



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Ethics & Editorial Management

PARTICIPANT SURVEY REPORT

21. – 22 JANUARY 2012

Centrum Prasowe Foksal
Ul. Foksal 3/5 00-366
Warsaw, Poland



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		68.8%	11
Female		31.3%	5
		answered question	16
		skipped question	0

2. Please choose the country in which you work:







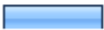


		Response Percent	Response Count
Austria		6.3%	1
Belgium		0.0%	0
Bulgaria		0.0%	0
Cyprus		0.0%	0
Czech Republic		0.0%	0
Denmark		0.0%	0
Estonia		0.0%	0
Finland		0.0%	0
France		0.0%	0
Germany		0.0%	0
Greece		0.0%	0
Hungary		0.0%	0
Ireland		0.0%	0
Italy		0.0%	0
Latvia		0.0%	0
Lithuania		0.0%	0
Luxembourg		0.0%	0
Malta		0.0%	0
Netherlands		0.0%	0
Poland		93.8%	15
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)		2
answered question		16
skipped question		0

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




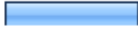

	Response Percent	Response Count
Journalist	75.0%	12
Editorial staff	12.5%	2
Publisher	18.8%	3
Lecturer/teacher/trainer	12.5%	2
Student	0.0%	0
Education Management	0.0%	0
Media/Communications or PR staff	0.0%	0
Researcher	0.0%	0
Regulatory body member	0.0%	0
Other (please specify)	12.5%	2
answered question		16
skipped question		0

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



		Response Percent	Response Count
Public service media		31.3%	5
Commercial/private media (incl. print)		31.3%	5
Ethnic & Diversity media		0.0%	0
Community media		6.3%	1
I work freelance		6.3%	1
Journalism/communication school/department		0.0%	0
Journalism/media training body		6.3%	1
Media literacy organisation		0.0%	0
Human rights/anti-racism NGO		6.3%	1
Other NGO		0.0%	0
Trades Union		0.0%	0
Editors/broadcasting association		0.0%	0
Press council		18.8%	3
Regulatory body		6.3%	1
Sports club/association/union		0.0%	0
Other (please specify)		18.8%	3
		answered question	16
		skipped question	0

	12.5%	2	
		answered question	16
		skipped question	0


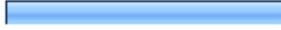

5. Please indicate which media you work most with (select one only):

		Response Percent	Response Count
Print		37.5%	6
Radio		6.3%	1
TV		25.0%	4
Web/Multimedia		25.0%	4
Does not apply		6.3%	1
answered question			16
skipped question			0

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

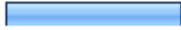


		Response Percent	Response Count
Very satisfied		66.7%	10
Somewhat satisfied		33.3%	5
Neither satisfied nor dissatisfied		0.0%	0
Somewhat dissatisfied		0.0%	0
Very dissatisfied		0.0%	0
answered question			15
skipped question			1

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

		Response Percent	Response Count
Very satisfied		40.0%	6
Somewhat satisfied		53.3%	8
Neither satisfied nor dissatisfied		6.7%	1
Somewhat dissatisfied		0.0%	0
Very dissatisfied		0.0%	0
answered question			15
skipped question			1


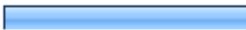
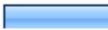
8. Please choose one of the following options regarding the statement below:

“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		33.3%	5
Agree somewhat		46.7%	7
Neither agree nor disagree		20.0%	3
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
answered question			15
skipped question			1



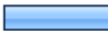
9. Please choose one of the following options regarding the statement below:

“The Encounter stimulated ideas about how I might change/improve my work practices in relation to sport issues, non-discrimination and expression of diversity.”


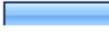







		Response Percent	Response Count
Strongly agree		33.3%	5
Agree somewhat		46.7%	7
Neither agree nor disagree		20.0%	3
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
answered question			15
skipped question			1

10. 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		40.0%	6
Agree somewhat		40.0%	6
Neither agree nor disagree		20.0%	3
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
answered question			15
skipped question			1

11. 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%	10
Production techniques manuals or examples		20.0%	3
Arguments that make the case to senior management on diversity		20.0%	3
Case Study examples of good practice		80.0%	12
Financial support		20.0%	3
Good, reliable contact sources from diverse backgrounds dealing with your issue		20.0%	3
E-learning tools (content and techniques)		20.0%	3
Tools for reflecting on diversity in the workplace		13.3%	2
Does not apply to me		0.0%	0
Other (please specify)		6.7%	1
		answered question	15
		skipped question	1

12. 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		6.7%	1
4		66.7%	10
5		26.7%	4
answered question			15
skipped question			1

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

	Response Count
	9
answered question	9
skipped question	7

14. 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		86.7%	13
I don't know		13.3%	2
I am unlikely to		0.0%	0
answered question			15
skipped question			1

Page 1, Q2. Please choose the country in which you work:

1	Japan	Feb 1, 2012 2:33 PM
2	Japan	Jan 23, 2012 10:55 PM

Page 1, Q3. Please select your occupation from the list below, or click "other" and type it in (select maximum of 2):

1	project coordinator	Jan 25, 2012 9:21 AM
2	Journalists Federation	Jan 23, 2012 10:55 PM

Page 1, Q4. Please select the type of organisation that you work mostly for (select maximum of 2):

1	university	Jan 30, 2012 9:10 PM
2	University	Jan 27, 2012 1:02 PM
3	Journalists Federation	Jan 23, 2012 10:55 PM

Page 2, Q11. 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)

1	exchange of journalist (stages, cooperation)	Jan 27, 2012 1:13 PM
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Page 2, Q13. Please suggest one or more ways in which we could improve this meeting next time:

1	To separate groups of senior managers from junior journalists. To organize international teams of journalists to work together. To invite the sportmen who can show the point of view of people who are hurtled by such a situation.	Jan 30, 2012 9:22 PM
2	More effective way of leading the discussion. Put more accent of topic.	Jan 27, 2012 9:30 PM
3	It should last longer.	Jan 27, 2012 1:17 PM
4	More training workshops and discussion	Jan 27, 2012 1:14 PM
5	The participants could have shown their own articles or work as a study case	Jan 27, 2012 1:13 PM
6	More place for diversity of media issues and Media Policy	Jan 27, 2012 1:08 PM
7	More integration in the group	Jan 27, 2012 1:01 PM
8	more international experience	Jan 26, 2012 7:04 PM
9	No suggest	Jan 23, 2012 10:59 PM