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Success at West Midlands Media Talent Awards

Herefordshire based The Rural Media Company was nominated for Outstanding Achievement at the West Midlands' premier **Media Talent Awards 2007**, dedicated to the screen media industry, which recognises those who have exceeded expectation in the industry.

The Rural Media Company beat off strong competition to claim the award, having developed and implemented a range of highly successful initiatives, which have made a significant impact both regionally and nationally. These have included the creation of the Borderlines Film Festival – the largest rural film festival in Europe, the development of MediaNet- a region-wide network for media educators and practitioners, and being the only publicly funded company to partner BBC to explore the potential of local broadcasting.

Nic Millington, Rural Media's Chief Executive said, " We are delighted to have won this award, which has only been made possible through strong local and regional partnerships".

The screen media industry in West Midlands has flourished over the years and now has over 4,000 audiovisual establishments collectively employing over 23,000 people (not including freelancers).

Jonny Turpie, Executive Chair of Screen WM said, "We believe that the **Media Talent Awards** is a significant step towards acknowledging the great effort and perseverance of the people and organisations in the industry, and celebrating this exceptionally creative and diverse region".



THE RURAL MEDIA COMPANY



Release Ends

Note to Editors

- For further information on The Rural Media Company visit www.ruralmedia.co.uk
- For further information on Screen WM visit www.screenwm.co.uk
- For further information on the Media Talent Awards 2007 visit www.mediatalentawards.typepad.com
- Photo Caption: Roy Jenks, Chief Operating Officer at Screen West Midlands presents the award for outstanding achievement to The Rural Media Company's CEO, Nic Millington and Helen Jarvis, Finance and Operations Manager.