



## **MARS – MEDIA AGAINST RACISM IN SPORT**

### **Media, Diversity & Racism in Sport**

#### **NATIONAL MEDIA ENCOUNTER**

#### ***Journalism & Media Training & Literacy***

#### **PARTICIPANT SURVEY REPORT**

24. – 26 MAY 2012

**Babes-Bolyai University**  
Faculty of Political Sciences  
71 Traian Mosoiu St.  
2<sup>nd</sup> floor, room 201,  
**Cluj-Napoca, Romania**



#### **MARS - Media Against Racism in Sport**

Funded  
by the European Union  
and the Council of Europe



EUROPEAN UNION


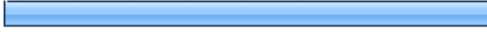


COUNCIL OF EUROPE  
CONSEIL DE L'EUROPE



Implemented  
by the Council of Europe





## 1. Please indicate your gender


		Response Percent	Response Count
Male		14.3%	1
Female		85.7%	6
		answered question	7
		skipped question	0

## 2. Please indicate your age range:

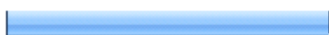
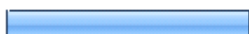
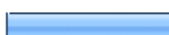
		Response Percent	Response Count
25 years or under		0.0%	0
26 to 40 years		85.7%	6
41 to 55 years		0.0%	0
56 years and over		14.3%	1
		answered question	7
		skipped question	0

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





		Response Percent	Response Count
Austria		0.0%	0
Belgium		0.0%	0
Bulgaria		0.0%	0
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		14.3%	1
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		71.4%	5
Slovakia		0.0%	0
Slovenia		0.0%	0
Spain		0.0%	0

Sweden		0.0%	0
United Kingdom		14.3%	1
	Other (please specify)		0
<b>answered question</b>			<b>7</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		57.1%	4
Editorial staff		0.0%	0
Publisher		0.0%	0
Lecturer/teacher/trainer		42.9%	3
Student		0.0%	0
Education Management		0.0%	0
Media/Communications or PR staff		0.0%	0
Researcher		28.6%	2
Regulatory body member		0.0%	0
Other (please specify)		0.0%	0
<b>answered question</b>			<b>7</b>
<b>skipped question</b>			<b>0</b>



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

		Response Percent	Response Count
Public service media		0.0%	0
Commercial/private media (incl. print)		42.9%	3
Ethnic & Diversity media		0.0%	0
Community media		0.0%	0
I work freelance		14.3%	1
Journalism/communication school/department		28.6%	2
Journalism/media training body		0.0%	0
Media literacy organisation		0.0%	0
Human rights/anti-racism NGO		0.0%	0
Other NGO		0.0%	0
Trades Union		0.0%	0
Editors/broadcasting association		0.0%	0
Press council		0.0%	0
Regulatory body		0.0%	0
Sports club/association/union		0.0%	0
Other (please specify)		14.3%	1
<b>answered question</b>			<b>7</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		71.4%	5
Radio		14.3%	1
TV		0.0%	0
Web/Multimedia		0.0%	0
Does not apply		14.3%	1
<b>answered question</b>			<b>7</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		85.7%	6
Somewhat satisfied		14.3%	1
Neither satisfied nor dissatisfied		0.0%	0
Somewhat dissatisfied		0.0%	0
Very dissatisfied		0.0%	0
<b>answered question</b>			<b>7</b>
<b>skipped question</b>			<b>0</b>

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

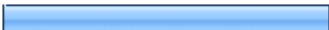

		Response Percent	Response Count
Very satisfied		100.0%	7
Somewhat satisfied		0.0%	0
Neither satisfied nor dissatisfied		0.0%	0
Somewhat dissatisfied		0.0%	0
Very dissatisfied		0.0%	0
answered question			7
skipped question			0

**9. Please choose one of the following options regarding the statement below: “The Encounter deepened my understanding of (as appropriate) journalism training and/or media literacy, in relation to sport issues, non-discrimination and expression of diversity.”**

		Response Percent	Response Count
Strongly agree		71.4%	5
Agree somewhat		28.6%	2
Neither agree nor disagree		0.0%	0
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
answered question			7
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 practices in relation to sport issues, non-discrimination and expression of diversity.”

		Response Percent	Response Count
Strongly agree		57.1%	4
Agree somewhat		42.9%	3
Neither agree nor disagree		0.0%	0
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
answered question			7
skipped question			0



11. Please choose one of the following options regarding the statement below: “The Encounter demonstrated advantages of exchanging views and collaborating with (as appropriate) journalism trainers OR working media literacy practitioners.”

		Response Percent	Response Count
Strongly agree		100.0%	7
Agree somewhat		0.0%	0
Neither agree nor disagree		0.0%	0
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
answered question			7
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)		100.0%	7
Production techniques manuals or examples		14.3%	1
Arguments that make the case to senior management on diversity		0.0%	0
Case Study examples of good practice		57.1%	4
Financial support		28.6%	2
Good, reliable contact sources from diverse backgrounds dealing with your issue		28.6%	2
E-learning tools (content and techniques)		14.3%	1
Tools for reflecting on diversity in the workplace		14.3%	1
Does not apply to me		0.0%	0
Other (please specify)		0.0%	0
		<b>answered question</b>	<b>7</b>
		<b>skipped question</b>	<b>0</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		0.0%	0
3		0.0%	0
4		28.6%	2
5		71.4%	5
answered question			7
skipped question			0

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

	Response Count
	2
answered question	2
skipped question	5

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		71.4%	5
I don't know		28.6%	2
I am unlikely to		0.0%	0
answered question			7
skipped question			0

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

1 public institution

Jun 1, 2012 12:41 PM

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

1 Ensure a balanced representation of media professionals, trainers, teachers, researchers and students.

Aug 10, 2012 7:09 AM

2 My suggestion is to invite even sportmen and readers to the national encounters.

Jun 1, 2012 8:20 AM