



MEDIA

All the hot gossip about media policy and important perspectives.

w: appgmedia.org
e: hello@appgmedia.org
t: +44 (0)20 7463 0690
a: 10 Polperro Mews
London SE11 4TY



LONG
LIVE
GOOD
NEWS

CRITICAL MOMENT FOR
INDIE TV PRODUCERS

MEDIA GROUP
WELCOMES
INITIATIVES

THE TIME TO FIX LOCAL
NEWS IS NOW

EXCLUSIVE
PARLIAMENTARY
BRIEFING

TELEVISION INDUSTRY
UNITES

MAY'S MEDIA EVENTS
REVEALED



Hope: this is what I believe we are all increasingly feeling. The pandemic has had a monumental impact on the media industry – some good, such as the increased reliance on journalism, and some bad, with certain sectors shut down for months on end.

As the vaccination programme continues and a return to normality (whatever that now means!) on the horizon, a priority for us at the Media APPG will be to work with the government to

ensure those media industries hit hardest have the support they need to not only get back on their feet, but to flourish. As an industry which represents a large number of the freelance community, supporting media businesses of all sizes is of the highest concern.

Since our last edition we have been delighted to welcome new sponsors: Pact, the trade association representing the commercial interests of UK independent television, film,

digital, children's and animation media companies; and Bauer Media, who run and produce UK magazines, radio shows, digital and television content and events.

It's incredibly exciting to be able to share their knowledge, experience and expertise with our members.

Andy Carter MP
Chair of the Media APPG



NEWS & VIEWS.

A CRITICAL MOMENT FOR IP, INDEPENDENT TV PRODUCERS AND THE PSBS

Ofcom's latest consultation into how British broadcasters can evolve to compete with the streaming giants has left others in the television industry concerned that they may be negatively impacted. [Our new sponsor Pact's CEO John McVay explores what changing regulations could mean for independent producers.](#)

MEDIA GROUP WELCOMES BBC BLUEPRINT, DIGITAL MARKETS UNIT AND TAX SUPPORT INITIATIVE

The [BBC released a blueprint](#) for an ambitious shake-up of its services to shift away from London. In the same month, Andy wrote to the [Chancellor calling for him to support the Tax Support Initiative](#). In April, in response to the official launch of the [Digital Markets Unit](#), Andy commented: "Particularly in light of Covid, we need to make it easier for small businesses to break into consumer markets online, levelling the playing field and giving entrepreneurs a better chance of success."



"The issue has not been about a lack of appetite for the delicious meal that is local journalism, it's been about how you pay for that meal to be put on the table." [Joshi Herrmann.](#)

THE FUTURE OF LOCAL MEDIA DEBATED AT LATEST WEBINAR

In March, [the Media APPG kicked off our 2021 event series with a lively panel discussion sponsored by Camelot](#) on how the pandemic has changed the UK's relationship with local media, and how it can be funded to survive and flourish in the future. We welcomed Camelot's Executive Director Matt Ridsdale, Founder of The Mill Joshi Herrmann, Liverpool Echo Editor Maria Breslin and Director of the Scottish Newspaper Society John McLellan. [You can watch the full panel discussion on our Youtube.](#)

GOOD NEWS IS NOT FRIVOLOUS ESCAPISM, IT'S VITAL FOR PUBLIC WELLBEING

The past year has meant many more people are reliant on the news, checking in multiple times a day. With what can seem like an overwhelming barrage of bad news, [Chair Andy Carter argues that the seeking out and reporting of positive news stories](#) are a responsible necessity for media outlets to protect the public's mental health.

INDUSTRY UNITES TO LAUNCH UNSCRIPTED TELEVISION FUND FOR NATIONS & REGIONS

A new fund which will [address skills gaps and shortages in unscripted television](#) across the UK and build a bigger pool of off-screen crew and talent in the nations and regions has been announced by the skills body ScreenSkills with broadcasters, SVODs and Pact.

UPCOMING EVENTS.



Join our second webinar of the year on the 14th May for an exclusive parliamentary briefing with Pact.

DIVERSITY AND INCLUSION IN BROADCAST

10am, 28th May

With thriving staff diversity networks and a University Technical College, the Global Academy, which champions and encourages groups which have been historically underserved in the world of media, Global will be sponsoring a panel event looking at how true D&I can be achieved in radio and beyond. The event will explore how media companies can practically and proactively create both work forces and content which truly represents their audiences. Registration for the event will open shortly and circulated to all members.

FACEBOOK MISINFORMATION DEEP DIVE

1pm, 13th May

The second in an exclusive series with Facebook highlighting how news works on the social media platform. This session will explore Facebook's approach to combating misinformation and reducing harm. Please note that these events are open only to Media APPG members, [to attend please email us.](#)

FROM COTTAGE INDUSTRY TO GLOBAL SUCCESS STORY: HOW THE UK HAS GROWN A SUPERCHARGED PRODUCTION SECTOR.

A parliamentary briefing sponsored and co-hosted with Pact – 10.30am, 14th May

With a 75,000 strong workforce and attracting inward investment worth upward of £3 billion a year, the UK independent TV and film production sector has grown from a small cottage industry to a sector which now adds significant creative and economic value to the British economy.

Pact's parliamentary briefing will look at why it is imperative that the upcoming Ofcom review into public service broadcasting protects and promotes British independent TV and film production, to ensure this industry can continue to thrive at home and around the world. We will outline how the sector has grown from a cottage industry to a global success story, and cover issues such as Intellectual Property Rights exploitation and public service broadcasting. Please note that this event is open only to members of parliament.

[Register here.](#)

Get in on the action: Join our APPG

Get yourself a seat at the table and a platform for your views - become a member of the Media APPG.



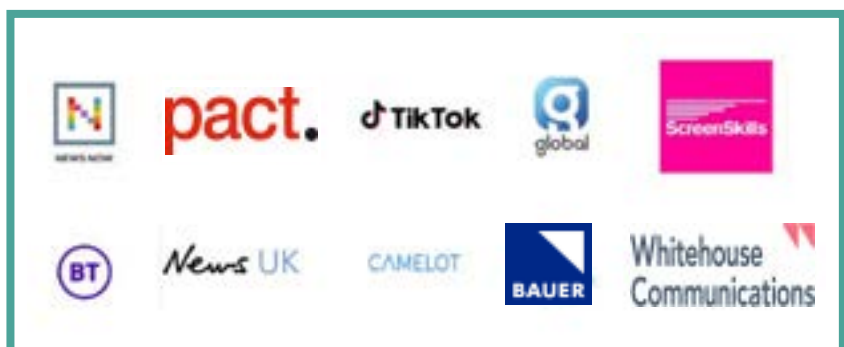
Benefits of membership include:

- Access and influence media policy with parliamentarians & policymakers
- Organise events in parliament with the Group
- Attendance and visibility at all Group events
- Six invites to the industry event of the year: the Group's annual reception
- Acknowledgement on all Group digital and print materials
- Opportunities to contribute to our blog and feature on this newsletter
- Parliamentary engagement supported by the Group's Secretariat
- A listing in the Parliamentary Register of APPG

The All-Party Parliamentary Media Group: enriching and informing debate and policy.

To find out more information or to join our group, email hello@appgmedia.org and follow us on Twitter @APPGMedia

Feel free to forward this on to anyone you think would be interested. We welcome guest blogs and enquires about upcoming events.



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The Secretariat for the APPMG is run by Whitehouse Communications. To unsubscribe from this newsletter, please email STOP to hello@appgmedia.org.