

The Media CSR Forum Activity Report 2010

Objectives and purpose

The "Media Corporate Social Responsibility (CSR) Forum" is a group of media organisations developing CSR and sustainability practices for the media sector. The meetings take place in London, but our activities are increasingly international in scope.

The Forum was established in 2001 in recognition that the practice of CSR and sustainability for media companies has many unique features that sets it apart from other business sectors. Members benefit from a collaborative approach. Our work includes:

- developing an understanding of the implications of CSR for media organisations
- identifying areas for focus
- sharing best practices
- engaging with stakeholders
- running collaborative projects on key issues

The Forum produces an Annual Report on its activities; this is the Report from 2010.

Membership

At the end of 2010, the members of the Forum were:

The BBC, BSkyB, Channel 4, EMI, Guardian Media Group, Informa, IPC Media, ITV, News International, Pearson, Random House, Reed Elsevier, TF1 Group, Trinity Mirror, Turner Broadcasting, United Business Media, Virgin Media, WPP and Yell Group.

Secretariat

Acona Ltd continued to provide secretariat services to the group, and chaired group meetings throughout 2010. The secretariat is the first point of call for stakeholders and new member enquiries. Please telephone +44(0)20 7839 0182

Activity summary

Engaging with stakeholders

Our meetings are themed around a topical issue and always include a presentation from one or several stakeholders leading to a round-table discussion under Chatham House rules. During 2010 we explored the following themes:

Q1 – Managing Media CSR

- **Prof David Grayson, Doughty Centre for CSR** talked about changing perceptions of CSR and media reporting
- **The Media and Society Foundation** presented a quality management system for media companies

Q2 – Community investment

- **SROI UK** explained the key principles behind the Social Return on Investment framework
- **The London Benchmarking Group** gave details of the steps companies are taking toward measuring their impact on society

Q3 – Diversity

- **The Cultural Diversity Network** gave a presentation on how they are changing the face of British broadcasting
- **The Media Trust** talked about the role of media in creating healthy local communities
- **Migrant Voice** presented their thoughts on creating a platform for migrants to have their say in society
- **OriginsInfo** introduced a new software tool to help organisations understand the diversity of their workforce

Q4 – CR and Social Media

- **Lundquist PR** talked about the CSR Online Awards and future trends in CSR reporting
- **RSCG Europe** discussed the empowering role of social media and what this means for the CSR agenda

Media literacy

The Forum is in a unique position to raise public awareness of media literacy, which we define as “the ability to access, critically understand and create media in its varying forms”.

Following our launch of howmediasmade.com in 2009, a website containing case studies of how members are working to promote media literacy, we organised a public debate in March 2010. The debate – ‘In Media We Trust?’ – was held in partnership with POLIS, the media think tank at the London School of Economics. Free to attend, it attracted some 150 people who heard leading new media professionals discuss integrity and quality in a rapidly changing (media world). This led to a lively debate in the lecture theatre as well as in the Twittersphere.

Other activities

GRI engagement. The Global Reporting Initiative (GRI), a framework for social, environmental and financial reporting, began working on a Media Sector Supplement. Three members of the Media CSR Forum form part of the GRI multi-stakeholder working group, and the Forum was asked to provide feedback on the draft guidelines. The feedback was submitted in October 2010 and we expect to be involved in the further development of these guidelines.

Diversity. Q3's meeting on diversity led to a separate workshop at Reed Elsevier, exploring what members are doing to promote diversity in their own organisations.

Nordic CSR Forum. Over the years, we have experienced an increasing interest in the Forum activities from abroad. For example, in 2008 we helped organise a Media CSR event in New York and in 2009 we welcomed our first member from Europe (TF1) with more to follow. This trend seems to continue. The Secretariat has had a number of meetings with Nordic media companies. As a result, we are planning a Scandinavian workshop in March 2011 to see if there is appetite for a sister forum in the Nordic region.

Outreach. The Forum Secretariat continues to speak on behalf of the Forum when invited to do so. In 2010, the work of the Forum was presented at CSR events/conferences in the UK, Slovenia and Portugal.

The Media CSR Forum website

www.mediacsforum.org acts as the first point-of-entry for prospective members and inquiries about Forum activities. We continue to receive requests for information from a broad group of stakeholders, including academics and students, media analysts and other industry professionals.

In 2010, the website attracted some 4600 visitors from 114 countries, of which one fifth went on to browse the downloads section. The downloads section contains CSR reports for all members published since 2005.

In response to requests for more regular Forum updates, we recently added a [Twitter feed](#) to the website and the number of followers is increasing by the day.

Plans for 2011

Media and Health debate

In addition to our regular quarterly meetings, we are planning a half-day conference on the topic of media and health, entitled 'Are Journalists Bad for Your Health?' The event will take place at the Royal College of Physicians on March 28th. The idea is to bring together media CSR professionals, editorial staff/journalists, health practitioners and the public to discuss pertinent issues such as scaremongering and health literacy. The

outputs will be shared on howmediainmade.com, along with the Forum's other case studies on media literacy.

Expanding the membership

We look forward to welcoming at least two new members for 2011 and have adopted a more proactive approach to identifying potential members. The Forum is still keen to attract new members and is open to media owners and content producers of varying types and sizes. Please direct enquiries to the Secretariat at mediacsrforum@acona.com.

Forum costs and expenditure

	Income	Of which ... Administration	Projects	Other
2008	£28,250	£16,000	£9,000*	£3,250**
2009	£18,500	£18,200	£NIL	£ 300***
2010	£25,600	£21,000	£2,100****	£ 2,500*****

* Stakeholder survey

** Member donation to Plan UK to support a Children's Press Service in India

*** Website construction and maintenance by external agency

****'In Media We Trust?' event at LSE

*****Hire of lecture theatre and catering costs at LSE

Attendance overview

The following table charts the attendance of members at the quarterly meetings in 2010.

	Q1	Q2	Q3	Q4
BBC	Y	Y	Y	Y
BSkyB	Y	Y	Y	Y
Channel 4	N	Y	N	Y
EMI	Y	Y	N	Y
Guardian Media Group	Y	Y	Y	N
Informa	Y	N	Y	Y
IPC Media	Main contact on maternity leave			
ITV Plc	Y	N	N	Y
News International	N/A	N	N	Y
Pearson	Y	Y	Y	Y
Random House	Y	Y	Y	N
Reed Elsevier Group Plc	Y	Y	Y	N
TF1	Y	Y	Y	Y
Trinity Mirror plc	Y	Y	Y	N
Turner Broadcasting System Europe	Y	Y	Y	Y
United Business Media Plc	Y	Y	Y	Y
Virgin Media	Y	N	Y	Y
WPP	N	N	N	N
Yell	Y	N	Y	N