

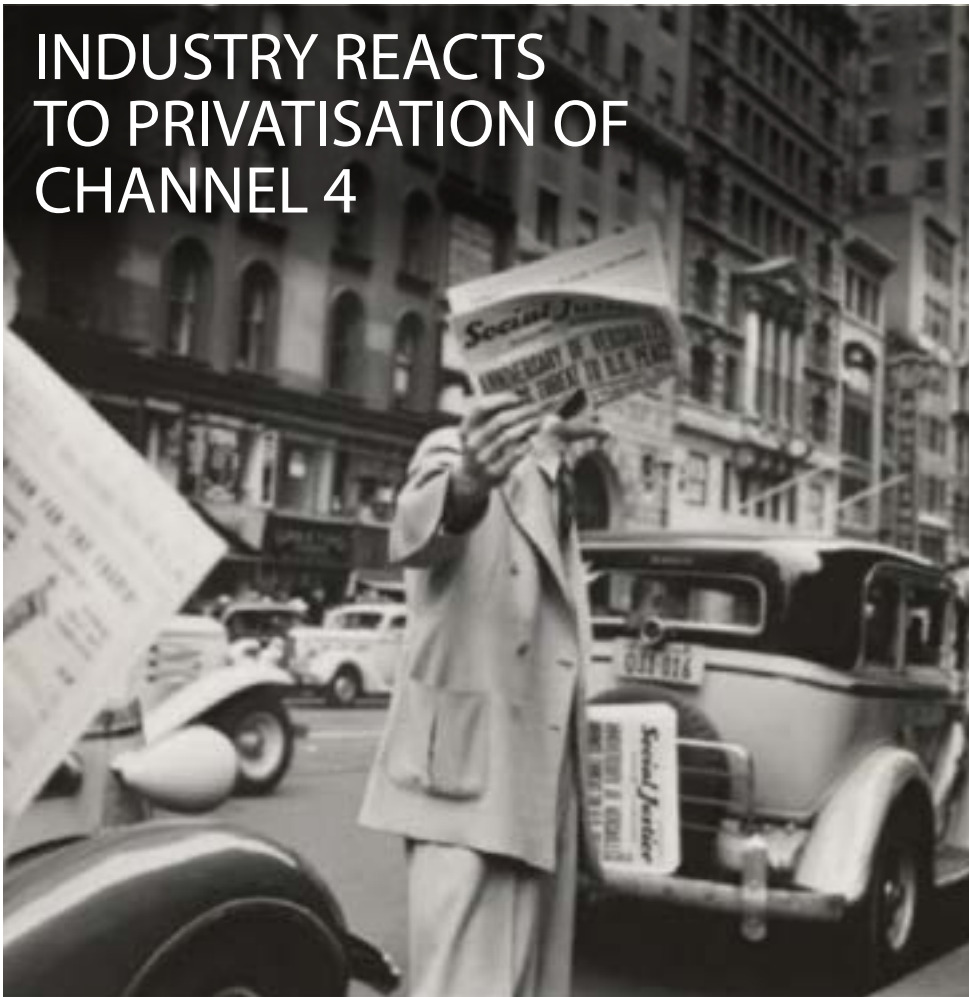


# MEDIA

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

All the hot gossip about media policy and important perspectives.

## INDUSTRY REACTS TO PRIVATISATION OF CHANNEL 4



### OPTIMISM FOR SCREEN SECTOR


### D&I DISCUSSED: TOP- DOWN CHANGES REQUIRED

### CALLS FOR MEDIA LITERACY EDUCATION

### CHANGING THE NARRATIVE AROUND DISABILITY

### YOUNG FIND NEWS ONLINE OVER TV

### PACT CELEBRATES 30 YEARS

 The media world is looking at a wealth of changes this year: online harms are at the forefront of political discussion, a new Digital Markets Unit is being formed, and discussions are ongoing on the sale of Channel 4 to a private buyer.

The media has never been more important to consumers – from independent, reliable journalism to much-needed connections via social media – which also means that it is under more scrutiny from policymakers.

As we come out of the pandemic, this scrutiny and debate will only increase – and smart media companies will be engaging in these discussions in order to ensure that not only can they continue to work to bring their audience the best media experiences, but that the government understands the complexities of the media ecosystem and the support the sector needs as a vital part of the economy and infrastructure of British society.

With so many changes and subjects in the spotlight, there's never been a better time for media companies to raise their voice and be heard. I'm here to listen and get your positions and opinions at the forefront of these discussions – so let's make some noise!



# NEWS & VIEWS.

## PACT WARN AGAINST SALE OF CHANNEL 4

In July, [Pact celebrated their 30th anniversary](#) – three decades of representing the UK's independent TV and film producers and securing its future with successes such as the introduction of the Terms of Trade in the 2003 Communications Act, which allowed indies to retain the rights to their programmes.

Looking to the future, Pact's CEO John McVay has commented on the [government consultation on the privatisation of Channel 4](#), and warns of the dangers of a private sale of the platform: "Channel 4 has been a catalyst for generations of entrepreneurs, with many indies getting their first commissions through the broadcaster. Indies up and down the country employ local people, provide roles for freelancers, and benefit other businesses such as locations, caterers and post-production houses. The Government's plan won't only impact indies, it will have a knock-on effect on other local jobs and businesses, too."



Photo by Quinton Coetzee on Unsplash

## OFCOM FINDS YOUNG DITCH TV FOR DIGITAL NEWS CONSUMPTION

Ofcom have found that [young people are far more likely to search for and find their news online](#), rather than the previous generations' pick of the television. With the debates around tackling misinformation, will these latest stats act as a prompt for digital media literacy to be prioritised in the school curriculum?

## SCREEN INDUSTRY OPTIMISTIC, ACCORDING TO NEW RESEARCH

[ScreenSkills have conducted research](#) into the state of the industry and feelings on the sector post-pandemic. In interviews when the industry was disrupted by COVID-19, although over 80% of employers worried about skills shortages over the coming years, the flexibility and innovation borne from the pandemic were reasons for optimism – with 72% of the workforce believing remote working will be the trend that will endure into the future. Over half of respondents believed remote working will allow for talent from a wider geographical pool to be tapped into, and work-life balance was also noted as a factor to be influenced in the post-pandemic landscape.

# EVENTS.



Photo by Elevate on Unsplash

## PAST EVENT: CHANGING THE NARRATIVE AROUND DISABILITY

Last month, we ran an incredibly powerful event alongside the APPG for Disability, exploring how we can change the narrative around disability in the media. We welcomed Channel 4's Ally Castle, Andy Ballantyne from Global, Bauer's Loren Eley and TikTok influencers The Cheetham Sisters.

Andy's years of experience as a journalist has given him a unique insight into the jobs market: "Access to jobs and roles can be a challenge: there's an implied barrier to people with disabilities from the very start."

Loren gave us an insight into the need for better mental health provisions in the media, and believes other companies should follow Bauer's example and hire trained mental health first aiders. Education is the key for The Cheetham Sisters to fight against discrimination: "Education in schools is the only way forward, plus the backing of social media platforms to take hate and discrimination seriously."

[You can watch the full debate here.](#)

## WMF THE FUTURE FOR UK PUBLIC SERVICE MEDIA – 9TH SEPTEMBER

Group Chair Andy Carter MP will be attending the Westminster Media Forum's latest conference on what is needed to underpin the ongoing viability of public service media and broadcasting, in the context of the DCMS committee report *The Future of Public Service Broadcasting*. This conference will be looking at the key recommendations from the DCMS, exploring avenues for funding for public service media, the viability of public service media in the digital age and authentic representation.

If you have any points you would like Andy to be aware of ahead of this meeting, please contact the team at [hello@appgmedia.org](mailto:hello@appgmedia.org)

## PAST EVENT: DIVERSITY & INCLUSION IN MEDIA: WHAT SHOULD BE DONE?

In June, [we were delighted to work with Global Media to bring together top media minds to discuss diversity and inclusion in the industry.](#)

Representatives from both Global and the Global Academy, Ofcom, Bauer, Channel 4 and ScreenSkills gathered to discuss issues such as increasing internal diversity and reflecting this in creative content.

A topic of much interest was that of accountability and the frozen middle: how broadcast companies can ensure that D&I initiatives are evaluated honestly and transparently, and include the 'Frozen Middle' to support retention & progressions. Our panellists discussed the importance of proactive schemes which support talent which hasn't been to University, those who are re-training later in life and those returning to work.

# 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 to debate media policy with parliamentarians & policymakers
- To 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](mailto: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.

Other ways you can get involved:  
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