



## MARS – MEDIA AGAINST RACISM IN SPORT

### Media, Diversity & Racism in Sport

#### EUROPEAN MEDIA ENCOUNTER

#### *Media Cross-Production for Inclusive Coverage*

#### PARTICIPANT SURVEY REPORT

21. – 24. NOVEMBER 2012



#### **IJBA**

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#### MARS - Media Against Racism in Sport



Funded  
by the European Union  
and the Council of Europe







Implemented  
by the Council of Europe


















## 1. Please indicate your gender

		Response Percent	Response Count
Male		52.8%	28
Female		47.2%	25
	answered question		53
	skipped question		0

## 2. Please indicate your age range:








		Response Percent	Response Count
25 years or under		7.5%	4
26 to 40 years		47.2%	25
41 to 55 years		39.6%	21
56 years and over		5.7%	3
	answered question		53
	skipped question		0

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

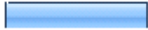












		Response Percent	Response Count
Austria		1.9%	1
Belgium		5.8%	3
Bulgaria		13.5%	7
Cyprus		3.8%	2
Czech Republic		0.0%	0
Denmark		1.9%	1
Estonia		0.0%	0
Finland		5.8%	3
France		25.0%	13
Germany		7.7%	4
Greece		0.0%	0
Hungary		1.9%	1
Ireland		1.9%	1
Italy		5.8%	3
Latvia		1.9%	1
Lithuania		1.9%	1
Luxembourg		0.0%	0
Malta		0.0%	0
Netherlands		0.0%	0
Poland		0.0%	0
Portugal		3.8%	2
Romania		7.7%	4
Slovakia		0.0%	0
Slovenia		0.0%	0

Spain		5.8%	3
Sweden		0.0%	0
United Kingdom		3.8%	2
Other (please specify)			1
answered question			52
skipped question			1

**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		60.4%	32
Editorial staff		11.3%	6
Publisher		0.0%	0
Lecturer/teacher/trainer		18.9%	10
Student		5.7%	3
Education Management		0.0%	0
Media/Communications or PR staff		7.5%	4
Researcher		13.2%	7
Regulatory body member		0.0%	0
Other (please specify)		3.8%	2
answered question			53
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		24.5%	13
Commercial/private media (incl. print)		22.6%	12
Ethnic & Diversity media		9.4%	5
Community media		17.0%	9
I work freelance		20.8%	11
Journalism/communication school/department		9.4%	5
Journalism/media training body		9.4%	5
Media literacy organisation		5.7%	3
Human rights/anti-racism NGO		3.8%	2
Other NGO		1.9%	1
Trades Union		3.8%	2
Editors/broadcasting association		0.0%	0
Press council		0.0%	0
Regulatory body		0.0%	0
Sports club/association/union		3.8%	2
Other (please specify)		1.9%	1
		<b>answered question</b>	<b>53</b>
		<b>skipped question</b>	<b>0</b>

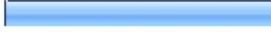



**6. Please indicate which media you work most with (select one only):**

		Response Percent	Response Count
Print		28.3%	15
Radio		15.1%	8
TV		20.8%	11
Web/Multimedia		24.5%	13
Does not apply		11.3%	6
answered question			53
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		56.9%	29
Somewhat satisfied		37.3%	19
Neither satisfied nor dissatisfied		2.0%	1
Somewhat dissatisfied		3.9%	2
Very dissatisfied		0.0%	0
answered question			51
skipped question			2

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

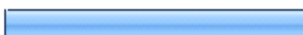
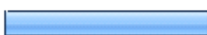

		Response Percent	Response Count
Very satisfied		47.1%	24
Somewhat satisfied		35.3%	18
Neither satisfied nor dissatisfied		7.8%	4
Somewhat dissatisfied		9.8%	5
Very dissatisfied		0.0%	0
answered question			51
skipped question			2

### 9. Please choose one of the following options regarding the statement below: ““The Encounter encouraged broader ways of working, that give greater consideration to balance and inclusiveness in producing media content in relation to sport issues, non-discrimination and expression of diversity.”




		Response Percent	Response Count
Strongly agree		54.9%	28
Agree somewhat		33.3%	17
Neither agree nor disagree		9.8%	5
Disagree somewhat		2.0%	1
Strongly disagree		0.0%	0
answered question			51
skipped question			2




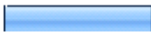
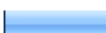
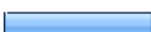
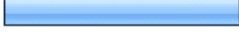





10. Please choose one of the following options regarding the statement below: “The Encounter stimulated ideas about how I might change/improve my work practices in relation to sport issues, non-discrimination and expression of diversity.”

		Response Percent	Response Count
Strongly agree		52.9%	27
Agree somewhat		35.3%	18
Neither agree nor disagree		11.8%	6
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
<b>answered question</b>			<b>51</b>
<b>skipped question</b>			<b>2</b>

11. Please choose one of the following options regarding the statement below: “The Encounter demonstrated advantages of exchanging views and collaborating, including across different media sectors and types.”

		Response Percent	Response Count
Strongly agree		70.6%	36
Agree somewhat		25.5%	13
Neither agree nor disagree		3.9%	2
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
<b>answered question</b>			<b>51</b>
<b>skipped question</b>			<b>2</b>

**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)		78.4%	40
Production techniques manuals or examples		25.5%	13
Arguments that make the case to senior management on diversity		17.6%	9
Case Study examples of good practice		25.5%	13
Financial support		41.2%	21
Good, reliable contact sources from diverse backgrounds dealing with your issue		41.2%	21
E-learning tools (content and techniques)		13.7%	7
Tools for reflecting on diversity in the workplace		15.7%	8
Does not apply to me		3.9%	2
Other (please specify)		3.9%	2
		<b>answered question</b>	<b>51</b>
		<b>skipped question</b>	<b>2</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		2.0%	1
2		5.9%	3
3		17.6%	9
4		37.3%	19
5		37.3%	19
answered question			51
skipped question			2

14. Please add any additional comments you have about this Encounter, or about your experience of the MARS activities more broadly:

	Response Count
	27
answered question	27
skipped question	26

Page 1, Q3. Please choose the country in which you work:

1	Macedonia	Jan 7, 2013 12:57 PM
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Page 1, Q4. Please select your occupation from the list below, or click "other" and type it in (select maximum of 2):

1	photographer	Nov 29, 2012 9:53 PM
2	NGO	Nov 26, 2012 1:15 PM

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

1	news website	Nov 28, 2012 1:24 PM
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Page 2, Q12. 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	To introduce the subjects in media faculties J.B.A. etc.	Jan 7, 2013 12:45 PM
2	Political support	Jan 7, 2013 12:30 PM

Page 2, Q14. Please add any additional comments you have about this Encounter, or about your experience of the MARS activities more broadly:

1	There were only a few sports journalists and very few who had something in common with the sport. The organisation need to be better, much better selection of participants.	Jan 7, 2013 1:33 PM
2	Everything was perfectly organised. I am also very thankful for the generosity shown by Reynald Blion and his team and for the wonderful choice of people attending this Encounter. Each time I attend these meetings I learn a lot. Continue with these brilliant efforts. Thankas a million!!!	Jan 7, 2013 12:58 PM
3	Peut etre demander auf participants do reflechir en amount a des subject to reportage. (Perhaps ask the participants to reflect a bit on the subject of reporting.)	Jan 7, 2013 12:56 PM
4	I really enjoyed the Encounter and the work with my partner. I hope we will have the chance to meet again and to discuss the implementation of the meeting in Bordeaux in our work.	Jan 7, 2013 12:54 PM
5	MARS will have to bit a little bit 'deeper' to the subject empahised (e.g. opposite between the commercial's and community media's chances).	Jan 7, 2013 12:51 PM
6	I consider it a successful event which gave me the oppportunity to meet many more professionals interested in diversity issues and also to visit such a beautiful city.	Jan 7, 2013 12:49 PM
7	MARS Programme allows us to travel and meet other journalists, work together and benefits experience and techniques. Without support of this programme it would not be possible.	Jan 7, 2013 12:47 PM
8	The experience was great, working with another colleauge fom another country. My complaint is that the video (3'52") I brought with me, because you asked us to, wasn't shown even in the group meeting where we had plenty of time to do it.	Jan 7, 2013 12:45 PM
9	The MARS Project was really important, as an oppportunity to do different things, to look out of my work and to get a deeper understanding of discrimination.	Jan 7, 2013 12:40 PM
10	- More technical support such as Wi-Fi and better internet connection - A social/cultural programme in host city, Bordeaux	Jan 7, 2013 12:39 PM
11	Better organisation, more time! Stressed people are not fun to work with!	Jan 7, 2013 12:36 PM
12	In my opinion, the Encourter was the ebtter way to work about meida, diversity and racism in sport.	Jan 7, 2013 12:33 PM
13	My personal experience was very satisfying, as the exchange of ideas and working methods was very concrete. My professional experience was interesting, as the journalistic goals of COE are sometimes very different from the real world of journalism (journalists always have strict guidelines in a newsroom but there is also a great capacity of adaptation to the unpredictable things that appear during the coverage of a story).	Dec 16, 2012 1:42 PM
14	Wireless connection at IJBA was not working appropriately. The whole communication within the working groups was rather poor	Dec 7, 2012 9:48 AM
15	Failed to recruit enough sport journalists to make a difference. MARS did not	Nov 28, 2012 5:21 PM

Page 2, Q14. Please add any additional comments you have about this Encounter, or about your experience of the MARS activities more broadly:

	include enough senior editorial staff from sport journalism sector. All too often the focus was on diversity in sport itself rather than how sport media deals with issues of diversity	
16	I missed a workshop where we could become aware of and challenge our own prejudices in covering topics. I noticed that in our exercises we roughly did the same as usual - women wrote about women, and men about men :) This encounter was a tremendous occasion to become aware of topics and issues i had not think of, and to question myself in a positive way. Thank you !	Nov 27, 2012 5:59 PM
17	This encounter was really great and I've been really happy to participate on it. Doing productions together is a good thing. But I'm thinking more debates and discussions together will be more interesting to see how our colleagues work, and what problems did they encounter, and what can we do to change it. Because we've just passed an afternoon together and next we worked just with our group. Thank you for this program! See you soon I hope	Nov 27, 2012 4:03 PM
18	Usually every opportunity to exchange information with people of different nationalities is extremely valuable for journalists. Moreover, when these people can work together and make the team, as it happens to MARS. The result was a wide variety of topics. Their performance was very good example. Can inspire many journalists to come out of stereotypes and spread more useful information. This is good from an economic point of view because of content can increase sales of media products.	Nov 27, 2012 11:32 AM
19	I expected that more sport journalist from newspapers, radios and TVs will be in Bordeaux. In our print press group weren't a lot of doing journalists. Selection for participants should be more precision!. In our group for example was a representative from Serbia - Zoran Avramovic, who appeared only on first day of the encounter. He met with a friend and on the second day he left meeting, hotel and Bordeaux. We were eight journalist from Bulgaria, and three of us weren't sport journalist. The organization of the encounter, content and activities were great!	Nov 27, 2012 11:22 AM
20	Once again this was a well organised and run event and the participants were a pleasure to work with. My only reservation is that we needed more time to do the work which would have given people the ideas, reflection time and some solid examples to do their 'more inclusive' reporting. Basically that was Wednesday - we needed a half day at the least for this. But, great relationships forged and all the right experiential learning took place, so well done.	Nov 27, 2012 11:13 AM
21	Very good experience. To Renouveler	Nov 27, 2012 10:02 AM
22	More assistance from experts of editing software (also for not known languages) during the postproduction phase. It will help us to be faster.	Nov 26, 2012 10:06 PM
23	I think that a meeting with the motto "Media Against Racism in Sport" should be with participants more related to sports, whether they are journalists, managers, employees of foundations, etc.	Nov 26, 2012 6:55 PM
24	It was a very good experience. The "conferences" were a very good level and it was really interesting to speak with european collegues unofficially in the corridors or restaurant. But i had no chance with the person i worked with (doing a tv report) And last (but not least), it would have been really useful to have a local support of the IJBA students to prepare our stories: they know	Nov 26, 2012 1:40 PM

Page 2, Q14. Please add any additional comments you have about this Encounter, or about your experience of the MARS activities more broadly:

the place. Another help : we didn't know how to edit and it was a problem and not only for us. Students could have helped us. Last comment : we did stories about diversity but not in an inclusive way. That was the goal. I'm not sur we fulfilled it. But I'm very happy to have participated this encounter.

25	About MARS activities more broadly - it's a great experience of sharing journalistic practices about the diversity and splendid opportunity to meet different colleagues from across Europe.	Nov 26, 2012 1:33 PM
26	I think there should be more technical assistance for the teams and more rational and clear use of facilities (several computers with editing software were not connected to the internet, software was mostly in French, very few people knew how to do editing or recording and in the general the know how on technical matters was quite low). Also, please, it's not acceptable that a journalism institute does not have an efficient wifi system.	Nov 26, 2012 1:29 PM
27	The only unconvinient is that there where some participants that did not speak English which was slightly difficult in matters of communicating, but other then that it was all good	Nov 26, 2012 12:39 PM