



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Journalism & Media Training & Literacy

PARTICIPANT SURVEY REPORT

13. – 15 JUNE 2012

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MEDIAKASVATUSSEURA
SÄLLSKAPET FÖR MEDIEOFSTRAN
FINNISH SOCIETY ON MEDIA EDUCATION



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 |  | 41.7% | 5 |
| Female |  | 58.3% | 7 |
| answered question | | | 12 |
| skipped question | | | 1 |

2. Please indicate your age range:


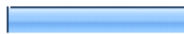


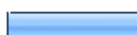


| | | Response Percent | Response Count |
|-------------------|---|------------------|----------------|
| 25 years or under | | 0.0% | 0 |
| 26 to 40 years |  | 53.8% | 7 |
| 41 to 55 years |  | 38.5% | 5 |
| 56 years and over |  | 7.7% | 1 |
| answered question | | | 13 |
| skipped question | | | 0 |

3. Please choose the country in which you work:

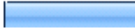



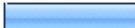



| | | Response Percent | Response Count |
|----------------|---|------------------|----------------|
| Austria | | 0.0% | 0 |
| Belgium | | 0.0% | 0 |
| Bulgaria | | 0.0% | 0 |
| Cyprus | | 0.0% | 0 |
| Czech Republic | | 0.0% | 0 |
| Denmark | | 0.0% | 0 |
| Estonia | | 0.0% | 0 |
| Finland |  | 92.3% | 12 |
| 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 |  | 7.7% | 1 |
| 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 |
| answered question | | 13 |
| 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 |  | 30.8% | 4 |
| Editorial staff | | 0.0% | 0 |
| Publisher | | 0.0% | 0 |
| Lecturer/teacher/trainer |  | 30.8% | 4 |
| Student | | 0.0% | 0 |
| Education Management |  | 15.4% | 2 |
| Media/Communications or PR staff |  | 7.7% | 1 |
| Researcher |  | 23.1% | 3 |
| Regulatory body member |  | 7.7% | 1 |
| Other (please specify) |  | 15.4% | 2 |
| answered question | | | 13 |
| 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 |  | 23.1% | 3 |
| Commercial/private media (incl. print) | | 0.0% | 0 |
| Ethnic & Diversity media | | 0.0% | 0 |
| Community media | | 0.0% | 0 |
| I work freelance |  | 15.4% | 2 |
| Journalism/communication school/department |  | 7.7% | 1 |
| Journalism/media training body | | 0.0% | 0 |
| Media literacy organisation |  | 23.1% | 3 |
| Human rights/anti-racism NGO |  | 23.1% | 3 |
| Other NGO |  | 7.7% | 1 |
| Trades Union | | 0.0% | 0 |
| Editors/broadcasting association | | 0.0% | 0 |
| Press council | | 0.0% | 0 |
| Regulatory body |  | 7.7% | 1 |
| Sports club/association/union | | 0.0% | 0 |
| Other (please specify) |  | 15.4% | 2 |
| answered question | | | 13 |
| skipped question | | | 0 |


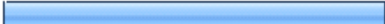


6. Please indicate which media you work most with (select one only):

| | | Response Percent | Response Count |
|-------------------|--|------------------|----------------|
| Print | | 30.8% | 4 |
| Radio | | 7.7% | 1 |
| TV | | 15.4% | 2 |
| Web/Multimedia | | 23.1% | 3 |
| Does not apply | | 23.1% | 3 |
| answered question | | | 13 |
| skipped question | | | 0 |

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

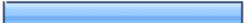


| | | Response Percent | Response Count |
|------------------------------------|--|------------------|----------------|
| Very satisfied | | 25.0% | 3 |
| Somewhat satisfied | | 58.3% | 7 |
| Neither satisfied nor dissatisfied | | 16.7% | 2 |
| Somewhat dissatisfied | | 0.0% | 0 |
| Very dissatisfied | | 0.0% | 0 |
| answered question | | | 12 |
| skipped question | | | 1 |

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

| | | Response Percent | Response Count |
|------------------------------------|---|--------------------------|----------------|
| Very satisfied |  | 16.7% | 2 |
| Somewhat satisfied |  | 66.7% | 8 |
| Neither satisfied nor dissatisfied |  | 8.3% | 1 |
| Somewhat dissatisfied |  | 8.3% | 1 |
| Very dissatisfied | | 0.0% | 0 |
| | | answered question | 12 |
| | | skipped question | 1 |





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 |  | 41.7% | 5 |
| Agree somewhat |  | 41.7% | 5 |
| Neither agree nor disagree |  | 16.7% | 2 |
| Disagree somewhat | | 0.0% | 0 |
| Strongly disagree | | 0.0% | 0 |
| | | answered question | 12 |
| | | skipped question | 1 |




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.”

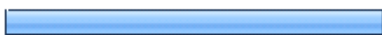
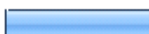
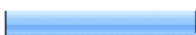
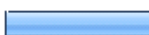



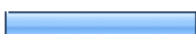

| | | Response Percent | Response Count |
|----------------------------|---|-------------------|----------------|
| Strongly agree |  | 50.0% | 6 |
| Agree somewhat |  | 25.0% | 3 |
| Neither agree nor disagree |  | 16.7% | 2 |
| Disagree somewhat |  | 8.3% | 1 |
| Strongly disagree | | 0.0% | 0 |
| | | 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 collaborating with (as appropriate) journalism trainers OR working media literacy practitioners.”

| | | Response Percent | Response Count |
|----------------------------|---|-------------------|----------------|
| Strongly agree |  | 41.7% | 5 |
| Agree somewhat |  | 50.0% | 6 |
| Neither agree nor disagree |  | 8.3% | 1 |
| Disagree somewhat | | 0.0% | 0 |
| Strongly disagree | | 0.0% | 0 |
| | | answered question | 12 |
| | | skipped question | 1 |

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) |  | 66.7% | 8 |
| Production techniques manuals or examples |  | 25.0% | 3 |
| Arguments that make the case to senior management on diversity |  | 33.3% | 4 |
| Case Study examples of good practice |  | 25.0% | 3 |
| Financial support |  | 41.7% | 5 |
| Good, reliable contact sources from diverse backgrounds dealing with your issue |  | 33.3% | 4 |
| E-learning tools (content and techniques) |  | 8.3% | 1 |
| Tools for reflecting on diversity in the workplace |  | 33.3% | 4 |
| Does not apply to me |  | 8.3% | 1 |
| Other (please specify) | | 0.0% | 0 |
| answered question | | | 12 |
| skipped question | | | 1 |




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

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

| | Response Count |
|-------------------|----------------|
| | 8 |
| answered question | 8 |
| 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 |  | 25.0% | 3 |
| I don't know |  | 58.3% | 7 |
| I am unlikely to |  | 16.7% | 2 |
| answered question | | | 12 |
| skipped question | | | 1 |

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 | Youth Work Coordinator | Jun 26, 2012 9:52 AM |
| 2 | coordinator | Jun 19, 2012 1:27 PM |

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

| | | |
|---|--|-----------------------|
| 1 | Univeristy | Jun 29, 2012 10:49 AM |
| 2 | University, faculty of sport and health sciences | Jun 29, 2012 10:43 AM |

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

| | | |
|---|--|-----------------------|
| 1 | Concrete action nationally, shorter time max 1-2 days | Jun 29, 2012 10:58 AM |
| 2 | There should have been more sports journalists at the meeting | Jun 29, 2012 10:56 AM |
| 3 | There could also have been other brainstorming methods used other than conversations. More journalists present More univeristy journalism teachers | Jun 29, 2012 10:55 AM |
| 4 | Shorter time - 3 days a lot of time. More efficient working. More short panels included. | Jun 29, 2012 10:52 AM |
| 5 | Starting putting together a collection of the tools generated in the previous meetings accessible for the future participants. | Jun 29, 2012 10:48 AM |
| 6 | People here mostly agree about the subject - media against racism in sport. It would be very intersting to hear voices (explanations) from people (sports journalists) who write/publish stories that are 'racist' from our point of view. | Jun 29, 2012 10:45 AM |
| 7 | Maybe a visit to a sports media? | Jun 29, 2012 10:41 AM |
| 8 | More clear guidance about the expectations of the outcome of the workshops. Broader diversity of participants (representants of ethnic minorities, sports organisations etc.). I understood you did a great effort to convince them to participate (sports organisations), but obviously they did not give the happening and topic priority, which is very disappointing. Add "Other" as an alternative for gender in this survey. | Jun 26, 2012 11:34 AM |