

CJA x Media Trust Films

November 2023

**Criminal
Justice
Alliance**

MediaTrust

The **Criminal Justice Alliance** (CJA) has partnered with **Media Trust** to create ten films exploring different aspects of the criminal justice system, while showcasing the incredible work of CJA members.

About the project

Nine CJA members will each be matched with a volunteer professional filmmaker to create a short film about their work and its impact. The films will be produced free of charge for participating organisations, thanks to generous support from the Crucible Foundation. Media Trust will also collaborate with the CJA to create a film promoting the alliance and its influence across the criminal justice system.

Unsure if your organisation is a CJA member? [Click here to see the full list of our members.](#) If your organisation is not currently a member, [please apply by Monday 4 December to be considered in time for this programme.](#)

If your organisation is selected for the scheme, you will be paired with a filmmaker who will work with you to produce a short film (maximum three minutes in length), based on a brief that Media Trust will help you develop.

Timeline

Important dates

- **Wednesday, 1 November:** Applications open
- **Tuesday, 21 November at 11am:** Media Trust and the CJA will host a virtual Q&A on Teams to answer any questions you might have about the project
- **Sunday, 17 December at 23:59:** Applications close
- **On or before 12 February, 2024:** The nine selected organisations will be notified
- **March 2024:** The project begins
- **October 2024:** The completed films will be delivered

Induction and workshops

- **Introductory meeting and Workshop 1: Film-making**

Tuesday 19 March, 2024, 9:30am-1pm - Online

This is your opportunity to meet Media Trust and the rest of your cohort while learning more about the pr.

- **Workshop 2: Reaching your audience**

Thursday 28 March, 2024 - Online

In this workshop, you will learn useful tools and tips for building a video campaign, as well as identifying different ways to reach your audience.

- **Workshop 3: Social media training**

w/c 18 November, 2024 - Online

This final workshop will provide you with the knowledge needed to effectively promote your films through various social media channels.

Please note: attendance at the induction meeting and subsequent workshops is mandatory for participating organisations, as they provide practical guidance and tips for optimising the use of your films.

Shooting and editing

- **May 2024:** Media Trust will will match each organisation with a volunteer professional filmmaker.
- **July 2024:** The film production process will begin (Typically, organisations can expect two days of filming and three days of editing to produce their film. Feedback from organisations will be incorporated throughout the editing process, with Media Trust offering support.)
- **October 2024:** All films will be completed and delivered
- **Autumn 2024:** We will host a screening to which all CJA members will be invited, alongside policymakers, the media, and other key stakeholders

How to apply

Fill out this application form by 23:59 on Sunday, 17 December, 2023: <https://forms.gle/EnuMbaHGij6t3kCB6>.

Selection criteria:

To be eligible for this scheme your organisation must meet the following essential criteria:

- Hold full organisational membership with the Criminal Justice Alliance
- Be a small to medium sized organisation with a turnover of £1.5 million or less

Priority will be given to organisations that meet one or both of the desirable criteria below:

- Organisations campaigning for systemic change and/or tackling structural inequality in their work
- Organisations that can demonstrate a commitment to equity, diversity & inclusion, and intersectionality in the criminal justice system

All CJA organisational members are invited to apply. The final decision to the nine selected organisations will be made by the CJA, taking into account the need for a broad range of themes. We will also take into account other factors including the availability of staff to support a film-making project, and how you propose to use the film e.g. to support a specific campaign, for fundraising, or to build awareness.

If you have any questions, please contact Holly, Communications and Engagement Manager at the CJA:

[**holly.brooks-burgin@criminaljusticealliance.org.uk**](mailto:holly.brooks-burgin@criminaljusticealliance.org.uk)

About the Criminal Justice Alliance

The Criminal Justice Alliance is a network of 200 organisations and academic members that are committed to creating a fair and effective criminal justice system. Our membership includes staff associations, charities, social enterprises, think tanks, and research institutions, working throughout the criminal justice system.

We achieve this objective by investigating crucial issues, influencing policy, and presenting evidence-led briefings to policymakers and commissioners. Additionally, we foster connections among practitioners, researchers, lived experience individuals, and policymakers, promoting collaboration and knowledge sharing. We also keep our members updated on policy and practice changes through newsletters, social media, blogs, and events.

About Media Trust

Media Trust believes that by giving everyone a voice that we'll get to a more equal society. That's why for nearly 30 years, Media Trust has been working in partnership with the media industry to give charities, under-represented communities and young people a stronger voice.

Media Trust has extensive experience of working with volunteer filmmakers to create compelling short films for charities. They know that for any charity, having high-quality video content describing their work and impact is a really powerful asset - film is a great way to show people what you do and inspire others to get involved; human stories make charity work real and help forge deeper, more emotional connections with supporters. 90% of consumers watch videos on their mobile and mobile video consumption is steadily rising year on year. Since people like to watch videos on the go, and the number of smartphone users is growing, the video audience also keeps growing. By embedding a video in their website, charities also significantly increase their search engine ranking.

Most charities can't afford to pay for help with their communications, but they also struggle to access pro bono support from media industry experts. Media Trust can bring to bear the skills and resources of our network of freelance directors and media industry partners to deliver the help charities need, at very low or zero additional cost.

See below for examples of recent award-winning charity films created by Media Trust:

[Me & My Stammer:](#) Action for Stammering Children (Winner of the Charity Film Award's People's Choice Award 2023)

[A Brief History in Four Acts:](#) Synergy Theatre (Winner of Three Creative Circle Awards 2023)

[Darcie's Story:](#) Speech and Language UK (Nominee, Third Sector Award's Best Charity Film 2023)

[Words Take You Places:](#) Doorstep Library (Winner of the Third Sector Award's Best Charity Film 2020)