



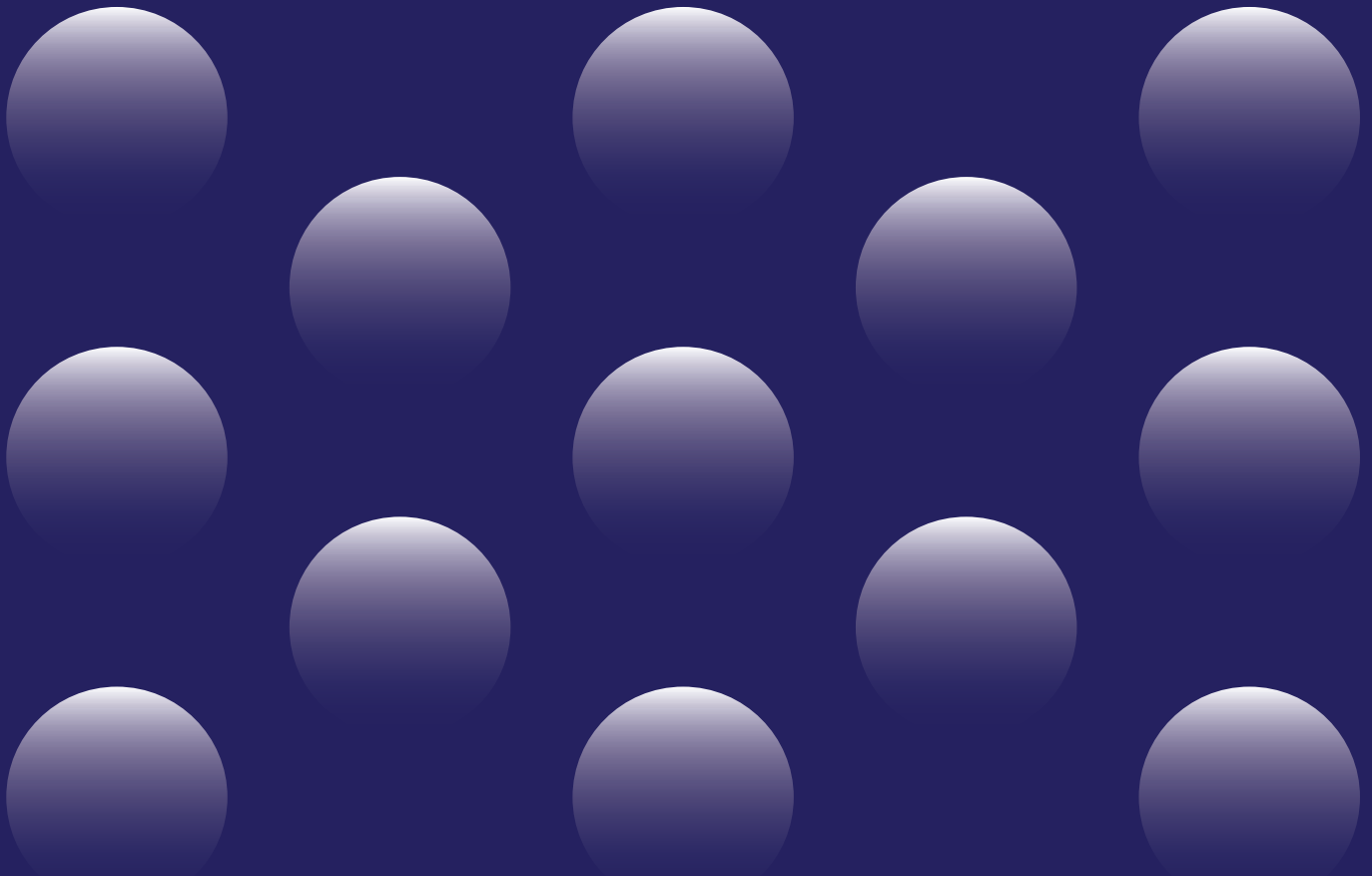
CITY UNIVERSITY
LONDON

Uncovered: assessing media and communications needs and capacity of marginalised communities

Sarah Eldridge, Jonathan Price and Helen Davis

2009

A study by ICAR, City University for Media Trust on gaps in the media and communications capacity of Black and Minority Ethnic, Refugee and Migrant, Rural Isolated, and Faith-based voluntary organisations and identification of their training needs.



MEDIA TRUST

Media Trust is the UK's pre-eminent communications charity. It works with media organisations and charities to enhance their communications and enable communities to find their voices and make them heard. Media Trust corporate members include the BBC, BSkyB, Channel 4, Daily Mail and General Trust, Disney Channel UK, Guardian, Media Group, IPC Media, ITV plc, MTV Networks UK and Ireland, News International, Newsquest Media Group, OMD, Turner Broadcasting, Warner Bros, and WPP Group.

For more information on Media Trust visit www.mediatrust.org

Media Trust
2nd Floor
Riverwalk House
157-161 Millbank
London SW1P 4RR

email: contactus@mediatrust.org

tel 020 7217 3717

web: www.mediatrust.org

ICAR

The Information Centre about Asylum and Refugees (ICAR) is an independent information and research organisation based in the School of Social Sciences at City University in London. ICAR encourages understanding, public debate and policy-making about asylum and refugees in the UK, grounded in accurate and academically-sourced information.

Funded principally by charitable trusts, ICAR undertakes externally funded research and consultancies.

ICAR does not have a Centre view. The views and opinions expressed in this paper are those of the author.

Information Centre about Asylum and Refugees
School of Social Sciences
City University
Northampton Square
London EC1V 0HB
020 7040 4593
www.icar.org.uk

Foreword by Caroline Diehl

This is a unique piece of research about media and communications needs as well as the capacity of very marginalised communities in our society. Media Trust has a long track record of supporting these communities and was fortunate to receive funds from Capacitybuilders to commission this research as part of the “Improving Reach” initiative. As well as commissioning the research, we also delivered media training to over 850 organisations from these groups, extended our geographical reach, and embedded further the Improving Reach work into our core activities.

Uncovered: assessing media and communication needs and capacity of marginalised communities does indeed uncover the challenges of media reports about marginalised communities, alongside their needs and capacities. It points out that there are many barriers, often high, when accessing the media; that marginalised groups need specialist and appropriate training and support to meaningfully engage with and inform the media, alongside what the research calls ‘the need for practical help in responding to media enquires and coverage.’

Media Trust is determined to lower all barriers that this research has identified - we will provide relevant and current training programmes, access to pertinent practical support for groups, engage with and bring together the media and communications industries with ‘hard-to-reach’ groups

There have been many people involved with this research and I would like to thank Amanuel Woldesus and Catherine Setchell for their relentless pursuits and leadership. Thanks too to Sarah Eldridge, the principal researcher, and the staff at ICAR, City University who have been meticulous in their quest to engage with and study all the groups. And finally thank you to all the members of the cross-sectoral advisory group for their guidance and support during the project.

Caroline Diehl
Chief Executive of Media Trust

Foreword by Neil Amas

I have great pleasure introducing this study commissioned by the Media Trust. *Uncovered: assessing media and communication needs and capacity of marginalised communities* examines the ability of marginalised groups to deal with and influence the media, and assesses what might be done to increase this capacity.

The UK media is seen by many, rightly or wrongly, to be insensitive at best, and at worst hostile towards certain groups of our society, such as faith groups, migrants and asylum seekers, often accused of fomenting negative attitudes amongst ‘mainstream’ society. And yet these groups, identified in the report as ‘hard-to-reach’, excluded and often disadvantaged, are likely to lack the financial capacity or expertise to counter the impact of imbalanced and negative reporting. This report assesses the media and communication needs of these groups and makes suggestions for the training and other activities that might address some of these.

There have been many people involved with this research project. I would like to thank Amanuel Woldesus of the Media Trust for his assistance and guidance throughout, and ICAR’s team of researchers, Sarah Eldridge, Jonathan Price and Helen Davis. I would also like to express my sincere thanks to Kate Smart, Don Flynn, Cristina Andreatta, Harmit Athwal, Urmi Raval, Bob Satchwell, and Nazek Ramadan for their guidance and expertise in the project steering group.

The full report is available as download and can be accessed from the Media Trust and ICAR websites: www.mediatrust.org and www.icar.org.uk

Neil Amas
Director of ICAR

EXECUTIVE SUMMARY

Aims of the study

This report is the result of research to assess the capacity and training needs of specific groups in the area of media and communications and, secondly, to examine underlying attitudes towards the media amongst those groups. It was commissioned so that Media Trust could design and deliver courses tailored to the requirements of refugees, migrant workers, black and minority ethnic (BME) and faith groups and those living in isolated rural areas.

Methodology

The researchers consulted national and regional infrastructure organisations¹ in drawing up a questionnaire and selecting samples for focus groups and interviews. The aim was to gain an indicative picture of the experience of organisations and individuals in different parts of the country.

The questionnaire was disseminated by email and in some cases by post to groups and individuals identified by those organisations, and was then completed on a self-selecting basis. The survey produced 117 responses. Focus groups were conducted with the help of the infrastructure organisations and met in Sheffield (faith), Hereford ('isolated rural'), Manchester (refugee) and Cambridge (migrant worker). Individuals from BME organisations were interviewed face to face or by phone.

Further interviews were conducted with government and non-governmental organisations, training and support groups and others.

While the aim of the research was to assess the training needs and capacity of groups in the target sectors, the questionnaire was also disseminated to national and regional infrastructure organisations. The respondents consequently include a mixture of frontline groups and infrastructure organisations.

Key findings

The study identified a keen appetite for training in media and communications from groups across the five targeted sectors. This enthusiasm exists despite a high degree of suspicion and mistrust of the media, particularly amongst individuals recently arriving in the UK.

Respondents from all groups commented on the perceived lack of interest in their activities from journalists, both local and national. Most BME, faith and rural groups attributed this to ignorance and disinterest. Asylum seekers, refugees, migrant workers and Muslims felt it resulted from active hostility.

Individuals from all groups, apart from the rural group, reported a current and growing interest in alternative sources of news and information such as ethnic and foreign language press and broadcast, and the internet. The web was cited by all respondents as an important source of information and as a vehicle for exchanging news with their own and other networks.

Media and communications training is available to voluntary and community groups around the country who take it up on a generally ad hoc basis from private training organisations or local further education colleges. Some organisations, particularly in the faith sector and refugee and BME infrastructure bodies run their own schemes which are sometimes open to non members.

Statutory bodies dealing with migrant workers, refugees and asylum seekers appear to be most proactive in addressing media and communications needs and these groups (as well as isolated rural) were found to have received the most training in this area. Despite the apparent appetite for training

¹ Infrastructure organisations are defined as organisations whose purpose is to help build the human, financial and other resources of other organisations, usually through training, advice and other forms of support.

amongst all groups some, particularly faith groups, were unconvinced of the need to engage with people outside their own interest group.

Training needs

The large variety of knowledge and experience amongst the targeted groups means their specific training needs will have to be assessed on an individual basis in consultation with local support and infrastructure organisations. However there are some common themes that might inform the design of courses.

The study highlighted a general need for awareness-raising about the potential role and benefits of media and communications work, for example as an aid to fund-raising and attracting volunteers. All groups also expressed a desire to increase their understanding of how the media works, how journalists 'think' and how to get their work mentioned in the media.

In relation to communications more broadly, there was widespread interest in developing computer skills, for example in desk-top publishing, and learning how to make best use of the internet. Recent media developments in the area of local community radio and web-based television platforms suggests grassroots organisations should also be equipping themselves to respond by developing proficiency in radio production and video techniques.

Constraints

Availability of funding emerged as a common factor in peoples' ability to access training. Very few frontline organisations² reported having sufficient realistic budgets for the sort of training they identified, though time was another key issue. The reluctance of many groups to prioritise media and communications work in their work reinforces the need to raise awareness of its importance.

Another constraint is the underlying mistrust that exists between many of these groups and the media, which forms a barrier to the development of effective engagement.

The research also highlighted the importance of sustainability in relation to training courses. Many respondents stressed the need for ongoing support that could be accessed at a time of need.

Recommendations

Training should be designed in consultation with local support and infrastructure organisations who will know what individual groups need, and the local and national media whose cooperation and advice will be important in securing long term benefits.

Individual courses should be constructed around understanding the importance of media and communications in the wider context of an organisation's work, how journalists and the media work and how to respond to them.

Help is also needed in encouraging organisations to make best use of the internet and computer technology and creating effective publicity. An emerging need is to develop skills in radio and video production in response to the increasing number of community and web based television and radio stations.

Courses should be promoted in partnership with local organisations and experts, and using colloquial images and literature to engage those who might otherwise turn away. Creative thinking is required to draw people in through their own language and cultural environment.

² Frontline organisations are defined as organisations which provide services directly to people

There is also a need to explore ways of funding training so they can be provided free to organisations, and for providing ongoing support through mentoring or other means. Thought should also be given to the potential for cascading and sharing skills through and across the different groups.

We recommend a special series of events to address the specific issues of mistrust and representation reported by participating organisations. These should bring together journalists and individuals from the target groups to air grievances and search for ways forward.

Finally, courses should be evaluated to assess their impact over time, for example in terms of media coverage, volunteer numbers and funding success. It is essential also to note that when targeting services at specific groups it is important to bear in mind the impact on others who may be feeling equally marginalised. The researchers recommend that any efforts to deliver training to the people identified in this survey should take into account the likely parallel needs of those other groups.

CONTENTS

1	INTRODUCTION	12
1.1	Media Trust, ICAR and this report	12
1.2	Methodology	12
1.2.1	Research questions	12
1.2.2	Approach	12
1.2.3	Definitions	13
1.2.4	Limitations	13
2	LITERATURE REVIEW	14
2.1	The overall picture	14
2.2	Summary	16
2.3	The media and communications environment	16
2.4	What other training organisations are doing	16
3	FINDINGS	17
3.1	Introduction	17
3.2	Type of organisations responding to the survey	17
3.3	Current media and communications activity	18
3.4	Current sources of news and information	19
3.5	Contact with the media	19
3.6	Media exposure	21
3.7	Satisfaction with current media coverage	21
3.8	Satisfaction with current reach	23
3.9	Purpose of communications activities	23
3.10	Communications strategy	24
3.11	Attitude to media and communications training	25
3.12	Current availability of training	26
3.13	Previous training experience	26
3.14	Available resources for media/communications training	27
3.15	Access to the internet	27
3.16	Interest in receiving media and communications training	28
3.17	Training: where, how much and when	29
3.18	How to contact	30
3.19	Targets of influence	31
3.20	What courses?	32
3.21	Knowledge of Media Trust	35
3.22	Special issues – tackling misrepresentation	35
4	CASE STUDIES Case Study	36
1:	Refugee support worker Case Study	36
2:	Rural community group officer	37

5	CONCLUSIONS	38
5.1	Attitudes to media and communications	39
5.2	Current availability of training	39
5.3	Training needs	40
5.4	Training delivery	40
5.5	Evaluation	41
6	RECOMMENDATIONS	42
6.1	Engage with the media	42
6.2	Engage with local infrastructure and support organisations	42
6.3	Design training courses	42
6.4	Promote training	43
6.5	Address capacity constraints	43
6.6	Special issues	43
6.7	Evaluation	43
6.8	Suggestions for further research	43
	Appendix 1 – Organisations contacted for this research	44
	Appendix 2 – National organisations offering media training	45
	Appendix 3 – Media Trust survey	46
	Figures and Tables	
Fig.1	Paid officers	18
Fig 2.	Communication outputs	19
Fig 3.	Contact with the media	20
Fig 4.	Knowledge about contacting the media	21
Fig 5.	Satisfaction with media coverage	22
Fig 6.	Reaching people of influence	23
Fig 7.	Aims of communications activities	24
Fig 8.	Frequency of communications strategies	25
Fig 9.	Extent of media training	27
Fig.10.	Available budgets for media training	28
Fig 11.	Preferences for targeting	31
Fig 12.	What sort of training would you like to receive?	33

ABBREVIATIONS

ACRE	Action with Communities in Rural England
BME	Black and Minority Ethnic
CRC	Commission for Rural Communities
EHRC	Equality and Human Rights Commission
ICAR	Information Centre about Asylum and Refugees
ipp	Institute for Public Policy Research
MT	Media Trust
RAM	Refugees, Asylum-Seekers and the Media

ACKNOWLEDGEMENTS

ICAR and Media Trust are very grateful to the following members of the Advisory Group which was established to help guide the research. The Group met twice, in July and December 2007, and made an invaluable contribution.

Kate Smart, Asylum Initiatives. Don Flynn, Migrant Rights Network. Cristina Andreatta, Migrants Rights Network. Harmit Athwal, Institute of Race Relations. Urmi Raval, Inter-Faith Network. Bob Satchwell, Society of Editors. Nazek Ramadan, Migrants Resource Centre.

Advice was also provided by
Nic Millington, Rural Media Company
Simon Berry, Ruralnet
Martin Ball, Black Training and Enterprise Group

The research has been conducted under **Improving Reach**, a pilot project of Media Trust funded by Capacitybuilders to provide free communications, media training and support for small to medium sized volunteer organisations working with Black and Minority Ethnic (BME), Migrant and/or Refugee, Isolated Rural and Faith communities. It also offers help and communications advice through media matching and newswire services. www.mediatrust.org/improving-reach

Improving Reach staff: Amanuel Woldesus, Project Manager
Catherine Setchell, Project Co-ordinator

Capacitybuilders is a non-departmental public body set up in 2006 to take over the management of the ChangeUp programme and to work with other funders to build the capacity of the Third Sector. It exists to create a more effective Third Sector by improving support for it.

1 INTRODUCTION

1.1 Media Trust, ICAR and this report

This report presents the findings of research commissioned by Media Trust to assess the capacity and training needs of voluntary and/or community organisations from black and minority ethnic (BME), refugee, migrant worker, isolated rural and faith sectors in England in the area of media and communications.

The research was carried out by City University, London and conducted by staff in the Information Centre about Asylum and Refugees (ICAR), an independent research and information organisation based in the School of Social Sciences.

The report starts with a description of the research methodology and is followed by results from a review of existing literature. Findings from the questionnaire, focus groups and interviews follow, then the report ends with conclusions and recommendations then appendices.

1.2 Methodology

1.2.1 Research questions

The aim of the research was to canvas the views of sample groups from each of the target populations in different areas of the country, and specifically to find out:

- what if any training is available to them
- what they want to learn
- the most effective way of delivering that training to them
- their underlying attitudes towards media and communications

1.2.2 Approach

The researchers contacted umbrella and representative organisations from each of the groups to ascertain firstly the extent of training currently available and secondly to identify appropriate organisations. A list of the organisations consulted can be found in Appendix 1.

Representatives from organisations from each sector were invited to join an advisory group which met to discuss some of the issues affecting the attitudes of people in the different populations to media and communications, and to draw up a methodology for the research.

- A questionnaire was drawn up in consultation with representative organisations from each sector and the web-link emailed to databases held by those organisations and others.
- National and local organisations in each sector assisted in setting up focus groups consisting of representatives from local groups. Four focus groups were held, representing faith groups (Sheffield), isolated rural (Herefordshire), refugees (Manchester) and migrants (Cambridge). BME representatives were interviewed individually by phone or in person.
- Individuals from national and local organisations in each sector were contacted and interviewed.
- Individuals from selected statutory, non statutory, infrastructure, training and other relevant organisations were contacted and interviewed.
- For the purposes of the questionnaire refugees and migrant workers were combined into a single category. For the more detailed examination in focus groups the researchers held separate consultations.

1.2.3 Definitions

For the purposes of this research the 'refugee' category has included people seeking asylum and those who have been granted refugee status or leave to remain in the UK. Migrant workers are defined as people who have come to the UK to seek work. While some refugee support organisations include migrant workers in their work, others restrict their concern to those coming to the UK under the terms of the 1951 United Nations Refugee Convention. Locally, migrant support groups are predominantly focused on those arriving in the UK to work.

For the 'Faith' sector the researchers sought to contact representatives and individuals from a range of religions, including Christian denominations, Islam, Hinduism, Sikhism, Baha'ism and Judaism.

'Isolated Rural' organisations were identified in consultation with two national bodies, the Commission for Rural Communities (CRC) and Action with Communities in Rural England (ACRE). For the specific investigation it was decided to focus on organisations in remote parts of Herefordshire.

Black and minority ethnic groups were contacted with the help of national and local infrastructure and support organisations.

Respondents to the questionnaire were invited to select their group categorisation from the four options outlined above and/or a fifth option, 'other'.

1.2.4 Limitations

The researchers are confident that, within the limits of the project, the findings are representative of the media and communications training needs across the sectors chosen for this research. However, the following considerations should be taken into account:

- Each sector includes an extensive and varied range of organisations with different aims and priorities. The timescale of this research has enabled us to gain an indicative insight into their general needs and capacity.
- Infrastructure organisations within each sector have been immensely supportive and co-operative with this research but ultimately it has been up to individual groups and representatives to decide to what extent they have been able to respond. At the time of the research, rural organisations were distracted first by the impact of the floods and later by outbreaks of 'Blue Tongue' disease. Similarly, the former Commission for Racial Equality was in the process of being reconstituted within the new Equality and Human Rights Commission (EHRC).
- The questionnaire used in the research was available to be completed either electronically or in downloadable form. Respondents were self-selecting after being alerted by national and infrastructure organisations. Although some sectors such as 'isolated rural' and 'BME' are identified as such by external monitors they do not always label themselves as such and may for example place higher priority on their identity with other groups or activities, such as transport or political causes. Additionally, respondents particularly in the 'isolated rural' sector are likely to include organisations whose remit includes less isolated communities.
- Many of the organisations involved in the research are run on a part time basis by volunteers with little time to spare for surveys.
- Email communications do not produce high response rates, necessitating additional time-consuming questioning by telephone.
- While people in some sectors, for example refugees and migrant workers, might form groupings and meet regularly in the normal course of events, others such as faith, isolated rural and BME may not be involved in formal networks. As such they are more difficult to identify and contact.

2 LITERATURE REVIEW

2.1 The overall picture

Despite the dearth of literature specifically related to media training needs, reports relating to the target groups highlight issues that may be relevant to this study.

Much of the literature has been prompted by crises affecting particular groups. Where the media is mentioned it is often in relation to a 'top-down' response to such crises. For example, the Bradford Race Review, responding to concerns about deteriorating race relations, found that 'communications, information and dialogue, led by public institutions must improve to prevent perpetuation of misconceptions and perceptions held by communities about each other'³. The Burnley Task Force, set up following so-called race riots, recommended: 'local organisations and agencies should seek to communicate effectively with the local media and the local population in order to address misconceptions in a proactive way.'⁴

Research by the Institute for Public Policy Research (ippr) into the integration of new migrant communities concluded that local authorities should proactively work to inform local communities better about the impacts of new migrant communities, and work more closely with the local media to dispel myths and ensure more balanced coverage⁵.

Most of these examples speak of these populations as more or less passive recipients of communication, rather than active participants in the process. Other work by ippr⁶ and the Information Centre about Asylum and Refugees (ICAR)⁷ focuses on the impact of media and communication on refugees and asylum seekers, with ICAR's *Reporting Asylum* recommending that the Government ensure that the role of the media is central to its integration policies, and that opportunities are provided for refugees to play an active role in domestic political life.

The Refugees, Asylum-Seekers and the Media (RAM) project ran a series of events to explore relations between those groups and the media and produced a report, compiled for ICAR by Nissa Finney⁸. These events revealed how little each understood the others' working culture, needs and expectations. They also found asylum seekers and refugees to be suspicious of journalists and needing support from people who understand how the media works. The report suggested refugees and asylum seekers should be encouraged to work more directly with the media, to become more prominent, reliable and respectable sources of information and quotes.

Research by the Islamic Human Rights Commission⁹ found that many Muslims feel the media does not give them enough opportunity to represent themselves, and that when it does the voices are those who hold extremist views or stand at the margins of Muslim society. Others reported that Muslims are only given an opportunity to speak when something negative happens, with the result that they are always seen to be 'on the defensive'.

More recently the Greater London Authority produced a report about Muslims and the media which claimed that in "one typical week in 2006, over 90 percent of the media articles that referred to Islam and Muslims were negative"¹⁰. The report makes suggestions about the role news organisations can play in more fairly portraying Islam and Muslims. In the foreword to the report, then Mayor of London Ken Livingstone calls for increased Muslim representation in the media.

3 <http://www.bradford2020.com/pride/>

4 <http://image.guardian.co.uk/sys-files/Guardian/documents/2001/12/11/Burnleytaskforce.pdf>

5 <http://www.cre.gov.uk/downloads/newmigrantcommunitiesresearch.pdf>

6 <http://www.ippr.org.uk/research/teams/project.asp?id=2107 and tID=88 and pID=2107>

7 <http://www.icar.org.uk/?lid=10583>

8 The British Media and Muslim Representation: <http://www.ihr.org.uk/file/1903718317.pdf>

9 The search for common ground – Muslims, non-Muslims and the UK media:

10 http://www.london.gov.uk/mayor/equalities/docs/commonground_report.pdf

A further recent report for the *Changing Perspectives* campaign tackles media coverage of African people living with HIV¹¹. It says that although African people account for the majority of new diagnoses in Britain they are failing to come forward for testing or health care because of stigma and discrimination. It calls on African communities and others to publicly speak out to help reduce that stigma.

The Department for Communities and Local Government recently produced a 'what works' guide for agencies working with refugees, asylum seekers and migrant worker in neighbourhood renewal areas¹². The guide describes these groups as being isolated and marginalised from community life and highlights the role of the media in raising awareness. Some of the case studies mentioned in the report have recognised the need for communications training and one, based in East Manchester has already run workshops on the subject.

Elsewhere, a report by the Commission on Integration and Cohesion talks of the need for what it calls a 'whole community' approach – including all those who live at the margins, and not simply those falling into BME, refugee or other categories.¹³ It highlights the effectiveness of campaigns such as those by faith groups that have utilised the media to convey inter-faith partnerships and interaction at high profile, tense periods.

A number of infrastructure organisations are trying to raise awareness of the role of media and communications. Refugee integration fora in London and the regions, for example, have run workshops and training sessions on the subject and some are running dedicated schemes to increase media coverage of asylum and refugees.

In rural areas geographical remoteness may be the most crucial barrier to participation. The Commission for Rural Communities has sought to identify new approaches to, amongst other things, giving voice to people at the margins of society.¹⁴ It uncovered a range of factors affecting successful engagement. Another CRC report on migrant workers found that their 'issues, needs and concerns are seldom articulated and represented by migrant workers themselves, rather than by others on their behalf'.¹⁵

Previous research into the media and the aforementioned groups has focused on the impact, and sometimes potential, of coverage in the print media. The growth of the internet as a communications tool has brought with it new promise of breaking down economic and geographical barriers. However research by Plymouth University found that IT needs amongst marginalised communities were not fully investigated prior to the development of services supposed to benefit them – lack of participation in defining the problem by prospective users meant that 'social exclusion became embedded in the very attempt to challenge it'.¹⁶

Participation by refugee women in a community internet project illustrates how the medium can be used to empower this particular marginalised group, both in accessing information and as a mode of self-expression.¹⁷

11 "Start the Press": http://www.ahpn.org/downloads/campaigns/Start_the_Press_Press_Release.pdf

12 'Connecting Communities in neighbourhoods':

<http://www.renewal.net/Documents/RNET/Policy%20Guidance/Connectingcommunities.pdf>

13 http://www.integrationandcohesion.org.uk/Our_final_report.aspx

14 'Voices at the Margins' – a review of engagement strategies for marginalised groups. Prepared for CRC by Jayne Francis and Leighton Mitchell of BMG research: <http://www.ruralcommunities.gov.uk/projects/voicesatthemargins/overview>

15 <http://www.ruralcommunities.gov.uk/publications/migrantworkersinruralareas>

16 'The Politics of Communication: information technology, local knowledge and social exclusion, by Matthew David, reported in *Telematics and Information* 20 (2003) pp 235-253

17 'The internet, empowerment and identity' by Asiya Siddiquee and Carolyn Kagan of Manchester Metropolitan University and reported in the *Journal of Community and Applied Social Psychology*, 16: 189-206 (2006)

2.2 Summary

From available reports and interviews it appears that whilst media and communications training is available for voluntary and community sector groups as a whole, there is very little targeted directly at BME, refugee and migrant worker, faith and isolated rural groups despite the obvious need.

Available evidence stresses the need for central and local government and infrastructure organisations to engage with these groups and raise awareness of their needs and experience. However this is mostly defined in terms of communication 'to' these groups, rather than being initiated by the groups or individuals themselves.

The 'voice' of the targeted groups appears to be missing from much of the current discussion, and there is a corresponding desire from the sector that this absence must be addressed. However a potential barrier may be the difficulty reported by some organisations in mobilising groups, and finding legitimate 'representatives' of communities and populations.

The point has also been made that these groups are typically small, under funded and in some cases poorly networked. They lack spare capacity and spend their time trying to secure their own financial futures. This may suggest a need to link media/communications skills with successful fund-raising activities – raising one's profile as an essential part of influencing funders.

Conversations with organisations involved with the groups reveal an interest and appetite for training in this area. Some, particularly in the refugee sector, have initiated their own media projects but there is little evidence of groups and individuals engaging with the media themselves.

2.3 The media and communications environment

The media is in a period of rapid change and development. The accessibility and expansion of digital technologies has created a new dimension not only for newspapers, radio and television but also for small groups and individuals to get through to audiences in numbers previously beyond their reach.

There is consequently enormous scope for engagement beyond the traditional platforms as independent publications, community radio, television and web stations offer free and virtually unregulated access to almost anyone who wants it.

2.4 What other training organisations are doing

A number of national organisations do provide training for groups targeted in this research, either as their core work or as part of their activities. Training is also available, often in subsidised form, by local colleges and generic support organisations such as Councils for Voluntary Service in the regions. Such training may in the future be provided by organisations such as Media Trust, or by the many private consultancies offering tailor-made courses.

One organisation operating in rural areas that focuses on in-depth training mainly on film and video production has a strategy of funding its courses by identifying a training need then seeking funding to fulfil it. Such an approach is however the exception rather than the rule, and location, cost and time mean training is beyond the reach of many front-line organisations.

A list of some organisations offering media and communications training is listed in Appendix 2.

3 FINDINGS

3.1 Introduction

This section presents data gathered through the online questionnaire, which produced a total of 117 responses. Additional comments are included from individual interviews and focus group discussions. The full text of the survey can be found in Appendix 3. Responses have been organised according to the sector categories refugee and migrant, black and minority ethnic (BME), faith, 'isolated rural' and 'other'.

Respondents self-selected themselves into these categories with 37 of them classifying themselves as 'other'. Respondents selecting the 'other' category included six race equality organisations, and eight from groups such as breast cancer support, or Parkinson Disease Society which are based in rural areas but part of larger networks. There were two country specific (Zimbabwe) organisations, five infrastructure bodies serving all rural areas (ie. including 'isolated rural'), one women's group and a trades union. One described itself as a 'Christian charity' and another as an 'interfaith' group.

'Other' respondents mentioned above also ticked additional specific categories. Five selected 'isolated rural', five ticked BME, one chose faith and two ticked refugee/migrant. 27 of those choosing 'other' made no additional selection.

Respondents were given the opportunity to choose more than one option to describe their organisation type. Of those selecting more than one option four chose faith and BME, five chose BME and refugee/migrant, two chose BME, refugee/migrant and rural, and one selected all four.

The graphs are presented mainly according to percentages of those responding in the different categories. The actual numbers represented by those percentages are: faith 23; BME 26; refugee/migrant: 34; isolated rural: 18; other: 37.

Analysis of answers are divided into two parts: general observations and disaggregated observations (by organisation type).

3.2 Type of organisations responding to the survey

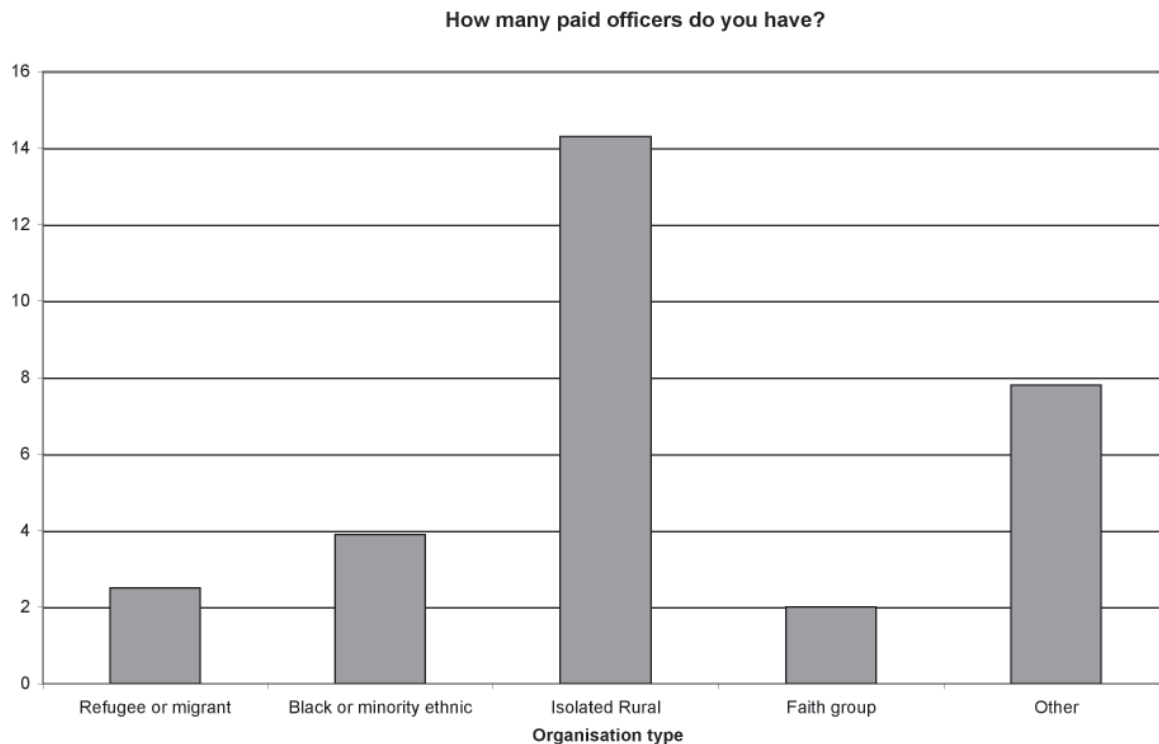
Refugee and migrant worker organisations in the sample have the highest proportion of volunteers against paid members of staff, followed by BME organisations. This is likely to have implications throughout the survey because the organisation may be less able to afford training, or to have time to attend training, but are likely to have a greater need for it, for example as a result of having fewer specialist staff.

Refugee and migrant worker organisations also have few members of paid staff, suggesting media work might be spread more thinly while staff concentrate on the core tasks that all organisations must complete – such as funding, administration, project work, etc. An exception however may be faith groups which may be more likely to attract volunteers willing to work in their free time. Bigger organisations are more likely to have staff that can undertake tasks additional to core organisation functions and there is a greater possibility that there will be media skills. This coheres with the finding (in 3.5 below) that refugees and migrants are less likely to be in contact with their local media and are less likely to know how to contact the media than any other organisation type.

The large numbers of organisations with paid staff reported by those responding under the 'isolated rural' category is likely to reflect the point made in section 1.2.4 above, that some respondents are from organisations with a wider remit than just 'isolated rural' groups. Feedback from focus groups and telephone interviews suggests that many groups operating in isolated rural areas have few or no paid staff, and run under similar constraints to others in the survey.

Refugee and migrant organisations also tend to have the lowest membership – this may reflect their structural development or the size of their potential 'constituency'. The other categories are more likely to be well established and have larger 'constituencies'.

Fig.1



3.3 Current media and communications activity

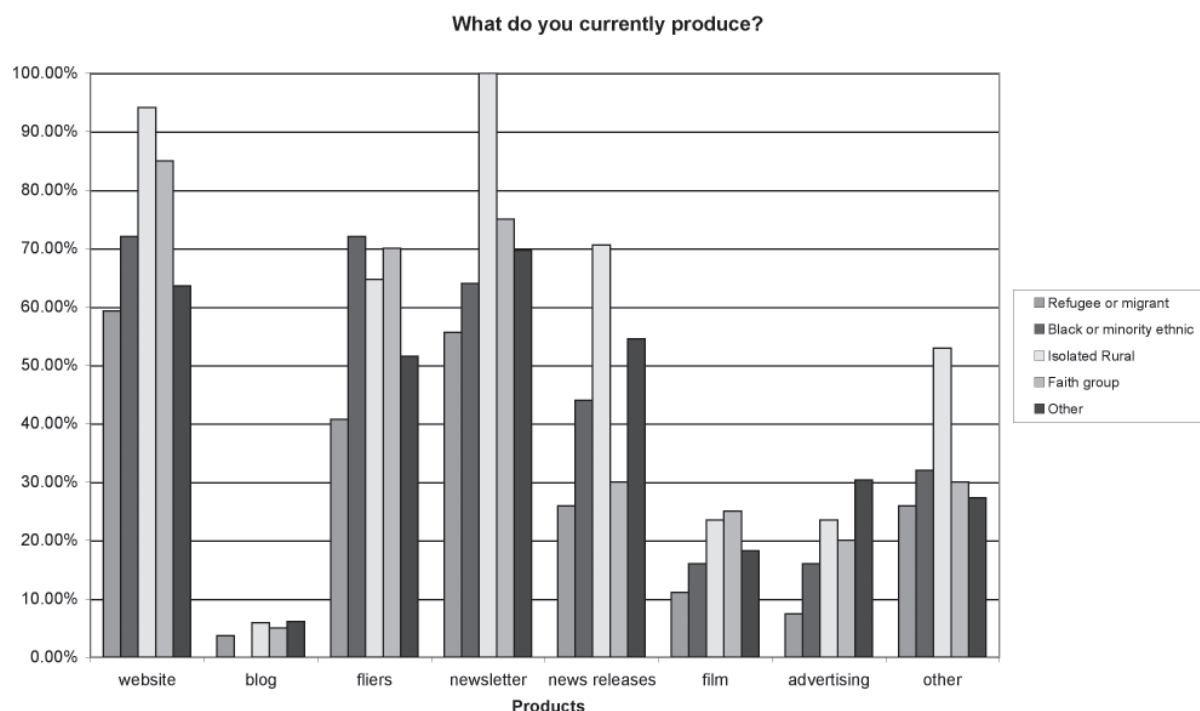
The most common forms of communication used by organisations are websites and newsletters. Very few organisations author blogs, produce films or are involved in direct advertising. New technology is being used only in its most basic form, possibly suggesting that organisations do not have the skills or time to develop into other areas or have not received appropriate training in the potentiality of such technologies.

Activities not listed in the questionnaire but mentioned in the 'other' category include seminars, conferences, events, and a multi-lingual website. CDs and PowerPoint presentations are also mentioned.

Since the 'newsletter' option did not differentiate between hard copy and electronic versions it is not possible to draw conclusions about the level of sophistication involved. However evidence from focus groups suggests newsletters are generally produced electronically before being distributed in electronic and paper format. *Indeed representatives from the rural voluntary sector singled out desktop publishing as a particular training need.*

Refugee and migrant worker groups are notable for their relative lack of output in all categories, with faith groups almost matching them in the relatively low production of news releases. Respondents in the 'isolated rural' category have a high output in all categories relative to other groups. The other categories were found to have a medium output relative to the other groups. This perhaps reflects the resources organisations have to publicise their work and their degree of knowledge and training of the available marketing/publicity mechanisms.

Fig 2.



3.4 Current sources of news and information

The internet is a key source of news and information for all sectors. This finding coheres with the proportion of organisations that are connected to the internet and use broadband [see 3.15]. Notable ‘other’ sources of information are word of mouth, networking and liaising with the local community, service users and members, e-bulletins and information from government and other national organisations. One respondent – in the refugee/migrant category – said s/he got most of their information by telephone. *This suggests that the internet is the most effective means of communicating news and information and an area in which training might be concentrated.*

Feedback from focus groups and interviews indicates that refugee and migrant worker, BME and faith communities get their news and information from media targeted at their own faiths or nationalities. These include weekly papers in Urdu, Arabic and other languages, and a range of radio and television channels. Al Jazeera is a popular alternative to mainstream terrestrial channels, particularly its English-speaking version. Other common information sources are campaigning organisations such as the National Coalition of Anti-Deportation Campaigns, and independent media such as Indymedia.¹⁸

Migrant workers were reported to have no interest in UK media except for the jobs pages. It was suggested that experiments in producing foreign language supplements such as happened recently in Dublin had proved popular.

“A lot depends on word of mouth – people learning from other people’s experiences” – (BME support worker)

3.5 Contact with the media

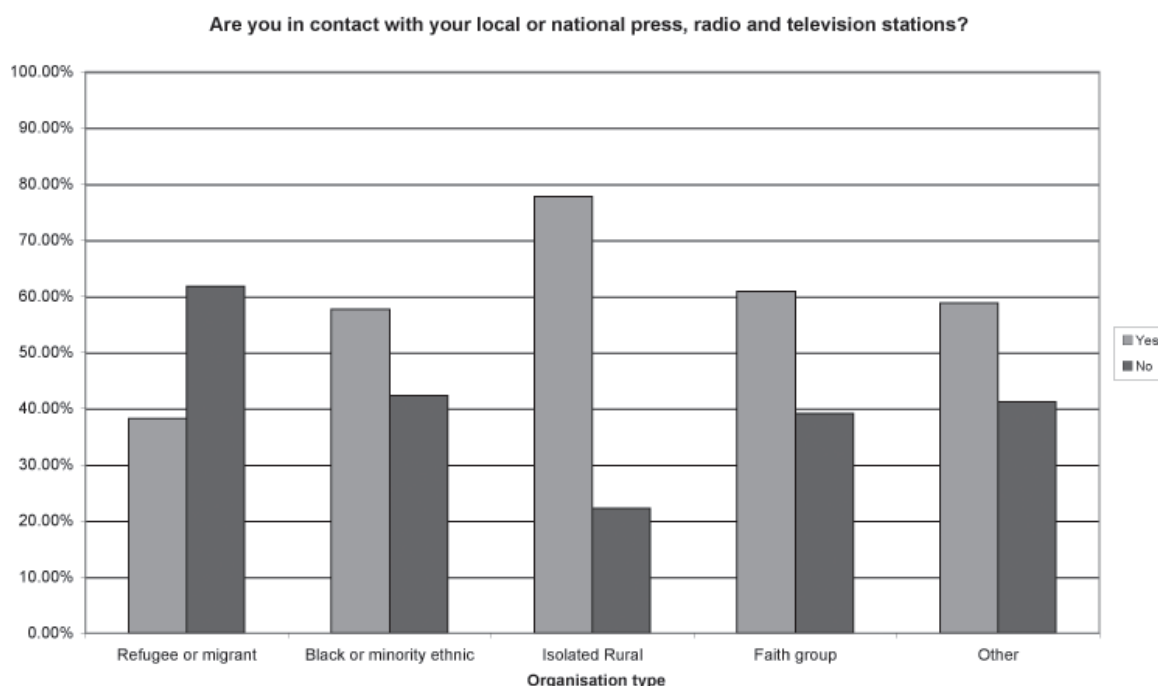
Refugees and migrant workers are least likely to be in contact with the local media and those responding as ‘isolated rural’ most likely. Figure 4 also shows them to be the least likely to know how to contact the local media (although 57.6% say they do know how to contact the media, only 38.2% are actually in contact, suggesting perhaps some do not feel this is a priority or are unwilling to make that contact).

¹⁸ <http://www.indymedia.org>

However a large proportion of the refugee and migrant worker organisations have received media/communications training (second highest of the groups). This may mean that the training was not useful; or that they don't have the capacity to carry out the tasks recommended to them; or that it was useful but they had no reason or desire to engage with the media; or the training was poor or inadequate. It might also reflect the attention being paid to this sort of training amongst new migrant organisations. Interviews with statutory organisations and NGOs indicate a high degree of awareness and interest in media impact on community cohesion in this area. Conversely (and consistent with the findings in 3.4) feedback from focus groups suggests individual migrant workers are unlikely to read or relate to the local media.

As stated, refugees, migrants and BME organisations are least likely to know how to contact the media. Faith groups are not far behind. This is a basic skill and a starting point for a media/communications strategy, and something that should be a priority in any training programme.

Fig 3.



Information gained from interviews with some support organisations reported that BME organisations lack confidence in dealing with the media. One respondent suggested that BME communities feel segregated from and consequently have low expectations of the mainstream media. It was proposed by the same person that this resistance might be overcome by appropriate training.

Refugee groups demonstrated enthusiasm for engaging with the media and optimism about the potential benefits that might ensue. They suggested it could help strengthen their voice in the community, reduce misunderstandings, challenge stereotypes, help integrate new people and improve community relations. They also saw its potential to increase membership, promote projects and access funding.

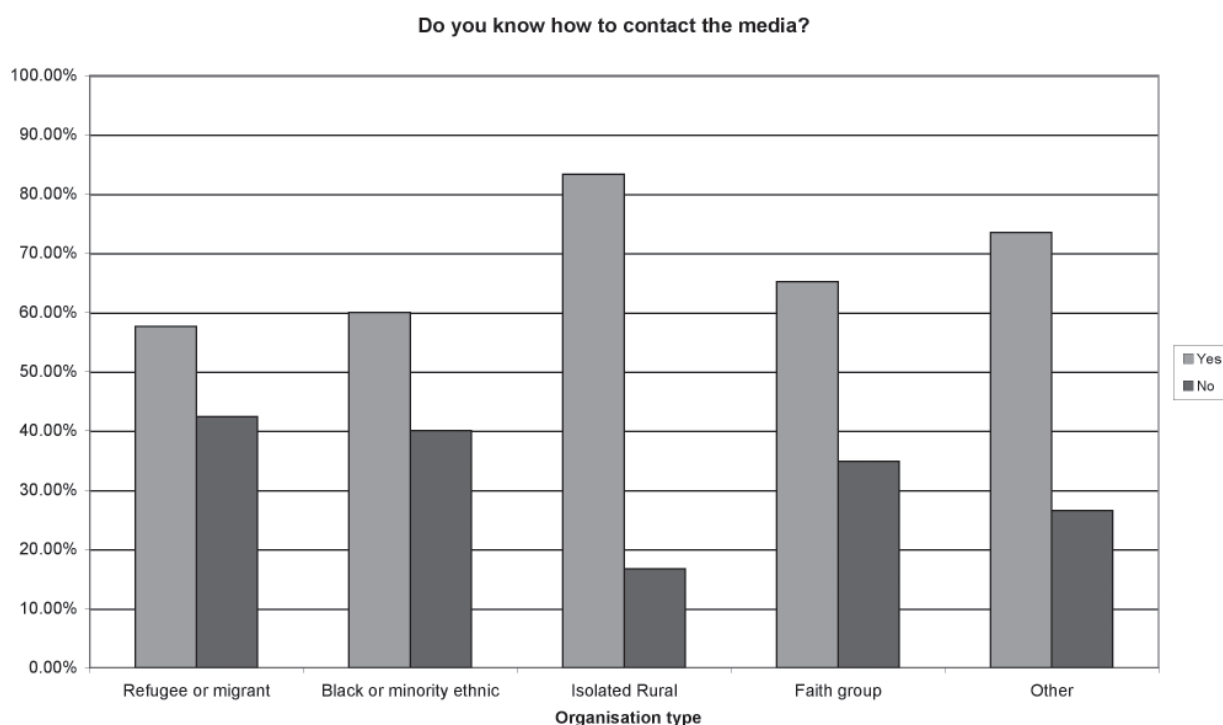
In the faith sector the research revealed differences and some tensions between approaches and attitudes at national and local level. The Christian denominations (Church of England, Roman Catholics and Methodists) tend to have sophisticated media relations machines and attendant training programmes at the national level. This does not always filter down to very local groups however who reported feeling ill-equipped to engage with the media and unconvinced that they would have anything to gain from such contact. They were also concerned about the issue of legitimacy and who was qualified to speak for their faith.

There was a fear amongst faith groups of being misrepresented and ignorance of the ‘rules of engagement’ when working with the media. One representative said he felt safe within his own faith community and nervous about the implications of raising the issue of its relationship with the wider society.

Muslim interviewees agreed that they had once shared that view but events on September 11th 2001 had changed everything and they now recognised the value of engaging with the media. One spokesperson for an Islamic organisation professed himself a regular contributor to local press and broadcast outlets and suggested other faiths might have much to learn from his own.

Representatives from isolated rural groups recognised the potential benefits of media engagement, and some had produced their own news releases. They complained however that the papers were not paying them attention and expressed frustration at not being able to get recognition from journalists.

Fig 4.



3.6 Media exposure

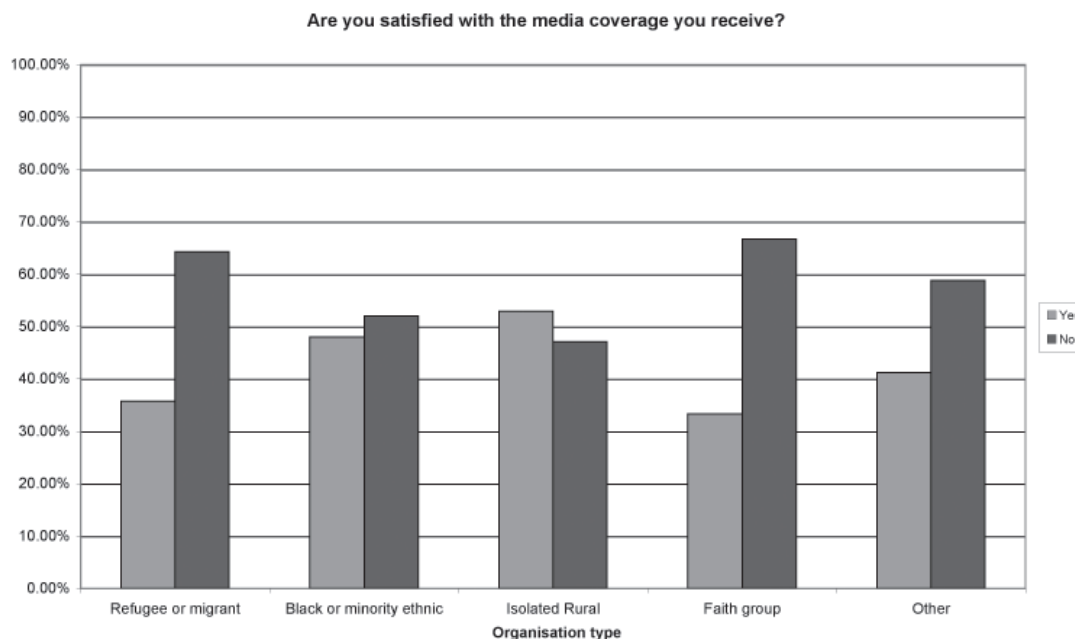
Most organisations surveyed have been mentioned in the media. Those who know how to contact and have had contact with the media are more likely to have been mentioned in it. *Refugees and migrants are least likely and rural groups the most likely to have received media coverage.*

3.7 Satisfaction with current media coverage

Most organisations are dissatisfied with the media coverage they receive. This is felt especially amongst refugee and migrant worker and faith organisations and may relate to the perceived bias of the media against these groups.

There are broader issues here such as anti-refugee/migrant sentiment that might not be addressed simply through training or strategy and these wider issues are considered elsewhere in this report. However this also reinforces the importance of creating a public relations strategy.

Fig 5.



Evidence from focus groups and interviews indicates that individuals across the four groups have similar attitudes towards journalists and the media, all exhibiting an element of mistrust. All groups associated newspapers in particular with scare stories and misinformation that was potentially destructive.

While refugee, migrant and BME groups felt the media's perceived negativity was aimed in varying degrees directly at them and having an agenda that was against their own interests, rural groups and to a lesser extent faith groups saw this more in terms of a different professional agenda. Journalists were seen to be looking for a 'good story', rather than being 'out to get' a particular group of people.

However the responses were similar in that interest groups wanted to know how they could influence this agenda, how they could make 'unpopular' issues attractive to journalists, and how they could wrest control of the news from the media's own perceived agenda.

The media was accused of having a simplistic attitude towards people and issues. Migrants felt they were treated as a single 'East European' entity, all speaking the same language and having the same interests, while faith groups identified a reluctance on the part of journalists to 'scratch beneath the surface'.

Some felt the media itself might have a role to play in improving its image with the wider public. Participants in the rural focus group suggested local businesses could sponsor pages to allow local groups to publicise activities that fail to register on the news radar, while representatives of migrant workers urged proprietors to copy the Dublin initiative whereby a newspaper produced a community supplement in Polish.

Despite the general suspicion and mistrust of the media there was also some acknowledgement that it could be a force for good. Both rural and faith groups identified a public relations potential, that press and broadcasters might also offer a platform for organisations to express themselves and publicise their views.

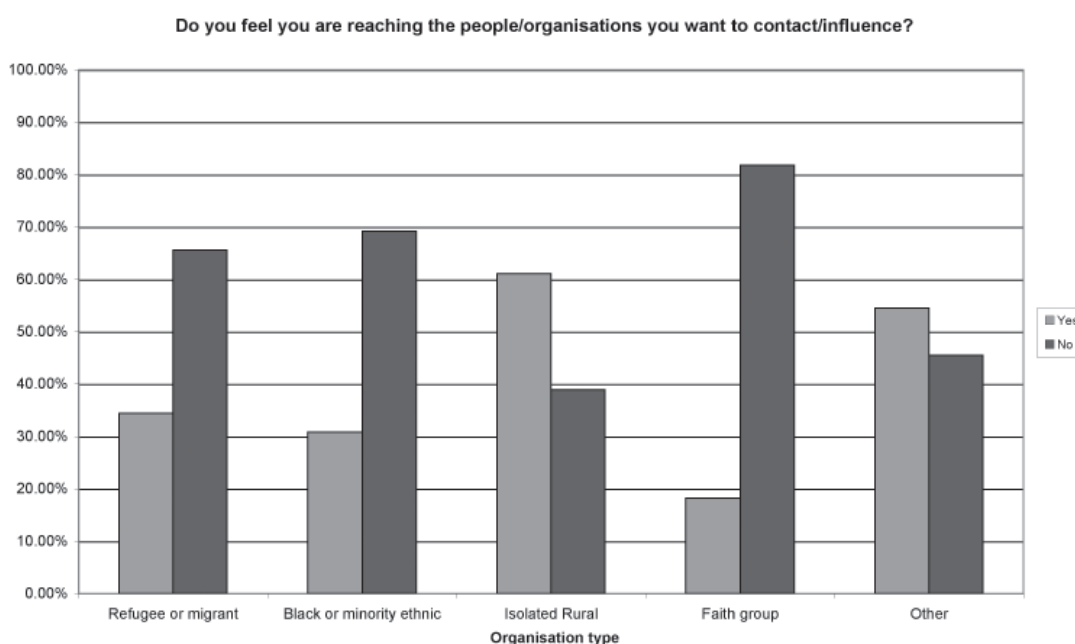
In common with refugee and migrant workers and BME groups they saw a need to build confidence amongst those communities who regard the media as alien territory, to give them the skills to challenge misleading coverage and to set their own news agendas.

“Publicity can be quite scary for people if they don’t know what they’re doing.” – (BME support worker)

This sentiment however was not universal. Not all faith groups felt they needed to deal with the media, one local group in particular feeling safest communicating only with its ‘own people’. Refugee organisations often give greater priority to their own information and publicity initiatives, and individual migrant workers were said by some support workers to have no interest in English language newspapers apart from the jobs pages. BME groups, while recognising a need to challenge misrepresentations and use local media for publicity purposes, look increasingly to web-based independent media over whose content they can exercise greater influence.

Refugee organisations, though currently least engaged with media communications, nevertheless recognised its potential in reducing community tension and promoting integration.

Fig 6.



3.8 Satisfaction with current reach

Organisations in rural areas were alone in feeling that they were reaching their target audience. This may be because rural organisations are trying to target an audience defined by a geographical area as well as an interest or issue. Another factor may be that those responding to the survey work in infrastructure organisations that are better equipped to take a strategic approach to the media.

“We would love to have more leaflets and posters to raise awareness in the local community. But it’s down to funding. Time is a factor too” – (rural charityworker)

3.9 Purpose of communications activities

Most of the organisations surveyed reported that the main aim of their communications work was to publicise their activities. A key focus therefore is dissemination. Consideration should be given to gathering examples of good practice for dissemination activities. This area might benefit from further research into dissemination activities around the UK.

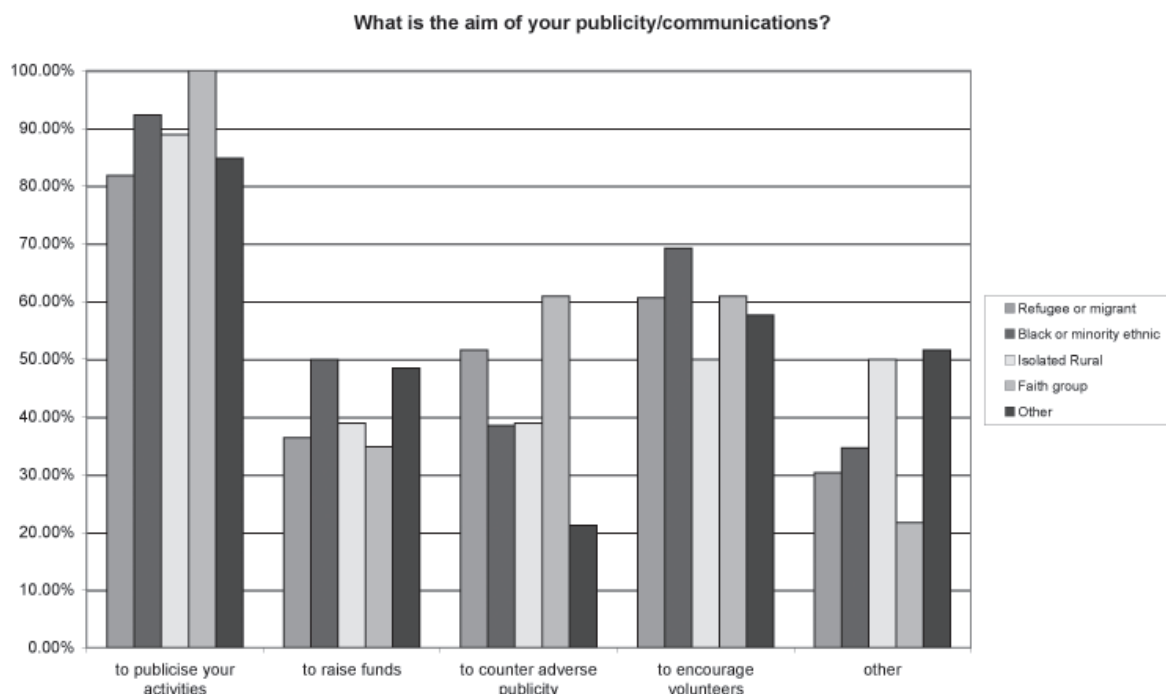
All sectors also highlight the need for communication as a means of encouraging volunteers. Here too, examples of current practice would be useful as a form of reference.

Refugee and migrant and faith groups are more likely to want to focus on the need to counter adverse publicity from the media. Research by the Information Centre about Asylum and Refugees (ICAR)¹⁹ suggests that local media rather than the national media is more likely to consider the impact on community relations in their reporting, suggesting that local media should be the focus of such activities. Training aimed at improving understanding and fostering relationships with local journalists may therefore be of interest to these groups as well as having the ultimate potential of bringing communities together.

Questionnaire respondents provided further examples relating to the purpose of their publicity, many of which might be termed awareness/profile-raising such as ‘promoting our success’ and ‘encouraging curiosity’. Others wanted to ‘prevent stigma’, ‘regain our voice’, ‘counter racism’ and ‘restore balance to reporting’.

Other examples included increasing membership, influencing policy and encouraging use of services. One said s/he wanted to ‘set agendas’ and another to encourage recruitment of trustees.

Fig 7.



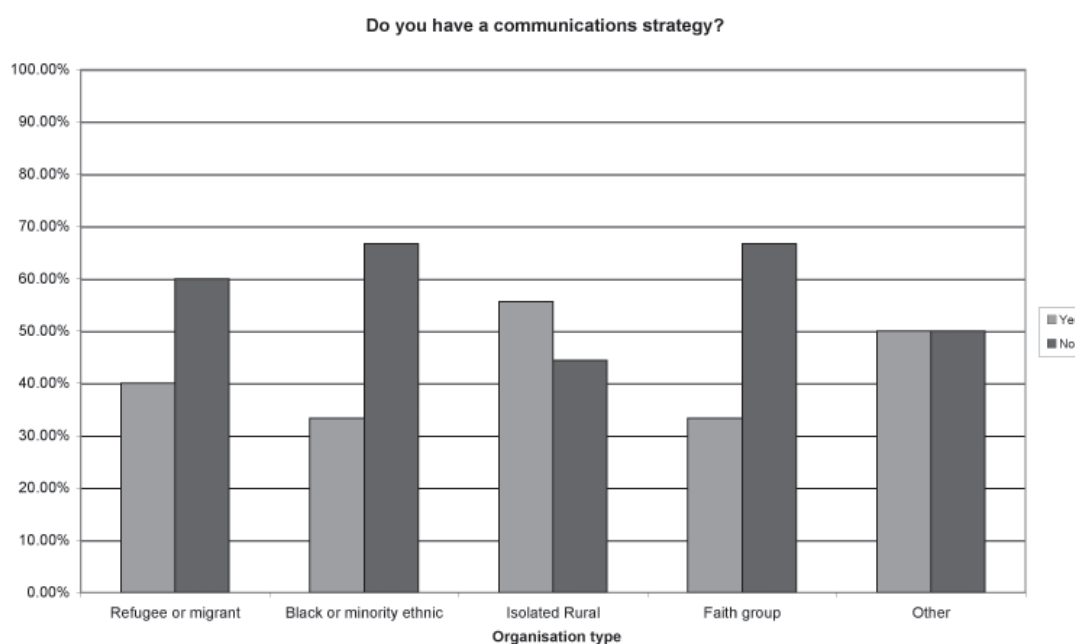
3.10 Communications strategy

Only a minority of organisations surveyed reported that they had a communications strategy. Amongst refugee and migrant worker, BME and faith groups the percentage was less than half. Respondents in the ‘isolated rural’ category were the only ones where the majority of organisations have a strategy. This could be attributed to the structural development and size of rural infrastructure organisations, which are larger and more established, and also to a lack of knowledge and confidence in developing a strategy; this would be a further area of training need.

“Only a small proportion of voluntary organisations budget for training and support, or have a proactive communications strategy. Most don’t think about it until there’s a crisis. Then they have to react suddenly.” – (civil servant)

¹⁹ “Reporting Asylum: The UK press and the effectiveness of PCC guidelines – March 2007. <http://www.icar.org.uk/?lid=4775>

Fig 8.



3.11 Attitude to media and communications training

Organisations in all sectors responded positively to the prospect of media and communications training. This attitude was reflected in focus group discussions and individual conversations with representatives from all sectors. Detailed feedback about the exact sort of training people feel they need and how it should be delivered is discussed below.

The response to questions about training needs demonstrated a general commitment and enthusiasm for effective communications and for building links with the media. This along with positive feedback from those who have already attended Media Trust training courses shows there is a need for delivering their benefits to so-called 'hard to reach' groups around the country.

This enthusiasm was however tempered by the realities of life as an asylum seeker, refugee or migrant worker described by some respondents. Migrant workers may not have time to join formal organisations and their informal associations may not conform to traditional BME organisational models.

"If you're working 12 hours a day cutting cabbages, nights in a chocolate factory, the kids are suffering abuse at school the overall tone is unpleasant, they're fed up. Whether they're motivated to come to a meeting and discuss how to tackle the media I'm not sure..." – (migrant support worker)

In focus group discussions refugee groups expressed the most positive enthusiasm for the potential benefits of media training. They suggested that improving media awareness and expertise could contribute to greater understanding between cultures, assist integration, strengthen refugee voices, celebrate diversity and challenge misconceptions and stereotypes. Refugee organisations also saw communication as a way of increasing their own understanding of the host culture and of learning how to access information.

"Sometimes people think good communications make an organisation look too slick. You've got to get round that culture that says it's not sexy for them. It's a million miles from the ethos of corporate communications" – (rural media trainer)

3.12 Current availability of training

As has been noted elsewhere in this report, there is a growing recognition amongst statutory and non-governmental organisations of the importance of media and communications in relation to these four populations. However this does not always filter through to people at the 'grass roots', and when it does, it is not always seen as a top priority.

Priority given to media and communications training tends to relate positively to the size and professionalism of the organisation. For example the Anglican, Methodist and Roman Catholic church organisations have sophisticated media/communications strategies and training programmes. Since September 11th 2001, Islamic organisations have placed increasing emphasis on the need to develop their own strategies and training.

In rural areas, many groups contacted were local branches of national organisations that similarly ran their own media and communications programmes. In some areas that have received large numbers of new migrants, local authorities, trade unions and support organisations have launched initiatives to equip different nationalities to speak and communicate for themselves.

Infrastructure and community organisations supporting refugee and migrant worker, isolated rural, some faith and BME organisations provide occasional training in this area. However, those sectors that organise their own training programmes do not necessarily attach high importance to media and communications; indeed, one reported a difficulty in attracting participants to sign up for this type of training.

Development agencies, employers' organisations and trades unions are particularly aware of the political, economic and social sensitivities around migrants and are looking at ways to address them. One way is through media awareness training and another by developing websites that can be portals for information about and for different categories or nationalities of migrants. These approaches are also taking account of the sensitivities and attitudes of the host community, focusing on ways of defusing community tension and exposing myths.

Consideration should be given to ways of incorporating media and communications training into budget proposals, whether organisation-wide or for specific projects. One government officer pointed out that not long ago organisations had to be persuaded to include a budget for IT support, whereas now it is generally included without question. If organisations are convinced of the relevance of communications to other aspects of their work such as fundraising and promotion they might be more prepared to do this.

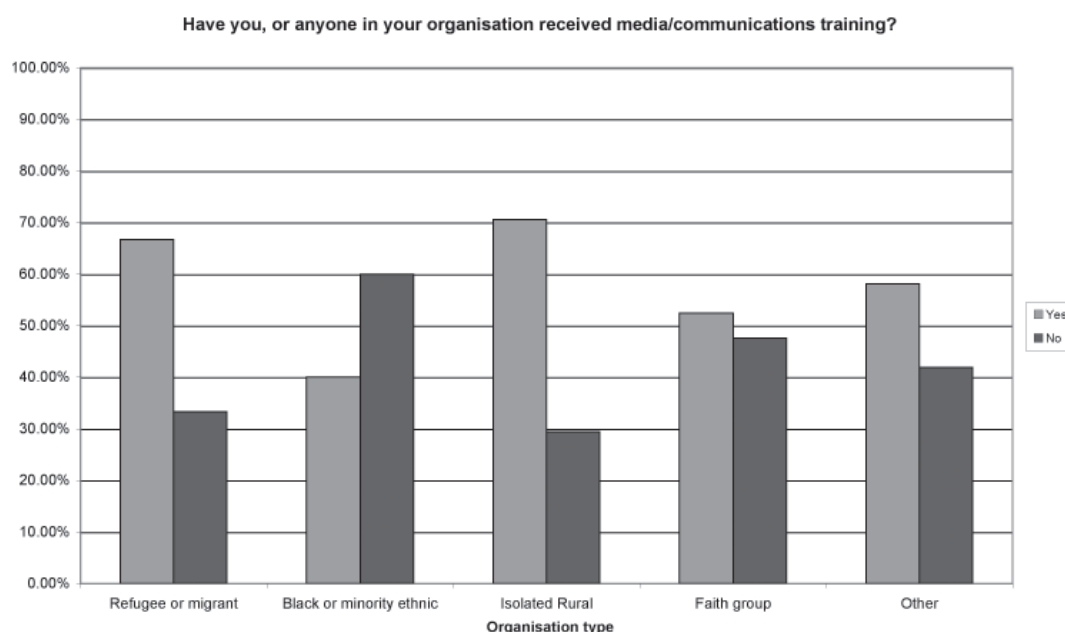
3.13 Previous training experience

It is interesting to note that a majority of refugee and migrant worker organisations in the survey have received media/communications training given that so few have communications strategies or are in contact with their local media. As mentioned earlier, this may mean that the training was not useful; it could mean they don't have the capacity to carry out the tasks recommended to them e.g. staff numbers or language disadvantage; that it was useful but they had no reason or desire to engage with the media; or the training was poor or inadequate.

A similar proportion of isolated rural organisations have undertaken training but appear to have developed better relations with the media.

The results suggest that BME organisations are more successful at contacting the media despite having less training in this area. This may be because they have more staff and are more likely to have better language skills than refugees and migrant workers. Training targeted at this sector should therefore build on existing knowledge and competence.

Fig 9.



Individuals across all sectors reported a heavy reliance on informal contacts or family members in helping overcoming media skills shortages. This was reported particularly amongst BME individuals and people living in rural areas. The former are said to be likely to pay £50 for one-off assistance in designing a website, while retired IT, design or media experts are much in demand in rural areas.

3.14 Available resources for media/communications training

As found in relation to organisational resources, refugee and migrant groups have the least resources available to finance media and communications training, while those responding as 'isolated rural' have the most. However those with funds available may be rural infrastructure organisations; responses from participants in the rural focus group and interviewees from isolated rural areas were more in line with groups from other sectors, with little funding available for such courses.

Significantly, most organisations surveyed reported that they do not have the resources to pay for training. This may be because they do not think it is important enough to prioritise when drawing up budgets and may have implications for the way Media Trust market and promote its courses. It also suggests there is a need for awareness-raising among these groups about the relevance of media and communications to other aspects of their work, for example in raising funds and attracting volunteers and clients.

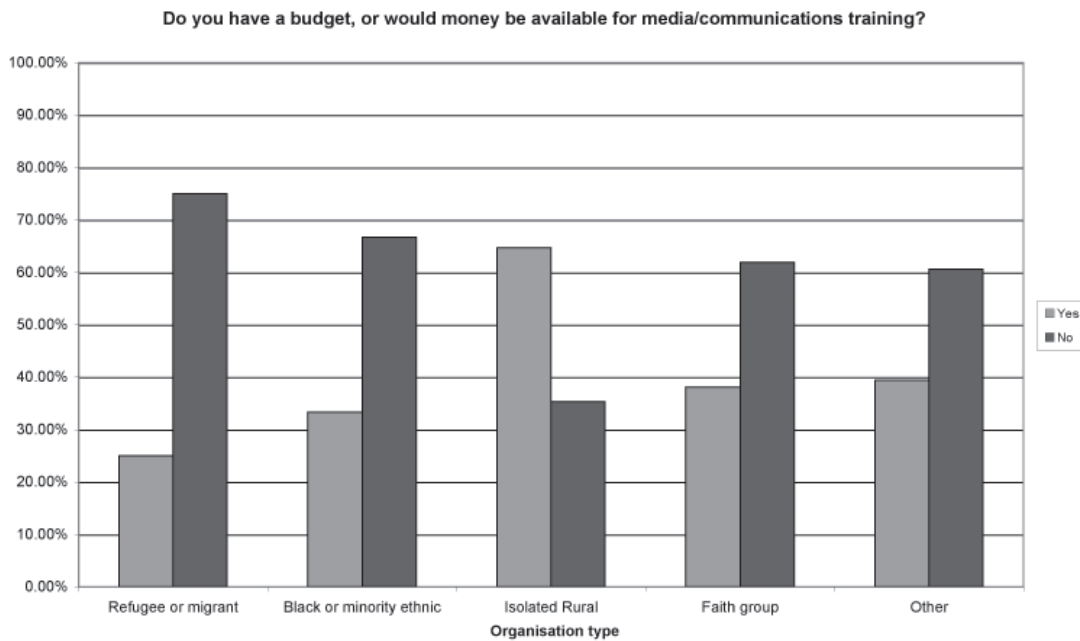
At national level, interviewees reported a greater interest in training. Some, particularly in faith and BME organisations, have received Media Trust training and spoke highly of it.

“Voluntary organisations tend to be traditional in setting budgets. But even within their limited resources if they understood the importance of the media they could include it when planning their finances” – (civil servant)

3.15 Access to the internet

All faith and isolated rural groups that responded to the survey and the vast majority of all respondents have access to email and the internet (only a few BME, refugee and migrants do not) and only slightly fewer to broadband. This illustrates how crucial the internet is as a means of communication. The fact that fewer refugees and migrant workers (only 76.7%) said they had a direct broadband connection may be attributable to individual respondents whose living conditions are likely to be less permanent.

Fig 10.



Feedback from interviews suggests this disadvantage might be addressed by ensuring email and other web-based communications are supplemented by text messaging and paper versions of leaflets and other materials. (Most refugee and migrant interviewees and focus group participants used mobile phones as their main means of communication).

Focus group discussions suggested that all sectors place high importance on the internet both as a source for news and as a means of publicising activities. However skills and abilities in this area vary across and within different groups.

The internet is seen as particularly important for migrant workers and refugees whose audience crosses international borders. Migrant support organisations have been proactive in developing the potential of the web, for communicating with individuals newly arriving to the UK and also with those who may be considering coming here.

In discussion, migrant organisations felt they were good at communicating with their own communities but not at communicating with and getting noticed by outsiders.

Refugee and faith groups who feel they are ignored by the mainstream media are turning to the web to produce their own newsletters and in some cases are looking to develop material for radio and television broadcasts.

For rural organisations the picture is more complex. While many support and infrastructure organisations use the web for publicity and communication purposes, focus group and interview feedback suggests that much of their target audience have no access to the internet or depend on mobile internet buses on a weekly or monthly rotation. Many outlying areas also have no broadband or mobile connection. As a result the priority for rural groups is often to produce relevant information in hard copy that can be delivered by post or by hand.

3.16 Interest in receiving media and communications training

The vast majority of those surveyed said they would be interested in receiving media and communications training. Again, this suggests a widespread commitment and enthusiasm for communications and media activities and provides a positive basis on which to develop training programmes.

This enthusiasm was also reflected in focus group discussions and individual interviews across the four sectors. Amongst refugees, migrant workers and BME groups however it was stressed that training would have to be appropriately marketed and constructed, for example by including refugees and ethnic minorities amongst the trainers and using creative methods to draw people in.

Rural organisations, while recognising the value of training, said lack of time might prevent them taking it up.

“I would blank it out even though it would be useful. There are always immediate things to be done on the ground” –(rural transport co-ordinator)

One BME support worker expressed scepticism about the chances of attracting Afro-Caribbeans or Asians to such courses. However he suggested young people might be drawn in if the tuition were dressed up in cultural activities, for example events concerned with music or fashion. Another suggested training was better delivered in workshop form, with people learning from others’ experiences.

“We can’t sell hard news to them; their eyes just glaze over. But if they could be made to see the connection between the media and things they’re interested in that may be a way in. There are spaces. You just have to try and find those links” – (BME support worker)

3.17 Training: where, how much and when

When asked about the practicalities of attending training courses some deciding factors emerged. Amongst faith groups responding to the question, cost appeared to be the most important consideration; for rural groups it was location and for BME groups a combination of both cost and location. Refugee and migrant groups placed equal emphasis on cost, location and duration of the course, while those identifying themselves in the ‘other’ category singled out location.

“There are opportunities but partly it’s a matter of stimulating the need. You have to make sure you’re geographically available and present” – (rural training provider)

3.17.1 Where?

Eighty per cent of faith groups said location would be a determining factor in their take-up of training courses, with the following listed as suggestions: London, Yorkshire, Midlands, Leeds, Sheffield, Manchester, Southampton, 30-mile radius of Hereford. More than ninety per cent of isolated rural groups said location would be important, suggesting the South West, Cumbria, Herefordshire, Kent and southern England. One suggested 25-80 miles distance, another that it should be near a railway station.

In the BME category most suggested London or specific cities and regions such as Sheffield, Preston, Peterborough, Watford, Oxford, Blackpool or Fylde coast, West Midlands, South West, North West. Refugee and migrant groups suggested Leeds, London, Manchester, Sheffield, Peterborough, Cambridge, southern England and the South West.

3.17.2 How much?

Of the responses from faith groups 86.7% said cost would be a consideration with most of them saying it would have to be low or minimal. One organisation had an annual training budget of £500 per staff member while another had no funds at all. Most rural groups said training would have to be free; two said they could pay £50 a day; one suggested up to £500.

Most BME respondents said training should be free; others said £100 and £200 per day, one had an annual training budget of £2,000. Refugees and migrant workers also said it would have to be free,

low cost or up to £100 a day. Some expected travel to be paid too. 'Others' said it would have to be free or minimal cost.

3.17.3 When?

Of those responding under the 'isolated rural' category all said courses should be offered on a weekday. BME respondents who expressed a preference mostly said weekdays, although a few suggested weekends. Refugees and migrants mostly preferred weekdays with a few saying weekends. The vast majority of 'others' opted for weekdays.

3.17.4 Duration

Most rural, faith and BME groups said the ideal duration would be a half to one day, while most refugees and migrant workers suggested up to two days.

3.17.5 Other considerations

A few respondents in each category would require childcare facilities and accessibility for wheelchairs. One said accessibility would be appreciated. One BME respondent had a deaf member of staff; another said translators might be required. One refugee/migrant respondent asked for food including a halal option to be provided and another said there should be a clean place for prayer.

3.18 How to contact

Across all sectors, most organisations are happy to be contacted by e-mail although some respondents in each said they prefer telephone or post. However experience from this research is that email alone, especially unsolicited, is inefficient.

Our inquiries suggest personal contact is crucial both in setting up training courses and in encouraging people to take part. Individuals in all categories are hard pressed for time and money and may need convincing that any training will benefit their work.

To ensure the widest possible take-up of training courses it is necessary to use a combination of written publicity, email, text and personal phone calls. It is rarely sufficient to rely on one form of communication.

"We wanted to advertise English language courses. We put a list on the door of the local Polish deli and asked people to sign up with their preferred time and place" – (BME support worker)

Whilst many people now have email accounts some, particularly migrant workers and refugees, many depend on internet cafes and public libraries where access is limited and their priority will be communicating with friends and relatives elsewhere through other means.

This research suggests that for the more established groups such as rural, faith and BME organisations, email and/or hard copy communications can be an effective promotional tool in the first instance. They may require follow up phone calls -usually mobile -to ensure courses are filled.

One rural training provider stressed the importance of training being locally available, and that the provider should have a reputation, or recommendation in the area. The trick, he said, was getting people to recognise the value of training and to do this it was necessary to work through infrastructure organisations.

"Rural marketing is about networks, and word of mouth" – (rural training provider)

For refugees and migrant workers, mobiles are a more reliable method for reaching people and a text confirming arrangements is generally advisable as close to the course deadline as possible.

Local infrastructure organisations and networks should be consulted when drawing up training proposals. There is a sense that training opportunities have been quite disparate and random, and a more joined-up approach should be encouraged. This would avoid duplication and help to direct help where it is most needed.

3.19 Targets of influence

Targets or identified stakeholders for communications and media work do not differ greatly amongst the different groups surveyed, and interestingly internal communications are seen as equally important as external communications, as illustrated by the high proportion choosing ‘your own members’ as targets.

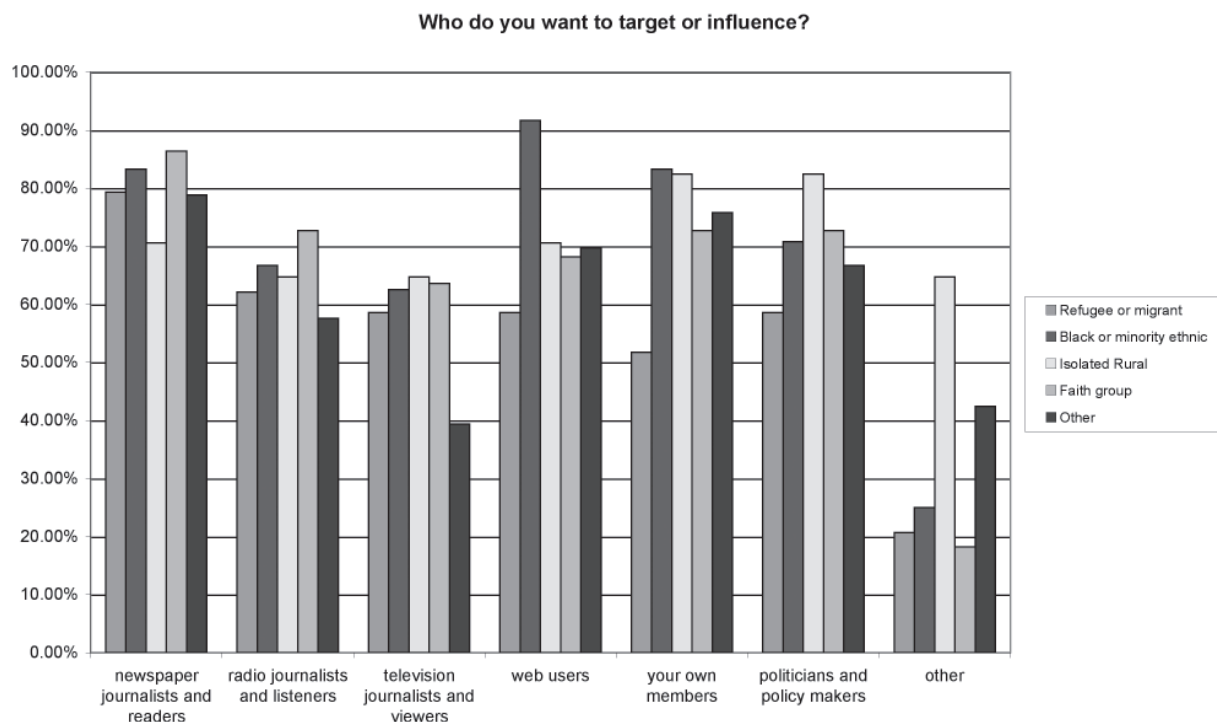
Internal communications do not however appear to be a priority training area (see 3.20), suggesting that organisations feel more competent in this area.

External communication needs appear to be broad and this should be reflected in the focus of the training. A high proportion of organisations seek to influence newspaper journalists and readers, especially for refugee and migrant worker and faith groups, perhaps due to the perceived negative portrayal of these groups in the print media.

“Where there are issues around you as an individual or group or sector that can be interpreted in different ways it is very important to be able to communicate through the web or the media” – (Regional Development Agency Manager)

Other targets cited include funders, mentioned by eight respondents, and the general public, quoted by five. One added that they preferred to influence the public by experience rather than through the media. Others stated ‘influential people’, policymakers, volunteers and local service users. Two respondents commented that they wanted to inform, not influence.

Fig 11



3.20 What courses?

Significant interest was expressed for many of the potential training topics, the most popular being 'how to market your organisation', 'awareness-raising' and 'designing electronic newsletters' (this was the case for all groups and they are not therefore detailed in the following paragraph). The least popular topics are 'daytime TV and soaps' and 'proofreading'. The findings cohere with the emphasis organisations place on external communications.

There appear to be some differences in the needs of specific organisation types. Refugee and migrant worker groups are more likely to see the need for training in 'writing for the web' and 'interview training', and less interested in 'writing a news release', 'how to market your organisation', 'why bother with the media' or 'branding'. Refugee and migrant organisations did however specify fewer training choices on the whole. Black and minority ethnic organisations are more likely to opt for training in 'selling your story', 'media law', 'lobbying' and 'sponsorship', and less in 'why bother with the media?' Church-based organisations are more likely to require training in 'media law', 'dealing with the media in a crisis' and 'controversial campaigning', and less in 'lobbying' and 'research skills'. Isolated rural organisations are more likely to require training in 'internal communications', 'lobbying' and 'sponsorship'.

Isolated rural organisations favour 'communications on a shoestring' training, when they appear to be the organisation type with the greatest resources. As noted previously, this may be because infrastructure organisations are replying and speaking for the groups they serve, whom they know to be on limited budgets. Conversely, refugee and migrant worker organisations are the least likely organisation type to choose 'communication on a shoestring' training despite being those with the least resources and the least number of staff.

Other types of training suggested by respondents include web design, raising funding through sponsorship and donations, new media, general IT skills and training in generating content, especially video content for websites. One commented that most important was learning how the media works.

Feedback from interviews suggests thought should be given to the potential for cascading training. When funds are scarce and people feel more secure amongst their own interest groups there may be some value in constructing courses that enable trainees to go away and share their understanding and experience with others in their own organisations.

The point was also repeatedly made that the benefits of training soon fade without ongoing support. This is particularly true of media training, which may not be needed for a prolonged period, and IT which requires regular practice and a help-line to call up when problems arise.

In focus group discussion refugees and migrants expressed an interest in learning to write not specifically for any purpose, but 'effectively in English'. This suggests there would be a value in developing courses that focus simply on good written English. Refugees also wanted to learn how to access information, while migrants said they would like assistance in communicating with businesses.

Fig 12

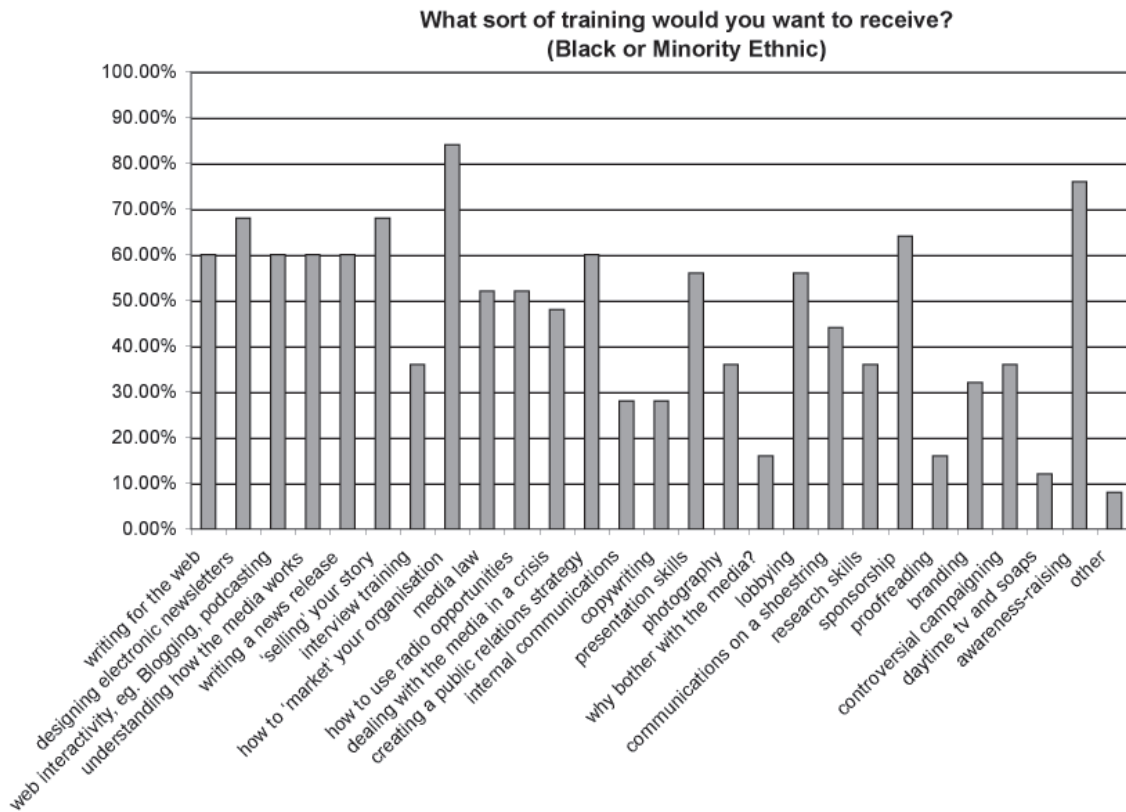
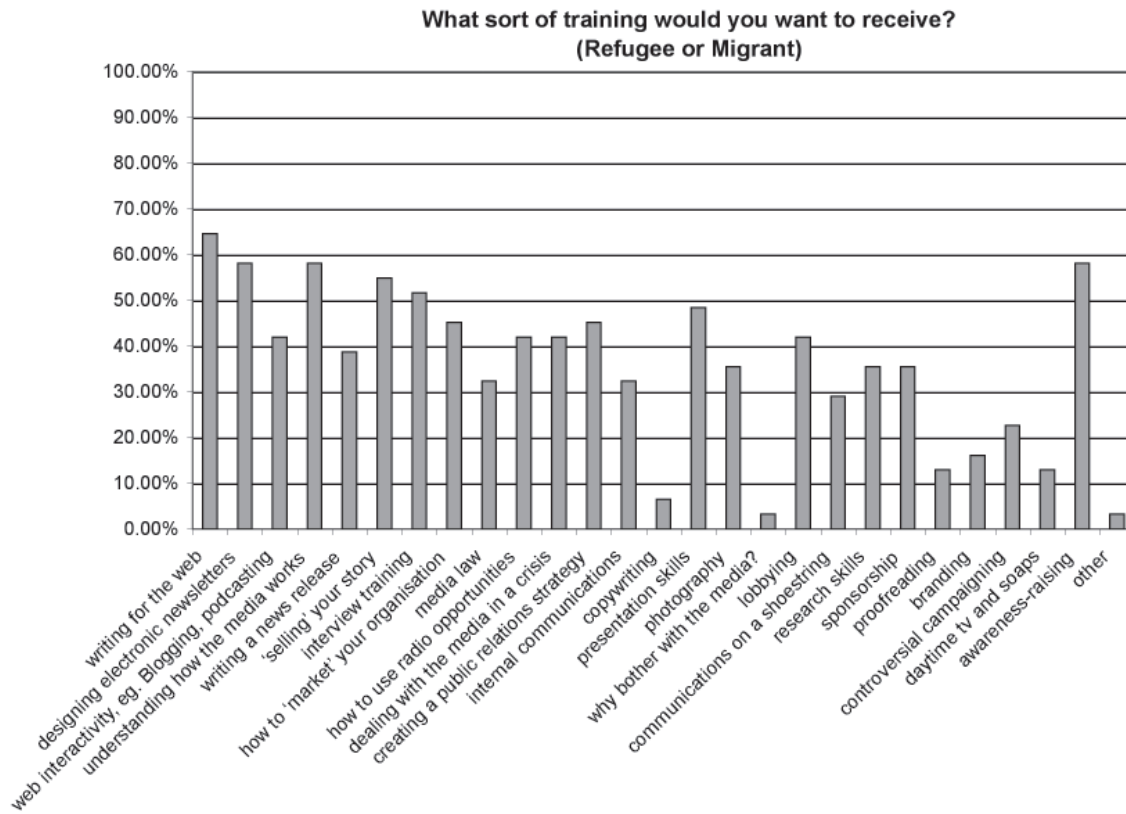
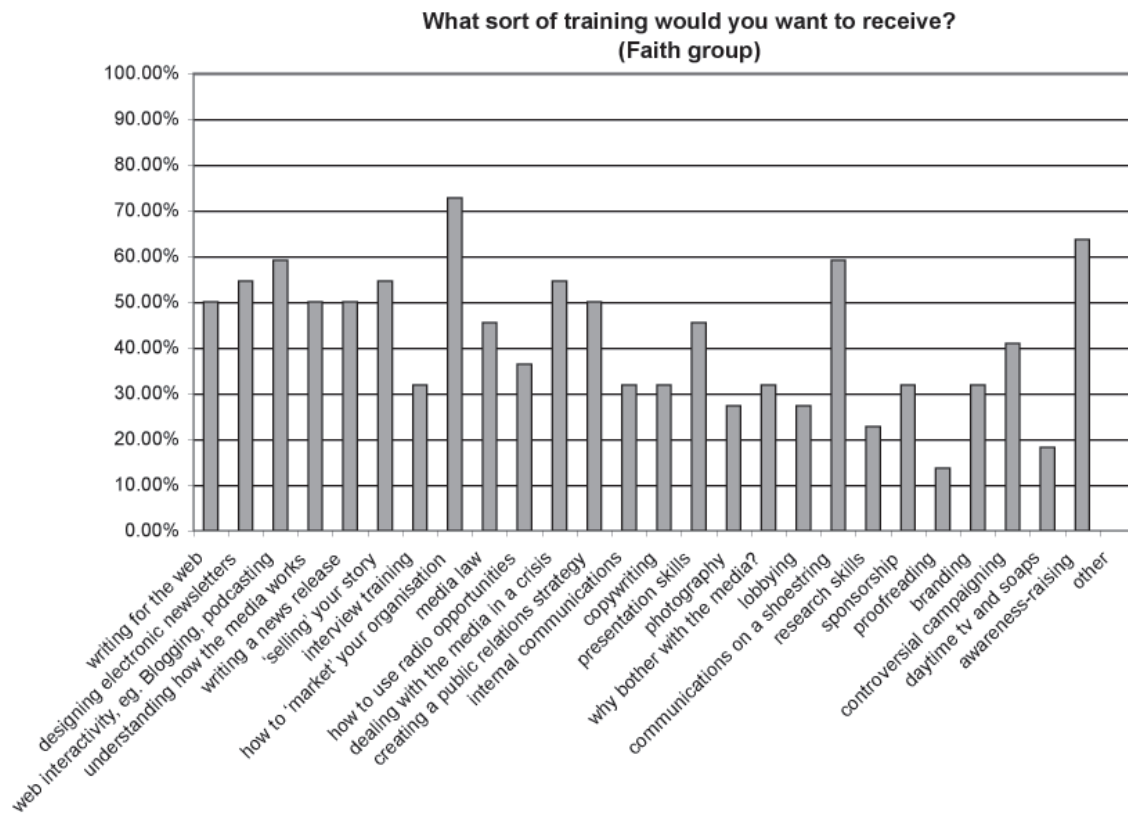
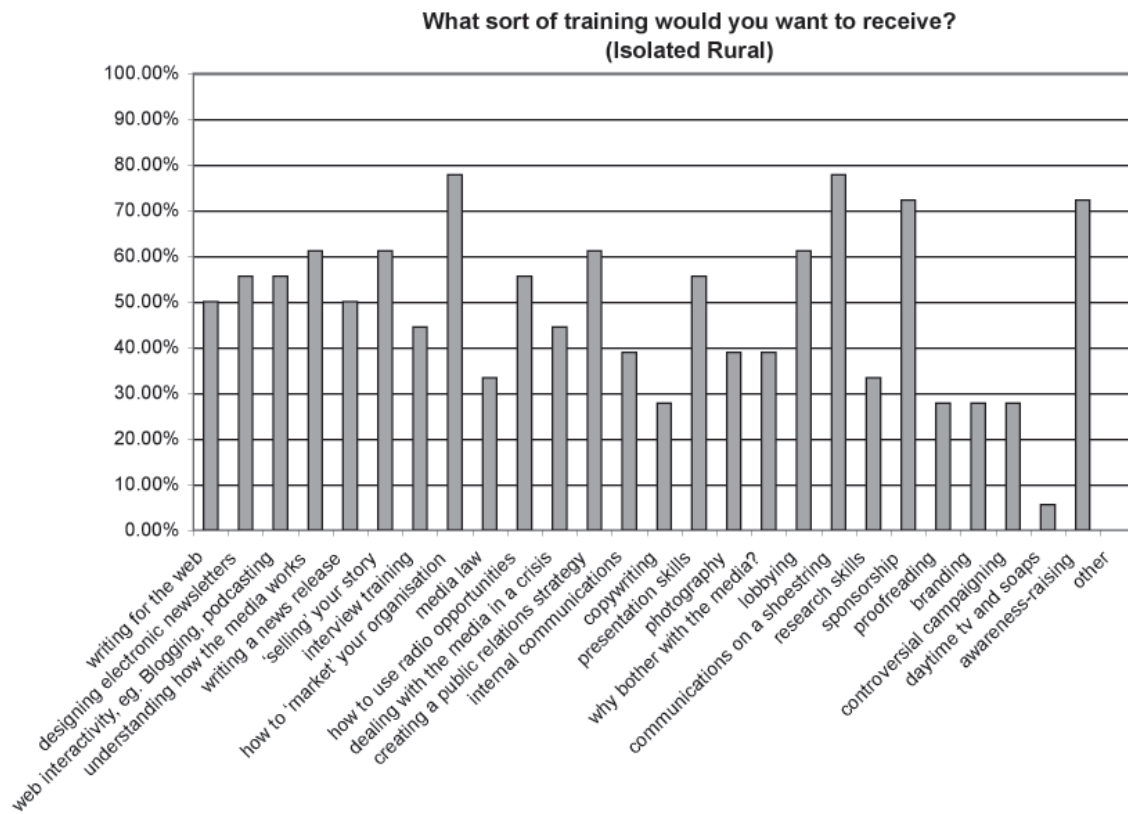


Fig 12 continued



3.21 Knowledge of Media Trust

Most organisations responding to the survey had not previously heard of Media Trust. It was least well known among isolated rural groups. Feedback from interviews and focus groups suggested it is regarded by some as a London-based organisation which confines its services to people living in, or able to travel to the capital. Almost ninety per cent of those who completed the questionnaire asked to be kept informed of Media Trust training opportunities.

3.22 Special issues – tackling misrepresentation

As has been noted in previous research that has informed this project, some of the participating groups operate in what they perceive to be a hostile environment. Refugees, migrant workers and followers of Islam in particular feel certain parts of the media are antagonistic towards them, while some BME groups feel it is simply not interested.

This suggests that training directed at these organisations is only partly addresses their needs. Interviews with the Islamic Human Rights Commission, who have conducted their own research into media coverage and portrayals of Islam, stressed the need for a two-way approach involving faith organisations and journalists.

While it is acknowledged that Muslims, refugees, migrant workers and others would benefit from increased understanding and improving skills in media and communications it is suggested that journalists have a part to play too. It has also been suggested that Media Trust has a national reputation and could use its influence and position to work with journalists to affect future direction and policy.

To this end it is suggested that consideration be given to a series of seminars or meetings at regional and local level with journalists and local groups present to allow these perceptions to be aired and possible ways forward discussed.

4 CASE STUDIES

The following are comments from two interviewees contacted during this research who offer their personal experience of delivering training:

Case Study 1: Refugee support worker

“When organising training for refugees it’s important to remember these are people in a volatile situation. Any day they know they might get a letter from the Home Office or housing provider requiring them to attend an interview.

Even if they’re confident speaking English they might not know how to read or write, and might not understand materials handed to them. They’re also quite a disparate group of people, with different needs and aspirations.

Though many have email accounts they will probably not be checking them all the time; they may have access only through a library, in half-hour time slots, when their priority may be to contact people at home rather than read all incoming emails. They may have difficulty responding to requests or filling in forms etc.

As a general rule you should expect to have to persuade people to take part in training. They might not think it’s relevant to them. If they’ve only seen negative things in the media they might be distrustful of all media and not see the need for training.

Even though conceptually they might see the need to speak about their reasons for flight they might not want actually to talk about it.

Childcare could be an issue as they might not have the kind of networks that settled communities have for arranging cover, may need to be at school gates at 9am and 3pm. I find 10-2pm is the best time for training. Travel expenses are another issue. If they have to go a longer distance they’re unlikely to have even £20 to lay out even if it will be reimbursed. A cheque two weeks later is no good.

RCOs have no funds and any they do have will probably be strictly prescribed in terms of what they can spend it on. Media courses are not usually a top priority. Small emerging groups wouldn’t prioritise web design. Help with fund-raising would be good.

Media and communications training is likely to be useful for longer established organisations but ongoing engagement would be needed, not one-off training sessions.

It’s best to work alongside refugee organisations wanting to work with that group, but we don’t always have time. I get people ring saying we’re running training, and want refugees. We have to think whether we have time, or want to spend time getting people to attend. I might forward an email but they probably wouldn’t respond. If it was an amazing course I might phone around, co-ordinate travel etc. but that wouldn’t be undertaken lightly.

National organisations don’t understand how much work is involved in making sure people turn up for training. They should think about selling courses to people like me who have to ‘sell’ them on to refugees. There was one free course, but you had to register on-line. I forwarded the details on, a couple got back saying they couldn’t register, asking me to do it for them. I did but they still didn’t turn up.

If I’d really thought it would have been useful I would have collected my own list and made sure they were on the train. But that’s several hours work, and not normally a priority.”

Case study 2: Rural Community group officer

Julie Archer runs Dore Community Transport in a very large and isolated area known as 'Golden Valley' in rural Herefordshire. It has been operating for seven years with a team of volunteer drivers who transport older people, less-abled people and others who don't have cars to hospital appointments, visit relatives or do the shopping.

The scheme continues to grow, both in volunteers and clients, and like many rural community groups struggles to keep up, depending on the services of just one paid employee.

The charity has been covered regularly in the local press and also featured in the BBC's 'Video Nation' series. Julie is reasonably confident about dealing with the media, although she would appreciate advice on how to ensure journalists reflected her priorities rather than working to some agenda of their own.

Many of Dore Transport's target groups in Golden Valley live in isolated houses often without recognisable driveways; many have no telephone, let alone internet connection; mobile reception is patchy to nonexistent. One of Julie's main methods of communication is therefore printed leaflets, but even these often go unnoticed or ignored.

Julie feels she needs to learn more about desk-top publishing so she can make her publicity materials more eye-catching and relevant to her target audience. She says she can usually manage things locally, but the more specific and professional training on offer is usually either too far away (London, Birmingham, Bristol) or too costly. She suggests that what's needed is a help-line type service that would enable her to call for assistance at the moment of need.

5 CONCLUSIONS

This research set out to discover the underlying attitude to media and communications of organisations representing refugee and migrant workers, BME, isolated rural and faith communities and to find out what training was available to them, what they wanted to learn and the most effective way of delivering it.

Before summarising those findings and drawing conclusions it is useful to provide a summary of the identified media priorities in each of the sectors covered by this research. From the findings outlined above the principle issues and concerns affecting each sector might be summarised as follows:

Refugees

- How to understand the role of the media and its place in society
- How to get the media to understand the position of refugees and play a role in encouraging community understanding and cohesion
- How to get refugee interests and messages into the media
- How to write good English for the web and newsletters
- How to access information

Migrant Workers

- How to educate the media about the facts surrounding migrant workers, for example where they come from and why they are here
- How to communicate with the media without fear of misrepresentation
- How to promote organisations' existence and services
- How to raise funds
- How to communicate with businesses

Black and minority ethnic groups (BME)

- How to regain BME trust and interest in mainstream media
- How to interest the media in BME issues
- Need to tap into cultural experiences of BME individuals (when designing courses)
- BME people do not always identify themselves as such
- BME people do not always operate in distinct groups

Faith organisations

- Why they should engage with the media
- How the media works and how to retain control of one's own message
- Breaking down mistrust and misperceptions amongst secular populations and institutions
- How to make best use of new technology
- Need for mentoring and ongoing support

Isolated rural organisations

- Understanding how journalists think and work
- How to produce attractive newsletters
- Using the media to recruit volunteers and trustees
- Need for mentoring and ongoing accessible support
- Tapping into local expertise and funding possibilities

5.1 Attitudes to media and communications

The study found that all sectors recognised the importance of effective communications and felt they could benefit from improving their skills in this area. Attitudes towards the media varied across the sectors although all agreed there might be value in increasing their understanding and expertise in dealing with it.

Wariness of the media was possibly most acute amongst those most recently arriving in the UK, namely migrant workers and asylum seekers, and refugees. Representatives of these communities in the UK along with representatives of Islamic organisations shared the view that some sections of the media were hostile to them. Members of refugee organisations however also exhibited some of the most optimistic attitudes about what journalists could contribute to improve understanding and community cohesion.

Representatives of BME, faith and rural voluntary and community organisations highlighted the scarceness of coverage about their activities, rather than outright hostility, and attributed this to ignorance and disinterest on the part of journalists. Individuals across the sectors expressed an interest in learning how to journalists make decisions about news-worthiness and how to identify and write stories that would make it into print.

Individual migrants, refugees and many black and minority ethnic people showed limited interest in the tabloid or broadsheet press, preferring newspapers targeted at their own religious or ethnic groups. The internet is also becoming an increasingly popular source of news and information across all sectors.

Almost all groups were using computers and the internet and identified this as fertile ground for development. Voluntary and community groups in rural areas were particularly interested in developing their capabilities in desk-top publishing. This was also true of BME and faith organisations, while refugee and migrant organisations wanted help writing effectively for different audiences.

5.2 Current availability of training

Amongst those taking part in this research people from faith and BME organisations had received the least amount of training in media or communications. Those in the latter category, along with people in rural areas relied heavily on informal contacts and family members to fill the skills gaps.

Nationally, a number of faith organisations run their own media training courses which are sometimes offered across denominations. At the local level some training is provided, but there is also uncertainty about who may be authorised to speak for a particular organisation or community of people. Some faith representatives expressed doubt about the need to engage with the media at all.

Training is provided by some national bodies involved with refugee and BME organisations, although media and communications may be just a small part of much broader skills programmes and not seen as a priority for many small voluntary and community groups.

5.3 Training needs

The research identified a huge appetite for training in both media and communications. Given the range of organisations that exists, and their varying experiences and training in media and communications, it is not possible to prescribe what is needed across the board or even in each sector. Infrastructure and local support organisations should be consulted about what is needed in each area.

As a starting point, the current alienation of many of these organisations and indeed their wider communities from, and lack of trust in, the mainstream media suggests the need for a degree of bridge-building and awareness-raising. This should not necessarily be seen as a one-way process. A strategy should be developed in collaboration with journalists, media proprietors and representatives. This is particularly recommended in relation to Muslim, refugee and migrant worker organisations.

In addition, despite the general interest shown in media and communications training, there appears to be a widespread need to raise awareness of the strategic importance of the issue in the wider context of organisations' activities and development. More specifically, individuals across all sectors were keen to learn how the media works and what it is that makes journalists 'tick' – how and why they select the stories they do and how 'outsiders' can turn their own issues into headlines. Refugees and migrant workers also singled out the need for help in writing for different audiences, particularly accommodating those for whom English is not their first language.

Linked to this is the need for practical help in responding to media enquiries and coverage. Some groups and individuals said they rebuffed approaches from journalists out of fear of their own lack of preparedness and suspicion about how their interests might be (mis)represented.

There is widespread demand for training and ongoing support in the area of new technology – whether using computer techniques to improve electronic and paper publicity, or maximising the potential of the internet to communicate with a range of targets.

One rapidly growing area of expansion is in web-based television and video outlets and community groups could benefit from training in this area. There is a large potential market for home-made films providing information, news and opinion and they should be encouraged to seize this opportunity.

5.4 Training delivery

A key factor in getting training to the people who need it is its promotion and format. It is important that courses are designed with the involvement of representatives from the respective individual sectors, and targeted and advertised in consultation and maybe partnership with the same people.

In rural areas the Rural Community Councils are a useful first point of contact, as well as local strategic partnerships and Councils for Voluntary Service. Migrant workers and refugees can be contacted through local infrastructure groups and partnerships and for BME groups Race Equality Councils may be willing to share contact information and advice. Individual faith groups are often linked in with interfaith partnerships or some can be contacted through local churches, mosques and temples.

Whilst some organisations in the target groups have limited funds available for training the majority have none or very little. It appears unrealistic therefore to expect people to sign up for courses with a significant price tag attached. One training organisation interviewed for this research aims to offer its courses free, having secured funding at the design stage.

There is clearly a need for training to be delivered country-wide in major towns and cities. Refugees, migrant workers and BME organisations are seeking courses located in the familiar surroundings of their community centres and church halls. Rural organisations are usually prepared to travel to an urban centre if they feel it will be worth their while.

A common theme in relation to training delivery is the need for ongoing support and advice. Schemes such as Media Trust's existing media matching service were broadly recommended, and while acknowledging it may not be within Media Trust's own remit, the establishment of local media and communications hubs are suggested as a possible way of meeting occasional needs from a variety of groups. These could be developed in conjunction with local infrastructure organisations – both specific, such as refugee and migrant integration forums, and generic such as Councils for Voluntary Service.

5.5 Evaluation

Since many organisations involved in this research have little or no previous experience of media and communications training it will be useful to have a mechanism in place for monitoring the effectiveness of the courses resulting from it. In order for the impact to be fully understood such evaluation will need to take place over time, so the effects can be registered from the point of view of the organisation and its communication targets.

6 RECOMMENDATIONS

Training needs and capacity in the sectors involved in this research are bound up with more than the simple design of content and forms of delivery. Other issues to be taken into account include how to identify and contact grass roots organisations and the presentation and ethos of training opportunities. Therefore in drawing up these recommendations suggestions have been included about effective ways of targeting and attracting key groups.

The initial tranche of courses for these target groups should focus on the basic rationale and skills needed to create an appetite for the subject. We would also add that it is important when targeting services at specific groups to bear in mind the impact on others who may be feeling equally marginalised, for example other groups in deprived neighbourhoods who may feel their voice is not being heard. The researchers recommend that any efforts to deliver training to the people identified in this survey should take into account the likely parallel needs of those other groups.

We suggest national media and communication training providers and support agencies such as Media Trust consider the following:

6.1 Engage with the media

- Engage local media representatives in planning training strategy
- include local media (where relevant) in training delivery
- Discuss with the media ways of addressing perceived under-representation and misrepresentation of minority groups

6.2 Engage with local infrastructure and support organisations

- To help plan courses in regional centres appropriate to target groups
- To advise about appropriate time, duration and practical requirements
- Consider including sector representatives in delivery team
- Consider the potential of cascading training and advocacy – from umbrella organisations to member groups or from individuals to colleagues

6.3 Design training courses on:

- It's good to talk – understanding the importance of a communications strategy in the whole context of an organisation's work, including its relevance to issues such as securing funding, attracting volunteers and influencing policy
- Taking on the media – an introduction to how the media works; how ordinary people can connect with it; how to exploit its uses and challenge its abuses; its relevance to attracting funding and other aspects of an organisation's work
- Framing the message – understanding journalists and how they work; how to adapt messages for different audiences
- Controlling your image – confidence-building to help people conquer their fears of media and publicity, including interview practice
- When journalists come knocking – how to prepare yourself for being thrust into the spotlight
- How to get seen and heard – the most effective ways of publicising your activities, attracting volunteers, clients and funders

- Computers for beginners – untangling the web: exploring and explaining its potential uses
- Design your own publicity – developing skills in desk top publishing
- Creating your own content – how to make radio or video items for targeting community TV and radio
- Writing Skills – how to write good English for different audiences and purposes

6.4 Promote training

- in partnership with training organisations and experts in the field – build and exploit local expertise
- in collaboration with local and support organisations – if they buy into the idea they may do the recruiting for you
- Catching the zeitgeist – think of some creative ways of drawing in disaffected people by dressing training up in fun, cultural activities
- Using relevant images and literature appropriate to target groups

6.5 Address capacity constraints by:

- Exploring ways of funding specific courses – securing the funds to run courses for targeted groups and aims, or offering a number of free places on each course
- Providing ongoing support – by a) developing MT's current mentoring scheme and b) exploring the possible development of local communications 'hubs' in key towns and cities or regions
- Budgeting for media and communications training – encourage organisations to include an allowance for training in funding applications
- Using local expertise and exploring the potential for cascading skills
- Encouraging cooperation and planning across sectors at local level – for example geared towards joint training initiatives

6.6 Special issues

- A series of events to tackle misrepresentation – a more strategic approach to address the lack of trust and understanding, and build bridges between frontline groups and the media. The events would bring together individuals and journalists to discuss the grievances of the former and constraints on the latter and search for a way forward in an open forum.

6.7 Evaluation

- Evaluate courses for their impact over time – for example ask participants to complete forms indicating their current scale of media/communications activities and contact them again in six months/a year to gauge progress against measurements such as newspaper coverage, volunteer numbers, donations, website hits.

6.8 Suggestions for further studies

- Identification of good practise about the ways different organisations publicise their work and tackle misrepresentation
- The effectiveness of training courses on organisations' media and communications activities

Appendix 1 – organisations contacted for this research

Refugee and Migrant

Migrants' Rights Network; Asylum Aid; Refugee Council; London Asylum and Refugee Media Group; Asylum Initiatives; T and G section of UNITE; Education Action; London Refugee Voice; Evelyn Oldfield Unit; Migrant Organisations' Development Agency (MODA); Migrants Resource Centre; Mediawise; Refugee Action; Multi-Agency for Refugee Integration in Manchester (MARIM); Manchester Refugee Support Network (MRSN); Northern Refugee Centre; Refugees on-line; National Coalition of Anti-Deportation Campaigns; BOAZ Trust.

BME

Monitoring Group, Institute of Race Relations; Crosspoint database; Equality and Human Rights Commission; Black Training and Enterprise Group (BTEG); Race On The Agenda (ROTA); Minority Network (MiNet); Council of Ethnic Minority Voluntary Sector Organisations (CEMVO); Confederation of Indian Organisations; Unite Against Fascism; National Assembly Against Racism; Support Against Racist Incidents; Racial Equality Councils.

Faith

Inter-faith network; Muslim Council of Great Britain; National Councils of Hindu Temples; Anglican Church; Churches Together; Hindu Council UK; British Sikh Council; Jewish Council; The Board of Deputies of British Jews; Union of Jewish Students; Methodist Council; Catholic Church; Islamic Human Rights Commission; Faith networks; Regional Faith Fora.

Rural

Commission for Rural Communities; Action with Communities in Rural England; the 38 Rural Community Councils; Ruralnet; National Association for Voluntary and Community Action (NAVCA); Citizens Advice Bureaux; Carnegie Rural Commission; Defra; Rural Media Company.

General

Local Government Association; Society of Editors; Peacemaker; Media Trust; Communities and Local Government; Development agencies.

Appendix 2 – National organisations offering media training

Organisation	Website	Courses
Evelyn Oldfield Unit	www.evelynoldfield.co.uk	Offers free training including media for refugee organisations but has long waiting list
Education Action International	www.education-action.org	Runs courses under its Refugee Advocacy Project (REAP) which include some media training
Migrant Organisations' Development Agency	www.moda.org.uk	Runs a course that includes ICT help and has used Media Trust for media courses
Global Tolerance	www.globaltolerance.com	Runs a range of courses on media skills
Institute of Race Relations	www.irr.org.uk	Runs occasional workshops and courses on media
Confederation of Indian Organisations	www.cio.org.uk	Running courses (funded by ChangeUp) on ICT but not specifically on media/communications
Church of England	www.commstraining.cofe.anglican.org	The Anglican church runs tailor-made communications training courses
Catholic Church	www.catholic-ew.org.uk	The Catholic Church provides media training for its members
Rural Media Company	www.ruralmedia.co.uk	Runs media projects and courses

Appendix 3 – Media Trust survey

Media Trust Survey

Media Trust has commissioned this research to discover the training needs and capacity of refugee & migrant, BME, faith and isolated rural groups in the area of media & communications. Media Trust would like to use the results to create appropriate courses at times and places to suit as many organisations as possible. By answering the following questions you will help Media Trust provide the sort of help you need.

Please complete the questionnaire on-line or if you prefer you may print a paper version and post to: Sarah Eldridge, ICAR, School of Social Sciences, City University, London EC1V 0HB.

RULES:

1. You don't have to answer every question if you don't know the answer, or if you don't want to.
2. If you give your name we will not use it without your permission.
3. The completed forms will be seen only by the researchers at ICAR and will not be forwarded to anyone else.

PLEASE NOTE: you may tick as many options as appropriate

1. Is your organisation a:

<input type="checkbox"/> faith group	<input type="checkbox"/> isolated rural
<input type="checkbox"/> black or minority ethnic	<input type="checkbox"/> other
<input type="checkbox"/> refugee or migrant	please specify

2. Are you responding as a representative of a group, or as an individual (please state whether paid or volunteer)?

If you are speaking on behalf of a group or organisation – please state the name

Do you have paid officers? – if so, how many?

If you are a membership organisation, how many members do you have?

If you have an office, where is it located and where if any regional/local/other branches?

3. What do you currently produce?

<input type="checkbox"/> website	<input type="checkbox"/> film
<input type="checkbox"/> blog	<input type="checkbox"/> advertising
<input type="checkbox"/> fliers	<input type="checkbox"/> other
<input type="checkbox"/> newsletter	please specify
<input type="checkbox"/> news releases	<input type="text"/>

4. Where do you get your news and information (please give details in the box)?

<input type="checkbox"/> newspaper	<input type="checkbox"/> internet
<input type="checkbox"/> radio	<input type="checkbox"/> other
<input type="checkbox"/> television	give details

5. Are you in contact with your local or national press, radio and television stations?

Yes

No

6. Do you know how to contact the media?

- Yes
- No

7. What is the aim of your publicity/communications?

- to publicise your activities
 - to encourage volunteers
 - to raise funds
 - other
 - to counter adverse publicity
- please specify

8. Do you have a communications strategy?

- Yes
- No

9. Has your organisation been mentioned in the press or on radio or TV?

- Yes
- No

10. Are you satisfied with the media coverage you receive?

- Yes
- No

11. Do you feel you are reaching the people/organisations you want to contact/influence?

- Yes
- No

12. Do you think improving your media relations and communications could assist your organisation?

- Yes
- No

If yes, in what way? If no, why not?

13. Have you, or anyone in your organisation received media/communications training?

- Yes
- No

If yes, from whom? If no, why not?

14. Do you have a budget, or would money be available for media/communications training?

- Yes
 No

15. Does your organisation have access to the internet and email?

- Yes No

If access is limited, please state in what way

16. Are you on broadband?

- Yes
 No

17. Would you be interested in receiving media/communications training?

- Yes No

If yes, you may wish to specify your needs

18. If you could undertake training only under certain conditions, please state:

cost	<input type="text"/>
place	<input type="text"/>
weekday/weekend, time of year	<input type="text"/>
duration of course, eg. Half day, one day/two days	<input type="text"/>
availability of childcare	<input type="text"/>
other, eg. wheelchair access, language, hearing loop etc.	<input type="text"/>

19. What is the best way of contacting you and your members?

20. Who do you want to target or influence?

- newspaper journalists and readers radio journalists and listeners television journalists and viewers web users your own members politicians and policy makers other

please specify

21. What sort of training would you want to receive?

- writing for the web presentation skills
 designing electronic newsletters photography
 web interactivity, eg. Blogging, podcasting why bother with the media?

- understanding how the media works
- writing a news release
- 'selling' your story
- interview training
- how to 'market' your organisation
- media law
- how to use radio opportunities
- dealing with the media in a crisis
- creating a public relations strategy
- internal communications
- copywriting

- lobbying
- communications on a shoestring
- research skills
- sponsorship
- proofreading
- branding
- controversial campaigning
- daytime tv and soaps
- awareness-raising
- other

please specify

22. Had you heard of Media Trust before you read this?

Yes

No

If yes, please state where ?

23. What do you know about Media Trust?

24. If you would like to be kept informed of Media Trust training opportunities please give your name, address and email.



CONTACT US

Information Centre about Asylum and Refugees (ICAR)

School of Social Sciences

City University London

Northampton Square

London EC1V 0HB

E: icar@city.ac.uk

Tel: 44 (0)20 7040 4596

www.icar.org.uk

