



MARS – MEDIA AGAINST RACISM IN SPORT

EUROPEAN MEDIA FORUM

Journalism & Media Ethics, Diversity, Racism & Sport in Europe

PARTICIPANT SURVEY REPORT

6. – 8. JUNE / JUIN 2012

Birmingham City University
Millennium Point
Birmingham
United Kingdom



MARS - Media Against Racism in Sport

Funded
by the European Union
and the Council of Europe





EUROPEAN UNION







COUNCIL OF EUROPE
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by the Council of Europe

1. Please indicate your gender












		Response Percent	Response Count
Male		50.0%	13
Female		50.0%	13
		answered question	26
		skipped question	0


2. Please indicate your age range:

		Response Percent	Response Count
25 years or under		7.7%	2
26 to 40 years		46.2%	12
41 to 55 years		38.5%	10
56 years and over		7.7%	2
		answered question	26
		skipped question	0









		skipped question	0
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3. Please choose the country in which you work:













		Response Percent	Response Count
Austria		3.8%	1
Belgium		3.8%	1
Bulgaria		0.0%	0
Cyprus		3.8%	1
Czech Republic		0.0%	0
Denmark		0.0%	0
Estonia		0.0%	0
Finland		0.0%	0
France		11.5%	3
Germany		15.4%	4
Greece		0.0%	0
Hungary		3.8%	1
Ireland		0.0%	0
Italy		11.5%	3
Latvia		3.8%	1
Lithuania		11.5%	3
Luxembourg		0.0%	0
Malta		0.0%	0
Netherlands		0.0%	0
Poland		0.0%	0
Portugal		3.8%	1
Romania		3.8%	1
Slovakia		0.0%	0
Slovenia		0.0%	0

Spain		3.8%	1
Sweden		0.0%	0
United Kingdom		19.2%	5
Other (please specify)			0
answered question			26
skipped question			0

4. Please select your occupation from the list below, or click "other" and type it in (select maximum of 2):

		Response Percent	Response Count
Journalist		57.7%	15
Editorial staff		0.0%	0
Publisher		0.0%	0
Lecturer/teacher/trainer		26.9%	7
Student		3.8%	1
Education Management		3.8%	1
Media/Communications or PR staff		11.5%	3
Researcher		7.7%	2
Regulatory body member		3.8%	1
Other (please specify)		15.4%	4
answered question			26
skipped question			0

5. Please select the type of organisation that you work mostly for (select maximum of 2):

		Response Percent	Response Count
Public service media		34.6%	9
Commercial/private media (incl. print)		11.5%	3
Ethnic & Diversity media		0.0%	0
Community media		15.4%	4
I work freelance		19.2%	5
Journalism/communication school/department		19.2%	5
Journalism/media training body		7.7%	2
Media literacy organisation		0.0%	0
Human rights/anti-racism NGO		11.5%	3
Other NGO		7.7%	2
Trades Union		7.7%	2
Editors/broadcasting association		0.0%	0
Press council		0.0%	0
Regulatory body		3.8%	1
Sports club/association/union		3.8%	1
Other (please specify)		3.8%	1
answered question			26
skipped question			0




6. Please indicate which media you work most with (select one only):

		Response Percent	Response Count
Print		16.0%	4
Radio		20.0%	5
TV		24.0%	6
Web/Multimedia		28.0%	7
Does not apply		12.0%	3
answered question			25
skipped question			1

7. Overall, how satisfied were you that the organisation of the Encounter was appropriate and effective for what it set out to achieve?




		Response Percent	Response Count
Very satisfied		80.8%	21
Somewhat satisfied		15.4%	4
Neither satisfied nor dissatisfied		0.0%	0
Somewhat dissatisfied		3.8%	1
Very dissatisfied		0.0%	0
answered question			26
skipped question			0

8. Overall, how satisfied were you with the content and activities of the Encounter?

		Response Percent	Response Count
Very satisfied		57.7%	15
Somewhat satisfied		38.5%	10
Neither satisfied nor dissatisfied		0.0%	0
Somewhat dissatisfied		3.8%	1
Very dissatisfied		0.0%	0
answered question			26
skipped question			0




9. Please choose one of the following options regarding the statement below:

“The Encounter deepened my understanding of ethical principles in the context of editorial management, in particular in relation to the active inclusion of diveristy and non-discrimination as an ongoing angle in media coverage.”

		Response Percent	Response Count
Strongly agree		53.8%	14
Agree somewhat		38.5%	10
Neither agree nor disagree		7.7%	2
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
answered question			26
skipped question			0



10. Please choose one of the following options regarding the statement below:

“The Encounter stimulated ideas about how I might change/improve my work in relation to ethical issues and editorial management.”









		Response Percent	Response Count
Strongly agree		46.2%	12
Agree somewhat		42.3%	11
Neither agree nor disagree		11.5%	3
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
		answered question	26
		skipped question	0

11. Please choose one of the following options regarding the statement below:





“The Encounter demonstrated advantages of exchanging views and collaborating between media professionals involved in editorial management regarding the inclusion of diveristy and non-discrimination as an ongoing angle of media coverage.”

		Response Percent	Response Count
Strongly agree		76.9%	20
Agree somewhat		23.1%	6
Neither agree nor disagree		0.0%	0
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
		answered question	26
		skipped question	0

12. Based on your experience and thinking about media coverage and sports, what kind of support do you think might assist media professionals and students to include non-discrimination and diversity around sport and beyond, in their coverage (Please check up to 3)

		Response Percent	Response Count
Training workshops (Content and Techniques)		84.6%	22
Production techniques manuals or examples		15.4%	4
Arguments that make the case to senior management on diversity		42.3%	11
Case Study examples of good practice		65.4%	17
Financial support		50.0%	13
Good, reliable contact sources from diverse backgrounds dealing with your issue		34.6%	9
E-learning tools (content and techniques)		11.5%	3
Tools for reflecting on diversity in the workplace		15.4%	4
Does not apply to me		0.0%	0
Other (please specify)		0.0%	0
answered question			26
skipped question			0



13. Indicate overall the extent to which your expectations of this Encounter have been fulfilled on a scale of 1 to 5, where 1 means “Not at all” and 5 means “fully”

		Response Percent	Response Count
1		0.0%	0
2		3.8%	1
3		7.7%	2
4		26.9%	7
5		61.5%	16
answered question			26
skipped question			0

14. Please suggest one or more ways in which we could improve this meeting next time:

	Response Count
	17
answered question	17
skipped question	9

15. Do you expect to participate in another MARS activity e.g. a European Encounter, a National Encounter, or a Work Exchange (see <http://www.coe.int/t/dg4/cultureheritage/mars/>)?

		Response Percent	Response Count
I am likely to		80.8%	21
I don't know		19.2%	5
I am unlikely to		0.0%	0
answered question			26
skipped question			0

Page 1, Q4. Please select your <u>occupation</u> from the list below, or click "other" and type it in (select maximum of 2):

1	Photojournalist	Jul 11, 2012 1:22 PM
2	Diversity Manager	Jun 29, 2012 10:24 AM
3	Project Coordinator	Jun 29, 2012 10:02 AM
4	project coordinator	Jun 13, 2012 8:54 AM

Page 1, Q5. Please select the <u>type of organisation</u> that you work mostly for (select maximum of 2):

1	International Consultancy	Jun 12, 2012 8:34 PM
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Page 2, Q14. Please suggest one or more ways in which we could improve this meeting next time:

1	I think the work exchange is a very good opportunity to improve things, and to make us staying in touch each other. We share the same goal, we're all working in the same direction.	Jul 11, 2012 1:27 PM
2	More Sports journalists to attend and add their views	Jul 5, 2012 12:32 PM
3	More one-to-one contact	Jun 29, 2012 10:21 AM
4	More good practice examples concrete journalists work? Thanks you.	Jun 29, 2012 10:19 AM
5	Smaller workshop groups Cross equality strand links	Jun 29, 2012 10:17 AM
6	Perhpas more presentations of concrete cases like John Price*, Ama[?]*, John Imchechi*[?], Ali, Hofer (*coming from outside the media point of view). [Translated from French. Writing unclear]	Jun 29, 2012 10:15 AM
7	1. Because I'm from printed media, I'd like to see more practical examples from others - its good to learn theory but it isn't impossible to bring some newspaper with some special story of the last year, biggest scandal, extraordinary case, good campaign etc. 2. Maybe one of workgroup session more practical - what is the uncovered fileds in your country, why; what is your own solution and what kind of advice the other can give. 3. Isn't any monitoring of these issues (diveristy, homophobia, sexism) in media in EU countries?	Jun 29, 2012 10:00 AM
8	Forming Groups (from the plenary) just with journalists to discuss issues from a more practical point of view, though mixed groups should also exist.	Jun 29, 2012 9:54 AM
9	More Good practice examples	Jun 28, 2012 4:48 PM
10	show (in my case radio and television programmes) some case of good practices from differents countries. In my opinion it's a way to better understand other countries situation and maybe improve our way of working.	Jun 14, 2012 2:20 AM
11	More time dedicated to exact examples and offers from every or the majority of participants how to deal with non ethical discriminative reporting. Not so much attention on "what should we do" but rather "how should we do and how it is done elsewhere".	Jun 13, 2012 8:58 AM
12	Practical, trying to decide the spokeswoman/spokesman of the working groups in advance. Subjet: Does the politically correct language avoid part of the real debate? Languages: Trying to diversify also whenever possible. It is about diversity too.	Jun 13, 2012 8:31 AM
13	Programme is too intense, it should be shortened; workshops should be better structured to produce concrete outcomes; but overall it is an excellent event!	Jun 13, 2012 7:53 AM
14	More time for sessions, longer interactive sessions, better acoustics!	Jun 12, 2012 8:37 PM
15	To my mind, it would be great if all participants would have had their "homework" before comming to the meeting - present some good or bad practice examples from their work on concrete topics. Afterwards they could be discussed and maybe it would give some more structure for work in groups.	Jun 12, 2012 2:29 PM
16	It could be useful to assign specific goals and outputs to the working groups	Jun 11, 2012 3:23 PM

Page 2, Q14. Please suggest one or more ways in which we could improve this meeting next time:

17 Clearer briefs for the working groups.

Jun 11, 2012 1:08 PM