

Multiplier Event 6 – Final Report

EASIT **(Easy Access for Social Inclusion Training)**

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Abstract: This document contains an overview about the EASIT Multiplier Event 6, Workshop: Audiovisual Journalism and Easy-to-Understand Language, held online at the SIO Skupnosti Moodle platform of The Academic and Research Network of Slovenia (ARNES) on 14 June 2021. It includes its aims and description, as well as its dissemination, results, participants, and impact.

Dissemination level: P

P Public

C Confidential, only for members of the consortium
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Revision History

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1.0	13/07/2013	Veronika Rot	RTV Slovenija	Final version after quality validation

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List of acronyms and abbreviations

AD	Audio description
E	Element
E2U	Easy-to-Understand
EASIT	Easy Access for Social Inclusion Training
IO	Intellectual Output
ME	Multiplier Event
PL	Plain Language
SDI	Internationale Hochschule SDI München / University of Applied Sciences
SUH	Stiftung Universität Hildesheim
U	Unit
UAB	Universitat Autònoma de Barcelona
UNITS	Università degli Studi di Trieste
UVIGO	Universidade de Vigo

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1 Introduction

Please provide a short description of the ME and fill in the following table:

ME identification	ME6
Title	Workshop 6 Audiovisual Journalism and Easy-to-understand Language
Country	Slovenia
Start date	14. 06. 2021
End date	14. 06. 2021 (Materials available until 21. 06. 2021)
IO covered	IO5, IO6
Leading organisation	RTV Slovenija
Participating organisations	All EASIT partners

Table 1. ME summary

2 Aims

The main aim of the workshop was to present the training materials in their current status in relation to audiovisual journalism and E2U, developed as part of Intellectual Output 5. Another aim was to disseminate the project as a whole, including IO6, on certification. Both aims have been properly met. The selection of materials on the topic of audiovisual journalism and E2U, created in IO5 of the EASIT project, has been shown at the event, along with several roundtables on the topic of audiovisual journalism and E2U, closely related to the materials of IO5 and to the possible certification in vocational environments. The dissemination was properly done, since people from different realms attended the conference, both from praxis and theory as well as from the end-user representation groups.

3 ME description

Due to the ongoing COVID-19 pandemic, the event had to be moved online. Thus, it was held on the SIO platform of The Academic and Research Network of Slovenia (ARNES) on 14 June 2021.

The screenshot shows the main page of the event on the SIO platform. The header includes the EASIT logo and navigation links. The left sidebar contains a menu for 'EASIT ME 6' with options like Participants, Badges, Competencies, Grades, General, Programme, and a list of event topics. The main content area displays the event title and a detailed programme schedule. The schedule includes welcome remarks, project presentation, and several roundtables on topics like non-discriminatory information, television journalism, and the role of validators. It also mentions that discussion forums are available under the videos and that materials will be available until 21st June.

Figure 1. Main page of the event on the SIO platform (ARNES)

The event started at 10.00 am and lasted for two hours. All materials were available until 21 June 2021. The discussion forums were also open until then. This catered for the needs of participants in different time zones and those wishing to watch a wide array of educational videos.

It was a pre-recorded event and the videos of the welcome address, invited guests and guests at the roundtables and closing remarks are now available on the website of the EASIT project (<https://pagines.uab.cat/easit/en/content/event-6-presentations>).

The event was organised by RTV Slovenija, led by Veronika Rot (RTV Slovenija's partner leader), and Andrej Tomažin (member of the EASIT team at RTV Slovenija), with support from all EASIT partners.

For the event, RTV Slovenija proposed an agenda with 3 virtual roundtables, an array of guest presenters from the fields of journalism and state institutions and a selection of teaching materials on the topic of audiovisual journalism and E2U, created in IO5 of the EASIT project by different project partners.

Following this agenda, the contents on the platform were structured as follows:

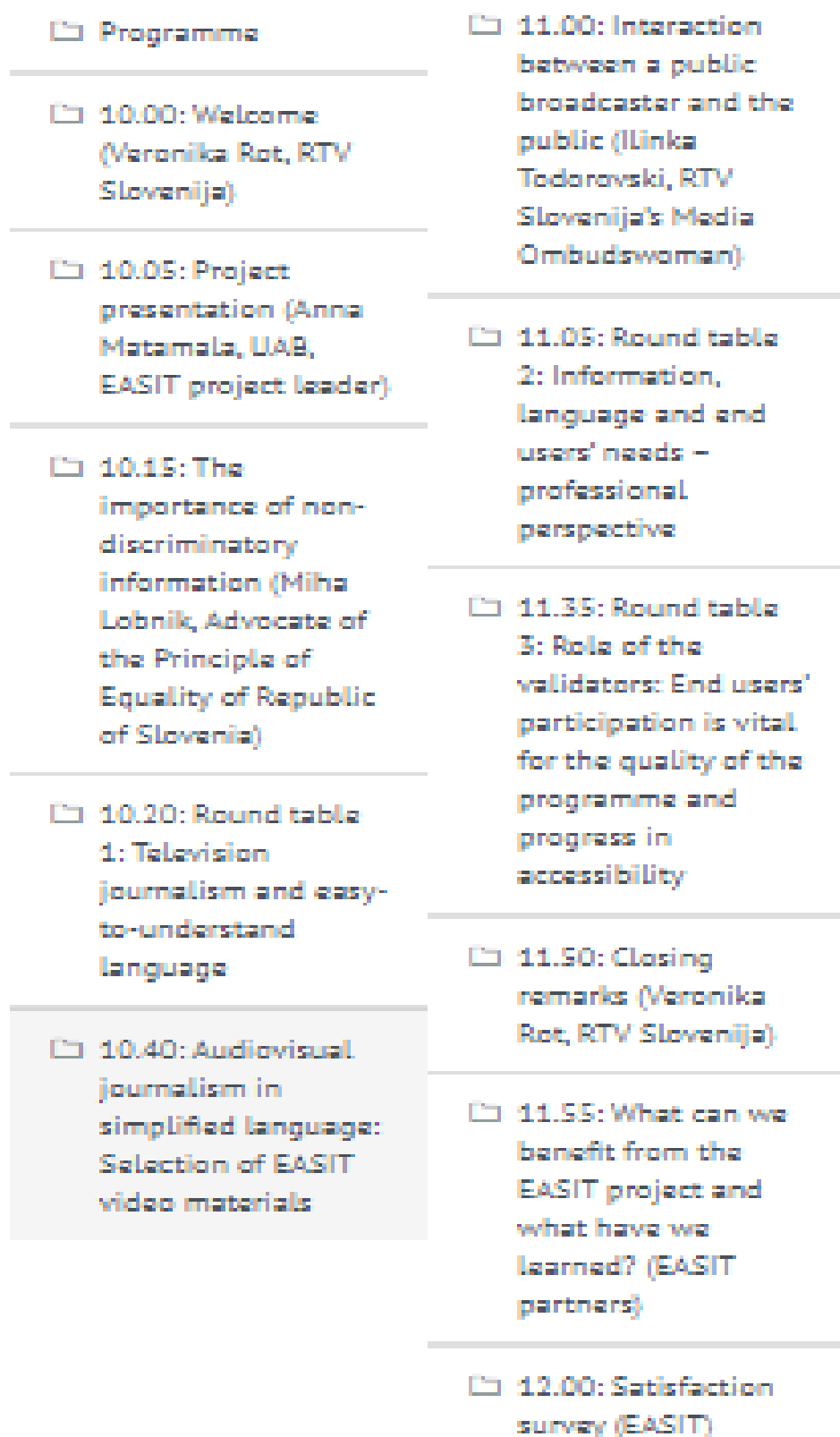


Figure 2. Structure of the event on the online platform

A short summary of each section will be provided hereunder.

3.1 Welcome remarks

Veronika Rot, RTV Slovenija's partner leader, welcomed all participants to the event and described how the event would unfold. A video presenting RTV Slovenija was included in her presentation, focusing mostly on the accessibility techniques at RTV Slovenija, and on cooperation with external partner Zavod RISA. Risa is also an EASIT project partner. Rot finished her welcome speech with the wishes that all participants have a good conference.



Figure 3. Screenshot of Veronika Rot's welcome speech

Link: <https://www.youtube.com/watch?v=NC54gTBJ6sI>

3.2 Project presentation

Anna Matamala, EASIT project leader, started with AD of herself and said that she would prefer to tell the participant the story of the project, its challenges, and its milestones. Matamala summarised why and how the

EASIT project started, explaining that the partners' interests were not only with texts, but also with audiovisual content.

Matamala explained that already at the first meeting in Barcelona challenges arose, which were overcome during the project. Matamala summarised how EASIT partners had discussions with professionals across Europe, from the audiovisual translation and the easy-to-understand language world, in order to get a better understanding of the situation and of future possibilities.

Matamala also explained that the core of the project, the last stage, has been the creation of open access materials. Matamala ended her talk with an invitation to all the attendees to use the materials, because they are free and open access.



Figure 4. Screenshot of Anna Matamala's project presentation

Link: <https://www.youtube.com/watch?v=haN9OC8UPf0>

3.3 The importance of non-discriminatory information

Miha Lobnik, Advocate of the Principle of Equality of Republic of Slovenia, an independent and autonomous state body mandated to deal with discrimination, explained that discrimination is exclusion of people due to their personal circumstances, which they did not choose.

Lobnik said that the society can make the world easier to grasp for people who have difficulties in understanding. Lobnik mentioned the work of EASIT partners in this field and wished the participants of the conference a lot of success. He ended his presentation by saying that it is the responsibility of those who understand more, to make the world comprehensible for those who understand less.



Figure 5. Screenshot of Miha Lobnik

Link: <https://www.youtube.com/watch?v=IXUe5GVjsUA>

3.4 Round table 1: Television journalism and easy-to-understand language

The first part of the roundtable was a short talk about what journalism today is by Sekumady Condé, a journalist for the TV Slovenia news programme. He discussed the questions of what journalism today is, finding that the task of quality journalism is to understand, in all this confusion of information, which information is important for the individual and for society. He said that journalism should not just scratch or scrape the top. It has to drill, search deeper, understand the background, think more broadly, doubt almost everything and constantly check what has already been found. And in regards to different modes of journalism, he said that perhaps one of the most important virtues of a good journalist is the mastery of the language in which he reports. Only with a really good command of the language can he adapt his reporting to all audiences, even those who are often forgotten and thus deprived of knowledge about many important events in the world.



Figure 6. Screenshot of Sekumady Conde

Link: <https://www.youtube.com/watch?v=numoK0VvsMo>

Second part of the roundtable was dedicated to the in-depth discussion with Lisa Zuckerstätter, from the Austrian Broadcasting Corporation, ORF. Zuckerstätter is the head of access services and she's coordinating accessibility services which incorporate Austrian sign language interpreters, audio description, captions and from 2019 onwards also news in plain language, *Nachrichten in einfacher Sprache*. The discussion was moderated by Andrej Tomažin from RTV Slovenija. Zuckerstätter discussed the history of E2U at ORF and the technical specifications in regards to using Easy Language in TV news items. She talked about plans for future and the validation process, all this in relation with IO5 material, where ORF presents a short sample of their work in audiovisual journalistic E2U content. The moderator of this round table was Andrej Tomažin from RTV Slovenija.

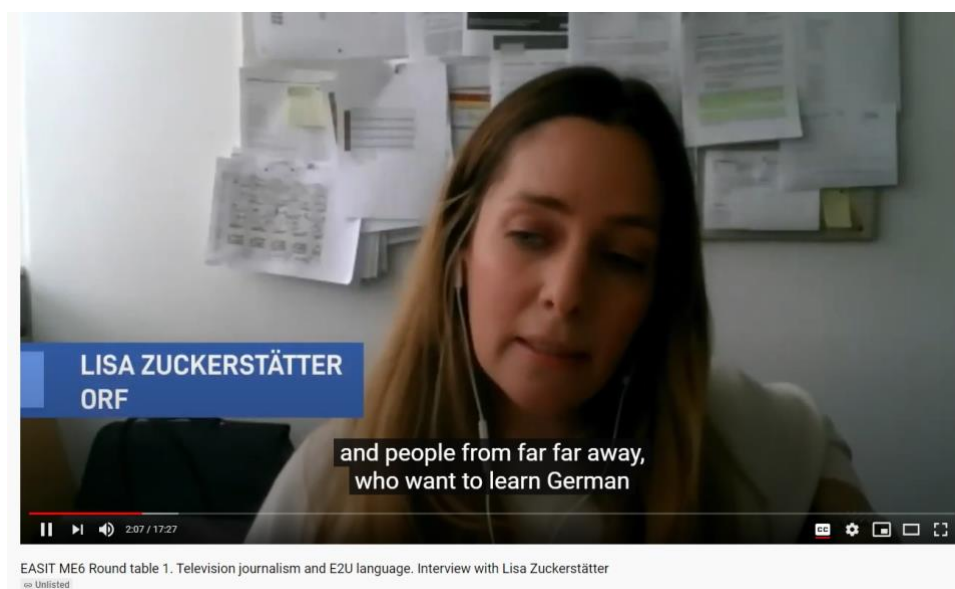


Figure 7. Screenshot of Lisa Zuckerstätter

Link: <https://www.youtube.com/watch?v=WVd7Yqg1wCE>

3.5 Audiovisual journalism in simplified language

In this part we presented the video materials from IO5: *Video 1: General and E2U audiovisual journalism*; *Video 2: The process of creation and adaptation of E2U audiovisual journalistic content*; *Video 3: Simplifying language and style of audiovisual journalistic texts*; *Video 4: Sample - E2U AVJ news item*; *Video 5: User's voice about audiovisual journalistic content – Mike*.

Video 1: General and E2U audiovisual journalism discusses the questions of what is similar and what is different with standard and E2U audiovisual journalism, whereas *Video 2: The process of creation and adaptation of E2U audiovisual journalistic content* deals with how journalists can produce news items in E2U AVJ content. *Video 3: Simplifying language and style of audiovisual journalistic texts* explains the linguistic part of E2U AVJ news items and *Video 4: Sample - E2U AVJ news item* is a video sample of E2U AVJ news from RTV Slovenija. *Video 5: User's voice about audiovisual journalistic content – Mike* is a video by a Swedish user of E2U AVJ news, where he discusses his views on E2U AVJ news.

3.6 Interaction between a public broadcaster and the public

Ilinka Todorovski, RTV Slovenija's Media Ombudswoman, discussed accessibility services and E2U news and emphasised that television audiences, who have difficulties reading and understanding texts, have every right to expect to one day have all key television, radio, and internet contents available in an accessible form.



Figure 8. Screenshot of Ilinka Todorovski

<https://www.youtube.com/watch?v=VT8cirXeZK4>

3.7 Round table 2: Information, language and end users' needs – professional perspective

Round table 2 (Information, language and end users' needs – professional perspective) consisted of Ulla Bohman, Christiane Maaß and Óscar García Muñoz, and was moderated by Ulla Bohman. The guests discussed challenges in the field of E2U and emphasised the need to connect internationally to gain new knowledge, praising EASIT project for doing exactly this. They confronted different opinions about end-users, validation and training of E2U professionals. The moderator of Round table 2 was Tatjana Knapp from Zavod RISA.

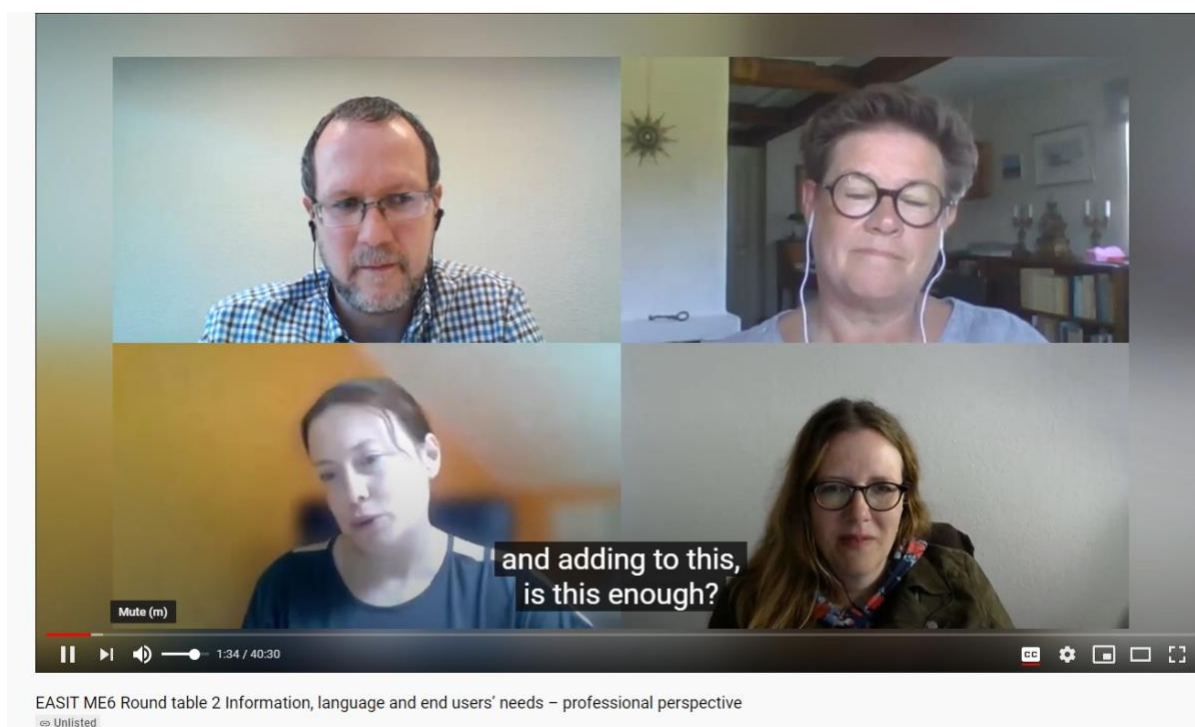


Figure 9. Screenshot of Tatjana Knapp, Christiane Maaß, Óscar García Muñoz, and Ulla Bohman at Round table 2

Link: <https://www.youtube.com/watch?v=IEv5xXQZII8>

3.8 Round table 3: Role of the validators: End users' participation is vital for the quality of the programme and progress in accessibility

Round table 3 (Role of the validators: End users' participation is vital for the quality of the programme and progress in accessibility) was focused on the end-users and their views on E2U language. Tatjana Knapp moderated the roundtable 3 and guided the conversation with Nevenka Kos, Mojca Šmon and Nejko Perko, end users and test readers from Zavod RISA. They discussed the importance of E2U information in different formats and that testing the texts could a job. They finished discussion with emphasizing that one should work with their head and their heart when testing the texts in Easy Language.

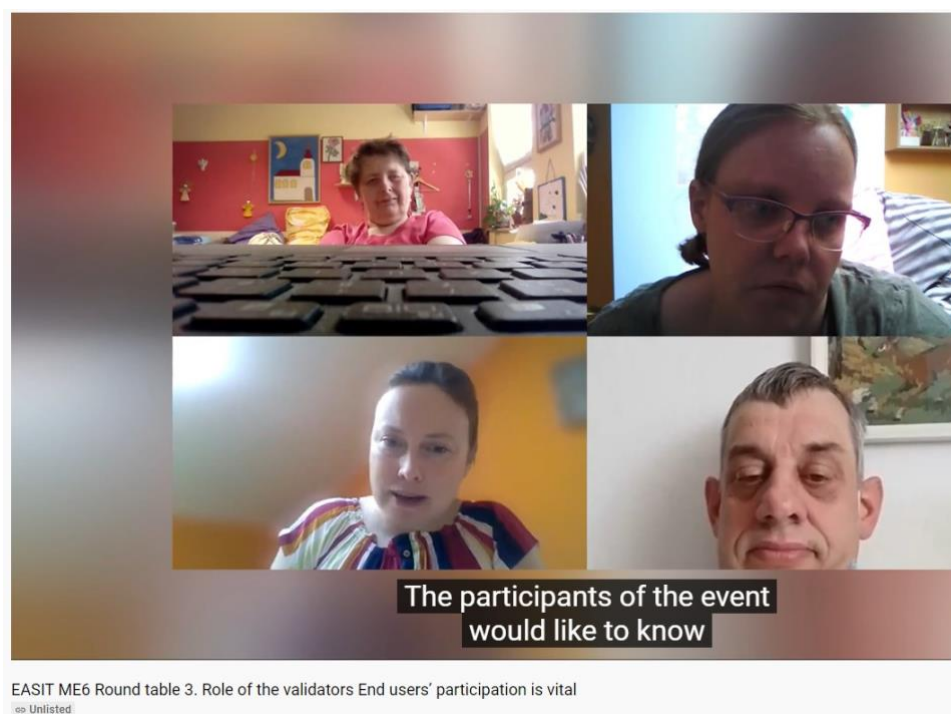


Figure 10. Screenshot of Tatjana Knapp, Nevenka Kos, Mojca Šmon and Nejko Perko at Round table 3

Link: <https://www.youtube.com/watch?v=acHDcjRvnm8>

3.9 Closing remarks

Veronika Rot closed the event with an invitation to participants to engage in a discussion about topics presented. All partners of the EASIT project participated in a video with a short statement about what they learned during the duration of the project and how do they think the results of the EASIT project could be used in future.



Figure 11. Screenshot of Veronika Rot's closing remarks

Link: <https://www.youtube.com/watch?v=1IBhi4U37HU>

[What can we benefit from the EASIT project.](#)

Link: <https://www.youtube.com/watch?v=s0BpYTtLGiU>

4 ME dissemination

The EASIT partners contributed to the dissemination of the multiplier event through:

- EASIT project stakeholders' list
- EASIT partners' own mailing list
- EASIT: Social media (Twitter, Facebook)

Dissemination started a few weeks before the event with the announcement of the ME6 on the project webpage.

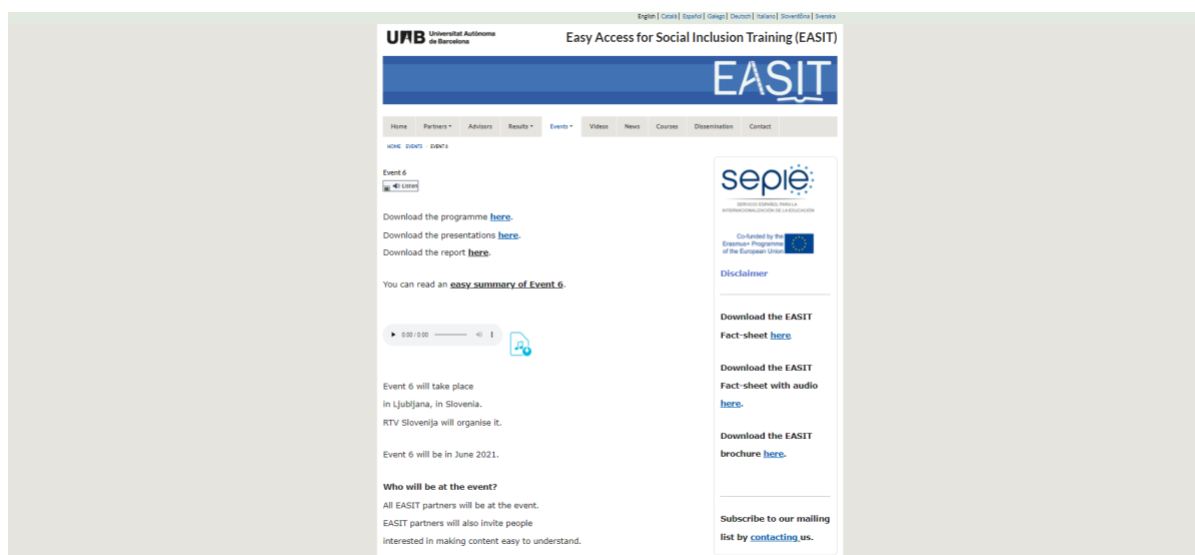


Figure 12. Screenshot of a news article on the EASIT website

The event was disseminated on the webpage Dostopno.si on the 25th of May 2021 with an article about the EASIT project and an invitation to participate in the event:

<https://www.rtv slo.si/dostopno/clanki/spletni-dogodek-ob-koncu-mednarodnega-projekta-easit/581499>



Spletni dogodek ob koncu mednarodnega projekta EASIT

Projekt EASIT je namenjen informacijam v lahko razumljivi obliki, ki poteka med leti 2018 in 2021.

Brezplačen spletni dogodek z naslovom "Avdiovizualno novinarstvo in lahko razumljiv jezik" bo potekal 14. junija od 10. do 12. ure.

25. maj 2021 ob 10:00

 Uredi

 Preberi



Figure 13. Screenshot of a news article on the website Dostopno.si

Dissemination on RTV's Slovenija first radio programme was done on the 14th of June (<https://www.rtv slo.si/4d/arhiv/174783354?s=dostopno>).

All Slovenian media received the PR news item by the Communication Department at RTV Slovenija.

Distribution of the invitation to the online event »Audiovisual journalism and easy to understand language« send via PR@rtvslo.si:

Sent date: 27. 5. 2021

Reminder: 8. 6. 2021

From: Communication Department RTV Slovenija

To: General media address book: approx. 232 addresses

Faculties: 9 addresses

Dissemination was also done by RTV's social media.

Dissemination was done with the help of EASIT partners, especially project leader, UAB:

- mail to EASIT stakeholders list
- mail to TransMedia Catalonia list
- mail to Department of Translation's list
- tweet from EASIT account (created and retweeted by Anna Matamala, by TransMediaCat and by Faculty of Communication)
- facebook post from EASIT account.

Dissemination by SDI München, done by Rocío Bernabé:

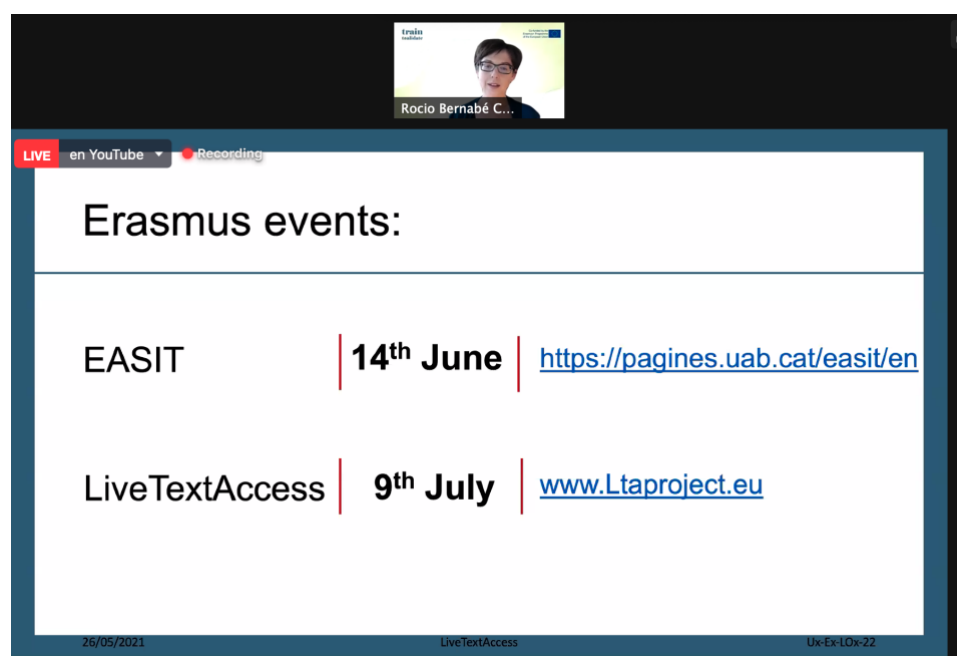


Figure 14. Screenshot of a conference presentation, disseminating the EASIT Multiplier Event.

Dissemination done by Universidade de Vigo:

EASIT Multiplier Event 6: Audiovisual Journalism and Easy-to-Understand
Language • Galma Observatory

(<http://galmaobservatory.webs.uvigo.es/2021/05/21/4674/>)

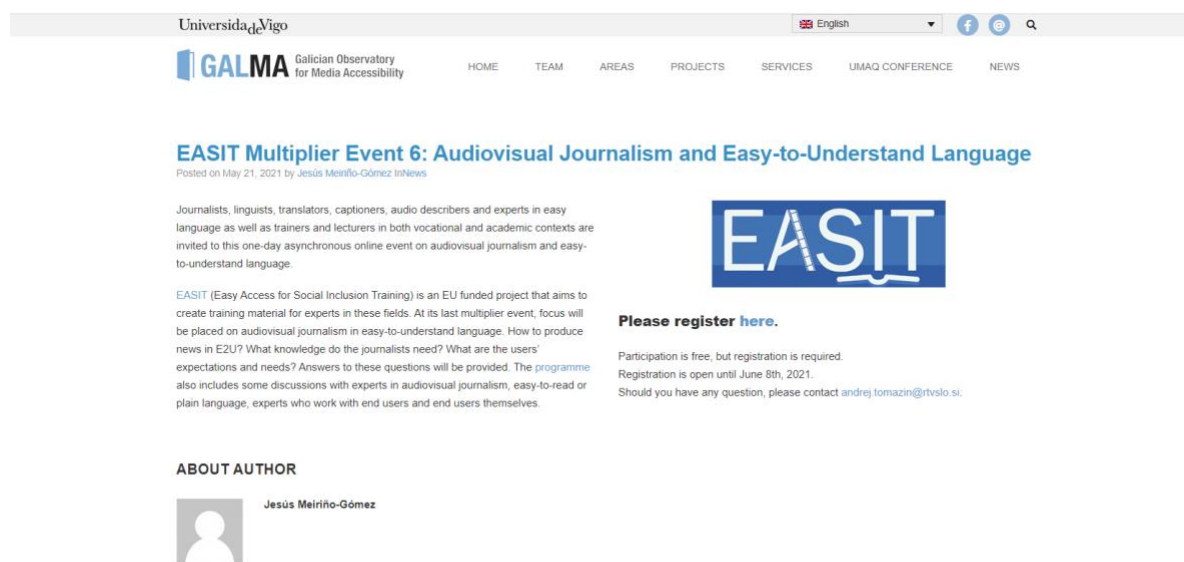


Figure 15. Screenshot of a news article on the GALMA Observatory website



Dissemination done by ARNES:



Figure 16. News article on the event on the ARNES website



Dissemination on Facebook:

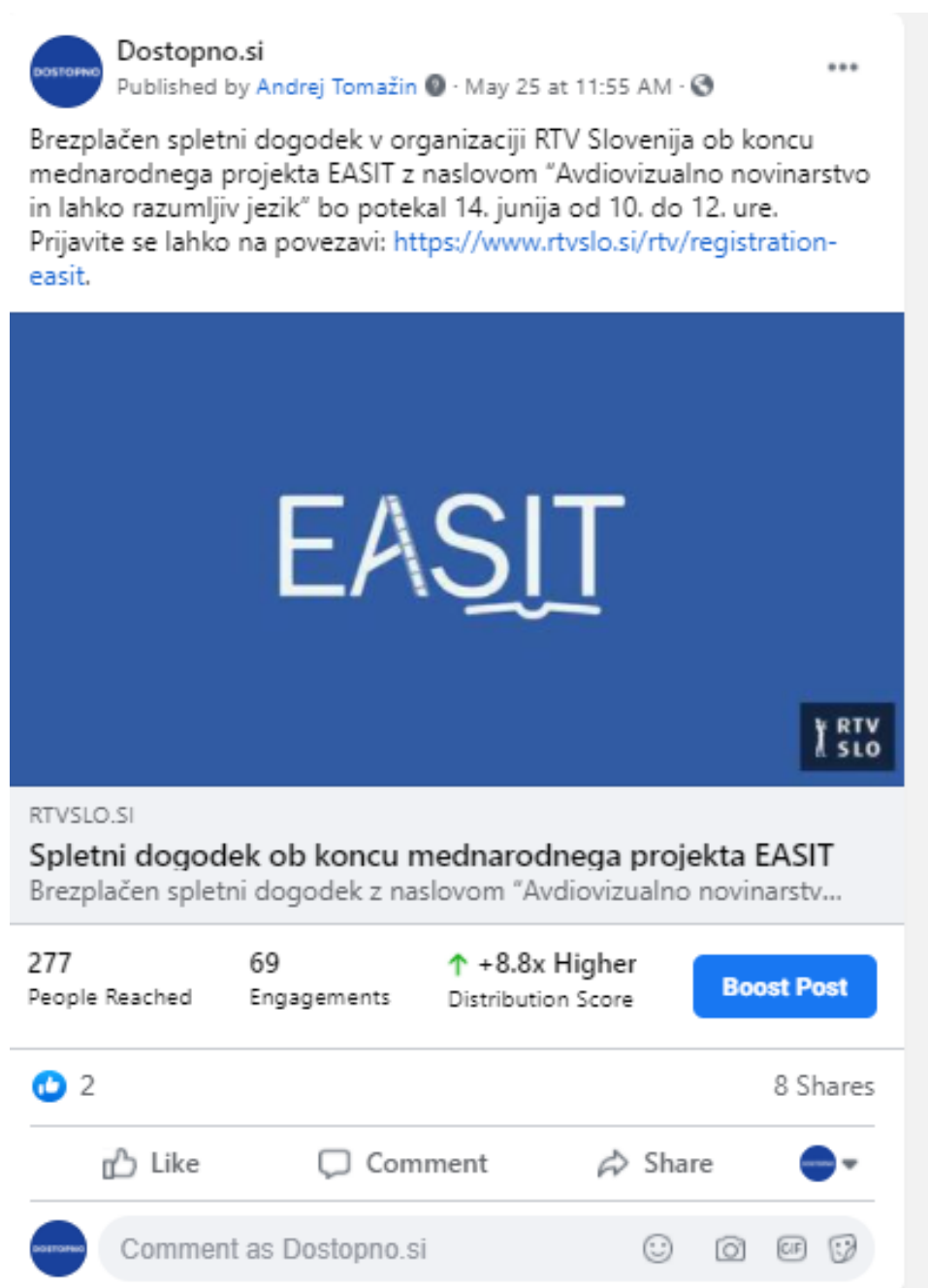


Figure 17. Facebook reminder on Dostopno.si



Figure 18. Facebook reminder on Dostopno.si

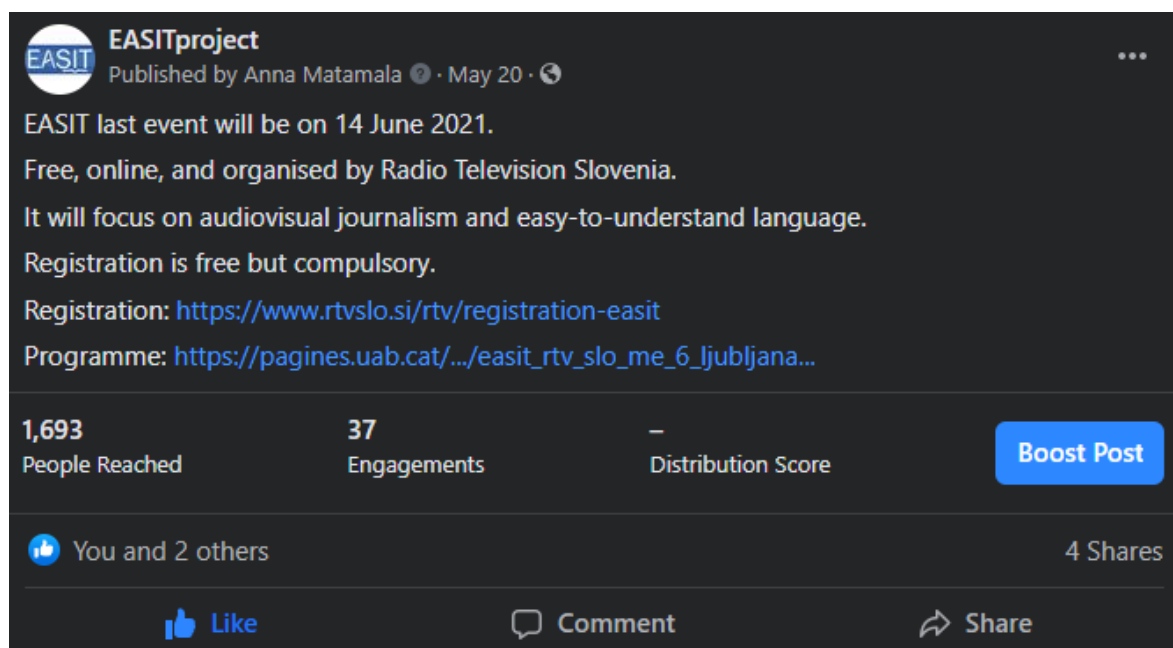


Figure 19. ME6 announcement on the EASIT project Facebook

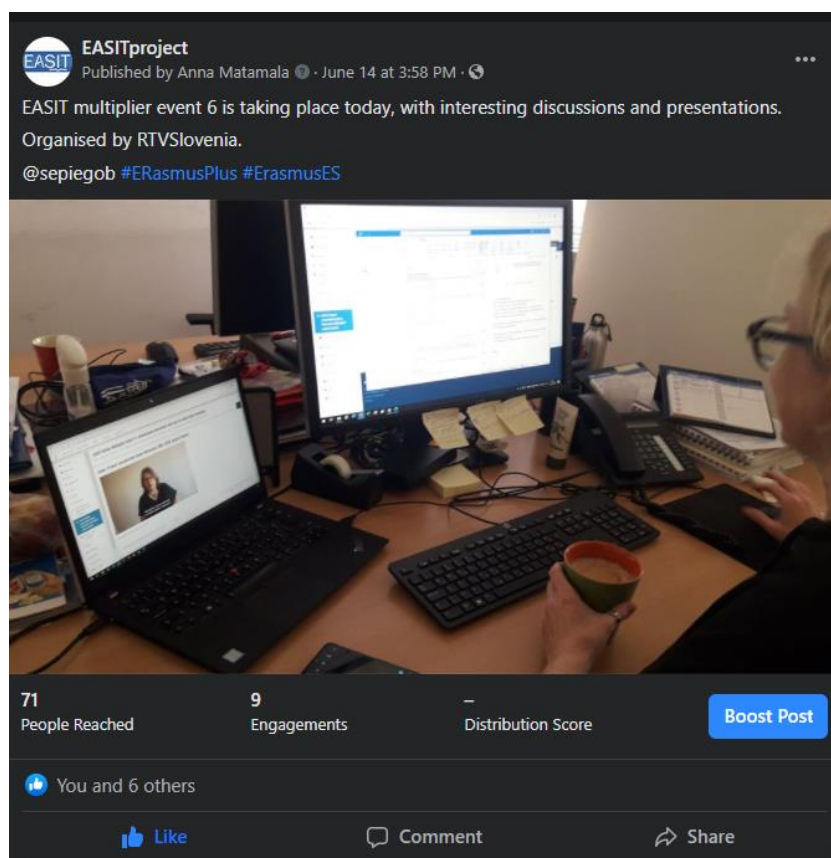


Figure 20. Ongoing ME6 on the EASIT project Facebook

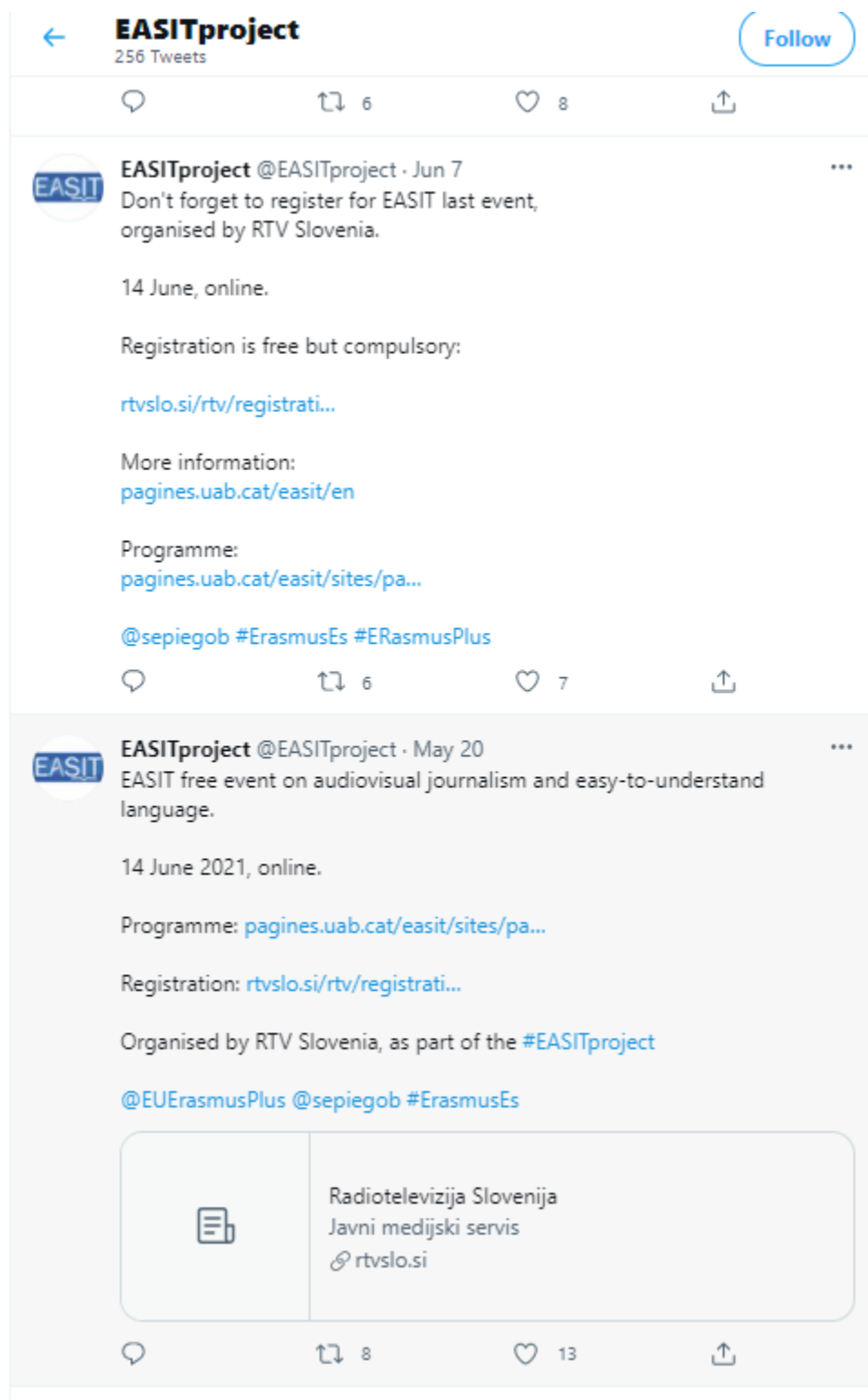


Figure 21. ME6 announcement and reminder on the EASIT project Twitter

Dissemination by UNITS:

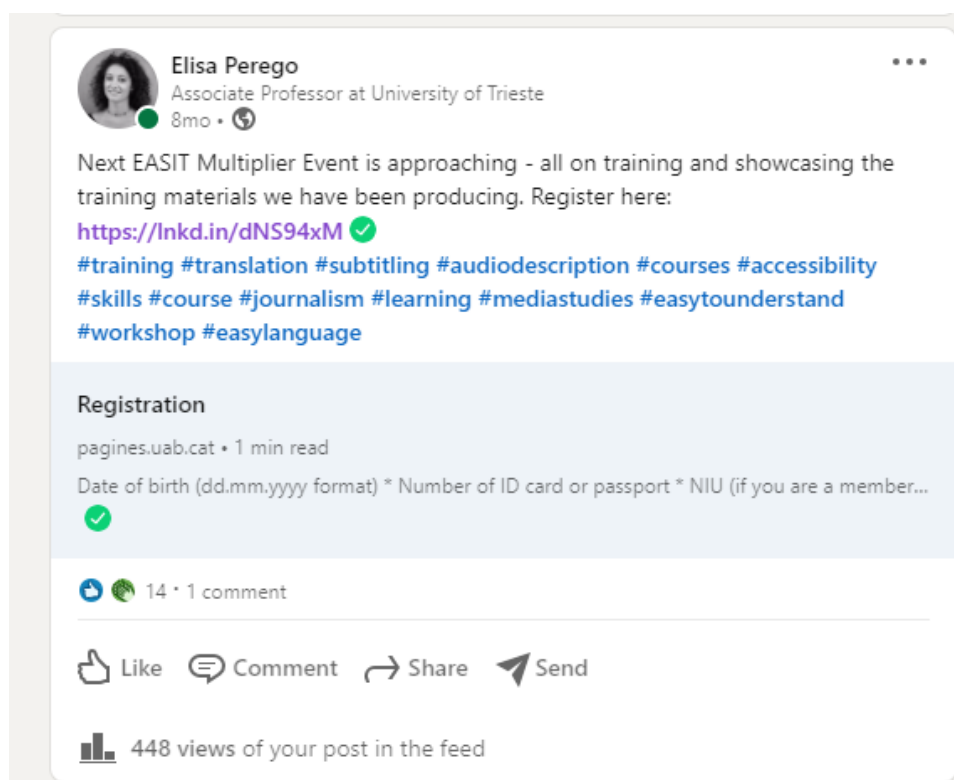


Figure 22. LinkedIn post by UNITS

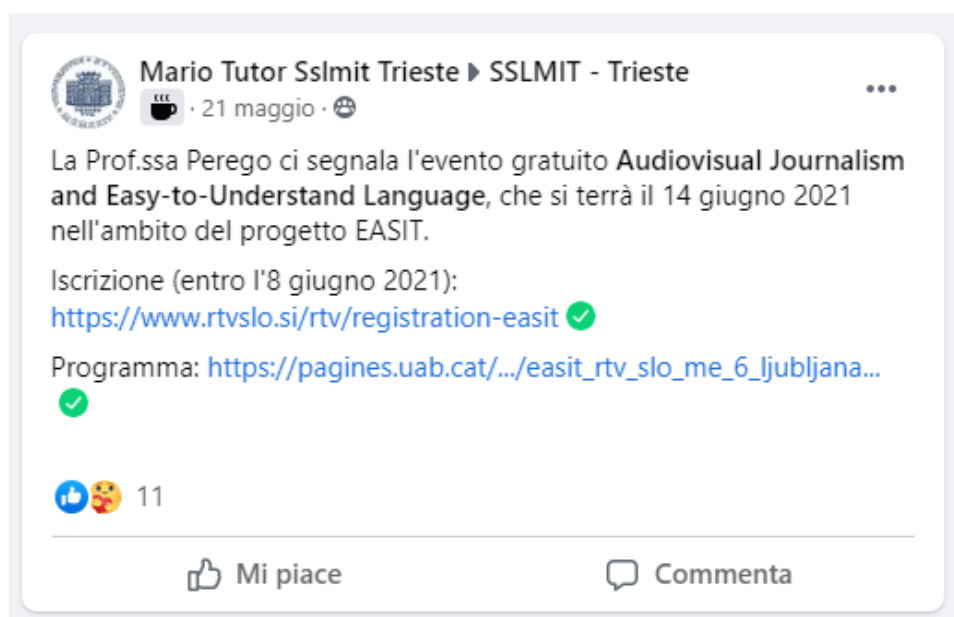


Figure 23. Facebook post of the UNITS translation department

Several emails were sent to UNITS students on the event.

Dissemination done by Dyslexiförbundet:

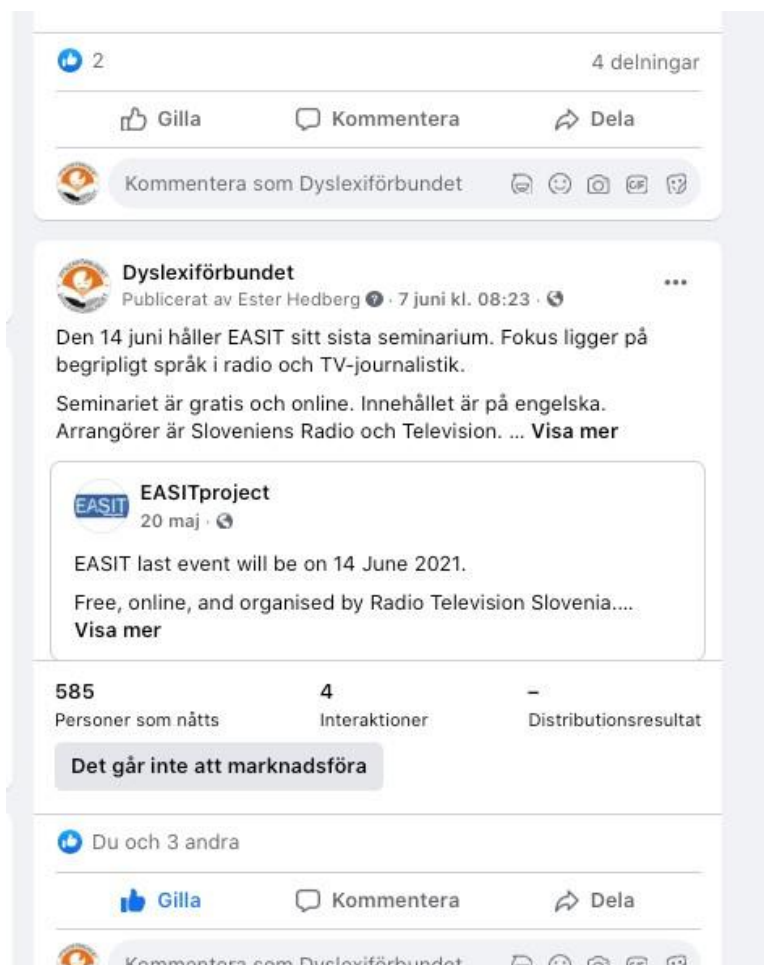


Figure 24. Dissemination by Dyslexiförbundet

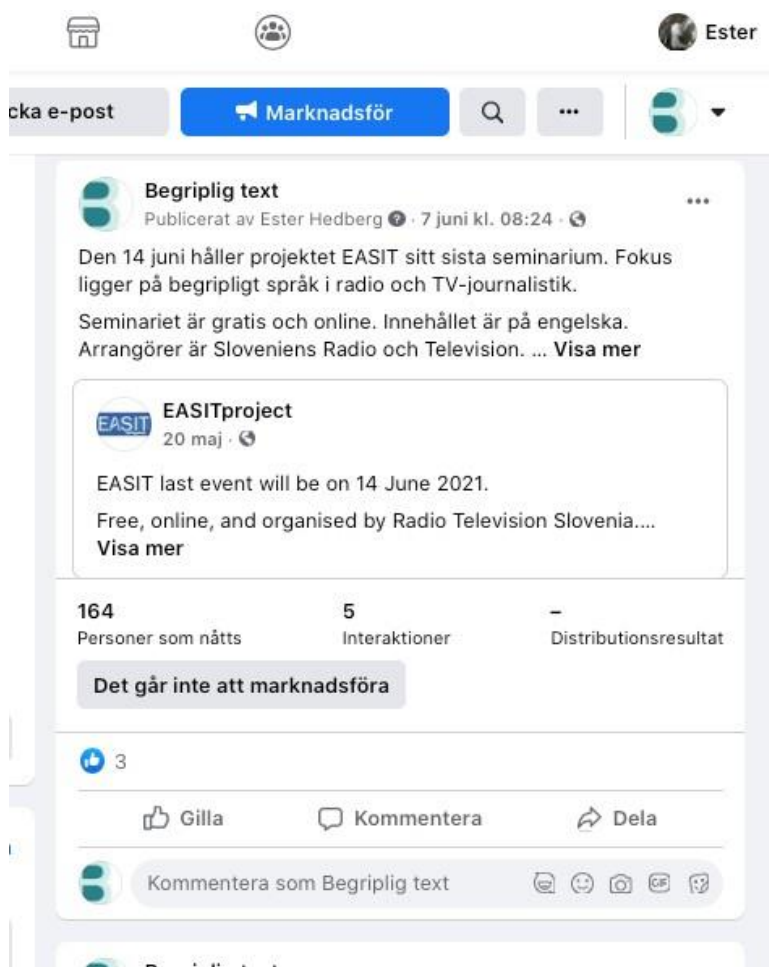


Figure 25. Dissemination by Dyslexiförbundet



Språkrådgivning och textvård

Offentlig grupp · 2,7 tn medlemmar

[Om](#) [Diskussion](#) [Meddelanden](#) [Rum](#) [Ämnen](#) [Medler](#)

Ska du ordna ett evenemang? Lägg till lite mer information och skapa ett evenemang som andra kan svara på och få påminnelser om att delta i.

Skapa evenemang

Ester Hedberg har delat ett **inlägg**.
7 juni kl. 08:36 ·

Den 14 juni håller EASIT-projektet sitt sista seminarium. Fokus ligger på begripligt språk i radio och TV-journalistik.
Seminariet är gratis och online. Innehållet är på engelska.
Arrangörer är Sloveniens Radio och Television.
Anmäl dig via länken nedan.
Välkommen!

EASITproject
20 maj ·

EASIT last event will be on 14 June 2021.
Free, online, and organised by Radio Television Slovenia.
It will focus on audiovisual journalism and easy-to-understand language.
Registration is free but compulsory.
Registration: <https://www.rtv slo.si/rtv/registration-easit>
Programme:
https://pagines.uab.cat/.../easit_rtv_slo_me_6_ljubljana...

Gabriella Sandström och 3 andra

Gilla Kommentera Dela

Skriv en offentlig kommentar ...

Figure 26. Dissemination by Dyslexiförbundet

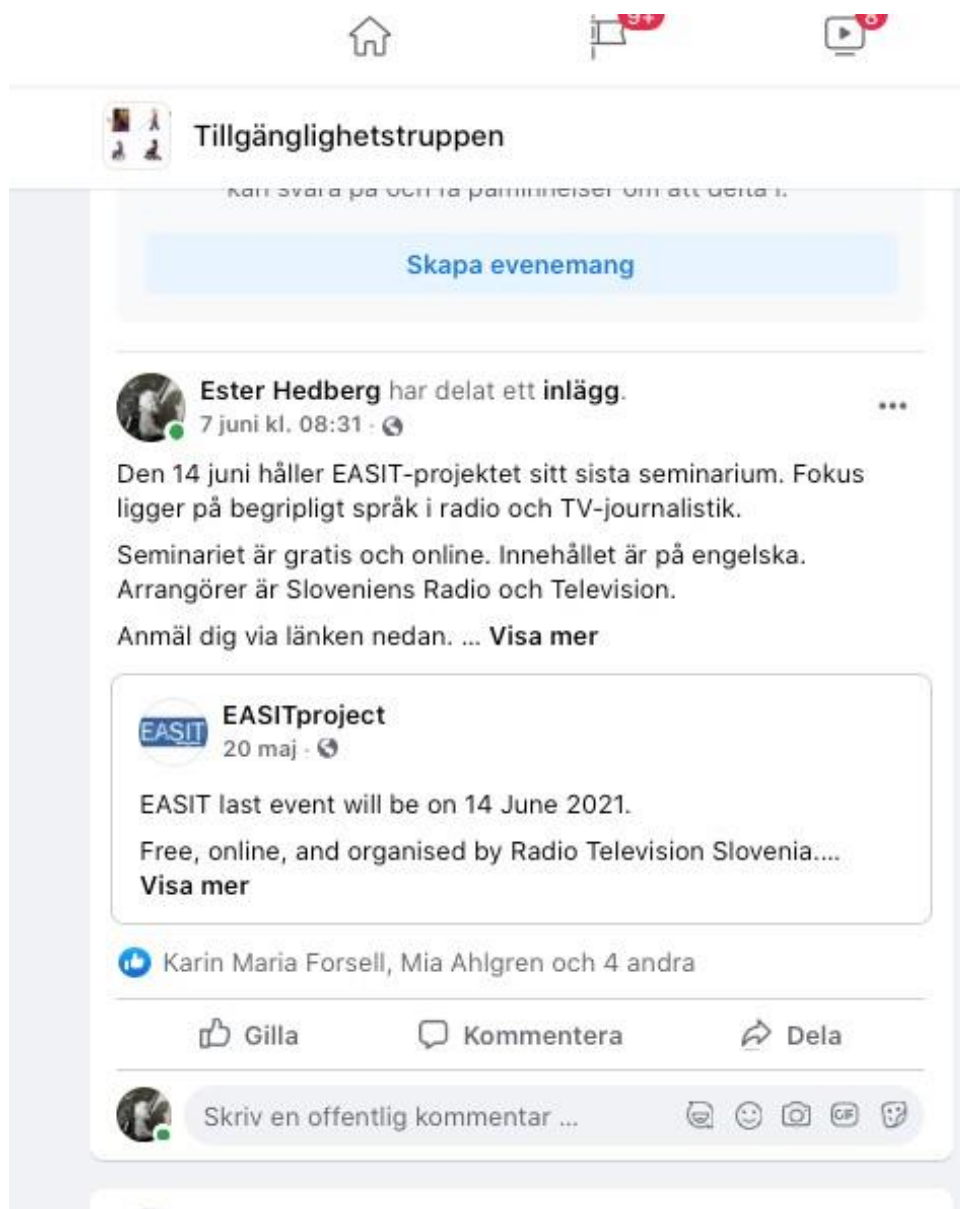


Figure 27. Dissemination by Dyslexiförbundet

Dissemination done by University of Hildesheim:



Figure 28. Dissemination by University of Hildesheim

4 ME results

The event allowed for a vast dissemination of the project. It also allowed for the dissemination of the educational materials produced, mostly those on the topic of audiovisual journalism and E2U language, which were produced in IO5. Besides, feedback was gathered on these materials, as you will see in the section 5 and 6 of the report, so that partners have input on how the materials are received by many different stakeholders.

5 Participants and impact

125 participants registered for the event. 65 attended the conference. This figure includes 11 members of the partners' teams.

The profiles of the registered attendees comprised university researchers and lecturers, students, public sector representatives, accessibility service providers, members and representatives of end-user associations, and representatives of public broadcasting services. These profiles match the target audience of the project.

A wide array of 15 countries from different continents were present, namely: Austria, Brazil, Estonia, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Romania, Russia, Slovenia, Spain, Sweden, United Kingdom.

6 Satisfaction survey

39 participants answered the satisfaction survey.

The satisfaction survey was divided in two parts. The first part was aimed at assessing their opinion on the event as a whole, while the second focused on the educational materials (EASIT videos) they had watched.

The survey included 5 statements and participants had to rate their level of agreement or disagreement on a 5-point Likert scale. An open box was available at the end for them to add any comments or suggestions about the specific videos or the event. The statements were:

- The information received before the multiplier event was satisfactory.
- The overall quality of the presentations was good.
- The EASIT project has presented quality results (intellectual outputs).
- The results of the EASIT project can have an impact on our society.
- I will follow the development of the EASIT project.

The results of the surveys are included as mean values in Table 2:

Statement	The information received before the multiplier event was satisfactory.	The overall quality of the presentations was good.	The EASIT project has presented quality results (intellectual outputs).	The results of the EASIT project can have an impact on society.	I will follow the development of the EASIT project.
Average value (39 replies)	4.62	4.79	4.85	4.90	4.69
Total average	4.76				

Table 2. Results of the satisfaction survey on the event as a whole.

All values are above 4.62, with a total mean of 4.76 on a 5-point Likert scale, showing the satisfaction of most participants. This is confirmed with the positive feedback received through the comments section, which is reproduced literally next:

- Congratulations and thank you for including the point of view of the validators. I think that the perspective of audiovisual news in easy language is innovative and the learning materials are interesting to learn about it
- great job, as always! it was very nice that you've organised round tables (and I enjoyed them the most!) it would also be nice to know what speakers think of a possible future collaboration with the cognitive translation and interpreting studies branch. Maybe psycholinguistics may come in handy. ;)

- A great project, well done!
- Congratulations on the project and further success.
- The event was very well organised and very insightful. Thank you very much
- Thank you very much for the nicely organized event. This was well-structured and very informative input.
- Very informative round tables and a lot of information given on this topic. There is a need to produce more journalistic content in easy language.

7 KPI

The key performance indicators for the event were:

- Number of registered attendees: 125
- Number of actual attendees: 65 (including 11 members of the EASIT partners' teams).
- Presence of stakeholders: a wide variety, including students, university lecturers, public sector representatives, service providers and members of end-user associations.
- Overall satisfaction level of the attendees, obtained through satisfaction surveys: 4.76, with values ranging from 4.62 to 4.90 out of 5.

8 Conclusions

EASIT Multiplier Event 6, Workshop: Audiovisual Journalism and Easy-to-Understand Language, focused on the presentation of Easy-to-understand language in relation to audiovisual journalism, with the main focus on the materials prepared in IO5. All these materials will be offered in open access in the summer of 2021.

The evaluation shows that the multiplier event and the videopresentations have been well-received and valued by the audience. The information received before the multiplier event was satisfactory (mean value: 4.62 out of 5). The overall quality of the presentations was good (mean value: 4.79 out of 5). The EASIT project has presented quality results (intellectual outputs) (mean value: 4.85 out of 5). The results of the EASIT project can have an impact on our society (mean value: 4.90 out of 5). I will follow the development of the EASIT project (mean value: 4.69 out of 5).

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