



## MARS – MEDIA AGAINST RACISM IN SPORT

### Media, Diversity & Racism in Sport

#### NATIONAL MEDIA ENCOUNTER

#### *Ethics & Editorial Management*

#### PARTICIPANT SURVEY REPORT

21 & 22 SEPTEMBER 2012

#### Hotel DOWNTOWN

27, Vasil Levski Blvd

1040 Sofia

Bulgaria

[Website](#)

Tel.: 359 800 97 33 42 26



#### MARS - Media Against Racism in Sport

Funded  
by the European Union  
and the Council of Europe



EUROPEAN UNION





COUNCIL OF EUROPE  
CONSEIL DE L'EUROPE




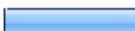
Implemented  
by the Council of Europe




## 1. Please indicate your gender

		Response Percent	Response Count
Male		46.2%	6
Female		53.8%	7
		answered question	13
		skipped question	0

## 2. Please indicate your age range:








		Response Percent	Response Count
25 years or under		15.4%	2
26 to 40 years		7.7%	1
41 to 55 years		53.8%	7
56 years and over		23.1%	3
		answered question	13
		skipped question	0

### 3. Please choose the country in which you work:

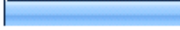








		Response Percent	Response Count
Austria		0.0%	0
Belgium		0.0%	0
<b>Bulgaria</b>		<b>100.0%</b>	<b>13</b>
Cyprus		0.0%	0
Czech Republic		0.0%	0
Denmark		0.0%	0
Estonia		0.0%	0
Finland		0.0%	0
France		0.0%	0
Germany		0.0%	0
Greece		0.0%	0
Hungary		0.0%	0
Ireland		0.0%	0
Italy		0.0%	0
Latvia		0.0%	0
Lithuania		0.0%	0
Luxembourg		0.0%	0
Malta		0.0%	0
Netherlands		0.0%	0
Poland		0.0%	0
Portugal		0.0%	0
Romania		0.0%	0
Slovakia		0.0%	0
Slovenia		0.0%	0
Spain		0.0%	0

Sweden	0.0%	0
United Kingdom	0.0%	0
Other (please specify)		0
<b>answered question</b>		<b>13</b>
<b>skipped question</b>		<b>0</b>




**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		53.8%	7
Editorial staff		15.4%	2
Publisher		0.0%	0
Lecturer/teacher/trainer		15.4%	2
Student		15.4%	2
Education Management		0.0%	0
Media/Communications or PR staff		15.4%	2
Researcher		15.4%	2
Regulatory body member		0.0%	0
Other (please specify)		7.7%	1
<b>answered question</b>		<b>13</b>	
<b>skipped question</b>		<b>0</b>	




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

		Response Percent	Response Count
Public service media		30.8%	4
Commercial/private media (incl. print)		30.8%	4
Ethnic & Diversity media		0.0%	0
Community media		7.7%	1
I work freelance		0.0%	0
Journalism/communication school/department		15.4%	2
Journalism/media training body		0.0%	0
Media literacy organisation		0.0%	0
Human rights/anti-racism NGO		0.0%	0
Other NGO		7.7%	1
Trades Union		23.1%	3
Editors/broadcasting association		0.0%	0
Press council		7.7%	1
Regulatory body		0.0%	0
Sports club/association/union		7.7%	1
Other (please specify)		7.7%	1
<b>answered question</b>			<b>13</b>
<b>skipped question</b>			<b>0</b>

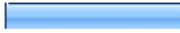



**6. Please indicate which media you work most with (select one only):**

		Response Percent	Response Count
Print		69.2%	9
Radio		0.0%	0
TV		0.0%	0
Web/Multimedia		15.4%	2
Does not apply		15.4%	2
<b>answered question</b>			<b>13</b>
<b>skipped question</b>			<b>0</b>





**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		38.5%	5
<b>Somewhat satisfied</b>		53.8%	7
Neither satisfied nor dissatisfied		7.7%	1
Somewhat dissatisfied		0.0%	0
Very dissatisfied		0.0%	0
<b>answered question</b>			<b>13</b>
<b>skipped question</b>			<b>0</b>

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

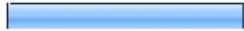


		Response Percent	Response Count
Very satisfied		30.8%	4
<b>Somewhat satisfied</b>		<b>46.2%</b>	<b>6</b>
Neither satisfied nor dissatisfied		15.4%	2
Somewhat dissatisfied		0.0%	0
Very dissatisfied		7.7%	1
<b>answered question</b>			<b>13</b>
<b>skipped question</b>			<b>0</b>

### 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 diversity and non-discrimination as an ongoing angle in media coverage."




		Response Percent	Response Count
Strongly agree		16.7%	2
<b>Agree somewhat</b>		<b>66.7%</b>	<b>8</b>
Neither agree nor disagree		8.3%	1
Disagree somewhat		8.3%	1
Strongly disagree		0.0%	0
<b>answered question</b>			<b>12</b>
<b>skipped question</b>			<b>1</b>




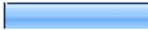






10. Please choose one of the following options regarding the statement below: “The Encounter stimulated ideas about how I might change/improve my work in relation to ethical issues and editorial management.”

		Response Percent	Response Count
Strongly agree		41.7%	5
Agree somewhat		33.3%	4
Neither agree nor disagree		25.0%	3
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
		answered question	12
		skipped question	1



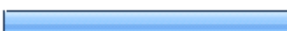
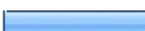
11. Please choose one of the following options regarding the statement below: “The Encounter demonstrated advantages of exchanging views and of collaborating between media professionals involved in editorial management regarding the inclusion of diversity and non discrimination as an ongoing angle of media coverage.”

		Response Percent	Response Count
Strongly agree		36.4%	4
Agree somewhat		45.5%	5
Neither agree nor disagree		18.2%	2
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
		answered question	11
		skipped question	2

**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)		75.0%	9
Production techniques manuals or examples		25.0%	3
Arguments that make the case to senior management on diversity		16.7%	2
Case Study examples of good practice		50.0%	6
Financial support		41.7%	5
Good, reliable contact sources from diverse backgrounds dealing with your issue		8.3%	1
E-learning tools (content and techniques)		16.7%	2
Tools for reflecting on diversity in the workplace		16.7%	2
Does not apply to me		0.0%	0
Other (please specify)		0.0%	0
<b>answered question</b>			<b>12</b>
<b>skipped question</b>			<b>1</b>



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		8.3%	1
3		16.7%	2
4		50.0%	6
5		25.0%	3
answered question			12
skipped question			1

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

	Response Count
	6
answered question	6
skipped question	7

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		75.0%	9
I don't know		25.0%	3
I am unlikely to		0.0%	0
answered question			12
skipped question			1

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

1	Acting President Union of Bulgarian Journalists	Oct 31, 2012 5:05 PM
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Page 1, Q5. Please select the type of organisation that you work mostly for (select max. of 2):

1	National Sports Academy	Oct 31, 2012 5:03 PM
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Page 2, Q14. Please suggest one or more ways in which we could improve this meeting next time:

1	To participate more journalists	Oct 31, 2012 5:07 PM
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2	With more sports journalists	Oct 31, 2012 5:04 PM
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3	Invite more participants from the media	Oct 31, 2012 4:59 PM
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4	With a national commercial and complay	Oct 31, 2012 4:54 PM
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5	If the meeting is again in Bulgaria, then you must make more advertising on the print, TV, radio because most people don't know about MARS here.	Oct 31, 2012 4:53 PM
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6	I think you can try a national advertising campaign, and taxes for bad headlines.	Oct 31, 2012 4:51 PM
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