**Media Landscape workshop**

These are selected transcripts from the workshop in order of appearance. For more information about the workshop and contextual author’s notes, please e-mail a.reuter2@ncl.ac.uk

Member 1: We know that some people who read the magazine don’t access that kind of media. But there will be people who do.

Member 2: I think we’ve got to concentrate on what we have. Because we interviewed so many wonderful people. And the thing is that information is not even going out. It’s not going out into the newsletter. It’s not going into the newsletter. And I think we should be using it all. We should be all helping each other.

Member 3: We need to be more proactive with things rather than reactive. ... That’s what technology is supposed to do. It’s supposed to be quick. It’s supposed to help you.

Member 1: What worries me a bit is, I’m not sure we’re getting enough response to it. We do get some feedback and then sometimes I can be very surprised because people would be saying something and I’d realise that they HAVE read it.”

Member 2: We have no idea what people really want and I think that’s really sad, because […] is a very worthwhile organisation. But its members are not active. And that is very sad. ... How much is our work helping them?”

Member 4: Because visual information is much more important to people. People can see it happening. And that’s what they want. A little video clipped into facebook. I do try and remember to take videos and I’ll put them on facebook if they’re any good.

Member 4: Once you can do them, it’s kind of pretty quick. But with the video ... sometimes ... it’s not really good enough to put up. People want to do something to make it much better for their audience, but ... it makes you feel quite ... But you could perhaps have done something with that. ... But it’s learning all of these techniques. I find my time ... You know how much time do you give to get it to what you want. Because we kind of want it to be on a high standard, but we’re all amateurs ...

Member 2: ... Busy amateurs as well!

Member 4: And it’s where the world is going isn’t it. We’re all expected to be super at everything. ... YOU have to do it and YOU have to be the expert. ... Where do we draw the line?

Member 1: Some of these things. Because it’s not like you can sit down in the class and learn them. You’ll have to be using them all the time. But we could offer some basic learning sessions, because some of us do learn by trial and error. And we need more people to get involved with it. ... And if we said you know we are having a tutorial on how to do FB and we need more people to get involved, there might be people who can give a bit more in terms of capacity but also on the same page regarding skills, purpose but also interconnections. ... Because it’s not all mechanics.

Member 1: “We’ve already got quite a lot of resource there”   
Member 2: “But how effective is it?”

Member 2: “It’s just a jumble. It’s so fragmented. And there isn’t one core to deal with it.”

Member 4: “As a communications group we’re not very good at communicating”

Member 1: “If we start interacting with things like blogging, we would have a lot more evidence for the things that [organisation] does.”

Member 4: “It would be very easy to look at the facebook or the bulletin and look at various strands and then at least put headlines in the magazine to say ‘this is what we’re doing’”

Member 4: What goes in which one and how do we link them together?... We don’t know anything about the audiences. We only know where we send things.

Member 4: We are not sending them out JUST to our members. We are a membership organisation but we don’t do things JUST for our members.

Member 4: If you only get information via print media, you are becoming getting isolated from information ... because most the information is coming through new media.

Member 5: It has to be done from the office computer. The website and the facebook.

Member 1: The content depends. ... Some of this is process of how things get send when they’ve been done but some of it it’s where the content is generated. So [person] and [person] largely generate the content for the [e-bulletin] with contributions from other people”

Member 1: “There is another facebook page ... the [radio] facebook page ... and they are not really talking to each other”

Member 2: “It should be connected because it’s under the [organisation]”

Member 5: “We have 77 people following the [organisation]. So that’s an increase”

Member 3: “It’s more just passing on and advertising things.”

Member 4: “It’s completely ad hoc. A lot of it is kind of ad hoc. What I do with the newsletter, it’s kind of ad hoc, because ... it’s what your knowledge is and depends where you get the information from that then dictates what you’re doing”

Member 3: “That’s why I’m worried of taking it over - because I haven’t got your knowledge. I am terrified.”

Member 4: “It took a long time for people to see what should be going in. Basically what the [organisation] is doing. But it’s difficult to find that out. “

Member 1: “This is primarily about what the [organisation] is doing and wanting to get that out to people and then other information that we know what other organisations are doing that could be of interest to older people. That’s mostly what they are. Mostly that kind of information.”

Member 4: “I put in a couple of exhibition that I think people could be interested in. Because I am.”

Member 4: “The last few that I’ve looked at [magazine] are kind of shrinking because it doesn’t show what the [organisation] is doing and it doesn’t often show the Impact. If there is an impact we can put on.”

Member 1: “It starts to suggest that what we need to do, both perhaps for the newsletter but also for the magazine is to have a bit of a template to prompt people. To say “your report for the magazine is due now” and the reality of how it happens at the moment is that each coordinator just writes up what they think, probably the date before the due date. ... If we had simple questions: what has your group been doing and what has been achieved, if we had that ... we might be able to show results”

Member 1: “The big hole for me is the website is not coherent with telling a narrative of what the organisation does.”

Member 1: “I have a slight worry that we end up spending a lot of time circulating a lot of additional information. And I’m not sure what the value of that is. It’s partly a capacity issue. We are already stretching ourselves with what we’re doing. If what would go in dropbox is a report by [organisation] on something the [organisation] has done, it should be going on the website.”

Member 1: “Part of it is knowing how to do it .... The other part is technical.”

Member 2: “The problem is, we don’t understand the technology behind it”

Member 1: “If we did need to bring someone in ... we would have a tutorial. There’s something about that technical knowledge that would be good.”

Member 4: “It’s back again... but it’s not saying anything different. We’re repeating ourselves.”

Member 1: “It’s another issue across what we do. I think sometimes we are very inward facing and talking a lot to each other. But we are not ... We think we are and that’s what we’re trying to do. But actually we’re talking into ourselves, we’re not talking out to a wider public sufficiently.”

Member 2: “It’s not working at the moment as one unit ... we’re all fragmented”

Member 3: “This is really good. I don’t know they really realise how good this radio show is. But none of this positive energy comes across in the facebook or the newsletter.

Member 5: “We keep saying: We need people to give us the information to share! ... We need the people who are at meetings to put forward the information.”

Member 2: “We can take those [radio] discussions and turn it into a feature for the magazine.”

Member 1: “What are the simple steps that we can start to take to turn this around?”