

Youth mentoring: A guide for media people



So you've done it.

You've made it into 'the media'. Did you always imagine this is where you would end up when you were 14?

Take yourself back to the early days – how did it all happen?

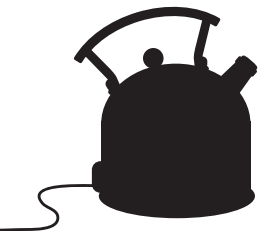
Did you start out as a runner making 43 cups of tea a day? Maybe you were the one who answered phones at the web startup to get a foot in the new media door?

However you started out, you probably didn't make it to where you are on your own. There was probably one person who gave you the confidence to get over that first hurdle. You know the one...

Media Trust is giving you the opportunity to be that person for someone else.

We're not expecting you to give them a job, rather we see you as a role model who can offer a bit of perspective, insight and guidance. And because we appreciate how precious your time is, we'll do all the hard work for you.

Here is your guide to becoming a youth mentor with Media Trust...



Media Trust Youth Mentoring

Media Trust, the charity that brings the media industry and charities together, is launching an innovative new youth mentoring scheme. Funded by the Department of Culture, Media and Sport (DCMS), the scheme will bring together media professionals and disadvantaged 14–25 year olds across the country.

The vision of the mentoring scheme is to enable these young people to bring about positive changes in their lives. The scheme will provide them with access to role models who can offer a range of support including personal advice, encouragement, insights into the media industry and guidance, all focused around specific projects.

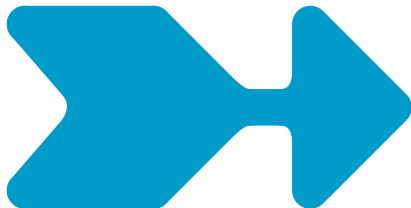
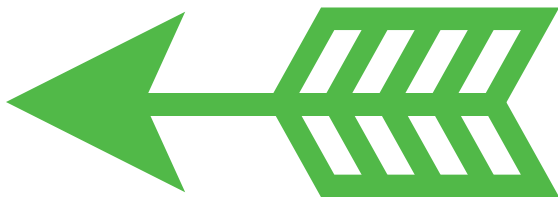
Media Trust is working jointly with a range of high profile media companies and youth organisations to broker mutually beneficial one-to-one and group mentoring relationships.



What does the scheme offer you, as a mentor?

The mentoring scheme allows media professionals, in any position within the industry, the opportunity to mentor either an individual young person or a group of young people.

Mentors will develop both professionally and personally through the mentoring experience, often building leadership and people management skills, and raising personal awareness of the diversity and issues within the surrounding community. And you will have a way to give back while doing what you love – media projects!



What is the process? How will it work?

If you are interested and your company is already signed up, get in touch with your Human Resources or CSR department to let them know you are signing up. And then hop on our website www.mediatrust.org/youth-mentoring to fill out an online application form.

If your company is not part of the scheme, you can still sign up by filling out a form on our website.

You can sign up on your own or as a team. If you want to sign up as a team, you will mentor a team of young people working on a project. If you sign up on your own, you can choose if you want to mentor an individual young person or a group of young people.

Media Trust will review all applications and then induct and train all approved mentors.

We will CRB check all mentors (the police check that anyone working with young people has to have!). It is easy for you – you just have to hand over some documentation – but it is a bit of a wait to get the results. Sometimes it takes up to six weeks...but that flies by when you work in the media, right?

We will act as the broker introducing mentoring matches and offering support throughout the relationship.

What time commitment is necessary?

Understanding the time constraints of media professionals, this scheme is designed to be flexible. Media Trust will offer a variety of mentoring arrangements for you to choose from, ranging from a one-off mentoring session of a few hours to an ongoing relationship. The minimum commitment is one hour, the maximum is four days/ 32 hours over the course of time.

Will there be support for mentors available?

Media Trust will oversee the administration of the scheme with a dedicated team responsible for supporting mentors over the phone or email throughout the period of the mentoring relationship.

Can we pre-select which types of young people we work with?

We can pre-select by age group and a few other factors, just let us know what your preferences are.

Can I see what projects are up and running and sign up to work on them?


It will actually work the other way around. You tell us what your skills and areas of interest are and then we will match you to projects that will mirror your interests as closely as possible.

Can I decline a match if I am not interested or don't have time once the match is made?

Of course. You will then remain on our database if you are still keen and we'll match you again if possible.

Will every potential mentor be matched?

We can never guarantee a match, but we will do everything we can to get everyone matched up as soon as possible.

1 **32hrs** 

How do we get recognition for our time investment?

Your management will be aware of the progress of your mentoring involvement through regular reports.

Also, we will seek to profile and promote the Youth Mentoring scheme and the companies involved in the press, on our website and at events.

What does Media Trust ask of you, as a mentor?

We ask you to commit to the scheme for however long you sign up for. If you don't feel you can commit to much time, that's fine. Just be sure to set the young people's expectations from the beginning. You can always commit to more time as you go along.

We also ask for your help in getting feedback on how well the match is going. We'll check in every now and then to make sure you're happy and see if you've noticed any progress in your mentee. Please inform us if any issues arise within your mentoring relationship.

Are there other ways we can get involved with Media Trust?

Yes. There are many different ways to get involved. To find out more go to www.mediatrust.org or give us a ring on 020 7874 7600.

Opportunities include:

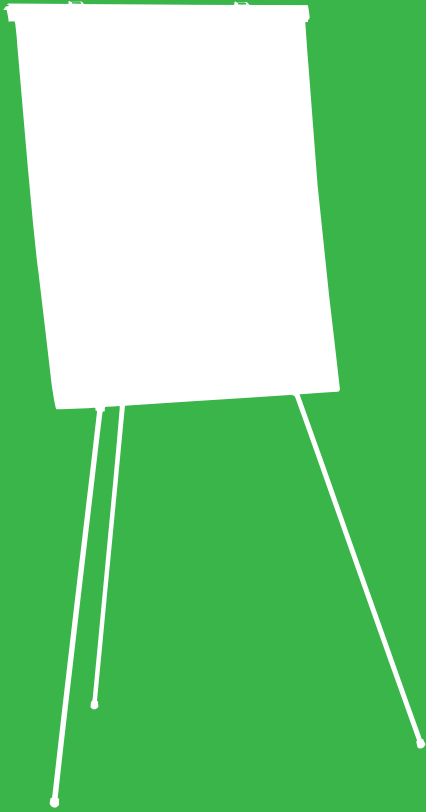
Volunteer to help a charity with their communications. If your forte is strategy, marketing and PR, design, production or new media, we have a bank of charities that could use your help.

Speak at a Media Trust seminar. We run a full programme of training sessions for charities covering all communications disciplines.

Provide in-kind media to our Campaigns team, who create media campaigns for and with the Third Sector. Past campaigns include Year of the Volunteer & MadforArts.

Provide content and promotion for Community Channel, a 24 hour digital channel. www.communitychannel.org.





**If you are a media
company thinking
of signing up,
read on...**

What does the scheme offer you, as a media company?

As a media organisation, this scheme offers a media industry-specific opportunity to fulfil your corporate responsibility and staff development objectives. This scheme is designed to offer a professional development opportunity for the mentor, building leadership and development skills.

How will it work?

Media Trust will meet with each media company to set objectives for their mentoring involvement and deliver a tailored package for your organisation.

We have a full-time member of staff dedicated to working with you to help ensure that the scheme rolls out smoothly and matches your objectives.

We will provide materials to help recruit mentors within your organisation.

We will screen all mentor applications, relaying feedback to the key contact at your company.

We will CRB check, induct and train all mentors.

We will act as the broker between youth organisations and media companies, creating and introducing mentoring matches for individuals or teams.

What does Media Trust ask of you, as a media company?

- Identify one or more lead employees to act as the point of liaison with our team.
- Ensure that staff recruited as mentors are committed to and aware of the parameters of the scheme.
- Where possible, provide venues for mentor training.
- Take a proactive approach to promoting the Youth Mentoring scheme to staff (e.g. CEO to send out company-wide email encouraging staff participation).
- Inform us of any issues that arise within mentoring relationships.

“Media Trust’s Youth Mentoring is a fantastic way for the media industry to reach out to young people and ultimately help them to change the direction of their lives. I personally will be encouraging staff at Channel 4 to dedicate some time to this initiative, which will be enormously rewarding for both the mentor and the mentee.”

Andy Duncan

Media Trust Chairman & CEO of Channel 4



To get in touch, sign up or find out more information, visit mediatrust.org/youth-mentoring contact Media Trust on mentoring@mediatrust.org or give us a ring on **020 7217 3695**



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