



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Journalism & Media Training & Literacy in Europe

PARTICIPANT SURVEY REPORT

30.11. - 03.12.11

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Sala Polivalente Assemblée Legislativa
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MARS - Media Against Racism in Sport

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This is a report of the participant's survey of the National Media Encounter held in Bologna from the 30th November to 3rd December 2011. It is based on 16 completed surveys. The focus of this encounter was on **journalism training** and **media literacy**.

1. Participation and Participants

A lot of invited participants took part in some or all of the event, 16 of whom completed the survey which was distributed at the end and completed online within a short period afterwards. The following is based on the completed survey.

All 16 responding were from Italy, and a gender balance was achieved, with 50% of each gender.

Table 1: Type of Organisation	
Media literacy Organisation	6
Working freelance	4
Public service media	2
NGO (other than human rights/racism)	1
Regulatory body	1
Other	5
<i>Note: 16 responded, completing a maximum of 2 each.</i>	

Participants from media literacy organisations represented the largest group – 38% of responses - followed by freelance workers at 25%). The five indicating 'other' included the manager of a public institution, two from government institutions and two university researchers

There was also a mix of occupations, the largest group being lecturers or teachers.

Those indicating 'other' included a media educator, a consultant media education, and a student of education.

Table 2: Occupation	
Lecturer/teacher/training	4
Media/communications/PR staff	3
Researcher	3
Journalists	2
Students	2
Education management	2
Regulatory body members	1
Other	4
<i>Note: 16 responded, completing a maximum of 2 each</i>	

Table 3: Media worked most with	Number
Web/multimedia	9
Radio	0
Television	4
Print	1
Does not apply	2

A majority worked most with Web/multimedia, and most of the rest in television.

2. Satisfaction with Organisation, Content and Expectations

A number of questions were intended to gain a sense of how satisfied participants were with both the organisations of the event and the content.

Participants were asked:

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

Responses are presented in Table 4.

Applying a simple weighting where "very satisfied" scores five points and "Very Dissatisfied" scores one point yields **an average score of 4.44** from a possible 5, indicating a high level of satisfaction.

Table 4: Satisfaction with Organisation of the Encounter	Number	Simple Weighting
Very Satisfied	8	40
Somewhat satisfied	7	28
Neither satisfied nor dissatisfied	1	3
Somewhat dissatisfied	0	0
Very dissatisfied	0	0
Total responses/Weighted Average	16	4.44

A similar question was posed regarding the content and activities of the meeting:

"Overall, how satisfied were you with the content and activities of the Encounter?"
with the following results.

Table 5: Satisfaction with content and activities	Number	Simple Weighting
Very Satisfied	4	20
Somewhat satisfied	9	36
Neither satisfied nor dissatisfied	3	9
Somewhat dissatisfied	0	0
Very dissatisfied	0	0
Total responses/Weighted Average	16	4.06

Using the same weighting method, the meeting scored an **average of 4.06**, significantly lower than that for the organisation of the event, but still a high score.

A third, general, question was as follows:

"Indicate overall the extent to which your expectations of this Encounter have been fulfilled".

Participants rated this on a scale of one to five, where one means "Not at all" and five means "fully". The average here **came to 3.94**, a small fraction lower again yet still high. No participants have a score below 3.

When asked how a future event might be improved, responses were as follows:

- Web can be used to improve exchange of resources and practices between participants.
- Organise better the work in groups. More exercise of exchange. Change the groups frequently
- Better organised the report of the workshop
- More information BEFORE workshops (e.g. talking with journalists!)
- More coffee breaks :)
- Could be interesting if at the European Encounter and at every national encounter there would be present a representative of experts of every national encounter.

5. Qualitative Considerations

A number of questions were put to participants about what they gained qualitatively, in terms of balance and inclusiveness in the media, from the event concerning: broader ways of working; stimulating awareness of the issues; and working in partnership with others. Each was put in the form of statement with which participants could express different levels of agreement or disagreement.

The first such statement was:

"The Encounter encouraged broader ways of working, that give greater consideration to balance and inclusiveness in producing media content."

There was a high level of agreement overall with almost half agreeing strongly, and no disagreement indicated.

The second statement put to participants concerned the extent to which awareness raising had occurred among participants.

"The Encounter stimulated ideas about ways of raising awareness of intercultural, diversity and non-discrimination issues."

Table 6: Encouraged broader ways of working	Number	Simple Weighting
Agree strongly	7	35
Agree somewhat	8	32
Neither agree nor disagree	1	3
Disagree somewhat	0	0
Strongly disagree	0	0
Total responses/Weighted Average	16	4.38

Table 7: Stimulated ideas about raising awareness on diversity issues.	Number	Simple Weighting
Agree strongly	7	35
Agree somewhat	7	28
Neither agree nor disagree	2	6
Disagree somewhat	0	0
Strongly disagree	0	0
Total responses/Weighted Average	16	4.31

There was a slightly lower level of agreement regarding this question, with two having no view.

The third question concerning the benefits of working in partnership encountered a higher level of agreement again, with over half in strong agreement.

The statement put to participants was:

Table 8: Encouraged broader ways of working	Number	Simple Weighting
Agree strongly	7	35
Agree somewhat	9	36
Neither agree nor disagree	0	0
Disagree somewhat	0	0
Strongly disagree	0	0
Total responses/Weighted Average	16	4.4

"The Encounter demonstrated advantages of working in partnership, including across different media sectors and types."

All expressed a view, and none disagreed.

A series of potential support actions were also presented to participants with a request that they indicate which *"might help you to include diversity as an angle to your daily media work/coverage"*. Participants were encouraged to select up to three (an option "does not apply to me" was also given, but none chose it).

Table 9: Encouraged broader ways of working	
Training workshops (Content and Techniques)	12
Case Study examples of good practice	9
Financial support	5
Tools for reflecting on diversity in the workplace	4
E-learning tools (content and techniques)	4
Production techniques manuals or examples	3
Good, reliable contact sources from diverse backgrounds dealing with your issue	2
Arguments that make the case to senior management on diversity	2

Results suggest that a range of supports would be welcomed by participants, but that training workshops and case study examples would be particularly useful.

Finally, participants were asked if they expected to participate in another MARS activity, such as a European Encounter or a National Encounter. Almost 90% (14) said that they are likely to, two indicating that they did not know. None felt it unlikely.