

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 OHB.

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 | |

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
- designing electronic newsletters
- web interactivity, eg. Blogging, podcasting
- presentation skills
- photography
- 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.