

Community Media Empowering Program (m-Com)

Grant Agreement No.: 2012-1-CY1-LE004-02370 7

“m-Com” Need Analysis – feedback from POLAND

The aim of Need Analysis was **to identify gaps in the capacity** of civil society organisations in the field of **community media**. The data collated during this Analysis will be used in order **to devise a media development training curriculum** for civil society to build capacity in strategic areas related to community media.

ABOUT YOUR ORGANISATION

Outline organisation’s main activities and participation in upcoming projects or campaigns.

The Associations works for children and adults. Their main goal is to provide comprehensive assistance to families and to promote local activities through meetings rehabilitation exercises, musical activities, dance activities, computer lessons. The main tasks organisations is the inclusion of older people from the villages and cities to promote a healthy lifestyle and implementing preventive gerontology. The aim is to improve the quality of life of older people and prevent their exclusion from social life. The organizations create conditions for the development of intellectual listeners integration processes elderly, coordination of health and rehabilitation, contact with other communities, including the students of other universities of the third age, through meetings, discussions, art exhibitions, etc.

The organization’s main activities are a variety of activities for seniors:

- lectures, workshops and seminars, which are held once a week,
- rehabilitation exercises, isometric exercises, yoga, Nordic-Walking,
- musical activities, dance activities,
- shared picnics - organization several meetings for integration,
- photography classes,
- uploading to a computer purchase: camera, Microsoft Power Point, audio books,
- hardware players to learn languages SITA.

MEDIA AND COMMUNICATIONS

Outline your organisation’s main avenues of communication with the general public and the mainstream media.

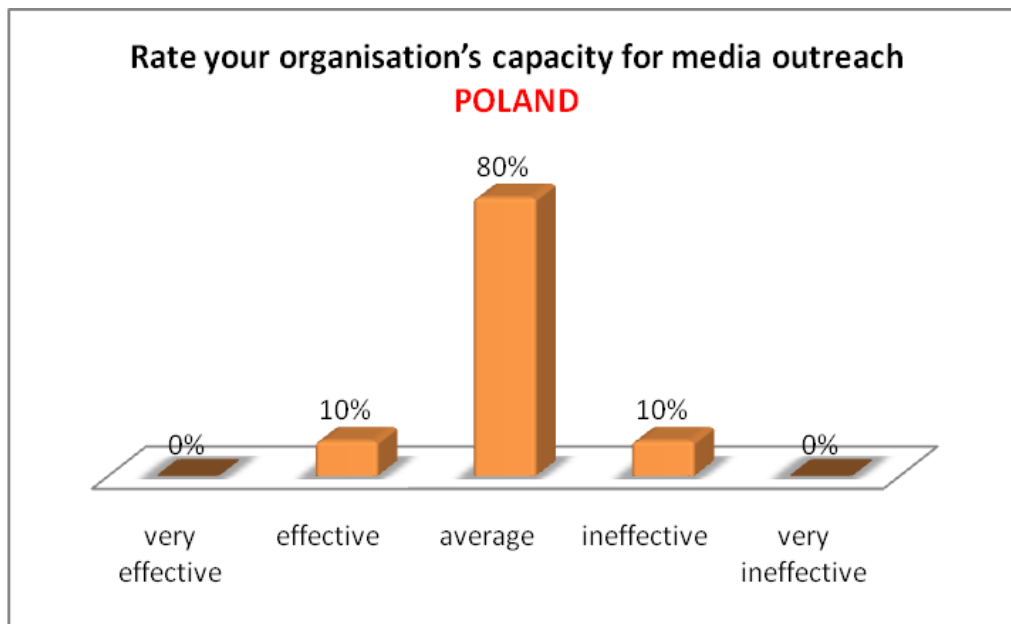
Generally Website - the current activities of the organisations read in the news, a photographic record of life can be found in the annals of the organisations and galleries.

Good cooperation with the local media. The main form of contact with the media are posters and collages from photos of the most important events.

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Rate your organisation’s capacity for media outreach.



List the equipment you have at your disposal for media and communications work.

- Camera – 70%
- Software for creating graphics – 10%
- None – 20%

Indicate if your organisation employs a member of staff dedicated to media and communications.

- President of the Association – 20%
- Webmaster – 10%
- Members of the Association, Volunteers – 40%
- No one – 30%

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What are your organisation’s main strengths in this area? What do you consider to be your weaknesses in terms of communications? What are the main obstacles to communications and media work?

Main strengths - active young and adults people, but they do not have to prepare for working with the media, seniors who want to learn, our website and people, organizes events in partnership with the media and the authorities of the city, updated website and very good cooperation with local media.

Weaknesses – don’t have professional equipment to create an independent media coverage no equipment, lack of knowledge about the possibility of social media, our age and lack of funds, no equipment and training the scope of social media, lack of trained staff, lack of funds for training, lack of equipment.

TRAINING NEEDS

Which trainings you would attend as part of a community media training schedule.



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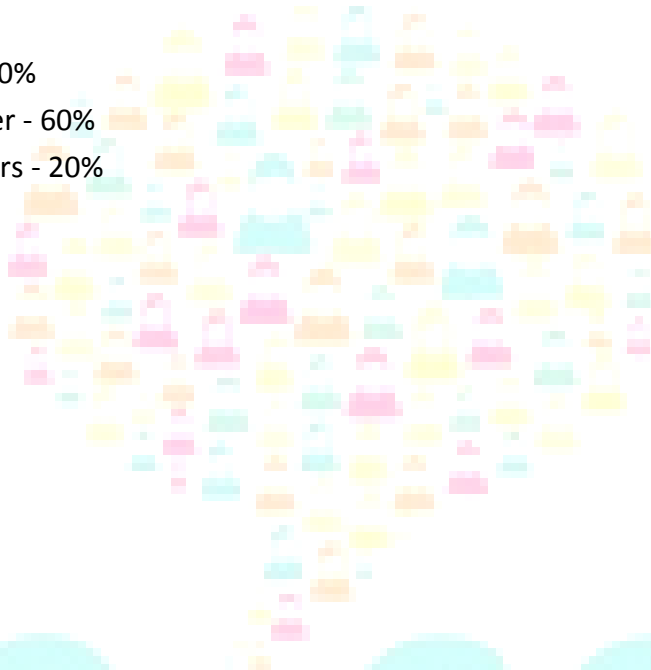
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Indicate if there are any additional areas of media and communication that you would like us to incorporate in a new round of trainings.

No answers.

Indicate if you would like to receive follow-up support for implementing the skills acquired during the training, and in what format.

- E-mail - 20%
- newsletter - 60%
- no answers - 20%



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