

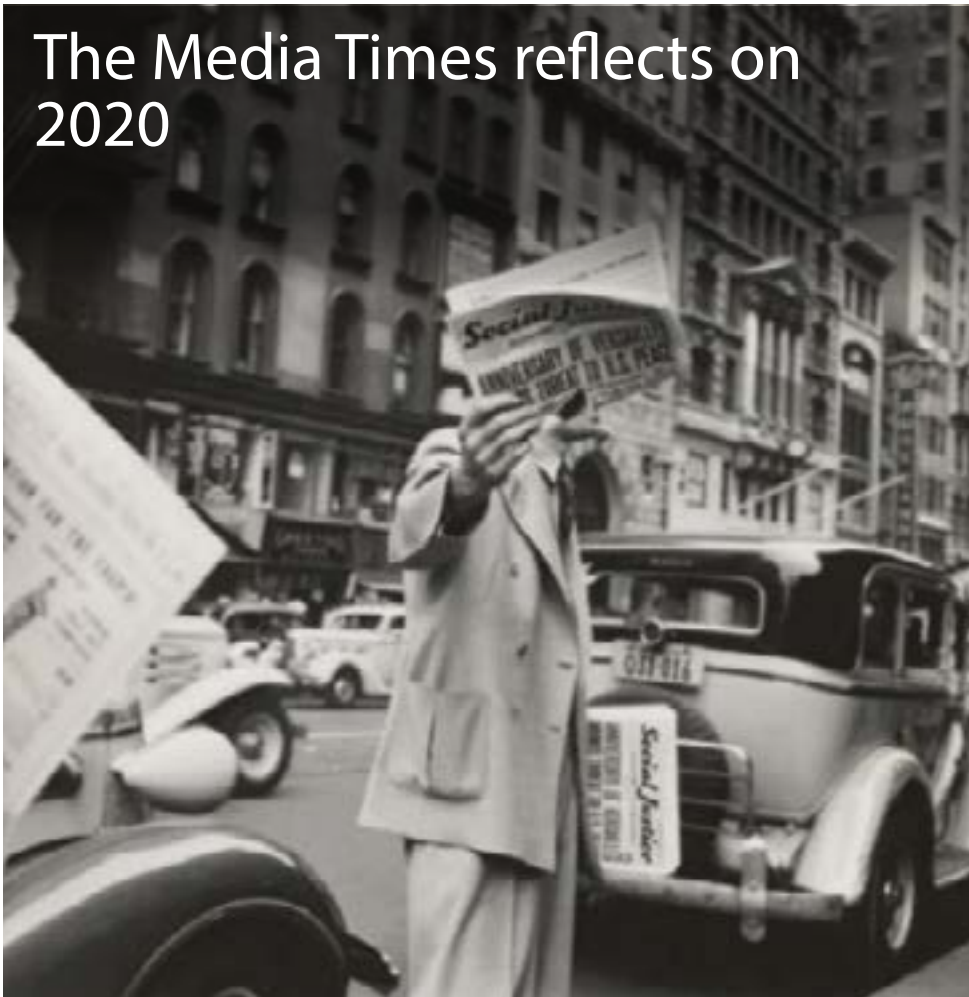


# MEDIA

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All the hot gossip about media policy and important perspectives.

## The Media Times reflects on 2020



LOCAL DEMOCRACY  
NEEDS LOCAL MEDIA

PRIORITY FOR  
MEDIA SKILLS  
ESSENTIAL

DEMAND TO DRIVE  
DIVERSITY

SOCIAL MEDIA  
COMMUNITIES  
GROW

DANGERS OF FALSE  
EQUIVALENCIES

2021 EVENT SERIES  
REVEALED



Through this most turbulent year, the role the media plays in the public day-to-day lives has never been more important. The need for reliable, fact-checked journalism has been vital in an age where fake news and scaremongering can have a dangerous effect on people's actions and, therefore, the wider public health. Radio, television and social media have provided people with a means of connection when they need it most, but we all need to be conscious of where we get our

information, and outlets have a duty to report the good news as well as the bad so we can give people hope.

"But what about the year ahead? With the light at the end of the tunnel visible for some point in 2021, here at the Media APPG we're looking forward to bringing regular events – virtual and, circumstances permitting, in person – which will look to shape the debates and policies surrounding UK media. From the growing responsibilities of

social media platforms, to the evolving nature of television and film consumption, to how responsible journalism can be promoted to the masses – our growing membership base will be working alongside industry experts to promote the very best of the media sector and ensure its continual growth and development.



Andy Carter MP, Chair of the APPG for Media.

# NEWS & VIEWS.

## LOCAL DEMOCRACY NEEDS LOCAL MEDIA

The development of mobile technology means that everyone has access to worldwide news stories. But with such a focus on international stories, we must not forget the role local journalism plays in making an impact on our everyday lives as they hold local decision makers to account. [Jamie Stone MP explores further.](#)

## PRIORITISE BUILDING THE SKILLS BASE, SAYS SCREENSKILLS

With the screen sector showing incredible innovation throughout the pandemic, from mentoring programmes to increase industry diversity, to supporting those who are out of work in other industries get into film and television. [The government must work with the industry to invest in building skills to allow this complex but thriving ecosystem to grow.](#) says ScreenSkill's Mark Heholt.

## TIKTOK SHOWS THE POWER OF SOCIAL MEDIA COMMUNITIES THROUGH LOCKDOWN

With the debate raging on social media platforms' responsibility towards their vulnerable users, TikTok highlights how communities have come together to support each other over the past year. Placing users' mental health at its heart, [learn about TikTok's pioneering trends to help young people through the pandemic.](#)



"It would be advantageous for government to work with the screen industries in coming months and years if the potential for the sector to continue its pre-Covid growth," Mark Heholt.

## LATEST REPORT SHOWS RACIAL JUSTICE IS TOP OF YOUNG PEOPLE'S AGENDA

Beatfreeks' latest National Youth Trends Report finds that [racism and Black Lives Matter was the most pressing social issue for Gen Z](#), ranking even higher than COVID, highlighting the importance of racially diverse representation in the media.

## BEWARE OF FALSE EQUIVALENCIES IN THE NAME OF IMPARTIALITY, WARNS ONESUB

When impartiality is pursued above all else, dangerous false equivalencies are created which give equal weight to extreme views and commonly-accepted facts – leading the view of the public to sit perfectly, and falsely, in the middle. [Jim Morrison explores the truth about lies.](#)

# UPCOMING EVENTS.



Join our first webinar of the year on the 5th March as we explore how local media can continue to thrive.

## HOW HAS THE PANDEMIC HIGHLIGHTED THE IMPORTANCE OF LOCAL MEDIA AND HOW CAN IT ENDURE? – 11am, 5 MARCH

Our first webinar of the year will be a panel of local media experts discussing the renaissance of the UK's love affair with local media over the past year and exploring how we can ensure that local media flourishes post-pandemic.

The event is sponsored by Camelot, operator of The National Lottery.

[Register here to attend the event.](#)

## [WMF - THE FUTURE OF THE BBC - PURPOSE, IMPACT, FUNDING & OVERSIGHT - 23 FEB](#)

Our Media APPG Chair Andy Carter will be speaking at the WMF's conference on the future of the BBC. Sitting on the 12.05 panel, Andy will be sharing his views on future funding and revenue options for the BBC. For more information visit the Westminster Media Forum's [Twitter](#) or [LinkedIn](#) pages.

## [CAMPAIGN – TV ADVERTISING SUMMIT 2021 – 23 FEB](#)

Leading marketing magazine Campaign will be hosting their second summit to explore the latest issues and developments in the on-screen advertising space, such as the changing viewing habits over lockdown and the rise of streaming services.

## [WMF – NEXT STEPS FOR THE TV AND SCREEN PRODUCTION SECTOR IN THE UK – 27 APRIL](#)

This discussion will bring together stakeholders and key policy officials from DCMS, Ofcom, DIT, HMRC and The Scottish Government to examine policy priorities on the new production landscape, the global market and moving forward in the wake of COVID-19.

For more information visit the Westminster Media Forum's [Twitter](#) or [LinkedIn](#) pages.

# 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.



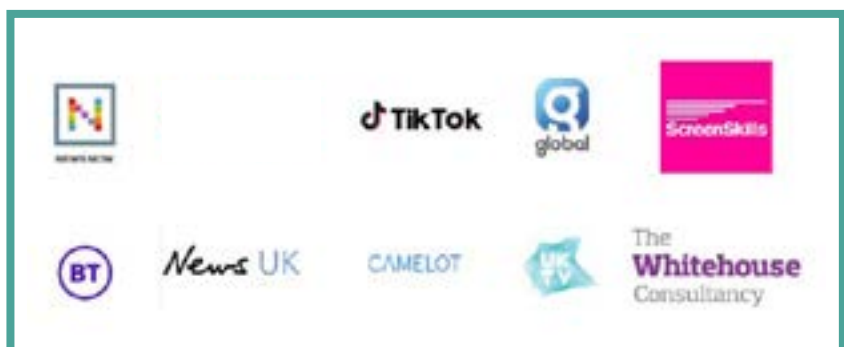
Benefits of membership include:

- 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](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.



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The Secretariat for the APPMG is run by The Whitehouse Consultancy. To unsubscribe from this newsletter, please email STOP to [hello@appgmedia.org](mailto:hello@appgmedia.org).