wish her well in her new career.

The Trustees were pleased to welcome Anna Kelson and Elly Lewitt who joined the staff as Project Administrator and Office Administrator respectively in the latter half of the year, and wish to express their gratitude for the hard work put in by the RAM project team – Nazand Begikhani, Nick Cater, Hildegard Dumper and Terry Williams.

7. Operating Policies

a. The Trustees set aside the sum of £10,000 to be held on deposit as a Reserve Fund to meet financial liabilities in the event of closure at short notice.

b. As required by law the Trustees have prepared accounts for the financial year which give a true and fair view of the state of affairs of the company and of the surplus or deficit for that period. In preparing these accounts the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- follow applicable accounting policies, subject to any material departure disclosed and explained in accounts;
- prepare accounts on a going concern basis unless it is inappropriate to presume the company will keep operating.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that accounts comply with the Companies Act, 1985. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

8. Fund-raising

a. The Trustee would like to thank to all those who have contributed to the maintenance of the Trust's work during the year, including and especially:

- i. the **Joseph Rowntree Charitable Trust** for continued contributions towards core funding;
- ii. the **Diana Princess of Wales Memorial Fund** for continued support of the Representing Lost Childhood Project;
- ii. the **JRCT Racial Justice Committee** for continued support of the Refugees, Asylum-seekers and the Mass media (RAM) Project.

b. The Trustees are also grateful to those who made financial commitments and contributions towards the Trust's projects, especially

- i. the **Barrow Cadbury Trust** (£45,100 towards the RAM Project in four instalments over a two-year period from July 2000);

- ii. the **Lord Ashdown Charitable Settlement**, the **Allen Lane Foundation** and the **National Union of Journalists** for donations towards the costs of the RAM Forum;
 - iii. the **Camden Trust** for underwriting a feasibility study for an independent inquiry into freedom and responsibility of the media.
- c. The Trustees are pleased to have entered into contractual partnerships with other non-profit organisations, notably the **World Health Organisation**, **UNICEF**, and the **World Congress on Family Law and the Rights of Children and Youth**, and **Befrienders International** to undertake media-related contracts for completion in the year 2001-2002.

9. Activities

During the year the Trust

- i. continued to provide free, confidential advice and mediation services to complainants about media malpractice, and assisted in processing of complaints through the media regulators, although the number of enquiries we received decreased, possibly because our overseas work has reduced our visibility in the UK media;
- ii. developed training materials for journalists on reporting of children and violence, and provided training and lecturing services on media issues to voluntary organisations and journalism students in further and higher education;
- iii. conducted research and provided media training and related communication services in line with its objective to promote high standards of ethics in journalistic practice, working in conjunction with the IFJ, the World Health Organisation (WHO) and UNICEF in Armenia, Belgium, Finland, France, Georgia, Macedonia, Moldova, Spain, and the UK;
- iv. supplied a wide range of information about media ethics through our website;
- v. launched a new website www.ramproject.org.uk, an electronic bulletin circulating to over 600 individuals and organisations in the UK and Europe, and created networks of media volunteers concerned with representation of refugees and asylum seekers in the media, and held a highly successful media forum on the issue in London on 1 February 2001 as part of the RAM Project;
- vi. contributed to public debate on media ethics issues through a range of publications and radio and television programmes in the UK and overseas.

10. Conclusion

The PressWise Trust is now firmly established as a worthy successor to PressWise Limited, the non-profit voluntary body established in 1993 from which we took over the reins in 1999.

What has become apparent is that the ideals and ideas around which we have operated have struck a chord not just among the public but also among journalists, especially those working in more difficult climates than the media environment in the UK.

While it is gratifying that our services are appreciated overseas, there is much that still needs to be done in the domestic media scene. Our ground-breaking work on media coverage of refugees and asylums seekers is a case in point.

We must now consolidate our position. Once current projects and contracts have been fulfilled, the biggest challenge we face is to ensure that we can develop the Trust as an enduring entity with sufficient staff and resources to make a significant impact upon the changing media and regulatory environment in the UK, as well as contributing where appropriate to efforts to improve standards of journalism elsewhere.

PressWise Trustees' Report & Accounts 2000 - 2001

Signed by ***Sir Louis Blom-Cooper*** (Chair) on behalf of the Trustees, 29 October 2001

B. AUDITED ACCOUNTS 2000-2001

Auditor's Report to the members of The PressWise Trust Limited

I have audited the financial statements set out on pages 5 to 8 below which have been prepared Under accounting policies set out on page 7 below.

Respective responsibilities of the Directors and Auditor

As described on page 3 above, the Directors, also known as trustees for charity law purposes, are responsible for the preparation of the accounts. It is my responsibility to form an independent opinion, based on my audit, on these accounts, and report my opinion to you.

Basis of opinion

I conducted my audit in accordance with the Auditing Standards issued by the Auditing Practices Board.

An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the accounts. It also includes an assessment of the significant estimates and judgements by the Council of Management in the preparation of the accounts, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

I planned and performed my audit so as to obtain all the information and explanations which I considered necessary in order to provide me with sufficient evidence to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or other irregularity or error. In forming my opinion I also evaluated the overall adequacy of the presentation of information in the accounts.

Opinion

In my opinion the financial statements give a true and fair view of the company's affairs at 31 March 2001, and of its incoming resources and application of resources, including income and expenditure for the year then ended, and have been properly prepared in accordance with the Companies Act 1985.

Signed by Dick Maule

Chartered Accountant & Registered Auditor

13 November 2001

12 Picton Street, Bristol BS6 5QA

PressWise Trustees' Report & Accounts 2000 - 2001

The PressWise Trust Ltd. BALANCE SHEET AS AT 31 MARCH 2001

	<i>Notes</i>	2001		2000	
		£	£	£	£
Tangible assets	(2)		2,681		1,624
Current assets					
Debtors & prepayments	(3)		10,071		18
Cash at bank & in hand			<u>57,944</u>		<u>52,294</u>
			68,015		52,312
Current liabilities					
Creditors: amounts falling due within 12 months	(5)		(26,642)		(10,794)
Net Current assets			<u>41,373</u>		<u>41,518</u>
			44,234		43,142
			=====		=====
Unrestricted funds					
General funds	(4)		3,783		161
Designated funds			25,000		-
Restricted Funds			<u>15,451</u>		<u>42,981</u>
			44,234		43,142
			=====		=====

Prepared in accordance with special provisions of part VII of the Companies Act 1985 relating to small companies.

Approved by the Trustees on 29 October 2001 and signed on their behalf by Louis Blom Cooper and Annie McGann.

STATEMENT OF FINANCIAL ACTIVITIES FOR THE PERIOD ENDED 31 MARCH 2001

	<i>Notes</i>	Unrestricted Funds 2001	Restricted Funds 2001	TOTAL 2001	Restated Total 2000
		£	£	£	£
INCOME					
<i>Incoming resources</i>					
Grants & donations					
Grants		26,250	103,116	129,366	75,058
Donations		-	1,240	1,240	19,273
Intangible income		-	9,904	9,904	3,433
Activities for generating funds					
Project work		17,847	19,851	37,698	32,975
Forum		-	13,865	13,865	-
Fee & miscellaneous income		3,426	722	4,148	555
Interest received		1,299	-	1,299	164
TOTAL Incoming resources		<u>48,822</u>	<u>148,698</u>	<u>197,520</u>	<u>129,458</u>
EXPENDITURE					
<i>Resources expended</i>					
Direct charitable expenditure	(6)	29,003	162,146	191,149	78,790
Management & administration	(6)	5,279	-	5,279	7,525
TOTAL Resources expended		<u>34,282</u>	<u>162,146</u>	<u>196,428</u>	<u>86,315</u>
Net incoming/outgoing resources		14,540	(13,448)	1,092	43,142
Transfers between reserves		14,082	(14,082)	-	-
Balances brought forward at 1 May 2000		161	42,981	43,142	-
Balances carried forward at 31 March 2001		<u>28,783</u>	<u>15,451</u>	<u>44,234</u>	<u>43,142</u>

PressWise Trustees' Report & Accounts 2000 - 2001

Notes to the accounts for the period ended 31 March 2001

1. Principal Accounting Policies

The principal accounting policies adopted in the preparation of the financial statements are set out below and have remained unchanged from the previous year.

The accounts have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP 2000) issued in October 2000, applicable accounting standards and the Companies Act 1985.

The principal accounting policies adopted in the preparation of the financial statements are as follows:

Restricted funds Restricted funds are to be used for specific purposes as laid down by the donor; unrestricted funds are income received and generated by the objects of the charity without further specified purpose and are available as general funds.

Designated funds Designated funds are unrestricted funds earmarked by the committee for particular purposes.

Depreciation Fixed assets are written off over the expected useful life of the asset using the reducing balance basis at 25% per annum.

2. Fixed assets

<i>Tangible</i>	Office equipment	
Cost	£	
Balance brought forward	2,165	
Additions in the year	<u>2,337</u>	
	<u>4,502</u>	
Depreciation		
Balance brought forward	541	
Charge for the period	<u>1,100</u>	
	1,641	
Net book value at 31 March 2001	2,861	
	=====	
Net book value at 30 April 2000	1,624	
	=====	

3. Debtors	2001	2000
	£	£
Sundry debtors	<u>10,071</u>	<u>18</u>

4. Movement in funds

	Balance 1 May 2000 £	Incoming resources £	Outgoing resources £	Balance transfers £	Balance 31 Mar 2001 £
Unrestricted funds					
Designated funds					
Reserve fund	-	-	-	10,000	10,000
JRCT Fund	-	-	-	15,000	15,000
	-	-	-	<u>25,000</u>	<u>25,000</u>
General Fund	<u>161</u>	<u>48,822</u>	<u>(34,282)</u>	<u>(10,918)</u>	<u>3,783</u>
	<u>161</u>	<u>48,822</u>	<u>(34,282)</u>	<u>14,082</u>	<u>28,783</u>
	=====	=====	=====	=====	=====

Project income

<i>Refugees, Asylum-seekers & Media</i>	<i>Children, Media, Violence</i>	<i>Representing Lost Childhood</i>
NUJ	Intangible income	PoW Memorial Fund
500	9,904	53,616
Allen Lane Foundation	EC Daphne Init.	Other
7,500	10,000	2,733
Lord Ashdown Settlement		
5,000		
Barrow Cadbury		
22,000		
JRCT		
22,500		
Other		
<u>2,077</u>		
<u>59,577</u>	<u>19,904</u>	<u>56,349</u>

5. Creditors: amounts falling due within 12 months

	2001	2000
	£	£
Sundry creditors	26,642	10,794

PressWise Trustees' Report & Accounts 2000 - 2001

6. Resources expended

	Direct Charitable £	Management & Administration £	Total 2001 £	Total 2000 £
Project expenditure	107,008	-	107,800	33,068
Wages	46,441	4,000	50,441	27,858
Fees	10,948	-	10,948	3,801
Computer consumables/support	2,044	-	2,044	887
Travel	4,236	-	4,236	3,115
Conferences & courses	8	-	8	325
Heat & light	226	-	226	183
Telephone	5,271	-	5,271	2,366
Rent	6,074	-	6,074	3,181
Services	295	-	295	218
Refreshments	257	-	257	83
Research & publications	765	-	765	695
Audit	-	300	300	-
Auditors fees for accountancy	-	375	375	-
Accountancy (other)	-	367	367	4,050
Print/Post/Stationery	2,981	200	3,181	1,791
Insurance	367	-	367	272
Training	2,084	-	2,084	1,194
Sundry	843	-	843	2,602
Bank charges	193	36	229	85
Volunteers expenses	10	-	10	-
Depreciation	1,100	-	1,100	541
	191,149	5,279	196,428	86,315
	=====	=====	=====	=====

7. Trustees' expenses

Expenses for Trustees attending meetings	221	nil
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8. Employee information

The average number of workers were	3	2
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