

05-06 Highlights of the Year:

1,521,059,339 volunteering minutes pledged

1.2 million Community Channel viewers

10,000 viewers respond to our programmes

each week 8,000 Media Trust monthly

website users 5,000 charities received

communications support 3,000 delegates

trained 2,000 media professionals

volunteered 500 bus ads for Billion Minutes

350 charities given pro bono expertise

200 training seminars 60 films produced

50 volunteering stories on mainstream TV

30 stories a day on Community Newswire

27 volunteer films for small charities 24 hour

red button volunteering

Contents:

01: Our Vision Our Mission

02: Chairman's Report

03: Chief Executive's Report

04: Year of the Volunteer

05-07: Communications Services

08-09: Media Trust Productions

10-11: Community Channel

12: Our Funders Our Supporters

13: Trustees and Committees

14-15: Summary Financial Report

16: Broadcasters' Joint Declaration

Bringing the media industry
and charities together

Our Vision Our Mission

Our Mission

Media Trust works in partnership with the media industry to build effective communications in the voluntary and community sector.

Our Aims

- To resource the communications needs of the voluntary and community sector
- To harness the support of the media and communications industry
- To engage the public in the voluntary and community sector
- To strengthen the impact, reach and effectiveness of our work.

Our Vision

Media Trust seeks to be an innovative, creative and high-impact media charity, working across the UK to bring the media industry and the voluntary sector together through a range of media and communications partnerships, projects and services. We always aim to bring added value and new opportunities to both sectors, and to stakeholders in the public and corporate sectors.

We want to create a society where:

- The voluntary and community sector is widely visible and celebrated for what it achieves
- Community engagement, volunteering, charitable giving, and take up of voluntary sector services are widespread
- The public can easily access the voluntary and community sector
- Voluntary sector staff and volunteers can access the resources, skills and contacts to communicate effectively with a wide range of target audiences, through a wide range of media and communications.

We want Media Trust to be at the heart of the media and communications industry, inspiring and enabling the media to reflect, debate and support the goals, achievements and voices of the voluntary and community sector.



This Annual Review covers the work of Media Trust from 1 April 2005 to 31 March 2006

350
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Channel
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Michael Green is a hard act to follow. He has steered Media Trust through nine years of great change and challenges and his dynamism and charisma will be greatly missed. These are interesting times for the media industry and as the new chairman, I am delighted to be able to give my personal support to the media industry's own charity.

There really isn't anything like it. Fizzing with energy and ideas, Media Trust occupies the space between the media industry and charities, inspiring the country's directors, designers, communicators and other creatives to share their time and talents with people working in the voluntary and community sector. It is the conduit through which charities, those wonderfully diverse and powerful social influencers, are given a powerful voice.

Much has happened during the year covered by this review. Media Trust played a key role in delivering the Year of the Volunteer, inspiring and enabling people everywhere to give their time and skills. This ranged from the Billion Minutes campaign, to launching the first ever interactive red button volunteering service on Community Channel and placing volunteering storylines across the media.

During the year Media Trust built on the work it does so well. Thousands of charitable organisations benefited from the high quality communications advice and expertise provided by the many media industry experts it brought on board, with special emphasis being given this year to new media. Media Trust Productions further stamped its mark by making many outstanding films. Successful training, mentoring and media projects to support those voluntary organisations working with young people laid the ground for increased activity in this area.

On becoming Chairman I pledged to work to secure continued funding and resources for Community Channel

to allow it to develop and go forward. I believe passionately that this Channel should become a permanent part of the public service broadcasting landscape. Collectively across other media companies and Government we need to make sure long-term and increased funding is put in place.

'These are interesting times for the media industry and its own charity'

Much work during the year went into strengthening Community Channel's partnerships with broadcasters. As a result, in July 2006, BT Vision, Disney Channel UK and MTV became signatories to Community Channel's Joint Declaration of Support, first signed by such major broadcasters as the BBC, Channel 4, ITV and Sky back in September 2004. Making Community Channel a key external television partner means they support the Channel with content, marketing and promotion – powerful and effective support.

A further boost came with Mark Thompson's announcement in July of the BBC's intention to increase the hours that Community Channel broadcasts on Freeview, and set up a dedicated team in the BBC to support the Channel on various projects. Around 1.2 million viewers already tune in every month to the free-to-air channel, which broadcasts 24 hours a day. With the support of television partners, and secure longer term funding, both viewers and audience response will continue to grow.

More than anything, now is the time for Media Trust, across all its activity, to take full advantage of the transition to a fully digital world. The opportunities for our beneficiaries and partners are enormous and exciting, and Media Trust has a pivotal role to play as a catalyst, innovator, and provider of creative communications in this new digital environment. I am delighted to be helping lead the organisation at this key time.

My thanks for all their outstanding work go to Caroline Diehl and her hard-working and talented team. They are full of ideas for Media Trust and I look forward to working with them and the trustees over the years ahead, and to continuing to build the impact of this remarkable charity.



Chairman's Report

Andy Duncan
Chairman
October 2006

Chief Executive's Report

At the end of a year of unprecedented activity, we say goodbye to Michael Green, our chairman of nine years and welcome his successor, Andy Duncan. Michael has given so generously of his time, business skills and influence to help us establish many important alliances and grow our reach, effectiveness and impact. He has built and led a board that now includes the top names in UK media and communications. Under his chairmanship we launched many of the initiatives that make up Media Trust today. I am hugely grateful to him for his long-standing and loyal support, advice and commitment.

I am delighted that Andy has joined us, bringing his great skills in television, new media and marketing to Media Trust.

Our vision is to continue to grow our reach, increase our impact and broaden our offer, both in terms of the services we provide and the groups who can benefit from them. A Campaigns Director joins us shortly to launch Media Trust Campaigns, which will offer affordable high impact campaigns in partnership with the voluntary sector and our media partners, building on our work during the Year of the Volunteer. We are delivering additional 'new media' services through our core activities, our media industry partners and our contract with the Information Communications Technology (ICT) Hub. We are also growing our support for the voluntary organisations and media companies that target young people.

'Our vision is to continue to grow our reach and increase our impact'

Our steady growth is being supported by investment in our people and IT, and in increased efficiency. During the year we reviewed how we deliver film production services across the organisation, leading to a successful restructure and increase in output. We have appointed public sector and commercial fundraisers, and are installing a new database and finance software. With the support of secondees from BBC Human Resources and Ashridge School of Management, we carried out a staff survey, reviewed objectives and initiated a staff appraisal scheme. We are delighted with our new corporate identity.

We have continued our active involvement in Public Voice, the voluntary sector lobby group championing citizens' interests in communications. This gives Media Trust an influential role in ensuring the sector's interests are reflected in communications policy decisions, pre- and post-digital switchover.

We have had other goodbyes this year. After 11 years of dedicated trusteeship, David Carrington will be much missed. As Media Trust's founder Chairman, David has been instrumental in helping steer our steady growth, ensuring our good reputation and integrity, and bringing valuable advice to the board and the executive team. His widespread knowledge of the sector has been a tremendous asset, as has his commitment to, and belief in, it.

Naaz Coker has also stepped down from the board to concentrate on her Chairmanship of St George's Hospital. We shall miss her passion for the smaller organisations across the voluntary sector, and her determination to challenge the media industry to do more to give a voice to the people for whom the voluntary sector exists.

It is a great privilege to head such a dynamic, creative and committed team and my thanks go to all our staff, volunteers and trustees. I am also enormously grateful to Media Trust's corporate members and for the support both in cash and in-kind that is so generously given and without which our work would not be possible. I look forward to strengthening and deepening our partnerships.



Caroline Diehl MBE
Chief Executive
October 2006

1,521,
059,
339
volunteering
minutes
pledged



Year of the Volunteer

The Year of the Volunteer and the Billion Minutes campaign raised Media Trust's profile, demonstrating our capacity to deliver significant media coverage for charity campaigns, through our corporate media partners and other supporters.

More than 32 million people saw Billion Minutes, the hugely successful six-month campaign which played a central role in our contribution to the Year of the Volunteer. The campaign was developed and run by Media Trust, with marketing agency Heavenly, and backed up by the wholehearted support, generosity and commitment of the media industry.

In February 2005, Media Trust and the Chancellor of the Exchequer, Gordon Brown, hosted a breakfast at 11 Downing Street with key media leaders. All pledged their commitment, through pro bono support, to help generate mass awareness and achieve the Year of the Volunteer's objectives. One of the outcomes was the media industry's call for a high-profile consumer marketing campaign that they could all use to 'supercharge' the Year. 'Give a Billion Minutes' campaign was the result.

Launched in June by Sir Matthew Pinsent and Hazel Blears MP, the campaign kicked off with donated media space in the Sun, Daily Mail, News of the World, Heat, VHM, Metro and regional papers, as well as editorial in the Times, Mirror, Financial Times, Sunday Times and including broadcast coverage on the BBC, MTV and Capital Radio. The BBC provided the freephone telephone line for the duration of the campaign.

'None of this would have been possible without the support of our 17 media partners'

'Give a Billion Minutes' was a fundraising initiative, but using time, rather than money, as the currency. The public was asked to pledge time and help to collect a billion minutes of volunteering. The campaign quickly captured the public imagination, appealing to all ages. It reached well over its billion-

minute target. None of it would have been possible without the support of our 17 media partners.

Additionally, as part of the Volunteering England consortium for the Year, we encouraged our media partners to promote volunteering in editorial content and through telephone, web, red button and on-screen cross-promotion to Community Channel and www.do-it.org.uk. We placed volunteering stories in more than 50 television programmes, including storylines in ITV's Coronation Street and Channel 4's Hollyoaks.

Community Channel was the dedicated TV channel for the year. Imaginative cross-promotion with terrestrial programmes, such as the BBC's Coast series and Groundforce Africa, and ITV's With a little Help from my Friends, encouraged viewers to tune into the Channel to find out more. Thanks to Sky's generous donation of bandwidth and technical support, its viewers are now able to volunteer 24 hours a day through television's first ever interactive red button volunteering service, launched in the Year of the Volunteer.

What next?

We successfully bid to be the lead 'project partner' for a new two-year volunteering campaign, funded by the Cabinet Office, and targeting those most at risk of social exclusion. In partnership with our media corporate members, our new campaigns team can deliver high-impact media campaigns, working for and with charities, CSR departments and public sector clients.

'Those registering to volunteer were most likely to be the unemployed and those who had seen the Billion Minutes campaign.'

Home Office-commissioned evaluation of the Year of the Volunteer

500
bus ads for
Billion Minutes



Media Trust continued to act as a 'one-stop shop', providing communications support and advice to voluntary and community organisations, and their partners in the corporate and public sectors.



Training and Events

More than 3,000 delegates – from charities ranging from Oxfam and Barnardo's to the smallest volunteer-run organisations – benefited from our programme of 200 communications seminars and workshops across the UK, hosted by Media Trust corporate members.

We successfully introduced more than 30 new events, with a focus on writing skills and new media. All our speakers work in media and communications and volunteer their time, and more than 120 spoke at one of our events for the first time during the past year. New speakers included the Assistant Editor of The Press Association and ITV's Head of Diversity and Recruitment.

The seminar 'Gaining coverage in national newspapers' was an excellent example of the calibre of our speakers, with the line-up including the Executive, Deputy or Managing Editors of the Daily Telegraph, Daily Mail, Observer and News of the World. This ensures that the information given to participants is accurate, cutting edge and practical, so that it can be used as soon as they are back in their offices.

We expanded our specialist media training workshops for press, radio and TV interviews to include courses tailored to the needs of an individual or organisation. An example was the course in writing and proofreading skills commissioned by Barnardo's for 20 of their staff.

The Mentoring and Befriending Foundation was so impressed with our 'Marketing your website' seminar and 'Writing for the web' workshop that they commissioned bespoke training from us on these topics for all their employees. For the second year running we were commissioned by the Big Lottery to organise training in television interview techniques for those short-listed charities appearing on the People's Millions programmes, broadcast on ITV and Community Channel.

Other media training clients included Parentline Plus, Habitat for Humanity, Stroke Association, National Childbirth Trust and the Magistrates Association. ▶



What next?

We will expand the training programme in 2007 with a new system of basic, intermediate and advanced seminars and workshops. We will work with grant funders to expand the range and number of courses we can offer to smaller organisations.

'After attending your workshop we did a complete overhaul of all our methods of communication. We realised that we were not making our materials work effectively for us. Results? Amazing! Increase in interest, more volunteers and more visitors to the centre. We all benefited and gained new skills – thank you so much.'

Lorraine Chatfield,
Heathfield Ecology Centre.

3,000
delegates
trained

Communications Services

Media Matching

Using our free online service, our community of media professionals with more than two years' experience can volunteer their time, skills and experience to help charities one-on-one with areas such as PR, marketing, design, new media and photography.

This support can be provided face-to-face, online or over the telephone, and can be ongoing or for one-off projects. Many advisors who sign up for a short-term commitment find they don't want to leave and end up becoming an integral part of the organisation. The help given in a single afternoon can often transform a charity's work.

Advisors are given a password which enables them to view, and choose from, a list of requests for help, which has already been assessed and approved by Media Trust. Many advisors say they tried and failed to volunteer their professional skills for charities through cold calling, and that our matching service is the ideal solution.

During the year we matched 350 charities with volunteer communications support throughout the United Kingdom. Many of our advisors work for our corporate members, and are increasingly given company time to provide this invaluable volunteer support, developing new skills and contacts in the process. Corporate members promote the service through in-house events, intranets and magazines.

'The help given in a single afternoon can often transform a charity's work'

Team volunteering is becoming increasingly popular. Building on the success of our online Media Matching service, we developed Speed Matching events hosted by our corporate members, The Guardian and Channel 4, where charities can meet a number of potential volunteers face-to-face.

In 2005 Media Trust joined forces with leading PR firm Weber Shandwick to launch the 2005 Weber Shandwick Charity Challenge. The Challenge, now in its second year, gave three charities 14 days of volunteer PR support. More than 150 charities applied and the winners for 2005 were Bully Free Zone, Community Forests Northwest and the National Endometriosis Society. The 2006 winners have been announced as Wellchild, Street League and Envision.

Advertising company JWT, part of Media Trust corporate member WPP Group,

hosted the 2005 Media Trust Advisors' thank-you party with the actress and Media Trust advisor Lynda Bellingham as guest speaker. The Young Face of Africa, a children's dance troupe from the Zimbabwe Community Association (ZCA), provided the entertainment. ZCA has used a range of Media Trust services including Community Newswire, Media Matching and Volunteer Films.

What next?

In partnership with the Information Communications Technology (ICT) Hub, we will match hundreds of volunteers who have new media skills with charities during 2006/7. We will expand our team challenges and Speed Matching events.

5,000
charities
received
communications support



'Through your amazing system, Lisa Pettifer, a producer on BBC Radio Stoke, helped our charity in the busy run up to Jeans day. I only have one part-time press officer so, by having Lisa's professional help and wonderful goodwill, we've achieved more coverage than I could have dreamed of.'

Rosalind Freeborn, Head of Communications, Jeans for Genes

Community Newswire

Community Newswire is a free service that enables charities, community and voluntary groups to get their news stories straight to the desktops of journalists around the country in a format they know, trust and can use instantly.

It is a Media Trust initiative funded by the Cabinet Office and run in partnership with The Press Association (PA). Charities submit press releases online and these are written up by PA journalists and put out on Community Newswire.

'At least 15% of users get their first ever media coverage through the service.'

More than 3,000 charities use the service, with 30 stories going out each day. Every national newspaper, radio station and TV channel has used the stories, along with most of the regional media.

In December 2005, a Community Newswire exclusive on the Hindu Forum's objection to a Royal Mail Christmas stamp was picked up by 12 national newspapers, Radio 4's Today programme and 60 regional newspapers. As a result of the coverage, Royal Mail withdrew the stamp.

New Media

We are responding to the need for new media training and advice with a variety of initiatives. In 2005 we produced our first podcast of a training event, the 'Reaching Ethnically Diverse Communities' seminar, for Media Trust's website.

In partnership with the Home Office-funded Information Communications Technology (ICT) Hub, we have planned 35 seminars across England. These are aimed at giving small voluntary organisations the skills and confidence to use new media successfully on a low budget.

What next?

We have appointed a Head of New Media and will deliver additional services through our core activities, our media industry partners and our contract with the ICT Hub. Our website, which received 8,000 visitors a month last year will be re-launched and the online advice and training guides developed.



Giving young people a voice

Media Trust is increasingly working with charities that target young people, to provide them with a range of communications support.

We won two grants from the Russell Commission to give training for over 300 organisations across England and to explore how Media Trust can engage young people in volunteering.

What next?

Media Trust is a member of the consortium chosen to distribute the Department for Education and Skills' new Youth Media Fund

We are launching a new initiative funded by the Department of Culture, Media and Sport, matching media industry professionals with charities to mentor disadvantaged young people

With funding from the Vodafone Foundation and v we will launch the new youth zone on Community Channel giving young people a dedicated platform across digital television, broadband and mobile.

'With only five members of staff and no one to do PR and communications, we do very little in the way of media work usually so the Community Newswire site is brilliant because it doesn't use up precious resources of manpower, time or money but allows us to get our message across. It also enables us to access the media without having specialist skills.'

Sarah Parfoot, IMPACT Foundation

What next?

Our target is to increase the number and range of organisations using the Newswire, and secure funding to roll out services to Scotland, Wales and Northern Ireland.

30
stories a day
on Community
Newswire



Media Trust Productions saw a marked increase in the number and range of its commissions and welcomed back many clients to work with us again on new projects.

Our award-winning production unit, staffed by former BBC, Channel 4 and ITV producers, has become known as an organisation which understands the aims and needs of its clients and works sensitively with them to achieve their goals. Our clients range from the smallest to largest UK charities and voluntary organisations, local authorities and government departments, mainstream and digital broadcasters, and we are meeting the growing demand from companies with CSR initiatives. We work closely with all our clients, producing stylish, thought-provoking and high-quality films for use in education, training, fundraising, promotion, events and campaigning.

As well as an increased level of commissions, there were other successes. For the second year running we won Gold at the International Visual Communications Association (IVCA) awards - this time for Being Breast Aware, made for Breast Cancer Care and presented by Linda Robson. We also won a silver award for best script, for a short film made for Shelter as part of BSkyB's Make it Big initiative.

'We work closely with all our clients, producing stylish, thought-provoking and high-quality films'

Our first commission from Sky One won us a merit award at Superfest, the international disability film festival in San Francisco. Abnormally Funny People is a documentary which follows a group of stand-up comedians with disabilities to the Edinburgh Fringe, where their show was a huge hit in 2005.

During the year we produced over 60 films for broadcast and non-broadcast purposes. This includes the films made through our Volunteer Films project, funded by the Home Office, where professionals from the television and independent production industry produced

three-minute shorts pro bono for very small charities which could not afford to commission them themselves.

We delivered 27 'Volunteer Films', helping charities to increase their profile, bring in volunteers or raise money. It was a great success, thanks to the overwhelming support of the TV industry including BBC Training, and independent production companies such as Twofour Productions, Fulcrum, Move a Mountain and Available Light Productions.

Philip White, Director of Communications, WellChild, summed up the value of the project: 'It is almost impossible for the thousands of small to medium sized charities to compete with the... heavily funded giants in the sector. Your scheme not only supports charities such as ours, it is also a great environment for budding talent to gain valuable experience.'

In addition to high-quality films, we produce CDRoms, DVDs, promotional material and advertisements. We also provide web-streaming and continued to expand our duplication and DVD authoring side. Members of the team were also in demand as speakers at various events, providing expertise and advice to charities on commissioning films.

Media Trust Productions works closely with Community Channel, owned by Media Trust, which means we can develop bespoke packages for our clients that increase their visibility using broadcast and digital media. We can now offer, among other options, a groundbreaking red button facility for donating or volunteering and sponsored programming linked to individual campaigns.

How our films work for clients

Information and Fundraising

Winston's Wish: Three powerful fundraising films, showing the range of work of the charity, which offers bereavement counselling to children who have lost a parent or sibling.

Education

Notting Hill Housing/London Sustainability Exchange: A DVD suggesting ways in which new tenants can live a greener lifestyle.

CSR

Royal Bank of Scotland: An initiative, in association with the Prince's Trust, where teams of bankers worked with children from an after-school club to help transform the school garden.

Broadcast

MadforPoetry: Five short films for Channel Five, building on the success of MadforArts, asking people with experience of mental health issues to choose a poem that reflects their condition or helps them live with it. The films were well received both by Channel Five and Culture Online.

60
high-quality
films produced

Media Trust Productions

27 volunteer films for small charities

What next?

Our aim is to continue to produce charity and community content for mainstream TV, Community Channel, charities, voluntary, public and CSR sectors, and to obtain continued funding for Volunteer Films. We are currently working with the Arts Council and Five to make MadforMusic – another series, following the success of MadforArts and MadforPoetry.



Our thanks to the production companies that offered over £1,000 of pro bono support to Volunteer Films:

- | | |
|-----------------|-----------------|
| Available Light | John Pluck |
| BBC Training | Magnificent TV |
| City University | Man-made Media |
| CNN | Move a Mountain |
| Debbie Kendall | Pink Film |
| Endboard | Richard Scrase |
| ESI Vision | Tina Broadway |
| FulcrumTV | True North |
| Isis Media | Twofour |



'Media Trust has produced a film that exceeds anything we could ever have hoped for. The reactions from people who have viewed it are overwhelming... You got to the essence of our organisation very quickly and captured our aims for the future in an energetic, lively, youthful and inspiring production.'

Communications Director,
World Association of Girl Guides
and Girl Scouts



'I'd heard great things about Media Trust and they still managed to exceed my expectations! Not only did they work incredibly well with a complex brief, they added great warmth and creativity to the project and were great value for money.'

Rachel Bhageerutt, Project Manager,
Notting Hill Housing

'Media Trust produced a special eight-minute film to be shown at two major corporate events during 2005. The film was so successful that we have subsequently screened it at exhibitions, and it also serves as a useful tool for inducting new staff and volunteers.'

Stephen Elsdon, Marketing Manager,
Leonard Cheshire

Community Channel

Owned and run by Media Trust, Community Channel is the UK's only national digital television station dedicated to highlighting issues from both local and international communities, as well as the voluntary and charity sector.

During the year, Community Channel increased its profile, strengthened its partnerships – especially with other broadcasters – and achieved greater audience figures and response.

More than 1.2 million viewers tune in each month to the free-to-air channel (BARB-rated from January 2006), which broadcasts 24 hours a day, every day on Sky 539, ntl:Telewest 233 and from 6-9am on Freeview 87. The channel's best programmes are also available 24 hours a day, 7 days a week via its online video player at video.communitychannel.org. In October 2005 we successfully launched our broadband video service.

Community Channel's mix of original shows, the best of terrestrial TV, charity films and the work of new directors and community programme-makers proved a winning formula. Throughout the year we gave over 250 charities a television platform and promoted many more through our website, fact sheets, red button interactive service and telephone helpline. We gave many films their only UK television outlet, from Christian Aid's moving films about how they spent their Tsunami donations, to the inspiring four-part series *The New Heroes*, made by PBS America, showcasing social entrepreneurs around the world.

'Viewers can donate to charity just by pressing the red button'

Our audience gets involved. Around 10,000 respond to us each week by telephone, email, red button and through our website. Recent research showed that nine per cent of our audience took action as a direct result of watching the channel, almost 10 times the response mainstream broadcasters expect.

In partnership with BSkyB, the Home Office and the charity YouthNet, we launched the first ever interactive red button television volunteering service in May, building on the existing donations function. This groundbreaking initiative enables viewers to search for volunteering opportunities in their local areas – and donate to a selection of charities – just by pressing the red button on their remote control. The launch at BAFTA was hosted by the BBC's Sumit Bose with key speakers the Rt Hon David Miliband MP, then Home Office Minister of Communities and Local Government, and BSkyB Chief Executive James Murdoch.

'To be able to volunteer... very easily through the interactive platform is very exciting for our customers on Sky Digital,' James Murdoch said. 'What we didn't see when we launched the interactive platform in 1999 is that our desire to bring customers a bit more flexibility in how they consume media would lead to an interactive application like this. It's tremendous and it's exciting to be a small part of it.'

The red button service is available to most major broadcasters on the Sky platform, including BBC, ITV and C4, and is now in over 8 million UK homes. It has been used by ITV for a volunteering story in *Coronation Street*, generating over 3,000 responses, and by Channel 4 on a series of peak time 3 Minute Wonders.

It continues to be widely used by all broadcasters, including the BBC, to generate donations for disasters and emergencies and for charity appeals such as ITV1's Soccer Aid for Unicef, and Sky One's Final Chance to Save programmes for endangered species charities. It is available 24 hours a day on Community Channel and via the Sky Active service.

We worked closely with the UK's leading broadcasters, offering complementary programming to their shows and achieving peak-time on-screen cross-promotion – from BBC's Restoration series, Coast, Groundforce Africa, Picture of Britain, and National Lottery Awards Show, to ITV's People's Millions and With a Little Help from my Friends peak time Saturday evening series, and the Ageing Debate on Channel 4. The BBC produced another series of Charity Champions for Community Channel, showcasing the best of the BBC's regional charity stories across the UK.

Our MadforArts initiative, involving people with mental health issues in public art, reached its targets with 215,000 unique users and 5,000 active participants from the target group, press coverage in the national, regional and specialist press, events in major art galleries across England, and two peak-time series of short films on Five with 1.5m viewers across the week of each series.

10,000
viewers
respond to our
programmes
each week

What next?

We aim to secure long-term funding commitments, increase advertising and sponsorship and secure additional hours on Freeview.

We hope to continue the MadforArts initiative, working in partnership with the Arts Council and mental health charities on a third series for 2007.

We will step up our campaigning, recruiting volunteers from key target groups through the Cabinet Office's Volunteering for All initiative, working with charities as varied as The Anthony Nolan Trust and African Caribbean Leukaemia Trust to help recruit people onto the bone marrow register, through to supporting Oxfam's campaign on the arms trade.

We will continue to lead on technology. Our video on-demand service goes from strength to strength, taking our reach beyond digital TV viewers. In the forthcoming year we will launch our on-screen text and graphics service, to keep viewers up-to-date on community news and to upload their own information and comments.

.....
'The fact that this technology connects rather than divides people is very, very important. And if we can use technology and TV to bring out the volunteering spirit in people then that's excellent. I think it's fantastic that Media Trust is taking its excellent initiatives into new domains.'

David Miliband MP, launching the Community Channel red button volunteering service on Sky

.....
'Community Channel is a very effective way for us to connect with more diverse audiences and provides us with a platform for people to get really engaged with our cause.'

Oxfam

.....
'Ages ago I saw a programme on Community Channel about helping villages in developing countries. This is just to let you know I went on my own to test the eyes of people in small village near Banjul, Gambia. It was very touching being able to help people using my experience.'

Malkit Singh, viewer

.....
'Would it be possible to send me as much info as you can about volunteering at Glastonbury Festival? I am a veteran of Glast and after watching your programme I think it's about time I helped.'

P Matthews, viewer



24
hour red
button
volunteering
through
your TV

Our Funders Our Supporters

Media Trust Corporate Members

BBC
BSkyB
Channel 4
Daily Mail and General Trust
Discovery Networks Europe
Emap plc
Guardian Media Group
ITV
MTV Networks UK & Ireland
News International
Newsquest Media Group
Time Warner
Walt Disney International
Weber Shandwick
WPP Group

Our corporate members are at the heart of Media Trust's ability to support the wider voluntary and community sector, and to engage the public in charitable and community activity.

We work with our corporate members to develop innovative corporate social responsibility initiatives, including Community Channel, Community Pages on Teletext, Volunteer Films, Year of the Volunteer, Billion Minutes, Weber Shandwick Charity Challenge and Sky's Make a Difference Challenge.

Corporate members contribute to annual core costs, host training seminars, provide speakers, donate bandwidth, programming and cross-promotion for Community Channel and support thousands of charities each year with donated creative communications skills matched by Media Trust.

Media Trust In-Kind Supporters

AOL
Available Light Productions
BARB
Barclays Bank
BBC
BBC Broadcast
BBC Training
BDG workfutures
Boomerang media
British Land Company plc
BSkyB
Channel 4
Clifford Chance LLP
CNN
Cobbetts LLP
Couffts & Co.
Department for Culture, Media and Sport
Daily Mail and General Trust
Electra
EMAP plc
ESI Vision
Five
Flextech Television
Form
Fortune Cookie
Forum3

Fulcrum TV
GCAP Media plc
Guardian Media Group
Haymarket Publishing
Heavenly
Isis Media
ITV
JWT
Magnificent TV
Man-made Media
Marketiers4DC
Move a Mountain
MTV Networks UK & Ireland
News International
ntl:Telewest
Ofcom
Pink Film
Richard Scrase Editing
Romeike
Scarletec
Swatch
Teletext
Transport for London
Travel Channel
Trinity Mirror
True North Productions
Twofour Productions
Viacom Outdoor
WPP Group
Yahoo!
Young & Rubicam

Media Trust Project Funders

Big Lottery Fund
Bridge House Estates Trust Fund
Comic Relief
Culture Online/Department for Culture, Media and Sport
Home Office Active Communities Directorate (now Cabinet Office)
Home Office Civil Renewal Unit (now Department of Communities and Local Government)
Lloyds TSB Foundation for England and Wales
Lloyds TSB Foundation for Scotland
Russell Commission

And many thanks to all our thousands of volunteer Media Trust advisors who give their time to support charities with communications advice, skills and creativity, and to speak at Media Trust seminars and workshops.

Our special thanks go to the British Land Company for its ongoing generous donation of office space to Media Trust in the Euston Centre.

Trustees and Board Sub-Committees



Michael Green,
Chairman of the
Board of Trustees
to July 2006

Director,
Tangent Industries



Sarah Davies

Corporate
branding
consultant



Andy Duncan,
Chairman of the
Board of Trustees
from July 2006

Chief Executive,
Channel 4



Greg Dyke

Chancellor,
University of York,
and Chairman
of HIT



Jon Snow,
Deputy Chair
of the Board
of Trustees

Presenter,
ITN/Channel 4
News



Jane Reed CBE

Director of Times
Newspapers
Limited,
Consultant to the
Executive Chairman,
News International



Dawn Airey

Managing
Director,
Channels and
Services, BSkyB



Mark Thompson

Director General,
BBC



Tony Ball

Chairman,
Kabel
Deutschland
GmbH and IMAC



Andrew Whyte

Executive Director,
Advocacy and
Communications,
Arts Council,
England



David Carrington,
Founder Chairman
of Media Trust.
Stood down from
Board July 2005

Consultant

Audit Committee

David Carrington (Trustee, resigned as
Audit Committee Chairman June 2005)
Paddy Coulter (Trustee, appointed Audit
Committee Chairman from July 2005)
Keith Hickey (Chief Executive, Charity
Finance Directors' Group)
Jane Reed (Trustee)
Rachel Yasue (Honorary Treasurer)



Naaz Coker.
Stood down from
Board July 2005

Chair, St. George's
Healthcare Trust

Nomination Committee

Jon Snow (Chair)
Tony Ball (Trustee)
Jane Reed (Trustee)
Mark Thompson (Trustee)



Paddy Coulter OBE

Director of Studies,
Reuters Institute
for the Study of
Journalism,
University of Oxford

Honorary Treasurer: Rachel Yasue,
Partner, KPMG LLP

Company Secretary: Kate Stanley
Finance Director, Media Trust

Chief Executive: Caroline Diehl MBE

Registered office:
2-6 Cannon Street
London EC4M 6YH

Summary Financial Report

Summarised Accounts

The summarised accounts, set out here, are not full statutory accounts but are a summary of information extracted from the statutory accounts. The statutory accounts, on which the auditors have given an unqualified report, were approved by the Trustees on 11th July, 2006 and have been submitted to Companies House and the Charity Commission. Reference to the full statutory accounts should be made for a full understanding of the financial affairs of the charity and copies are available from Media Trust.

Auditors' Report

We have examined the summarised financial statements set out in these pages and have carried out the procedures we consider necessary to ascertain whether they are consistent with the full financial statements from which they have been prepared. In our opinion, the summarised financial statements are consistent with the full financial statements for the year ended 31st March 2006.

Knox Cropper
Chartered Accountants
16 New Bridge Street
London EC4V 6AX

Administrative details:
Registered Charity No. 1042733
Registered Company No. 2895790

Summarised consolidated statement of financial activities

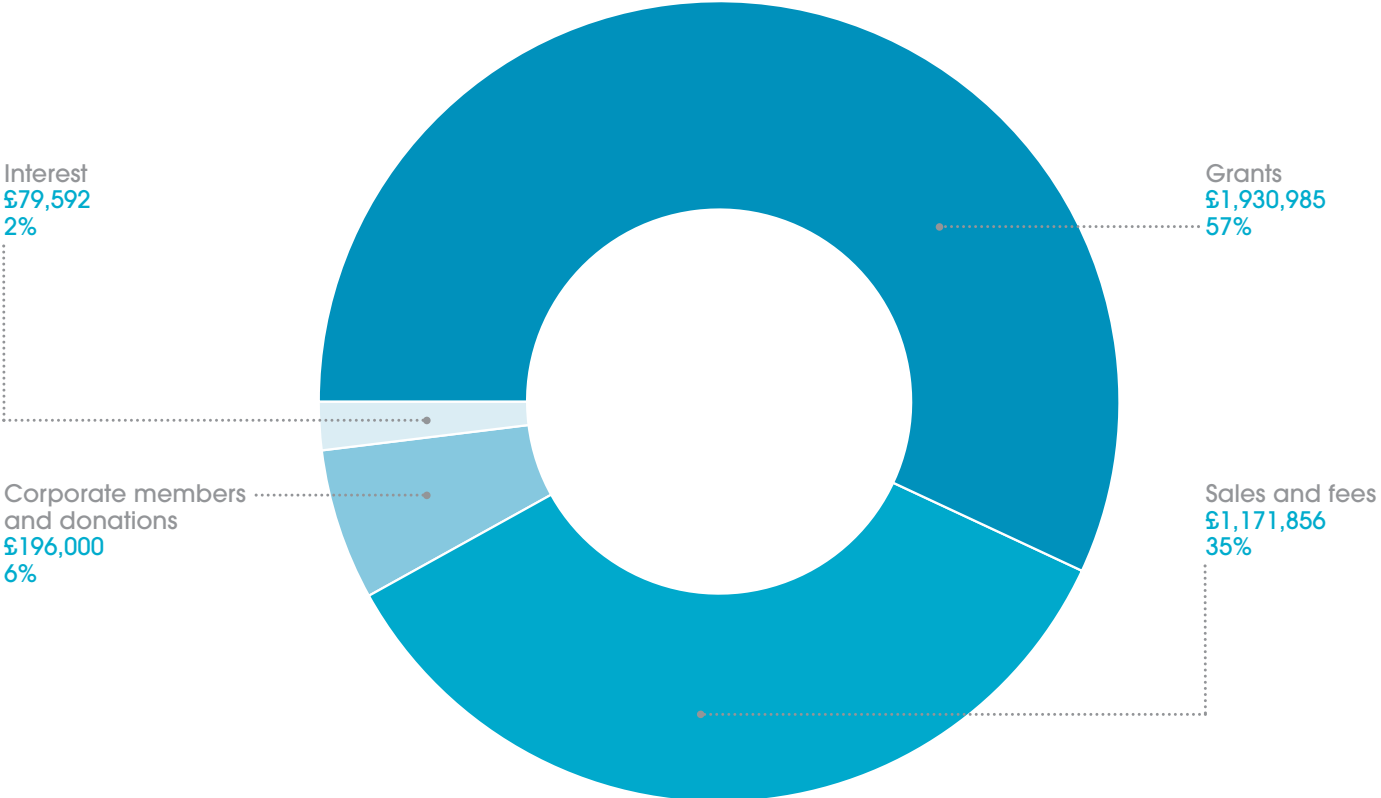
	2006 Unrestricted funds	2006 Restricted funds	2006 Total Funds	2005 Total Funds
Incoming resources				
Voluntary income	196,000	-	196,000	177,595
Investment income	52,020	27,572	79,592	17,692
Community Channel	342,319	1,359,771	1,702,090	2,071,237
Voluntary sector campaigns	-	34,971	34,971	1,019,428
Film Production	558,676	100,000	658,676	674,095
Communications services	270,861	436,243	707,104	718,212
Total incoming resources	1,419,876	1,958,557	3,378,433	4,678,259
Resources expended				
Costs of generating voluntary income	39,400	-	39,400	35,000
Community Channel	334,721	1,603,834	1,938,555	1,810,535
Voluntary sector campaigns	-	840,898	840,898	19,228
Film Production	569,741	112,052	681,793	747,877
Communications services	214,751	309,117	523,868	641,120
Governance costs	14,840	36,360	51,200	37,500
Total resources expended	1,173,453	2,902,261	4,075,714	3,291,260
Net incoming resources	246,423	(943,704)	(697,281)	1,386,999
Fund balances brought forward	250,193	1,890,557	2,140,750	753,751
Funds carried forward	496,616	946,853	1,443,469	2,140,750

Note: £1 million of restricted campaign income was received in March 2005 and expended in the year to March 2006

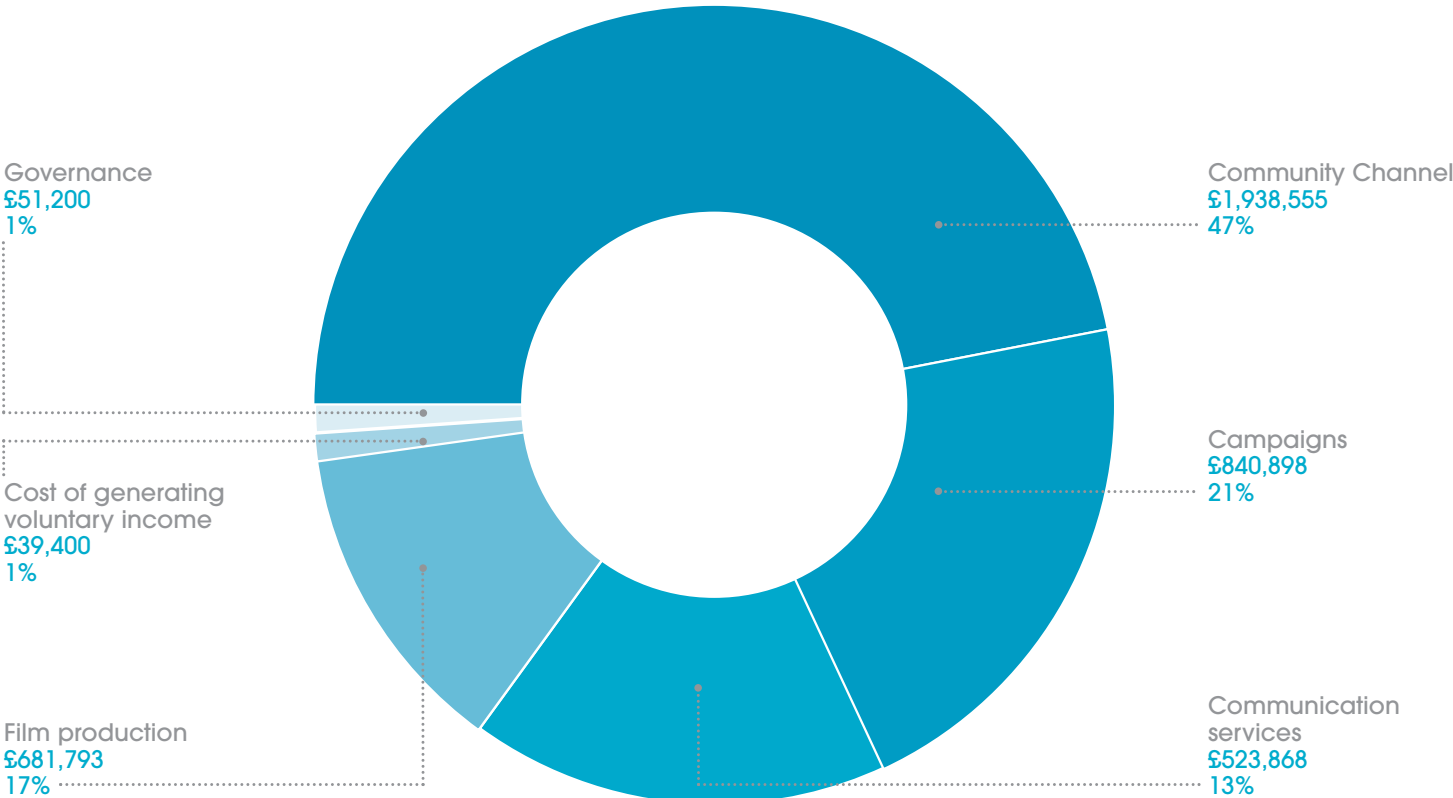
Summarised Consolidated and Company Balance sheet

	Group		Company	
	2006	2005	2006	2005
Fixed assets	113,051	80,578	13,965	10,367
Current assets	1,738,291	2,463,151	1,656,785	2,196,888
Amounts falling due within one year	(407,873)	(402,979)	(765,583)	(866,570)
Net Assets	1,443,469	2,140,750	905,167	1,340,685

Income by source



Expenditure by activity



Broadcasters' Joint Declaration

community channel

Major broadcasters such as BBC, Channel 4, ITV and Sky first signed the Broadcasters' Joint Declaration of Support for Community Channel in September 2004. They agreed to help Community Channel with content, marketing and promotion, making it a key external partner in their efforts to share their enthusiasm for the work of the voluntary, charitable and community sectors with their viewers and to give viewers a way of volunteering and donating funds.

1. We agree to make Community Channel a key external television partner in our efforts to bring news, information and enthusiasm about the work of the voluntary, charitable and community sectors to our viewers.
2. Wherever possible, we undertake to make relevant programming available to Community Channel once it has fulfilled its uses on our own services.
3. Wherever editorially relevant, we will use on-air references and pointers to inform our viewers about the programming and information available on Community Channel. We will develop a marketing plan jointly with Community Channel to help viewers find it. We will work with regulators and others to ensure that effective information can be given about Community Channel.


A TimeWarner Company

Launched 1st November 2004

Renewed with new signatories 6th July 2006

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Registered Charity No: 1042733
Company limited by guarantee
incorporated in England No 2895790

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Community Channel
Community Newswire

www.mediatrust.org