

ENGAGE Media Masterclass - Evaluation Summary

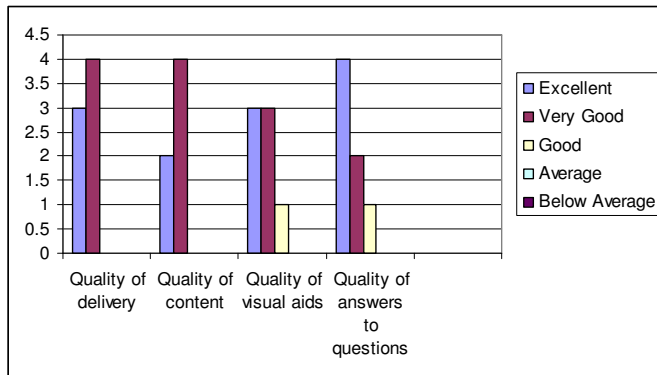
Saturday 10th March 2012

Number of attendees: n=7

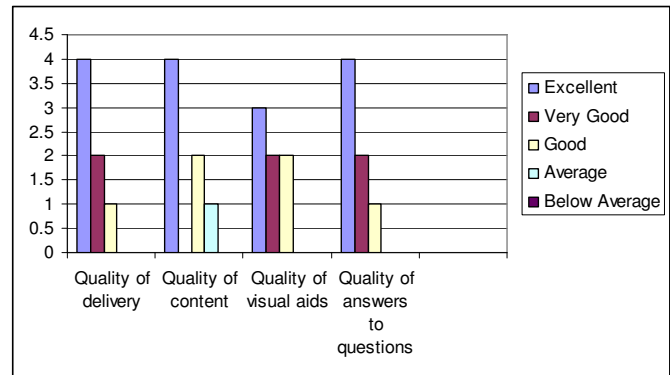
Number of evaluation forms: n = 7

Summary results

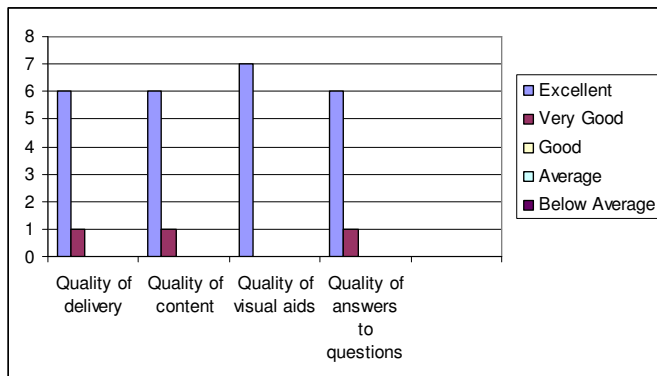
Session 1 - Different Modes of Media



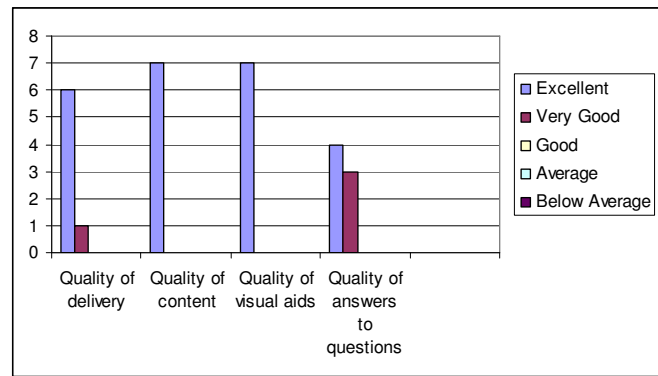
Session 2 – Media as the Fourth Estate



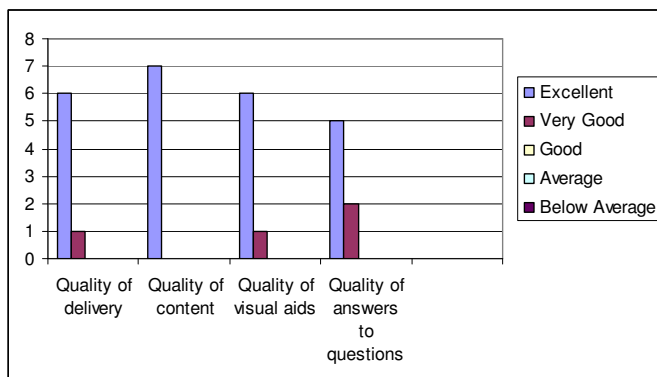
Session 3 – Muslims and the Media



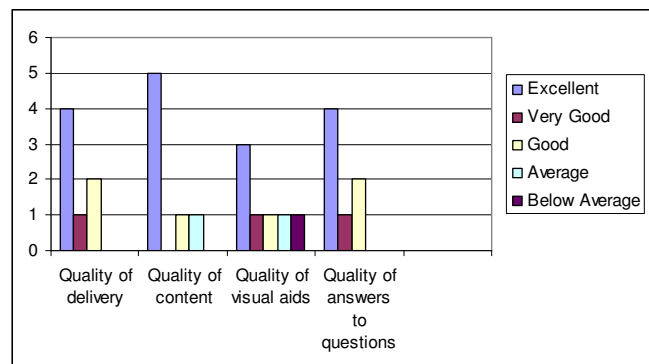
Session 4 – Regulating Media Output



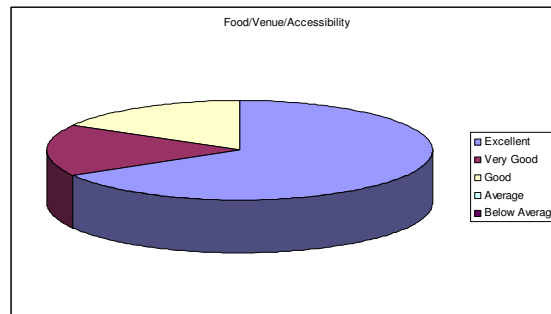
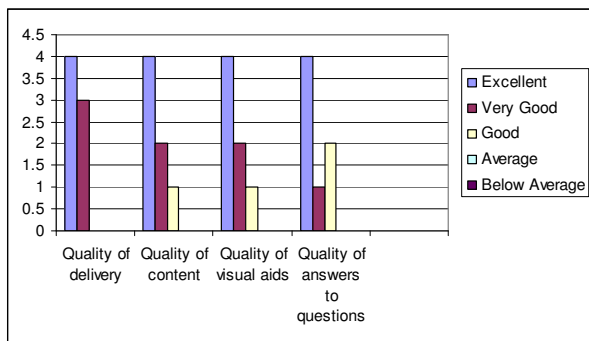
Session 5 – Achieving Balance in a Troubled World



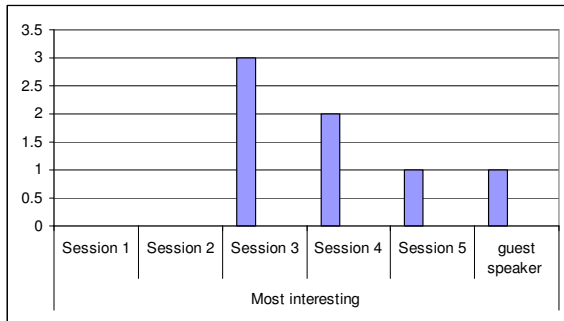
Guest speaker – Shoaib Khan



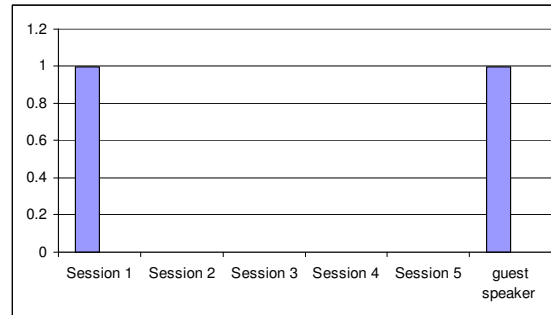
Breakout sessions



Most interesting session



Least interesting session



Further comments and suggestions

- Unnecessary covering of familiar ground in the first session
- Compress sessions into a shorter day
- Make more time for Q&A
- Session on regulating media output contained important information on how to complain
- Better guidance on engaging with the media, generating coverage of positive news stories
- Guidance on allies in the media and how to exploit support structures that exist
- Make the working day longer to do the topics justice
- Too much material to fit into single day