



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

EUROPEAN MEDIA ENCOUNTER

Journalism & Media Training & Literacy in Europe

PARTICIPANT SURVEY REPORT

11. – 14. OCTOBER 2011

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MARS - Media Against Racism in Sport

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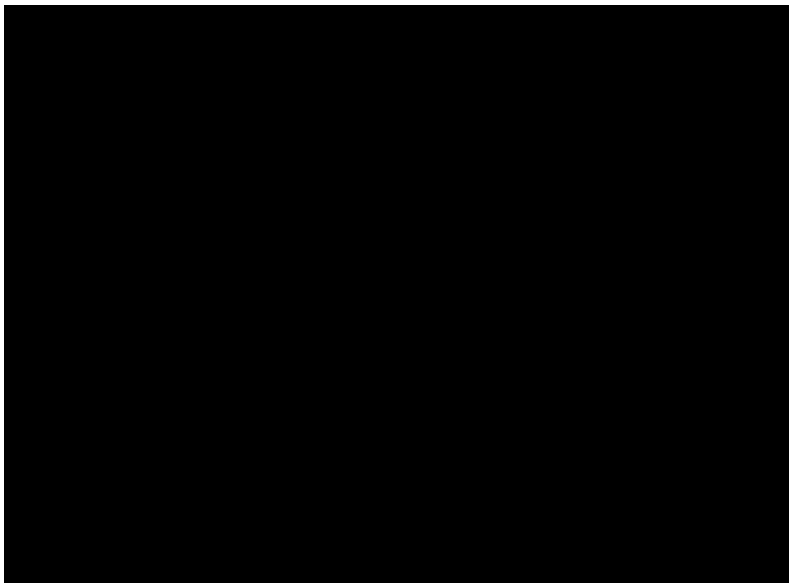
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This is a report of the participant's survey European Media Encounter held in Vienna from the 14th to 17th of September 2011 based on 35 completed online surveys.

1. Participation and Participants

A total of 55 invited participants took part in some or all of the event, 35 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.

A gender balance was achieved, with 54% being women.



The largest single nationality represented was France, accounting for a quarter of all participants. Overall a good spread of EU countries was recorded, with twelve nationalities participating. The largest two, France and Belgium accounted for about 40%.

Table 1: Type of Organisation	%
Media literacy Organisation	23%
Public service media	20%
Journalism/communication school/dept.	20%
I work freelance	8%
Community media	5%
Commercial/private media	5%
Journalism/media training body	5%
Editors/broadcasting association	5%
Regulatory body	5%
Other	6%

Participants from media literacy organisations represented the largest group – 8 of the 35 completing the survey; followed by public service media and journalism schools represented by 8 each. These comprised well over half of all participants, as shown in Table 1.

In terms of their occupation, over half – 19 of the 35 – were lecturers or trainers; and about a third – 11 – journalists. The rest were a broad mix of researchers (5), education managers (3), communication and PR staff (2), regulatory body staff (2), and a single journalist.

Table 2: Media worked most with	Number
Print	2
Radio	5
TV	13
Web/multimedia	8
Does not apply	7

The medium they worked most with is television, but there was a spread of all media.

2. Satisfaction with Organisation, Content and Expectations

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?". The 34 Responses are presented in Table 3.

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 3: Satisfaction with Organisation of the Encounter	Number	Simple Weighting
Very Satisfied	16	80
Somewhat satisfied	12	48
Neither satisfied nor dissatisfied	2	6
Somewhat dissatisfied	3	16
Very dissatisfied	1	1
Total responses/Weighted Average	34	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 4: Satisfaction with content and activities	Number	Simple Weighting
Very Satisfied	9	35
Somewhat satisfied	20	80
Neither satisfied nor dissatisfied	2	6
Somewhat dissatisfied	2	4
Very dissatisfied	1	1
Total responses/Weighted Average	34	3.70

Using the same weighting method, the meeting scored an **average of 3.70**, significantly lower than that for the organisation of the event, 29 of 34 were either very satisfied and somewhat satisfied with the content and activities.

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 3.76**.

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."*

Over two thirds either agreed strongly or agreed somewhat with the statement, though almost a quarter were non committal.

Table 5: Encouraged broader ways of working	Number	Simple Weighting
Agree strongly	7	35
Agree somewhat	18	72
Neither agree nor disagree	8	24
Disagree somewhat	1	2
Strongly disagree	0	0
Total responses/Weighted Average	34	3.91

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: Stimulated ideas about raising awareness on diversity issues.	Number	Simple Weighting
Agree strongly	6	30
Agree somewhat	23	92
Neither agree nor disagree	5	15
Disagree somewhat	0	0
Strongly disagree	0	0
Total responses/Weighted Average	34	4.03

There was a slightly higher level of agreement regarding this question, with fewer 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:

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

Only two expressed no view, and none disagreed.

Table 7: Encouraged broader ways of working	Number	Simple Weighting
Agree strongly	19	95
Agree somewhat	13	52
Neither agree nor disagree	2	6
Disagree somewhat	0	0
Strongly disagree	0	0
Total responses/Weighted Average	34	4.5

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).

Results suggest that a range of supports would be welcomed by a significant number of participants.

Table 8: Encouraged broader ways of working	Number
Training workshops (Content and Techniques)	22
Case Study examples of good practice	16
Financial support	14
Good, reliable contact sources from diverse backgrounds dealing with your issue	11
Production techniques manuals or examples	8
Tools for reflecting on diversity in the workplace	8
E-learning tools (content and techniques)	8
Arguments that make the case to senior management on diversity	4

Finally participants were asked if they expected to participate in another MARS activity, such as a European Encounter or a National Encounter. Almost 80% said that they are likely to, and the rest indicated that they did not know. None felt it unlikely.