

THE RURAL MEDIA COMPANY



**STRENGTHENING COMMUNITIES
THROUGH CREATIVE MEDIA**

THE RURAL MEDIA COMPANY

Founded in 1992, The Rural Media Company is an award winning education, production and development charity based in Herefordshire and working throughout the UK.

Our vision is a society where everyone has access to media to communicate, create and learn.



The work of the Rural Media Company has made a significant contribution to the lives of those in the communities it serves and well beyond.

LORD PUTTNAM CBE



To make a film is a good way of investigating the past, a place, or a contemporary issue. You see the world through a stranger's eyes and find new perspectives on familiar territory.

**KEN LOACH, FILM DIRECTOR,
INTRODUCTION TO THE CRAFTA WEBB
COMMUNITY FILM**

USING MEDIA TO STRENGTHEN COMMUNITIES

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Rural Media's strand of media campaigning work is an imaginative way of drawing attention to social time-bombs such as the ageing rural population, and helps communities, the public, and policy makers face the issues and focus on real solutions.

ELINOR GOODMAN,
FORMER POLITICAL
EDITOR OF CHANNEL 4 NEWS

We work alongside rural communities, including some of the most marginalised in society, to give them the skills and opportunities to powerfully communicate their lives, heritage and culture, celebrate diversity and inform policy development. Our projects have encompassed:

- // Filmmaking
- // Digital storytelling
- // Radio drama
- // Citizen journalism and local TV
- // Print and online publishing
- // Social media



What a joy! These wonderful, engaging digital stories, often comical, sometimes sad, occasionally harsh, provide real insight into farming families whose lives deserve to be remembered.

**JO BRAND, COMEDIAN, COMMENTING ON
FIELDWORK DIGITAL STORIES.**

LEARNING THROUGH MEDIA

We are one of the UK's leading producers of film and media with young people. Our work takes place in and outside schools, colleges and youth clubs and always aims to:

- // Inspire confidence and a passion for creativity
- // Develop self awareness and an understanding of others
- // Invest practical digital communication skills
- // Communicate the experience of being a young person in society

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Many organisations and individuals talk about what to do with young people in our modern society. The Rural Media Company delivers it.

**CHARLIE HARRIS, DIRECTOR
OF YOUTH PROJECTS,
THE RANK FOUNDATION**



Once again The Rural Media Company has demonstrated their extraordinary skill in locating great filmmaking within a social and educational context.

PROF PHIL REDMOND CBE

DIGITAL CONTENT PRODUCTION

From full length documentaries and short films to 20-second online video testimonials, our commissioned productions enable voluntary and statutory sector agencies get their message across with compelling new digital content.

Recent themes have included:
health // environment // housing
// learning // employment and
training // disability



We were delighted to support Rural Media's production highlighting the experience of rural migrant workers, which opened the eyes of host communities, the media, and policy makers alike.

DR KATE BRAITHWAITE, CARNEGIE UK TRUST



We worked with Rural Media because of their exemplary work with UK Gypsy, Roma and Traveller communities over many years.

IRENA GUIDIKOVA, COUNCIL OF EUROPE

AUDIENCE DEVELOPMENT

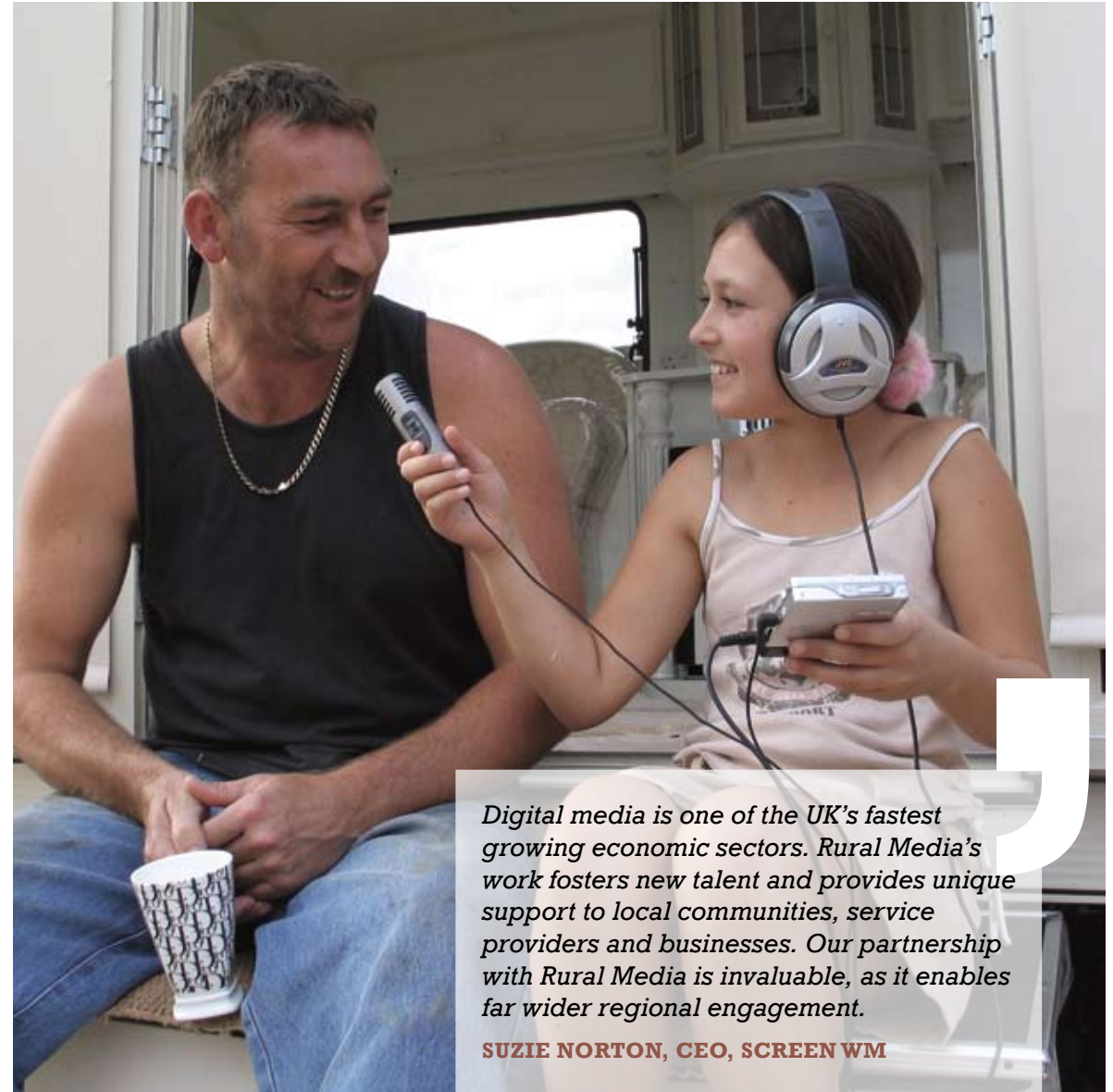
We help rural communities and organisations reach their intended audience, as well as identifying new audiences, encouraging them to learn about and enjoy film and digital content.

Through partnerships with broadcasters, online publishers, festivals, and our knowledge of digital platforms and public & voluntary sector networks we reach local, national and international audiences.



We were hugely impressed with the quality and creativity of Rural Media's work on our Local TV pilot, which resulted in 62 short films over nine months, all of which we broadcast 'behind the red button' and on our local websites.

**DAVID HOLDSWORTH,
BBC CONTROLLER OF
ENGLISH REGIONS**



Digital media is one of the UK's fastest growing economic sectors. Rural Media's work fosters new talent and provides unique support to local communities, service providers and businesses. Our partnership with Rural Media is invaluable, as it enables far wider regional engagement.

SUZIE NORTON, CEO, SCREEN WM

CONTACT US

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