

*“Everyone thinks of changing the world,
but no-one thinks of changing himself.”*

- LEO NIKOLAEVICH TOLSTOY

WHERE DIVERSITY IS CREATIVELY CHANGING

Is New Zealand ready for More Diversity on Screen?



Report of the More Diversity on Screen campaign and research

July 2013

**Think
differently.**

Changing attitudes and behaviour
towards disabled people

unique
EXTRAS
MORE DIVERSITY ON SCREEN

PO Box 46256, Herne Bay, Auckland 1147, New Zealand • E diversityworks@diversitynz.com • P +64 9 376 4830

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create
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exist



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“Diversity on screen should happen naturally as viewers decide what they like to see on tv, it shouldn't be forced.”

- Survey Respondent

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“Why not instead actually film a movie or tv show like Glee and have good writing, good characters, and good stories that all people will enjoy?”

- Survey Respondent

Executive summary

The More Diversity on Screen campaign set out to begin a new conversation with the public and media industry in New Zealand about disability and diversity on screen.

The campaign was an initiative of Unique Extras, a Diversityworks Trust project that aimed to increase diversity on screen via the creation and promotion of a unique portfolio of actors and performers with disability. We assisted our talent to apply for acting and extras roles, thereby increasing diversity on screen at a grass roots level. Unique Extras was generously supported by Think Differently, a New Zealand Government social change campaign aiming to encourage and support a fundamental shift in attitudes and behaviour towards disabled people.

We wanted to continue to work towards our goal of seeing the 1 in 5 New Zealanders who live with a disability equally represented on our screens, so we asked for support to open a conversation with broadcasters, ad agencies, talent agencies, the media and the general public to drive this change. The level of support we received exceeded our expectations.

The More Diversity on Screen campaign ran from 24 March to 14 June 2013, and we were pleasantly surprised by the number of people who engaged with the conversation and our survey. There were over 1500 visits to the online campaign page; of these visits 728 people (48.0%) clicked in support of the campaign. Those who supported the campaign were given the option of completing an online survey and 382 responses were received as of 14 June 2013. This represented 25.2% of total visits to the campaign page and 52% of those who indicated support for the campaign.

As of 17 July, when this report was published, the website and survey are still active and support continues to grow.

We were lucky to secure free airtime for our animated commercial, which went to air on Maori Television on 1 April 2013. We also secured free airtime from MediaWorks, which aired the commercial on TV3 and FOUR from early May. As of July the ad is still being shown, drawing further supporters to the website and survey.

The campaign was not without its challenges. We found it hard to access those working in advertising and as a result are missing this voice from our dataset. We also have a large amount of data that we need to do justice to and leverage for the purpose of social change.

Responses to the campaign survey showed clear support for the idea of More Diversity on Screen, but we now know the task of getting more representation of disability on screen will require a much longer timeframe than we initially thought.

Authenticity in casting and portrayal of disabled characters, the need for well-rounded characters and plot lines, and the influence of media on social consciousness are all deeper issues uncovered by our research and are covered in detail in this report. Whose responsibility it is to ensure equal, equitable and appropriate portrayals disability on

screens was also raised. This is an issue that is more complex than simply getting more disabled characters in our entertainment media. It is, after all, a creative space. The question repeatedly asked was, should it be a choice or a requirement? To add to the dilemma, who should play disabled people? Disabled actors, the best actors, or both?

We found resounding support for more diversity to be represented on our screens by including more portrayals of the 20% of our population who experience disability. We found also that, on the whole, the small amount of disability already on our screens is generally well-received and even, in some cases, enhances viewers' experiences.

What we didn't find is an easy, one-size-fits-all approach to increasing representation. However, we do have some ideas on how to make some inroads into an issue that has not previously been high on the industry's or the public's agenda. Several people commented that they were pleased to have this issue brought to their awareness, while this and other research demonstrates the power of the media to reflect and shape social attitudes. For these reasons we believe this is an important conversation to have initiated.

We look forward to continuing the discussion.

**Philip Patston
Executive Director
Diversityworks Trust Inc**

July 2013

“I think it’s an opportunity for someone in a wheelchair to get a job, which is often difficult. Non-disabled people have more opportunity to gain employment.”

- Survey Respondent

Introduction

In December the Ministry of Social Development's Think Differently project funded Diversityworks Trust to support increasing diversity on screen and influencing the way that disabled people are portrayed in the New Zealand media.

Disabled people represent almost 20% of the population and yet they are underrepresented on television screens. The infrequent appearance of disabled people on television results in audiences being excessively fascinated by the novelty of disability when it does appear. Diversityworks Trust saw the need to saturate the media landscape with 'everyday' portrayal of disability to make disability more usual to audiences. In order for this to happen the television industry requires a major shift in attitude to accept diversity on screen.

Methodology

Diversityworks Trust took an action research based approach to addressing this imbalance. Action research is research which is initiated to solve a problem and involves the process of actively participating in or promoting change whilst conducting research. Action research aims to improve strategies, practices and knowledge within an organisation or society. Researchers work with participants in the research to propose new ways in which to help a community and improve social attitudes.

Method

Conducting media scans

Two media scans were carried out, before and after the research project. We initially sought to determine the degree to which the More Diversity on Screen campaign would have an influence on the television industry. Over the course of the research it became evident that a much longer timeframe would be needed for a significant change to occur in this area, therefore we modified the second scan to capture more useful information.

The first scan quantitatively measured current portrayals of disability on screen in New Zealand. The second scan qualitatively analysed online commentary about the use of disabled characters in television shows, predominantly overseas.

Producing a TV Commercial (campaign)

A 30-second TV commercial was produced and broadcast on Maori TV, TV3 and FOUR, and online through a viral campaign. The commercial promoted the idea of more diversity on screen and encouraging the audience to a call to action by way of a survey on the Diversityworks and Unique Extras websites. This information was captured and used to further promote the campaign, driving home to broadcasters, casting agencies and the general public the need for this change. The commercial was broadcast free of charge by Maori TV and MediaWorks.

Facilitating conversations with the TV industry (survey)

Diversityworks surveyed and met with agents, production houses, ad agencies, film makers, broadcasters and the public to advocate for more saturation of positive, everyday portrayals of disability in the media. Meetings were through face-to-face, telephone and email interviews, and an online survey to identify points of influence. Information from a media scan, previously recorded interviews with key industry personalities, and a talent brochure developed in phase one of this project, were used to influence the industry during the interviews.

Producing camera interviews

As well as documenting the findings in writing, eight of the conversations were captured on film, to add to five previously filmed interviews. This would allow the opportunity, particularly if the project is successful, to retrospectively tell the story of how the change was created.

“Actors are actors because they are so good at becoming a character with a range of characteristics. I think that actors with disabilities could probably play most characters too.”

- Survey Respondent

Findings

Media scans

Quantitative New Zealand media scan

Aim

To determine how much diversity in currently represented on screen in New Zealand, in terms of the number of shows which feature disabled characters or actors, as well as the extent to which free to air television is accessible (i.e.: captioned or with audio description).

Method

One week of television scheduling from media magazine *The Listener* was used to measure the number of shows currently showing that feature disabled characters or actors. The period used for analysis was Saturday 23 February 2013, to Friday 1 March 2013. Channels included in the analysis were TV1, TV2, TV3, FOUR, Prime and Maori Television.

Results

Shows which feature disabled characters/actors:

- *Trade Zone Gone Fishin'*

Saturday 5.00pm-5.30pm and 6.30am-7.00am (repeat); TV3

Gone Fishin' is a New Zealand made fishing show produced and hosted by Graham Sinclair, who uses a wheelchair. Disability is generally not a feature of show and not discussed on screen.

- *Attitude*

Sunday 8.35am-9.05am; TV1

Attitude is a New Zealand made documentary series featuring lifestyle, issues and interests of people either living with a disability or caring for a person with a disability. The goals of the show include creating role models for young disabled New Zealanders and building a sense of community that disabled men and women can be proud of.

- *Glee*

Wednesday 7.30pm-8.30pm; FOUR

Glee is an American musical/comedy-drama show featuring a main character, Artie Abrams, who is paraplegic and a wheelchair user. The character is played by actor Kevin McHale, who is not disabled. The show has also featured a Deaf choir, a regular character (and actress) with Down Syndrome (Becky Jackson, played by Lauren Potter), and a recurring character with “self-diagnosed Aspergers” (Sugar Motta, played by Vanessa Lengies, who is not disabled).

Although the show is extremely popular in the US and NZ, there has been considerable controversy over the casting of a non-disabled actor to play a disabled character, as well as the show’s depiction of disabled people generally. (See second media scan for detail).

- *Packed to the Rafters*

Sunday 8.30pm-9.30pm; TV1

Packed to the Rafters is an Australian family oriented comedy/drama show featuring a recurring character, Alex Barton, with cerebral palsy. Alex is played by actor Kristian Schmid, who is not disabled. Story lines focus on how Alex’s CP affects his family, including his overprotective mother, and his brother, who allows him more independence. Alex aspires to be a TV star.

- *Coronation Street*

Thursday 7.30pm-8.30pm, Friday 7.30pm-8.30pm, Sunday 12.00pm-2.00pm (repeat); TV1

Coronation Street is a long-running British soap opera featuring a disabled regular character, Izzy Armstrong, played by Cherylee Houston, who has a tissue disorder and uses a wheelchair. Izzy is the show’s first disabled regular character in over 50 years and she has been on the show since 2010. Izzy is introduced as a love-interest for another regular character and is described as a “feisty heartbreaker”.

Statistics:

General

- There were 5 hours of original TV content per week that featured disabled characters, actors or hosts. This represents 0.5% of all TV screened per week.
- These hours include one documentary style show (Attitude), one reality show (Gone Fishin’) and three entertainment or drama shows (Glee, Packed to the Rafters and Coronation Street).
- Of these three entertainment or drama shows, only one features a disabled actor playing a main character (Coronation Street).
- 20% of the shows featuring disabled actors or hosts are New Zealand produced; these are both documentary or reality style shows.
- There are currently no New Zealand entertainment shows which feature a disabled character or actor.

Primetime (5.30pm-9.30pm)

- There are 4.5 hours of prime time viewing across the week which features disabled characters or actors.
- This represents 3% of all prime time viewing per week, across all six channels.
- Only one New Zealand show featuring a disabled character, actor or host is screened in prime time ('Gone Fishin'). This represents 0.3% of prime time viewing.

Accessibility:

Captioning

- Only three free to air channels feature captioning; TV1, TV2 and TV3.
- Of these channels, TV2 features the most captioning, with 68% of content captioned across the week. This is followed by TV1 with 54% and TV3 with 23.5%.
- Overall, around half (48.5%) of television content is captioned.
- This breaks down into 53% entertainment or drama shows made overseas, 12.5% New Zealand based news or current affairs shows, 12.5% cartoons (made overseas), 8% New Zealand made reality shows, 8% reality shows made overseas and 6% New Zealand made entertainment or drama shows.
- 73.5% of captioned content is made overseas, while 26.5% is made in New Zealand.

Audio description

- Only two free to air channels featured audio description; TV1 and TV2.
- Of these, TV1 and TV2 both featured 5% of audio description across the week.

Qualitative online media scan

Aim

Our initial media scan at the beginning of the project found that most diversity on screen is featured in shows that are made outside of New Zealand. There were no New Zealand based entertainment shows which featured disabled characters or actors. This did not change over the short duration of the project.

The second media scan aims to analyse some of the online commentary about the use of disabled characters and actors in entertainment based TV shows. We chose the popular American musical/comedy-drama "Glee" as the focal point of our online search, as the show has featured disabled characters played by both disabled as well as non-disabled actors.

Method

A Google search of the term “disabled characters in Glee” was used to identify blogs and media articles which commented on the use of disabled characters and actors in the show. The top ten search results were used as data for the scan and thematic analysis was used to identify the major themes in the online commentary.

Thematic analysis is a common qualitative research methodology which aims to identify patterns or “themes” within a dataset. Initially, each data excerpt is assigned a tag or a label in order to organise the data into meaningful groups. The dataset was worked through systematically, with full and equal attention given to each item, to ensure that the identified themes and patterns are “real” and not based in the researchers assumptions. The list of codes was then examined and combined to form a number of overarching themes.

Results

Themes

Authenticity in casting and portrayal

Many of the blogs and articles discussed issues of “authenticity”. Disabled characters played by actors who also have a disability were overall considered to be more authentic portrayals; although non-disabled actors were considered acceptable if they could accurately portray a character.

Much of the controversy regarding authenticity in the show Glee is around the casting of non-disabled actor Kevin McHale to play the character Artie Abrams, who is paraplegic and uses a wheelchair. The show’s producers justified their choice of McHale due to the need to find an actor who could sing and perform. They point out that actors who used wheelchairs did audition for the part, but McHale was chosen due to his talent and charisma.

“The use of a non-disabled actor was due to the need of finding a charismatic actor that could also sing and perform in a wheelchair. Despite many wheelchair-bound individuals auditioning for the 'Artie' role, it was decided that the best actor for the part was Kevin McHale.”

Charlotte Gerber, About.com Disability, “Disabled Characters on Glee”

This article also notes that so long as McHale can authentically portray a character in a wheelchair, his inclusion in the cast should still be seen as a positive addition.

“While the show’s producers may not always choose a truly disabled individual to play a role, they’re at least trying to choose someone who can give an honest portrayal of them.”

Charlotte Gerber, About.com Disability, “Disabled Characters on Glee”

However as other bloggers note, there are many talented professional wheelchair dancers and performers. One blog notes that in episodes where Artie dances in his wheelchair, McHale looks uncomfortable and unbalanced. They argue that a professional wheelchair dancer, or even a full-time wheelchair user, would be able to more authentically play the role of Artie due to the movement requirements of his character.

“The casting of a non-disabled actor to play the paraplegic high school student is another blown chance to hire a performer who truly fits the role.”

Lynn Elber, Huff Post Media, “Glee” Wheelchair Episode Upsets Disabled”

“As choreography for a wheelchair user goes, the dance is, however, limited. Artie bobs and bends his body, waves his arms, shakes his head, and performs a wheelie on one rear wheel (executed by McHale’s disabled stunt double, Aaron Fotheringham). Artie is neither able to use his chair as an expressive device by itself, nor is he able to use it as an integrated part of his body....Artie cannot move in the manner of disabled dancer.”

Alice Sheppard, Disability Studies Quarterly, “Rockin’ and Rollin’ on Fox’s Glee”

In contrast the character of Becky Jackson is often described as more “believable” because she is played by actor Lauren Potter, who herself has Down Syndrome.

“Individuals with Down Syndrome have a particular look that can’t be easily replicated, even with makeup. The character is believable because the actor has charisma and Down’s Syndrome.”

Charlotte Gerber, About.com Disability, “Disabled Characters on Glee”

Most bloggers described authenticity in casting of disabled characters as desirable, but not essential. Whether the actor cast is able to authentically portray a character (and their disability) was seen as more important than casting a disabled actor. However in some cases, such as Artie and wheelchair dancing, a more authentic portrayal may have been given by an actor, or dancer, who also uses a wheelchair day to day.

The influence of media on social consciousness

Many blogs and articles discussed the ability of television to both reflect as well as reinforce social attitudes. Some bloggers noted that the inclusion of disabled characters and actors in such a popular and wide-reaching show could help to improve awareness and acceptance of diversity.

“It has the daily power to reinforce attitudes or reshape them. Increasingly, it’s been expected to reflect America in whole and not just the so-called mainstream.”

Lynn Elber, Huff Post Media, “Glee” Wheelchair Episode Upsets Disabled”

Some bloggers also noted the impact this could have on disabled audiences.

“When a person with a disability sees a positive image on TV that looks like them, their whole attitude changes. It gives them hope for what they can do in the future.”

Lynn Elber, Huff Post Media, “Glee” Wheelchair Episode Upsets Disabled”

The influence of media on social attitudes was often cited in relation to the character Becky. One article described a social media campaign aiming to encourage the show’s writers to send the character Becky to college (or university) when she graduates. The campaign was organised by Think College, an organisation which provides college options for students with intellectual and developmental disabilities.

“If you make college plans for Becky, you’ll be raising the expectations of all your viewers with Down syndrome and other intellectual disabilities....we want to plant a seed...college is a real option.”

Michelle Diament, DisabilityScoop, “College Urged for ‘Glee’ Character with Down Syndrome”

Potter, who portrays Becky, is currently in college herself. Another article quoted an interview with Potter about her role on Glee and her thoughts around the inclusion of a character with Down Syndrome on the show.

“I think it was a brilliant idea. It tells Americans that it’s really good to have a daughter or son who has Down syndrome.”

Michelle Diament, DisabilityScoop, “Down Syndrome Takes Centre Stage on Fox’s ‘Glee’”

However this influence was also seen as negative when a disabled character was portrayed in a negative light. In one episode, Becky brings a gun to school and accidentally fires shots, causing a lockdown at the high school. The National Down Syndrome Society called it a poor choice to depict Becky bringing a gun to school.

“Taking a gun to school is something very serious and would likely come with a mental health condition. That’s not appropriate for someone with Down syndrome and not a stigma they need.”

Michelle Diament, DisabilityScoop, “Disability Advocates Call ‘Glee’ Portrayal ‘Poor Choice’”

However Potter's mother took no issue with a character with Down Syndrome being the one to bring a gun to school.

"If Becky's going to be fully included on the show – which they've done such a good job about that and giving her these juicy stories – then why not Becky? Whether she has Down syndrome or not, it doesn't matter...because she's a kid. She's a teenager. She makes stupid decisions just like other teenagers do."

Michelle Diamant, DisabilityScoop, "Disability Advocates Call 'Glee' Portrayal 'Poor Choice'"

This example highlights the tension between "good" and "bad" representation. On the one hand, the inclusion of disabled characters in the cast was seen as forward-thinking and applauded for the positive impact it could have on public attitudes towards disability and inclusion. However, where disabled characters were involved in negative story lines, their inclusion was seen as stereotyping of disabled people. In either case, it was acknowledged that media can have a powerful influence on public perception.

The need for well-rounded characters and plot lines

Another theme stemming from the idea of "bad" representation was the desire for disabled characters in TV shows to be more well-rounded and involved in story lines that do not only focus on their disability. Many bloggers from within the disability community argue that Glee's disabled characters are often offensive due to one-dimensional story lines which centre on the disability and the impact it has on the character, or on other characters in the show.

"Artie is a painfully troped characters and the show utilises almost every imaginable disability stereotype, with a heavy emphasis on 'inspirational' storylines. It depicts disability as a saccharine source for 'courage' for nondisabled characters or merely as a plot device to humanise characters."

SE Smith, The Guardian, "No Glee for disabled people"

A number of articles used the example of episodes which focus on Artie and his paraplegia. In one, Artie dreams of discovering a "cure" and being able to walk and dance again. In another, he accepts that he will never be cured and loses his girlfriend due to his inability to be her dance partner.

"Only if Artie is able to walk, it seems, will he be an acceptable romantic partner....When watching Glee, I am repeatedly caught by the emphasis on the failure of Artie's body and the meaning it has for his social and physical situation."

Alice Sheppard, Disability Studies Quarterly, "Rockin' and Rollin' on Fox's Glee"

Other examples given are of plot lines involving Becky. In one, Becky makes it onto the cheerleading team at the high school, but only because the coach has a similarly disabled older sister who lives in a care facility. Once there, she is unable to keep up with the other cheerleaders due to her intellectual disability.

“The message is that everyone should get a tryout, but that trying should not be equated with being granted accommodations to the resources necessary to succeed.”

SE Smith, The Guardian, “No Glee for disabled people”

There have also been objections to the use of Becky’s intellectually disabled character as “comic relief”.

“I just do not like the way the character Becky is portrayed. Plain and simple. I think she’s cartoonish, two-dimensional, and there for an easy laugh...I think that in their bizarre way, ‘Glee’ is trying to draw a ‘this person is just like me’ parallel. But it’s going about it all wrong.”

Meg Nanson, Guess and Check, “Pop Culture Rant: On ‘Glee’ and Disabilities”

Many bloggers discussed ideas around what “good” representation would look like, mainly in terms of plots which do not centre on disability and its negative affect.

“Good depictions of disability involve characters who happen to be disabled, rather than characters who are consumed and defined by their disabilities alone.”

SE Smith, The Guardian, “No Glee for disabled people”

There was also a discussion around the need for writers to consult with disability communities to create more balanced, interesting and complex characters and storylines.

“Shows that choose to depict disability are often praised for it, under the argument that ‘any representation is a good representation’, while the criticisms of disability rights activists are ignored...I want to see good depictions of disability, informed by disabled writers and played by disabled actors.”

SE Smith, The Guardian, “No Glee for disabled people”

“Apparently the show didn’t think it was necessary to talk to the minority communities it was depicting when it came to handling characters like Artie...the producers and writers were so very confident that they could get it right, that they didn’t need to do any research, and they certainly didn’t need to respond to critics.”

SE Smith, Entertainment, “Everybody loves ‘Glee’ (except the disability community and people with asperger’s)

While it was seen as generally positive that Glee had included disabled characters and actors in the show, it was argued that not all representation is necessarily “good” representation. In general, there was a desire for more in-depth plot lines which portrayed disabled people as complex and interesting characters. It was argued that Glee’s depiction of disability was often “tokenistic” and used as a major plot point for the character, rather than being only one aspect of a character’s world.

Summary and conclusions

There were three major themes identified in the ten blogs and media articles analysed; issues around authenticity in casting and portrayal of disabled characters, acknowledgement of the impact that media has on social consciousness, and a desire for more well-rounded characters and plot lines.

In general it was seen as acceptable for a non-disabled actor to play a disabled character. It was also argued that in many cases a disabled actor could in fact give a more authentic portrayal. However no article argued that disabled actors should be cast based on their disability alone — talent, charisma and acting ability were seen as most important. Glee's inclusion of disabled characters in the cast was generally seen to have a positive influence overall on awareness and acceptance of diversity; however there was also a strong desire for disabled characters to be given more complex and well-rounded storylines, which do not centre on their disability alone. In some cases this may mean disabled characters are given "negative" plot lines, such as when Becky brings a gun to school, which has caused some controversy in the disability community.

Overall there was a desire for balance. Some negative storylines were thought to be acceptable, as long as they were balanced with positive storylines for the character. There was a strong desire for disabled characters to be involved in plot-lines not focussed on their disability, rather than disability being used as the central and most important feature of a character and their storylines. Good representation would be the inclusion of disabled characters who are as complex and fully developed as any other character on the show.

Campaign and Survey

Aim

The aim of the More Diversity on Screen campaign and survey were to raise public awareness of the under-representation of disability on screen, as well as to capture attitudes and opinions around the inclusion of disabled actors and characters in media.

Method

The campaign was launched online on 25 March 2013. This was followed by an animated commercial which went to air on Maori Television on 1 April 2013. MediaWorks also aired the commercial on TV3 and FOUR in early May.



The commercial included the voice-over:

“Over the years, we’ve seen heaps of great television personalities on our screens. But what we haven’t seen, are the one in five New Zealanders who have a disability. We can change this, but we need your help. So come on New Zealand, show your support. Go to morediversity.org.nz and click ‘yes’ to see more diversity on our screens.”

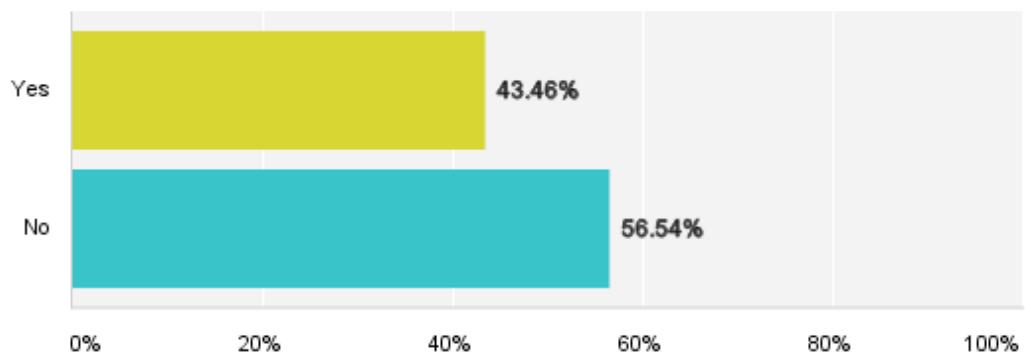
The commercial encouraged viewers to visit the website and click “Yes! I support More Diversity on Screen” in support of the campaign. Visitors who clicked yes were also given the option of completing the online survey, which contained a range of questions that aimed to capture attitudes and opinions around the inclusion of more diversity on screen. A few weeks into the campaign, the decision was made to also include a “No, I don’t support the campaign” option to capture the views and opinions of those who do not wish to see more diversity on screen.

Results

Q1-3: Demographic information (see Appendix A).

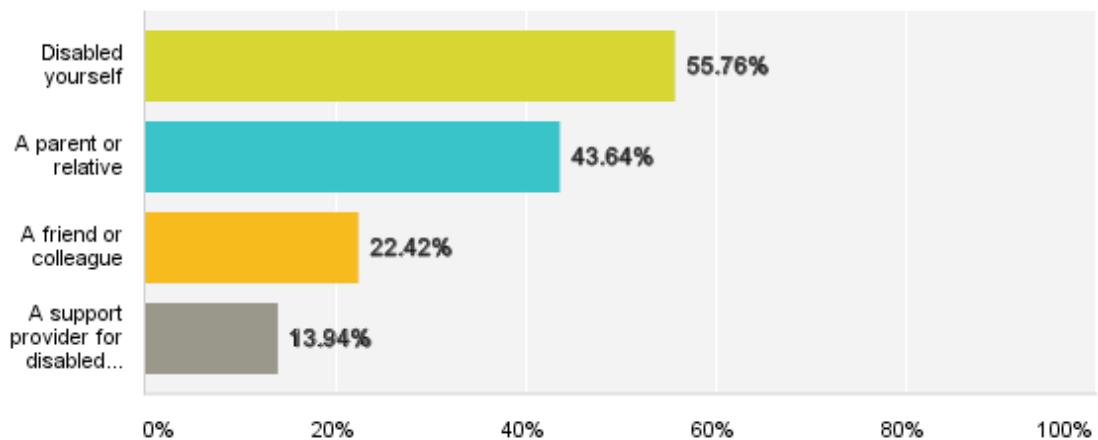
Q4 Do you have a direct experience of disability?

Answered: 382 Skipped: 0



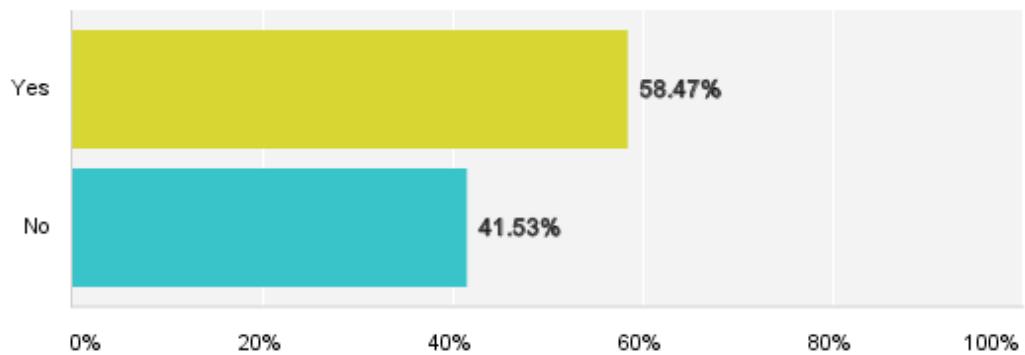
Q5 Are you...

Answered: 165 Skipped: 217 *



Q6 Were you aware that 1 in 5 New Zealanders live with some sort of disability?

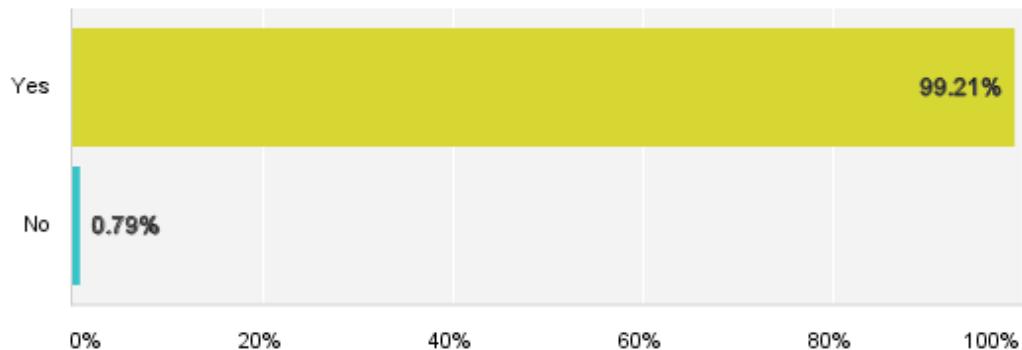
Answered: 378 Skipped: 4



* Note: "Skipped" reflects question logic where respondents were only directed to certain questions based on their answer to the previous question.

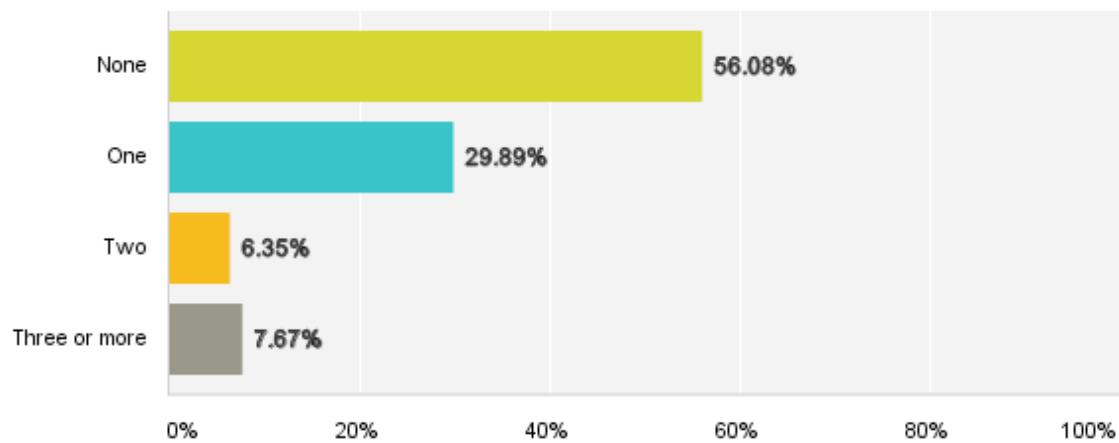
Q7 Over the years we have seen other types of diversity increase on our screens - like gender, culture, or sexual orientation. Do you think it's important for disability to be more visible too - for example people who are Deaf, blind, physically or intellectually disabled?

Answered: 378 Skipped: 4



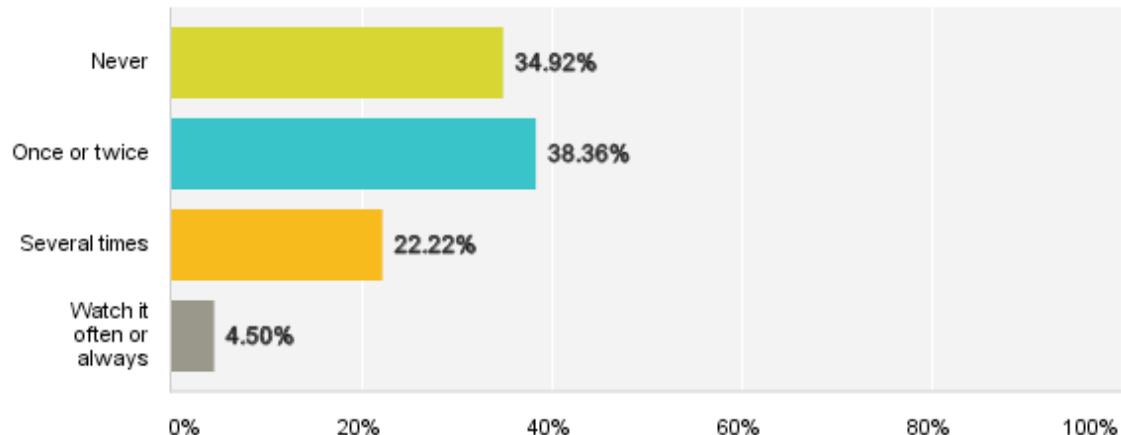
Q8 How many people with disabilities have you seen on television or in a film in the last week?

Answered: 378 Skipped: 4



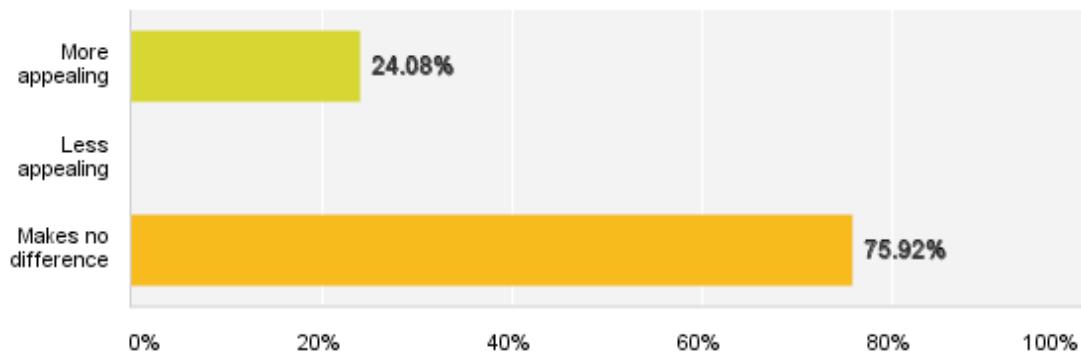
Q9 Gone Fishin' (TV3 5.00pm Sunday) is a fishing show hosted by Graeme Sinclair. Have you seen it?

Answered: 378 Skipped: 4



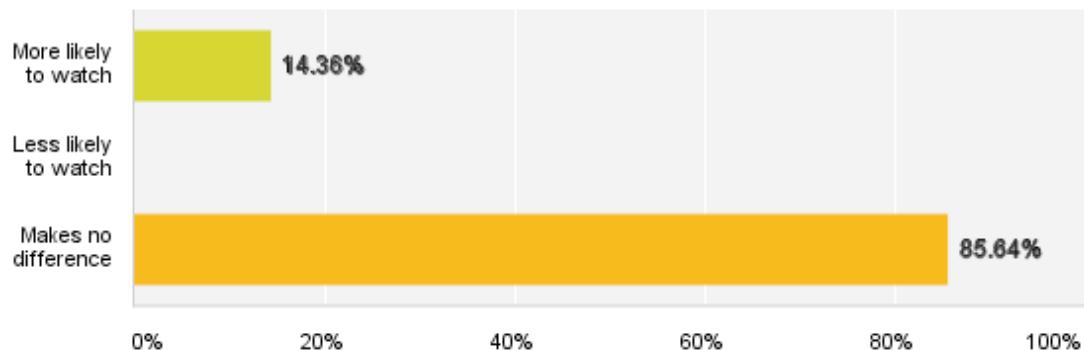
Q10 Thinking about Gone Fishin' would you say that the fact that host Graeme Sinclair uses a wheelchair makes the show....

Answered: 245 Skipped: 137



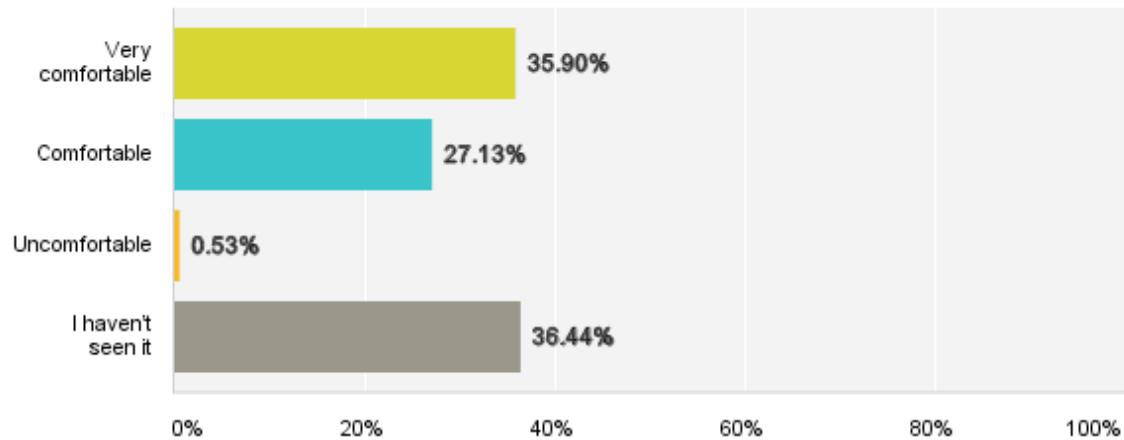
Q11 Graeme Sinclair who hosts and produces Gone Fishin', uses a wheelchair. Does/would this make you...

Answered: 376 Skipped: 6



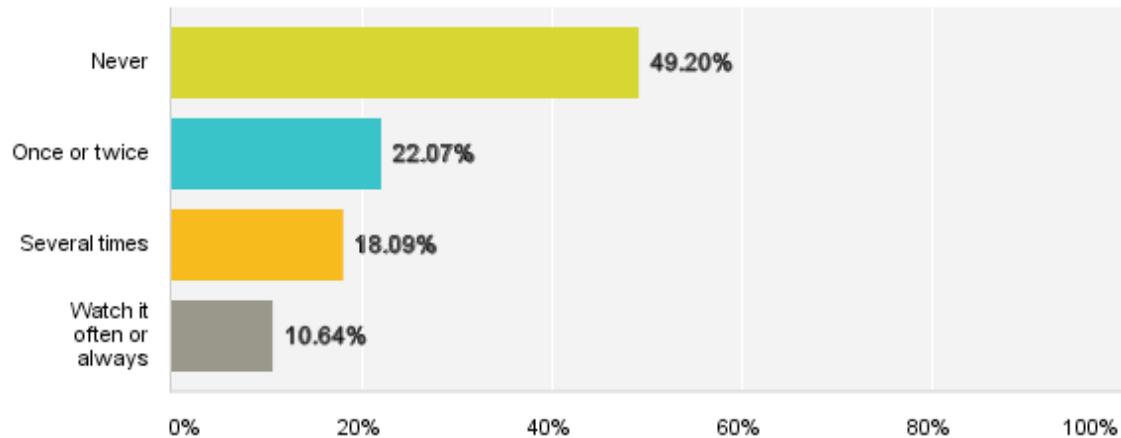
Q12 On Gone Fishin' you often see Graeme being lifted onto boats or using his wheelchair. How comfortable does this make you feel?

Answered: 376 Skipped: 6



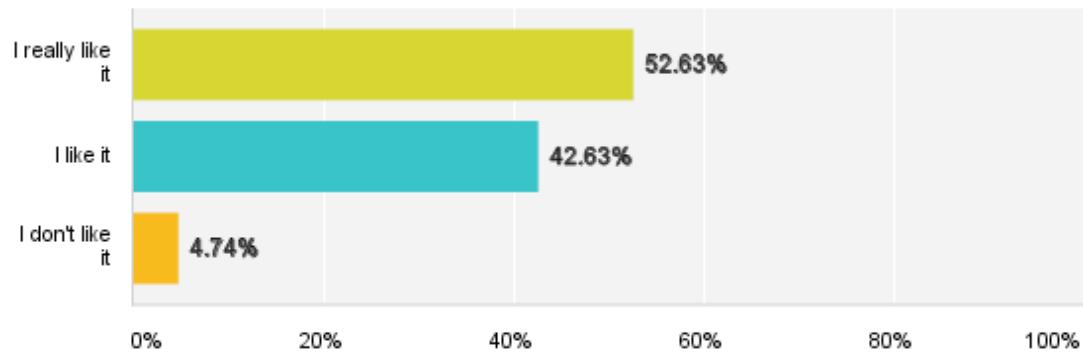
Q13 Attitude (TV One 8.30am Sunday) is a programme about disabled people. Have you seen it?

Answered: 376 Skipped: 6



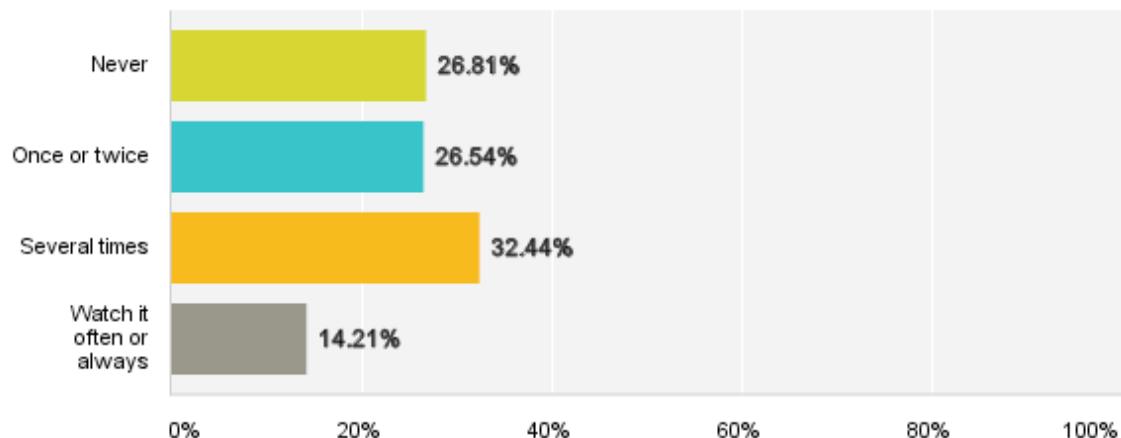
Q14 What do you think about how it portrays disabled people?

Answered: 190 Skipped: 192



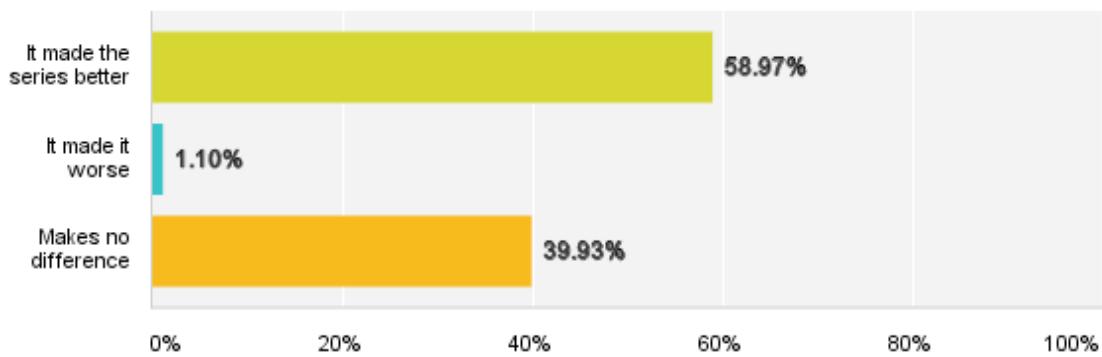
Q15 There was a character who used a wheelchair called 'Artie Abrams' in 'Glee', the TV show. Have you seen it?

Answered: 373 Skipped: 9



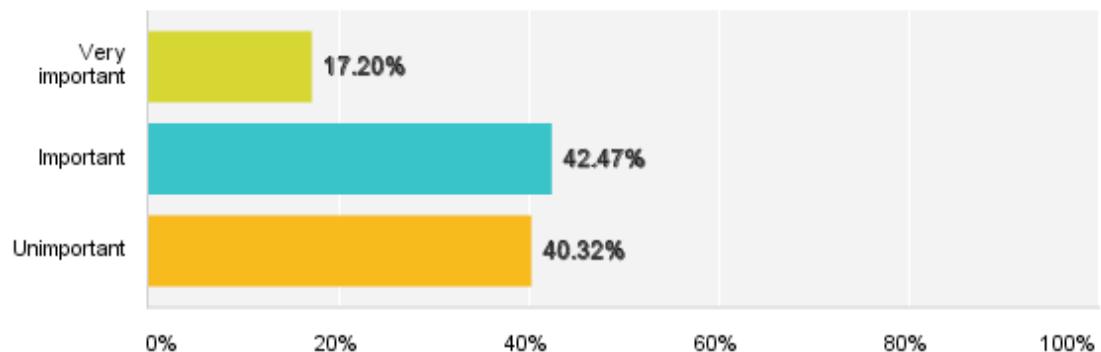
Q16 What statement best reflects your feeling about Artie Abrams using a wheelchair?

Answered: 273 Skipped: 109



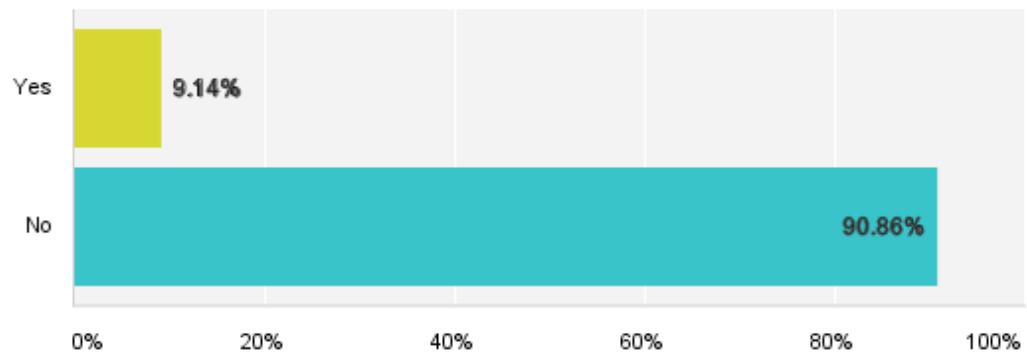
Q17 The actor playing 'Artie Abrams' did not have a disability in real life. How important is it that an actor playing a character with a disability is disabled themselves?

Answered: 372 Skipped: 10



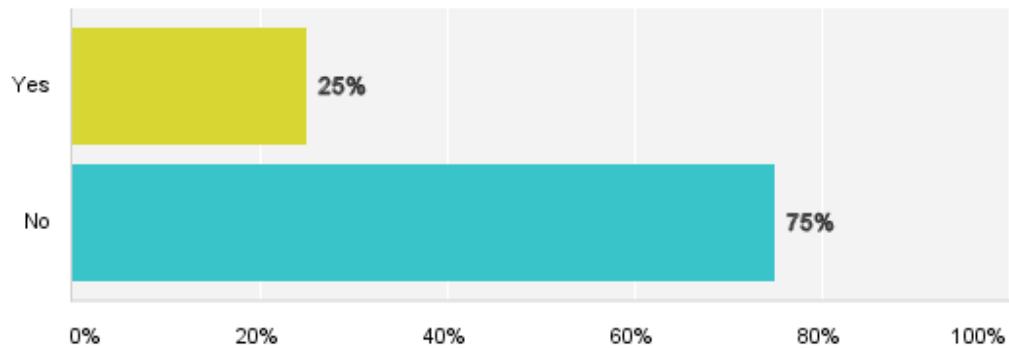
Q18 Do you work in the media/television or film industry?

Answered: 372 Skipped: 10



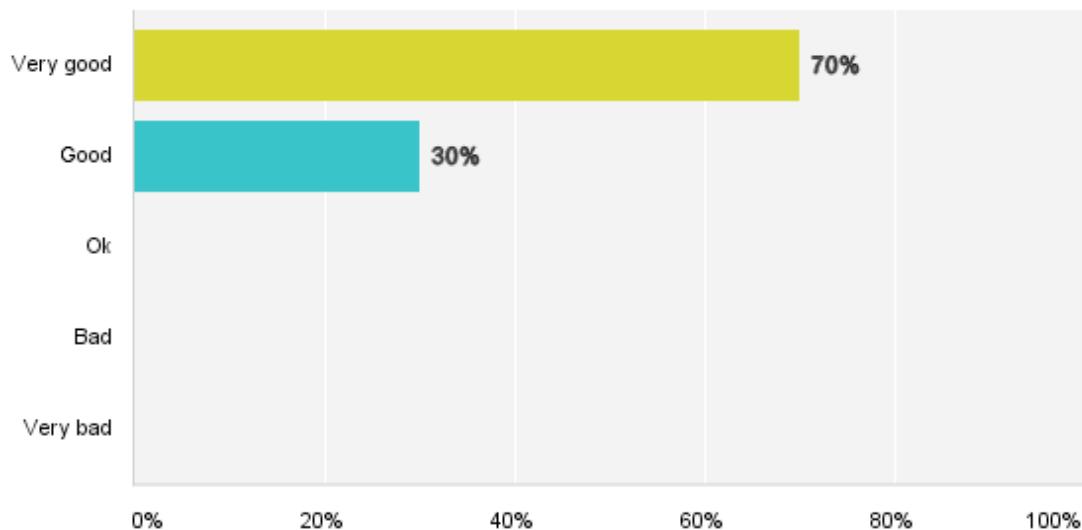
Q21 Have you ever employed talent with a disability

Answered: 40 Skipped: 342



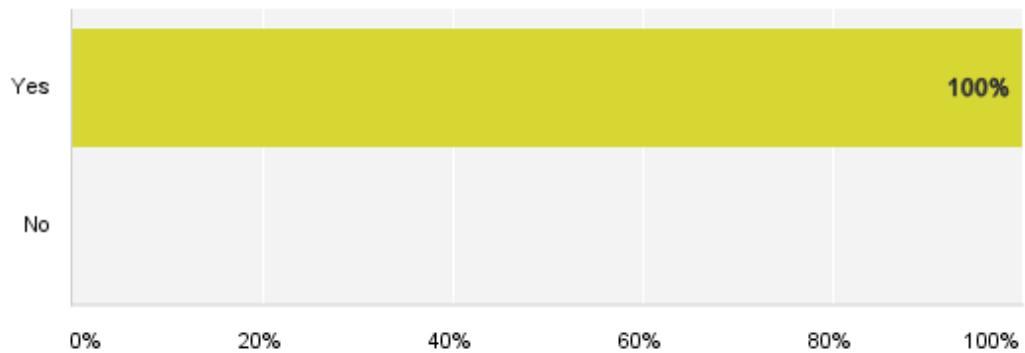
Q22 How was the experience?

Answered: 10 Skipped: 372



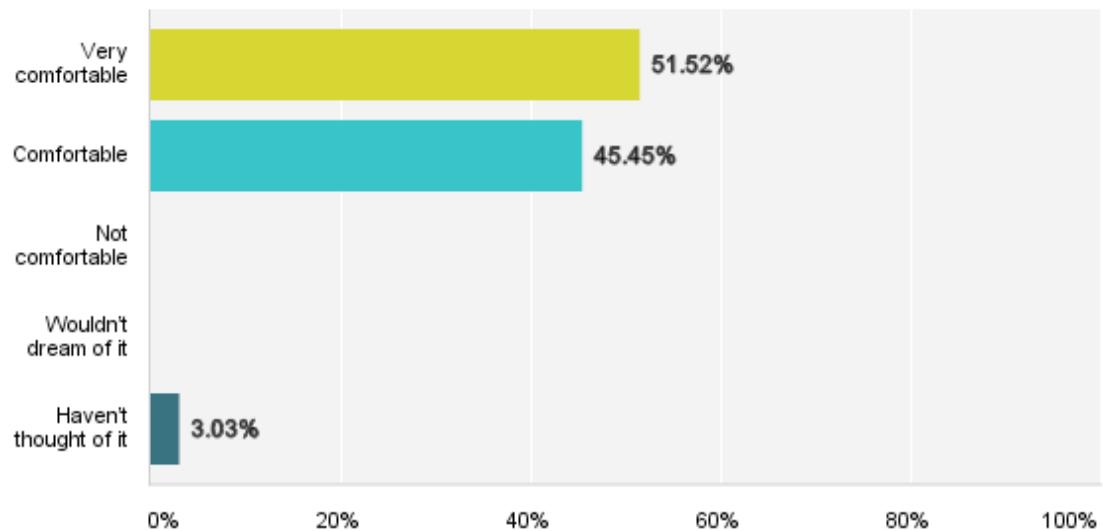
Q23 Would you employ disabled talent again?

Answered: 10 Skipped: 372



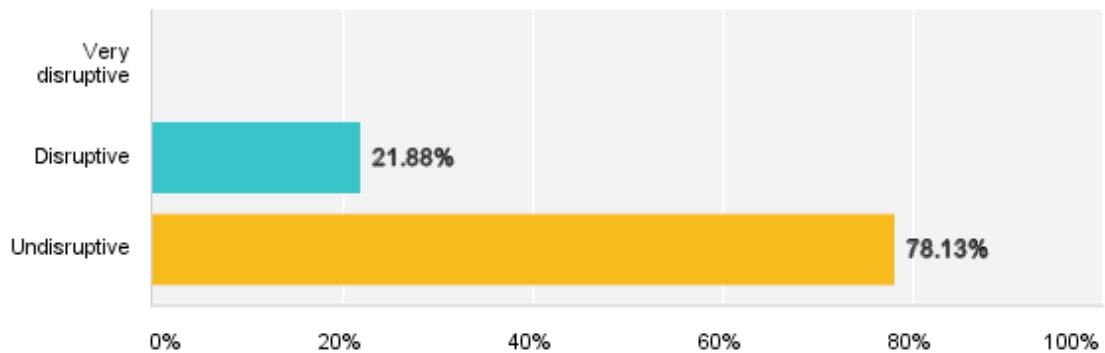
Q24 Which statement best reflects your feelings around employing talent with a disability?

Answered: 33 Skipped: 349



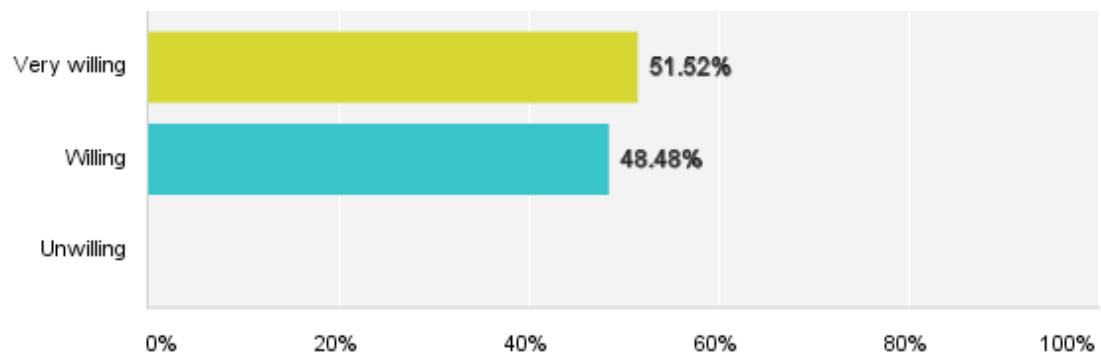
Q25 How disruptive do you think accommodating an actor/extra's disability would be to a production?

Answered: 32 Skipped: 350



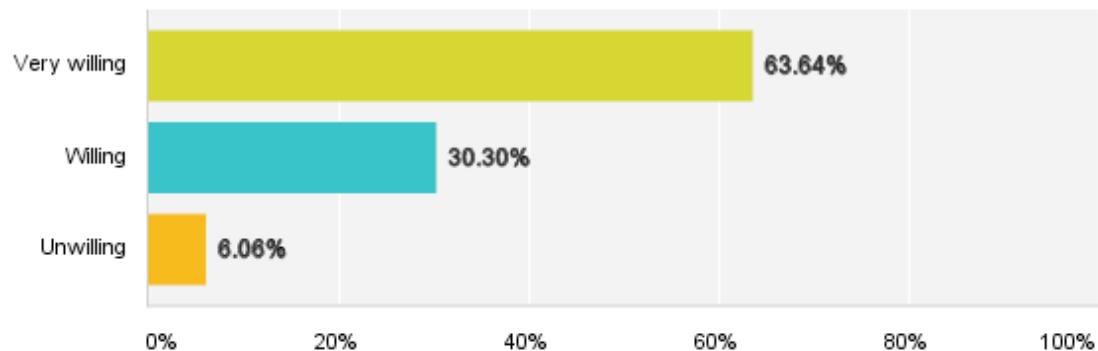
Q26 On set, how willing would you be to change some action or dialogue to accommodate an actor/extra's disability?

Answered: 33 Skipped: 349



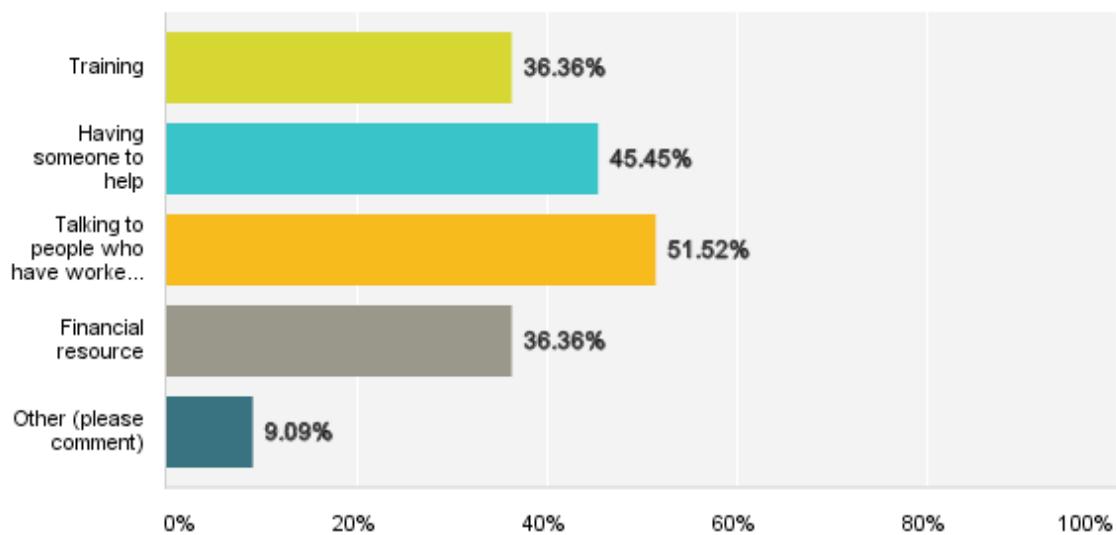
Q27 On set, how willing would you be to provide extra assistance to an actor/extra who has a disability?

Answered: 33 Skipped: 349



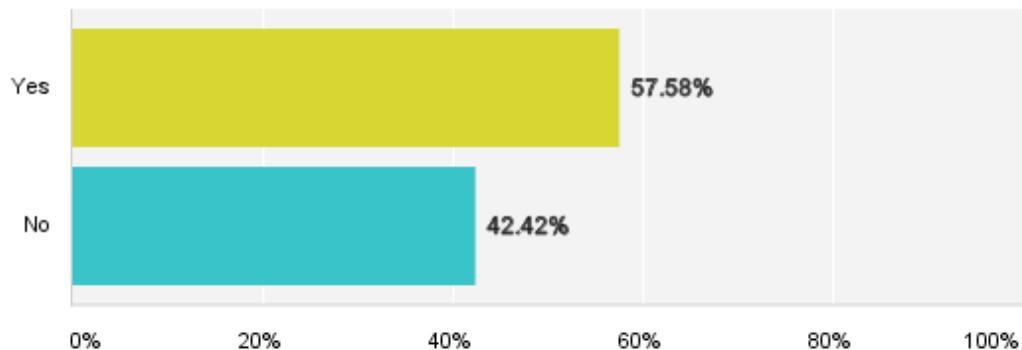
Q28 What do you think would make you more likely to provide assistance to an actor/extra who has a disability?

Answered: 33 Skipped: 349



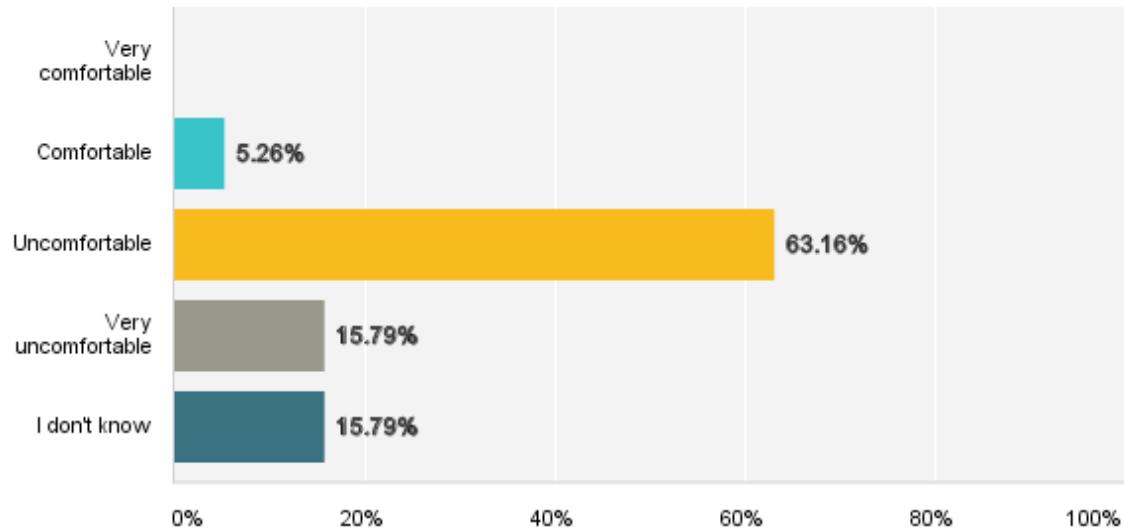
Q29 Do you work in, know anything about, or have an interest in advertising?

Answered: 33 Skipped: 349



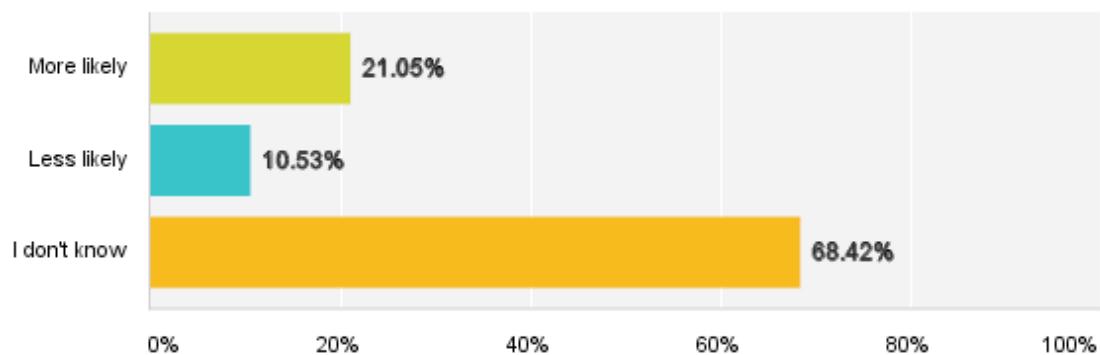
Q30 How comfortable do you think advertisers are about people with disabilities selling their products/services in commercials?

Answered: 19 Skipped: 363



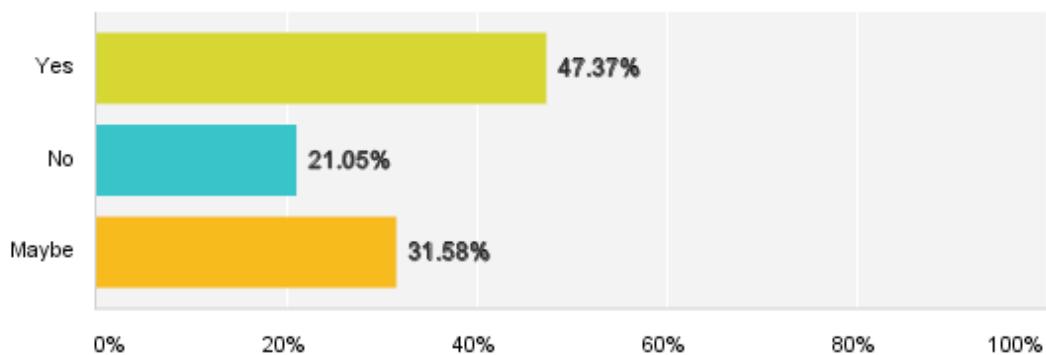
Q31 Do you think people would be more or less likely to buy products/services that featured disabled people in their commercials?

Answered: 19 Skipped: 363



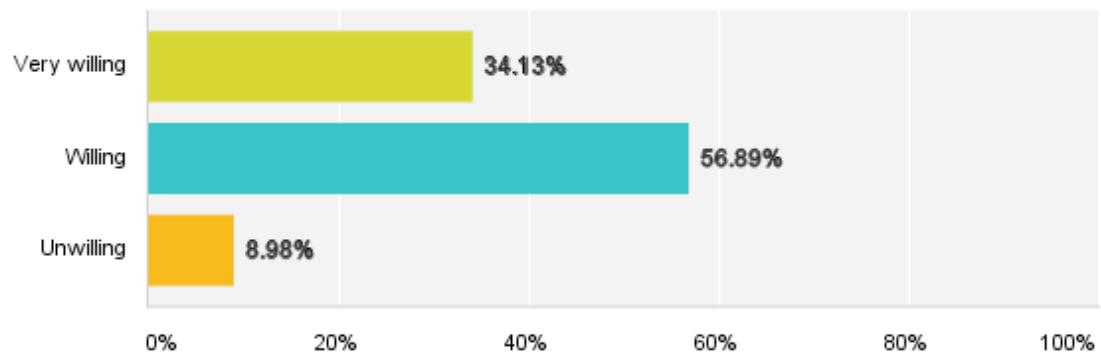
Q32 Do you think advertisers and their markets are ready for disabled people to feature in advertisements?

Answered: 19 Skipped: 363



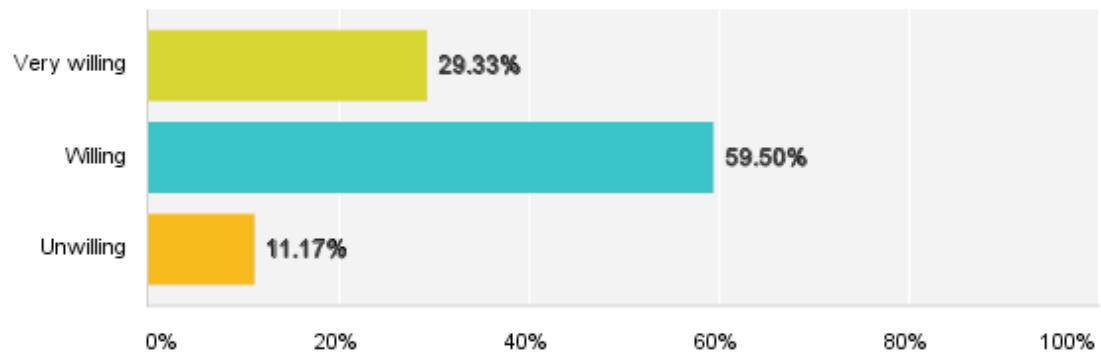
Q33 If you had access to a pool of experienced talent with disabilities would you be willing to consider them for future productions?

Answered: 167 Skipped: 215



Q34 Would you be willing to help increase the visibility of disability on our screens?

Answered: 358 Skipped: 24



“Treat everyone the same. If you want to be part of the scene then you have to be as good as able bodied people...I don’t want or need special treatment.”

- Survey Respondent

Discussion

Support for the campaign

As of 14 June 2013, there were 1517 visits to the campaign page. Nearly half (48%) of visitors clicked "Yes! I support More Diversity on Screen", indicating a good level of support for the campaign.

A small number (5.3%) of visitors to the page clicked "No, I don't support the campaign." Some of these visitors left extremely negative and even discriminatory responses:

"NZ actors are shit enough already without having a retard quota"

"Stupid, how can a disabled person even act?"

"I believe in Survival of the Fittest not giving handouts to people who wouldn't survive in the natural order of the world"

"Say no to tards and blacks"

"Honestly it feels like all we see is diversity. An episode of Glee is spot the regular folk."

However a few left more well-reasoned responses:

"I don't think any person should get special treatment, regardless of race, religion, creed or disability. I think we are as a nation too 'politically correct'. I'm NOT against the concept of diverse representation, I just don't think its something that should be a special effort because I think everyone should be treated the same without special campaigns or special treatment. I am aware that isn't always the case but I don't see why its something that needs a campaign at all. Why not instead actually film a movie or tv show like Glee and have good writing, good characters, and good stories that all people will enjoy? Proof is in the pudding."

"Diversity on screen should happen naturally as viewers decide what they like to see on tv, it shouldn't be forced."

Around half of the visitors to the page (53.3%) did not click either yes or no.

Awareness of disability

Just over half of the survey respondents had no direct experience of disability (56.5%). Of those who had direct experience, around half were disabled themselves (55.8%) and half a parent or relative of someone with a disability (43.6%). Others were friends, colleagues or support providers of disabled people.

The large number of respondents who had no direct experience of disability was of benefit to the data, as it was the attitudes and opinions of the general public and those working in media that we were interested in, rather than those from within the disability community.

Just over half of respondents were aware that 1 in 5 New Zealanders live with some sort of disability (58.5%), and nearly all survey respondents agreed that it was important for disability to be more visible in the media (99.2%). This was an optimistic result considering the campaign goals.

Most respondents (86.0%) had seen one or no disabled people on television or in a film in the last week and only a small number (7.7%) had seen three or more. This was expected considering the media scan data, which showed very few hours of programming per week which features disabled people. Programmes in which disabled people or characters were seen included Glee, Attitude, Game of Thrones, Coronation Street, the news and other current affairs programmes as well as the film Les Intouchables. (Note: Game of Thrones was not screening at the time of the media scan, although this show contains a number of disabled characters and actors.)

Gone Fishin'/Graeme Sinclair

We asked survey respondents about the New Zealand made fishing show Gone Fishin', produced and hosted by Graeme Sinclair, who uses a wheelchair. Sinclair's disability is generally not a feature of the show and not discussed on screen.

Most respondents had watched the show at some point (65.1%) and all said that Sinclair using a wheelchair either made no difference (75.9%) or made the show more appealing (24.1%). No one found Sinclair's use of a wheelchair made the show less appealing. A large majority also indicated that Sinclair's use of a wheelchair made no difference to the likelihood they would watch the programme (85.6%). A few said it would make them more likely to watch (14.4%), while none said it would make them less likely to watch. Of those who had seen the show, none were uncomfortable about Sinclair using a wheelchair.

These results show a good acceptance of disability in an "everyday" setting — where disability is simply an aspect of the host of the show, but not a focus. The vast majority of participants felt comfortable with Sinclair's use of a wheelchair, and it generally made no difference to their willingness to watch the show, with a few finding the show more appealing because of it.

Attitude

We also asked respondents about the New Zealand made documentary-style series Attitude, which features lifestyle, issues and interest of people either living with a disability or caring for a person with a disability. In contrast to Gone Fishin', the focus of Attitude is on disability.

Around half of the survey respondents had never watched Attitude (49.2%), a factor which may be due to its early Sunday morning time-slot. Of those who had watched it, a large majority (99.2%) liked the way the show portrays disabled people.

“Fantastic programme that presents people with disabilities in a contemporary way, shows the difficulties but overwhelmingly shows achievement and participation. Can’t rave enough.”

“It shows that people with disabilities can lead normal lives too...a lot of able bodied people I have come across don’t realise that people with disabilities can and do live normal lives and do normal things.”

However a small number did not like the way the show portrayed disabled people (4.5%).

“It seems quite patronising.”

Those who have watched Attitude seemed to largely appreciate the show and enjoy its portrayal of people with disabilities. This again shows good acceptance of disability in everyday settings as well as an appreciation of positive role modelling when featuring disability on screen.

Glee

The American musical/comedy-drama show Glee is one of the most well-recognised shows currently on television. The show features a main character, Artie Abrams, who uses a wheelchair as well as several minor characters with other disabilities. While the show is extremely popular in the US and New Zealand, there has been some controversy over the casting of non-disabled actor Kevin McHale as paraplegic Artie Abrams.

The majority of survey respondents had watched Glee (73.2%) and indication that the character Artie’s use of a wheelchair had made the show more appealing to them (58.9%). A relatively large number also indicated that it made no difference (39.9%). A few said that the character Artie being in a wheelchair made the show less appealing (1.1%). Over half of respondents thought that it was important for an actor playing a character with a disability to have a disability themselves (59.7%); while a relatively large number felt this was unimportant (40.3%).

Responses to the questions around authenticity reflected the themes found in the qualitative media scan. Some respondents felt that having an actor with a disability play a character who is also disabled was important for authenticity:

“If the characters storyline is based predominantly around the disability then I would say a person with a disability would be better placed to play the character, as they can not only act but influence the script to be as accurate as possible.”

While others recognised that these roles provide work opportunities, and can influence social consciousness:

“I think it is important for people with impairments to have opportunities to be involved in the performing arts...I also think that it makes a difference for role modelling, in that, a young person might look this person up and then maybe be a little disappointed that they do not really have a disability.”

“I think it’s an opportunity for someone in a wheelchair to get a job, which is often difficult. Non-disabled people have more opportunity to gain employment.”

However other respondents argued that actors portray a range of characters regularly (although recognised that disabled actors would be able to do this as well):

“Actors are actors because they are so good at becoming a character with a range of characteristics. I think that actors with disabilities could probably play most characters too.”

Opinions on the issue of authenticity were divided, as was found in the media scan. While some felt that authenticity, positive role modelling and employment opportunities are all important issues, others recognise that actors portray fictional characters, and argue that this situation is no different. However the general attitude that the character Artie’s inclusion in Glee improves the storyline is a positive finding regarding the inclusion of disabled characters in entertainment based shows.

Industry

We also asked respondents if they had worked in the media industry. Those who indicated yes were directed to further questions around their attitudes towards employing disabled talent.

Only 9.1% of survey respondents worked in the media industry, however they came from a range of backgrounds, including directors, actors, editors, producers and designers.

A majority had no experience of employing disabled people (75.0%), which was not unexpected given the lack of diversity on screen which sparked this campaign. Of those who had, all said the quality of their experience was good and that they would employ disabled people again.

“People concerned were true professionals.”

“Talent was partially deaf, it made very little difference to the show (kids show).”

Nearly all respondents to this section said they would feel comfortable employing talent with a disability (96.6%). This would seem to indicate that the lack of diversity on screen is not due to the lack of willingness of those who work in the media to employ individuals with disabilities.

“I think if the role is written with a disabled person in mind it should be played by a person with that disability.”

“Talent is talent, with or without a disability.”

We also asked how disruptive they felt accommodating an actor or extra’s disability on a production set would be, as this could also be a potential barrier to employing disabled talent. However the majority (78%) felt that accommodating disabled talent would not be disruptive. All respondents were also willing to be accommodating while nearly all were willing to directly provide any assistance needed (93.9%). Comments from both disabled and non-disabled respondents were similar:

“Treat everyone the same. If you want to be part of the scene then you have to be as good as able bodied people...I don’t want or need special treatment.”

“I would make myself available to facilitate the easy direction of scenes with disabled people in them.”

“I think it would depend on the individual case and how...cost effective the allowances would be.”

We also asked what would increase the likelihood that they would be willing to provide assistance. Around half said talking to people who have worked with disabled people (51.5%). Others said having someone to help (45.5%), training (36.4%) and financial resources (36.4%).

These results show a good willingness from survey respondents, working in a variety of media backgrounds, to employ and accommodate disabled talent. Mostly people felt disabled talent would not cause a disruption and the provision of adequate support by way of training and financial resources would increase willingness to provide assistance.

Advertising

We also asked this group of respondents more specific questions about the use of diversity in advertising. Just over half of the industry respondents (57.6%) indicated that they worked in, knew something about, or had an interest in advertising.

The majority (70%) thought that advertisers would be uncomfortable with disabled people selling their products or services in commercials. A small number (5.4%) thought that advertisers would be comfortable, while many didn’t know (15.8%). The comments reflected the aim of advertisements to sell products and the negative stigma still often associated with disability.

“Advertisements are about selling a product and I believe there is a stigma against anything that [doesn’t] fit in their ideal mould.”

“Disability is seen as a negative or unwanted phenomena, advertisers do not want the product associated with negatives.”

“The public tend to aspire toward an idea of perfection and unfortunately many still see disability as a type of imperfection. Although I do believe this is changing and the majority who believe this are no longer as big as they used to be.”

We also asked this group if they thought people would be more or less likely to buy products and services that featured disabled people in their commercials. Most respondents (68.4%) indicated that they didn’t know, while around a fifth thought people would be more likely (21.1%) and a few thought less likely (10.5%).

“I haven’t seen any research that would indicate that there would be a difference.”

“I wouldn’t consider it to be the single factor that makes a difference for a successful commercial.”

Around half of respondents (47.4%) thought advertisers and their markets were ready for disabled people to feature in advertisements, while a third thought maybe (31.6%) and around a fifth thought they were not ready.

“The market won’t care — advertisers are slow to catch on to that.”

“[We need] a passive campaign to assist in the reduction of the stigmas associated with having a disability.”

“[We need] someone to lead the way with the right kind of campaign.”

The results around the advertising questions were mixed. Many acknowledged that to a certain extent advertisers use images of “perfection” as a way to entice people to buy their product, and that disability is not usually associated with this image. However, there was some acknowledgement that this is changing.

In terms of audiences, most didn’t know whether the use of disabled people to sell products and services would make people more or less likely to buy. This perhaps indicates that because disabled people are not usually featured in commercials it is, as yet, unknown how audiences would respond.

Supporting the cause

Overall, the majority of the survey respondents were willing to actively help increase the visibility on our screens (88.8%), while only a small number (11.2%) were unwilling.

Other research

As shown by our quantitative media scan, we see very little disabled people in the media. We also found that there was a distinct awareness of the power of media to influence social consciousness - a finding that is supported by other research. Diane E. Levin and Jean Kilbourne note that "heavy exposure to media alters a viewer's perception of social reality in a way that matches the media world". Levin and Kilbourne are known internationally for their writing on the effects of the media and commercial culture on children. They have also done much work around alcohol and tobacco advertising and the images of women in advertising.

If we apply these findings to disability it's little wonder that there is so much inaccessibility for disabled people. People's social reality, based on the media world, is that people with the experience of disability hardly exist.

Other research has shown that positive modelling can be highly effective in changing attitudes and behaviour. The 2013 book "Influencer: The Power to Change Anything" talks about the concept of the science of influence. Change requires a "yes" answer to the question "Can I do it?", which is a reflection of capability; as well as a "yes" to "Will it be worth it?", a reflection of motivation.

The authors, Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan and Al Switzler, site case studies such as curing people of a fear of snakes by showing others having safe interaction with snakes; decreasing the spread of HIV by teaching sex workers to insist on condom use; and increasing literacy education uptake through a TV series which showed people getting literacy education without shame — this last example resulted in three of four people who saw the series successfully seeking education (while none in a control group did so).

Together this research suggests that there is huge potential to change public attitudes and behaviour towards disabled people by modeling positive interactions through television programming and advertising.

"I think being too politically correct and too rigid about it is no better than ignoring the problem all together, there has to be a compromise."

- Face-to-face Interviewee

Conclusions and reflections

Originally the project sought to garner public support and to influence industry towards including more disabled people in productions, particularly as extras, to increase diversity in the media landscape. Its secondary purpose was to model on screen better attitudes and behaviour toward disabled people. Responses to the survey showed clear support for the idea of More Diversity on Screen, but we also found that the task of getting more representation of disability on screen is complex and will require a much longer timeframe.

Industry interviews and the public response clearly showed support in principle, but it also became evident that you can't demand that writers, directors and producers include disabled people in their productions just to meet a quota. There is currently a lack of demand for parts to be played by disabled actors, however those working in the media industry were also open to consideration of proposals and ideas that are entertaining and have wide appeal.

Although there is a lack of data in the area, the same would seem to go for advertising. Forcing creatives and advertisers to involve depictions of disability in their campaigns is likely to cause resentment and poor portrayals, which would be counterproductive. The exception could be to try to influence the inclusion of more diversity on screen in Government campaigns, such as Drive Social and Say Yeah Nah (the current anti binge drinking campaign), as it is a legitimate argument that Government has a responsibility to realistically represent diversity in social campaigns and is currently failing to do so.

Throughout the project it became increasingly evident that, to create media-driven social change, there is a need to create a container, rather than impose on others' creative projects the imperative to involve disabled characters or actors. This came through particularly strongly in the industry interviews, highlighted by the quotes below:

“I don't know if it needs to be something that the industry is kind of forced to adopt.”

“Carol Hirschfeld moved from TV3 to take up a commissioning role and programming role at Maori TV. [The Nutters' Club] was basically the first proposal she had on her desk and she looked at it and rang me up and said it was one of the freshest ideas she had seen in a long time so Carol was really our, she went to bat for it, it went into NZ on Air. I was told by one of the board members that it was one of the easiest funding decisions they made, it just fell into place.”

“Personally I think people with disabilities need to understand that the production industry is a machine that churns and it might take a bit of mind shifting to say hey wait for me because I have something to contribute here, but I think if you're passionate about it and you believe you have a talent then just go for it and give it your best shot.”

“I'm not sure if more government involvement like something like this would help or not. Will there be a tipping point? Will there just be a slow increase in diversity I'm not sure. I think certainly there is more room for it...”

"I think being too politically correct and too rigid about it is no better than ignoring the problem all together, there has to be a compromise."

Successful examples, where disability has been portrayed reasonably to very well – like My Gimp Life (US web series), Nothing To See Here (Borderless Productions 2011), Gone Fishin', and Glee – have come from a desire of the creators to increase diversity on screen, not an imperative from outside.

The campaign directly influenced over 1500 people to visit the campaign page online and nearly half of this number to actively engage in the survey. It is hard to estimate the number who have seen the animated commercial but it may be safe to assume, given the 1500 or more visits to the campaign page, that several thousands have seen it broadcast on TV.

The response from the industry interviews was that this is an issue that has not been high on its agenda so far. Several people commented that they were pleased to have it brought to their awareness. We believe that it's an important conversation to have initiated and we hope to be able to continue it.

"I think the demand for generic TV characters is waning. Interesting, unique characters are definitely becoming far more appealing."

- Email Interviewee

For more information

www.morediversity.org.nz

www.unique-extras.co.nz

www.diversityworks.org.nz

Acknowledgements

Diversityworks Trust would like to acknowledge the following people and organisations for their assistance with this project:

- Ministry of Social Development, Think Differently Campaign
- Borderless Productions
- Barbara Pike, Project Manager, Diversityworks Trust
- Special thanks to those who participated in the online survey and face-to-face interviews for their time and reflections

APPENDIX A

Notes:

Q1: "Name" — removed to protect privacy of respondents.

Q10-12, 14, 16-17: Respondents were not asked these questions if they had not watched the shows mentioned. This number is reflected as "Skipped".

Q19: "Organisation" and Q20: "Position" — removed to protect privacy of respondents.

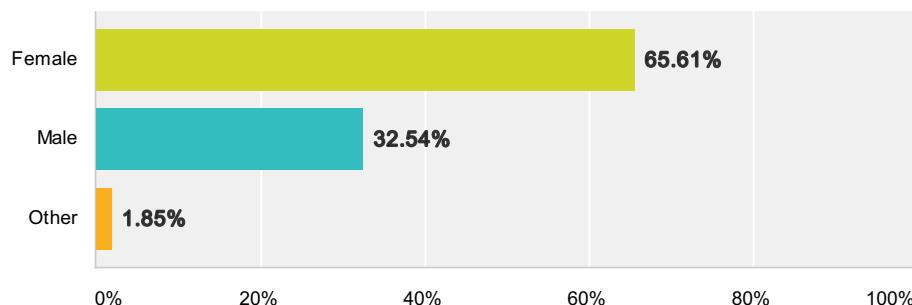
Q21-33: Respondents were not asked these questions if they did not work in the media/television or film industry. This number is reflected as "Skipped".

Q36: "Can we contact you to provide more information about how you can help increase the visibility of disability on our screens?" — removed to protect privacy of respondents.

Q37: What is the best way/time for us to get hold of you? — removed to protect privacy of respondents.

Q2 Gender

Answered: 378 Skipped: 0

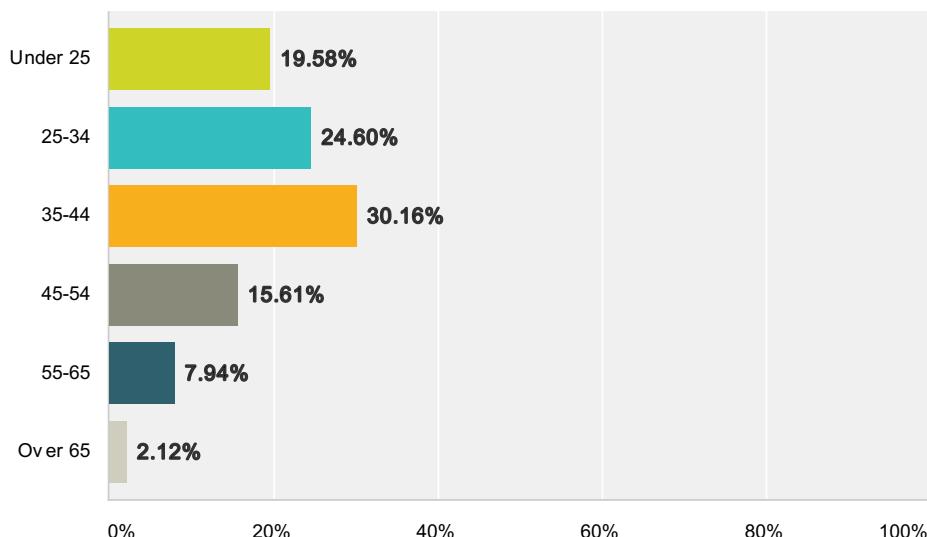


Answer Choices	Responses	
Female	65.61%	248
Male	32.54%	123
Other	1.85%	7
Total		378

#	Other	Date
1	Fluid	5/10/2013 12:55 AM
2	FTM	5/8/2013 10:24 PM
3	don't wish to say	5/7/2013 10:53 PM
4	I am female, but it is so awesome you have provided this option!	4/20/2013 2:39 PM
5	Genderqueer	4/13/2013 10:07 AM
6	physically female/socially -sexually asexual	4/12/2013 6:17 PM
7	prefer not to say	4/3/2013 9:19 AM

Q3 Age

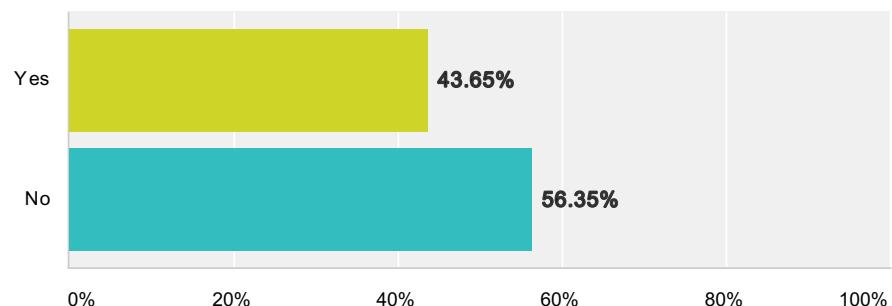
Answered: 378 Skipped: 0



Answer Choices	Responses	
Under 25	19.58%	74
25-34	24.60%	93
35-44	30.16%	114
45-54	15.61%	59
55-65	7.94%	30
Over 65	2.12%	8
Total		378

Q4 Do you have a direct experience of disability?

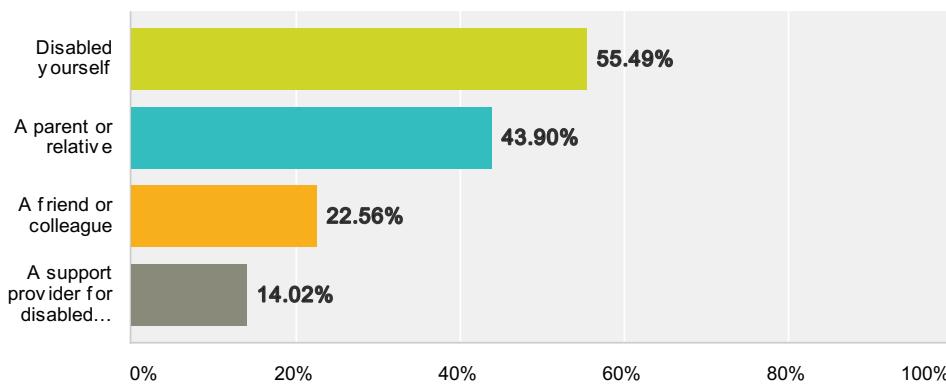
Answered: 378 Skipped: 0



Answer Choices	Responses	
Yes	43.65%	165
No	56.35%	213
Total		378

Q5 Are you...

Answered: 164 Skipped: 214

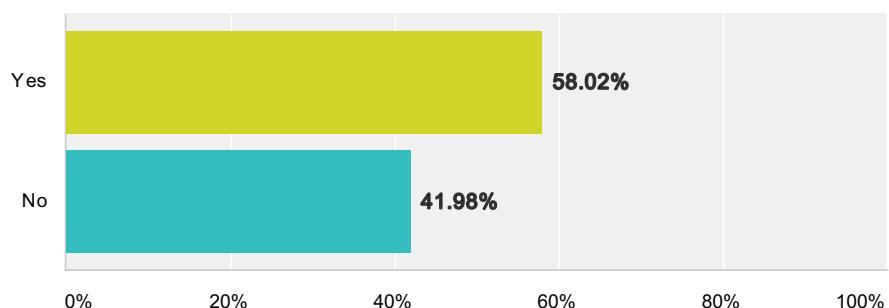


Answer Choices	Responses
Disabled yourself	55.49%
A parent or relative	43.90%
A friend or colleague	22.56%
A support provider for disabled people	14.02%
Total Respondents: 164	

#	Other (please specify)	Date
1	Medical student	6/7/2013 12:30 AM
2	A person who cares	6/6/2013 9:14 PM
3	Mother is an amputee	5/30/2013 12:12 AM
4	spouse	5/18/2013 12:19 AM
5	spouse	5/8/2013 10:30 PM
6	wife	5/8/2013 12:39 AM
7	mental illness	4/30/2013 1:47 PM
8	downs syndrome	4/21/2013 5:05 PM
9	Self, earlier in life; & close family members now	4/19/2013 9:31 AM
10	Son of someone disabled.	4/16/2013 9:51 PM
11	Grandmother was a founder of what was known as the Civilian Maimed Association.	4/15/2013 4:08 PM
12	I work with disabled people & I'm deaf in one ear	4/12/2013 3:59 PM
13	I had epilepsy through my teens.	4/12/2013 2:34 PM
14	Ran a ski and snowboard program for people with physical and intellectual disabilities	4/12/2013 2:19 PM
15	Physiotherapy Student	4/6/2013 11:39 PM
16	Distant relative, teacher	3/31/2013 7:40 PM

Q6 Were you aware that 1 in 5 New Zealanders live with some sort of disability?

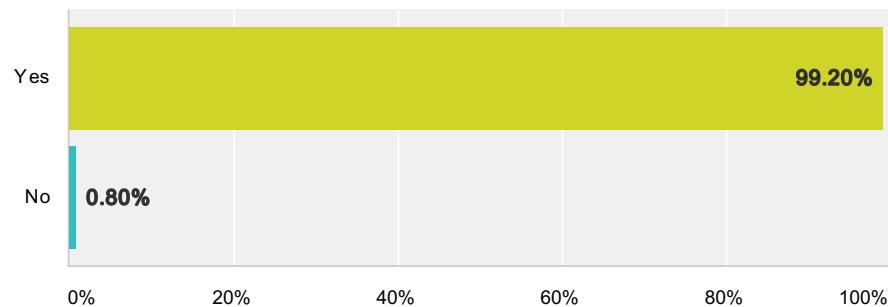
Answered: 374 Skipped: 4



Answer Choices	Responses	
Yes	58.02%	217
No	41.98%	157
Total		374

Q7 Over the years we have seen other types of diversity increase on our screens - like gender, culture, or sexual orientation. Do you think it's important for disability to be more visible too - for example people who are Deaf, blind, physically or intellectually disabled?

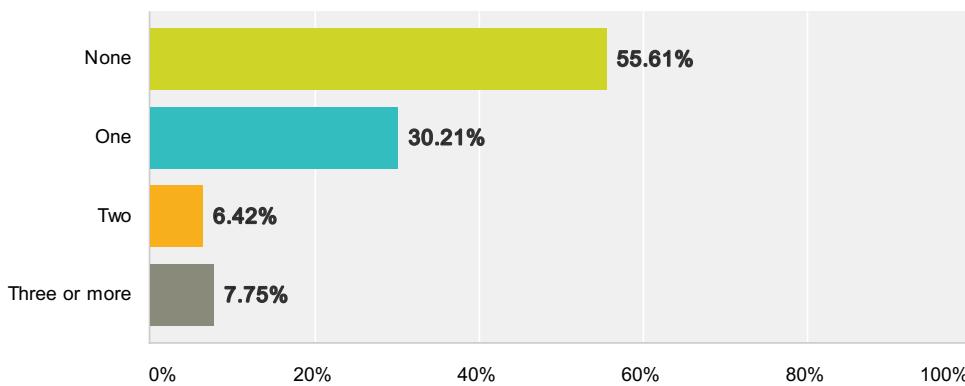
Answered: 374 Skipped: 4



Answer Choices	Responses	
Yes	99.20%	371
No	0.80%	3
Total		374

Q8 How many people with disabilities have you seen on television or in a film in the last week?

Answered: 374 Skipped: 4



Answer Choices	Responses	
None	55.61%	208
One	30.21%	113
Two	6.42%	24
Three or more	7.75%	29
Total		374

#	Comment/Details	Date
1	It was a comedic part and only on the air for a few seconds. The actor isn't disabled.	6/13/2013 12:32 PM
2	Abu Hamza, not the most brilliant portrayal of disability	6/10/2013 12:35 AM
3	I haven't watched much television in the last week, but what I have watched included Coronation Street, which has a character with Ehlers-Danlos syndrome.	6/9/2013 8:09 PM
4	Little couple and Attitude	6/9/2013 8:07 PM
5	no not really just healthy people.	6/9/2013 7:58 PM
6	American programme	6/7/2013 4:32 PM
7	Down syndrome actor on American Horror Story	6/7/2013 12:31 AM
8	It was someone who had a sports-related injury which gave them a temporary disability.	6/6/2013 9:18 PM
9	pole vault chic	6/6/2013 9:14 PM
10	Don't know for sure, diversity doesn't stand out to me	6/6/2013 9:12 PM
11	Joe off Family Guy	6/6/2013 9:12 PM
12	This was a UK comedian -not even on NZ TV.	6/5/2013 8:16 PM
13	I like to watch the show Attitude on channel 1 but I missed it this week. It is a fantastic show.	6/4/2013 5:40 PM
14	I enjoy the Attitude programme	6/3/2013 11:23 PM
15	the mindy project	6/3/2013 11:23 PM
16	If this includes attitude, if not i have seen none.	5/31/2013 6:17 PM
17	Not sure	5/30/2013 12:13 AM
18	Fishing show with guy in wheelchair Game of Thrones Switched at birth which is a show about deaf people	5/29/2013 7:39 PM
19	The news story tonight on compensation for two men injured in combat. They are the first I've seen in a while though, and people like us are generally only seen when we want compensation or donations. :(5/29/2013 7:36 PM
20	News items, segment on dr Phil, deaf cook on top cook	5/29/2013 7:36 PM
21	One, maybe, but in a satirical context.	5/29/2013 7:35 PM
22	A Blind Man on Covert Affairs (US tv show)	5/27/2013 11:56 PM

More diversity on screen

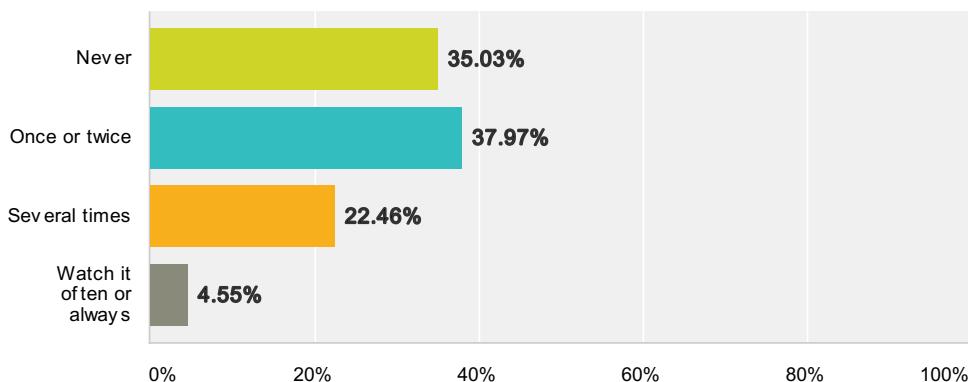
23	Have to watch off peak times to see them though	5/26/2013 12:35 AM
24	It's patronising to have "pretenders and wannabes" on ads and TV programs.	5/23/2013 12:06 AM
25	I've been watching No Limits on Maori TV	5/18/2013 12:19 AM
26	Glee	5/14/2013 9:08 PM
27	Girl in wheelchair on Coro St	5/10/2013 4:53 PM
28	Coronation street has a girl who uses on a wheelchair.	5/9/2013 5:49 AM
29	tv show Attitude	5/8/2013 10:33 PM
30	Glee	5/8/2013 10:25 PM
31	packed to the rafters - man with physical disability - Glee - Down's syndrome and wheelchair	5/8/2013 12:40 AM
32	Have seen actors acting roles of disabilities but not them having disabilities in real life	5/7/2013 10:50 PM
33	Coronation Street	4/28/2013 5:41 PM
34	The intouchables.	4/28/2013 3:28 PM
35	I watched the film Bad Boy Bubby	4/24/2013 11:46 AM
36	But I hardly ever watch TV! But I do think this is a problem.	4/22/2013 11:49 PM
37	Coronation st	4/21/2013 6:13 PM
38	Mainly in the news	4/21/2013 3:29 PM
39	Artie and Becky on Glee	4/21/2013 11:54 AM
40	Game of Thrones	4/20/2013 3:16 PM
41	Mojo Mathers in Marriage Equality debate	4/20/2013 2:40 PM
42	in fairness I haven't watched much TV this week	4/19/2013 9:38 PM
43	I don't have a TV at home, so it reduces the chances	4/19/2013 4:21 PM
44	Arty and Becky on Glee. Not sure if Arty counts as the actor doesn't have a disability . Also not sure if someone had a disability that I was not aware of.	4/19/2013 9:45 AM
45	Not a good question for me as I don't watch a lot of TV.	4/16/2013 9:57 PM
46	Only one because I watch attitude. Apparently glee has someone with DS.	4/16/2013 9:52 PM
47	on Coronation st :)	4/16/2013 9:49 PM
48	Its like we don't exist. Its a dreadful silencing....	4/15/2013 9:04 PM
49	Been without TV/Film for the past week.	4/15/2013 6:57 PM
50	At least, none that I can remember off the top of my head.	4/15/2013 5:49 PM
51	Three or more only if you count 'mad professor' types that probably have Asperger's syndrome.	4/15/2013 5:39 PM
52	a saw part of tv programme 'attitude' on the weekend.. otherwise i'd have ticked none	4/15/2013 10:24 AM
53	3 or more *characters* with disabilities, probably only one *actor* with the disability they were portrayed as having	4/14/2013 6:16 PM
54	One - but it's an overseas show (Covert Affairs).	4/14/2013 12:26 PM
55	There is a blind woman in Emmerdale, but I'm not sure whether the actor has a disability or whether the role is played by an able bodied actress.	4/14/2013 9:40 AM
56	Article on Native Affairs mentioned the relation between mental health and recreational drug use. I watched very little tv in the last week.	4/13/2013 8:56 PM
57	Glee	4/13/2013 8:16 PM
58	I watch very little television.	4/13/2013 3:07 PM
59	The only television I've actually watched in the last week was Downton Abbey season 2, in which a range of post-war disabilities are shown as part of the fact that parts of the show are set in a military convalescent home	4/13/2013 1:27 PM
60	But I don't really watch a lot of TV. Maybe 5 hours a week.	4/13/2013 10:38 AM
61	I watch very little tv and this week I've been particularly busy. So not a good measure.	4/12/2013 11:21 PM
62	I watch v. little tv (visually fraught) but *the idea* that more non-norm people are on tv the better-	4/12/2013 6:19 PM
63	Only portrayed by an actor though.	4/12/2013 5:39 PM
64	TV here includes shows i watch through my computer	4/12/2013 4:13 PM
65	Saw a brilliant French film, The Intouchables; one of the main characters was quadriplegic. Peter Dinklage in Game of Thrones.	4/12/2013 3:48 PM

More diversity on screen

66	Only watched game of thrones	4/12/2013 3:37 PM
67	saw one armed cook in spartacus	4/12/2013 3:30 PM
68	But I haven't watched TV or film in the last week	4/12/2013 3:28 PM
69	The person I saw was on a current affairs show - not fiction.	4/12/2013 3:05 PM
70	Not really applicable. No TV.	4/12/2013 2:41 PM
71	Aarty on Glee and Bran from Game of Thrones are both paralysed from the waist down.	4/12/2013 2:36 PM
72	News item on Chch brothers having difficulty finding accommodation during their house refit.	4/12/2013 2:35 PM
73	This was for a news show (Campbell Live's coverage of the older autistic men looking for a home) not in any fictional setting.	4/12/2013 2:31 PM
74	Taking special needs paper at uni	4/8/2013 8:04 PM
75	I dont watch television much	4/6/2013 7:59 PM
76	Game of Thrones - Bran has to be carried everywhere. One of the few I can think of.	4/3/2013 10:48 AM
77	I think think this is so important it actually upsets me that there are close to no disabled people on screen as i have wanted to look into it my self but having a wheel chair i have discouraged but would love to look in to it.	4/3/2013 10:25 AM
78	I also feel when disabled people are shown they are always compared to able-bodied people or aspire to be able bodied. Thats only telling one part of a rich possible story	4/3/2013 9:34 AM
79	I have seen blind people in a movie, or at least the characters they played were blind.	4/3/2013 9:21 AM
80	A young man in a wheelchair...easily identified as disabled. I have a hidden disability...a great topic for shorty Street!!??	4/1/2013 8:50 PM
81	Have no TV	3/31/2013 7:49 PM
82	These were programmes/episodes that I sought out specifically on demand.	3/31/2013 7:37 PM
83	Advertising agencies have got to get over themselves and reflect far more diversity and ethnic balance on screen	3/28/2013 4:22 PM
84	On Seven Sharpe for world down syndrome day	3/27/2013 1:57 PM
85	On Coro!	3/26/2013 2:30 PM

**Q9 Gone Fishin' (TV3 5.00pm Sunday) is a fishing show hosted by Graeme Sinclair.
Have you seen it?**

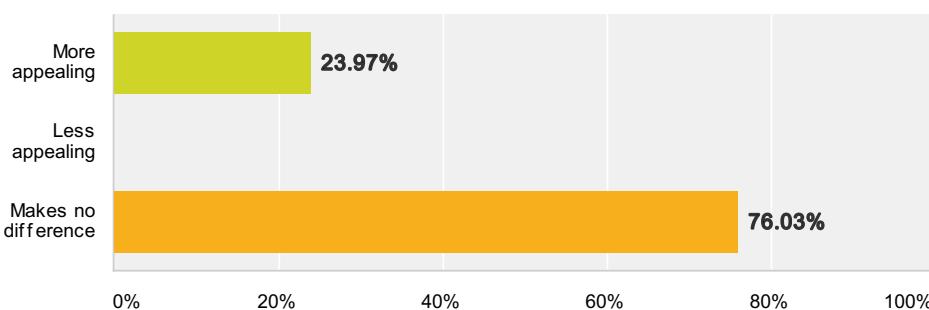
Answered: 374 Skipped: 4



Answer Choices	Responses	
Never	35.03%	131
Once or twice	37.97%	142
Several times	22.46%	84
Watch it often or always	4.55%	17
Total		374

Q10 Thinking about Gone Fishin' would you say that the fact that host Graeme Sinclair uses a wheelchair makes the show....

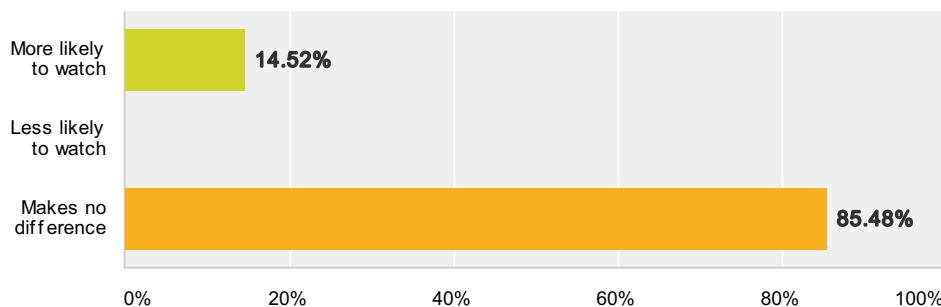
Answered: 242 Skipped: 136



Answer Choices	Responses	
More appealing	23.97%	58
Less appealing	0%	0
Makes no difference	76.03%	184
Total		242

Q11 Graeme Sinclair who hosts and produces Gone Fishin', uses a wheelchair. Does/would this make you...

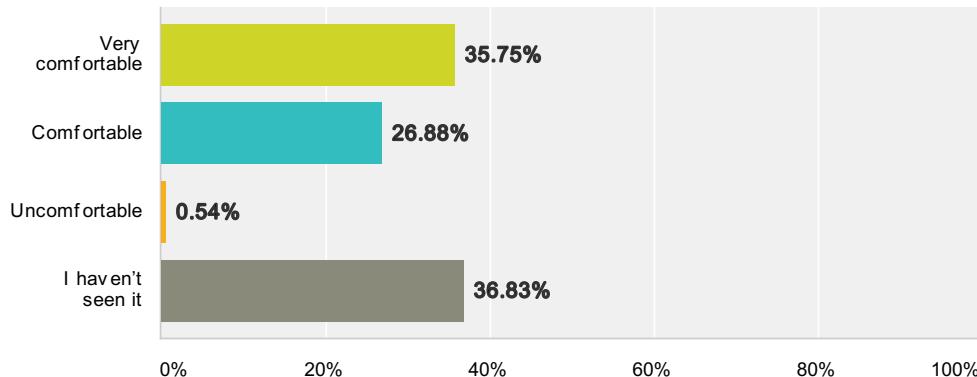
Answered: 372 Skipped: 6



Answer Choices	Responses	
More likely to watch	14.52%	54
Less likely to watch	0%	0
Makes no difference	85.48%	318
Total		372

Q12 On Gone Fishin' you often see Graeme being lifted onto boats or using his wheelchair. How comfortable does this make you feel?

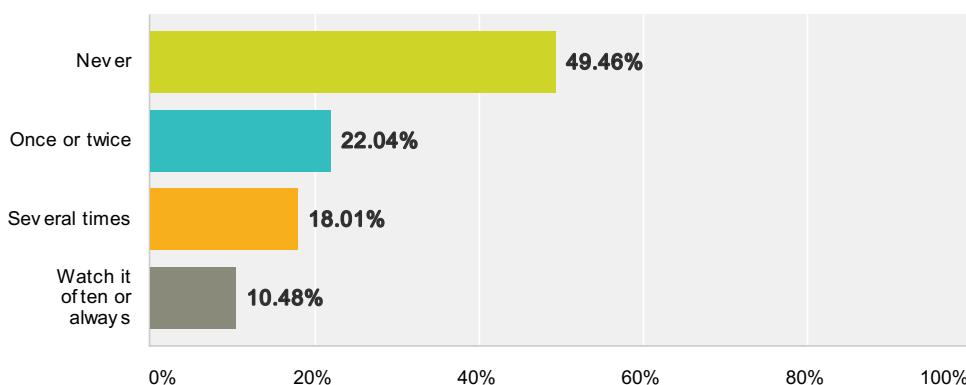
Answered: 372 Skipped: 6



Answer Choices	Responses	
Very comfortable	35.75%	133
Comfortable	26.88%	100
Uncomfortable	0.54%	2
I haven't seen it	36.83%	137
Total		372

Q13 Attitude (TV One 8.30am Sunday) is a programme about disabled people. Have you seen it?

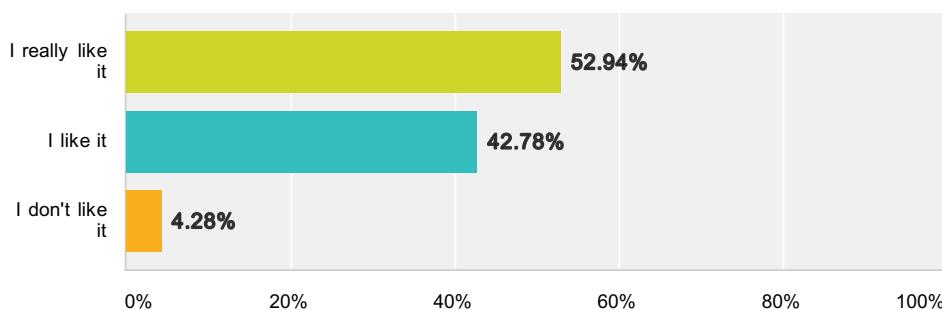
Answered: 372 Skipped: 6



Answer Choices	Responses (%)	Responses (Count)
Never	49.46%	184
Once or twice	22.04%	82
Several times	18.01%	67
Watch it often or always	10.48%	39
Total		372

Q14 What do you think about how it portrays disabled people?

Answered: 187 Skipped: 191



Answer Choices	Responses	
I really like it	52.94%	99
I like it	42.78%	80
I don't like it	4.28%	8
Total		187

#	Why?/Comment:	Date
1	it shows that people with disabilities can lead normal lives too and also shines a light on educating the public about people with disabilities which is important as a lot of able bodied people I have come across (me, being disabled) don't realise that people with disabilities can and do live normal lives and do normal things.	6/14/2013 6:13 AM
2	It's from their perspective and it address that person as a whole when looking at their life, family and friends.	6/13/2013 12:34 PM
3	It shows a variety of aspects of real life for real people living in our communities with disabilities that provide them with experiences, challenges and opportunities the rest of us often don't experience.	6/9/2013 8:10 PM
4	It shows that disabled people can lead lives as non disabled people do	6/7/2013 3:47 PM
5	It shows that they are just normal people. That work harder and complain less!!	6/6/2013 9:16 PM
6	I work in a mainstream primary school with a few disabled children (/children with special needs) and love how real the programme is -I especially like how the show is hosted.	6/5/2013 8:20 PM
7	I love this show. It is shows all types of disabilities and it is just fantastic in every way .	6/4/2013 5:41 PM
8	I find it positive and inspiring, yet not overtly about difference	6/3/2013 11:25 PM
9	Because I get to see how many people live with some sort of disability and how they cope with it.	5/31/2013 6:20 PM
10	It shows they're no different to people without disabilities	5/29/2013 9:48 PM
11	The people hosting and those featured in the stories are totally inspiring; and if anything leave me as viewer thinking that they (hosts and people featured in the stories) are in fact more 'enabled' than so called non-disabled persons. "Attitude" really is everything. I have made me realise that if I experienced a 'disabling' injury/illness that how you deal with it and what you choose to focus on is what defines you as a person; a person who just happens to also be able to manage a few extra hurdles in life.	5/29/2013 7:48 PM
12	Portrays real kiwis with disabilities in a positive light - should be on prime time - not Sunday morning!!!	5/29/2013 7:38 PM
13	I haven't seen it enough to remember the exact portrayal, but I'd like these sorts of 'stories' to be much more mainstream. It doesn't have to be 'new' to be news!	5/29/2013 7:36 PM
14	positive and upbeat yet offers excellent insights into living with disability in NZ	5/27/2013 11:58 PM
15	It gives disabled people a voice	5/14/2013 9:10 PM
16	It normalises people with different abilities and talks about them just getting on with their lives and aspirations	5/10/2013 4:54 PM
17	This program portrays normal people with differences. Everyone has disabilities but some not obviously in your face. Mental, emotional and physical but differences. Shyness can be debilitating to some but not obvious. Labeled rude or stuck-up.	5/9/2013 6:57 PM
18	it does not deal with major issues of disability and the real challenges many disabled people have to contend with in our disabling society	5/9/2013 12:49 PM

More diversity on screen

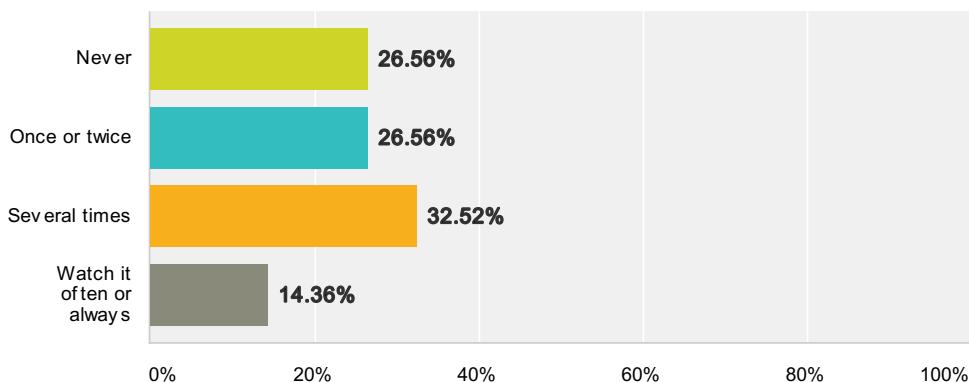
19	I think it shows how incredibly capable and determined many people are who have disabilities. It also shows that they are incredibly unique and normal.... which I mean as a positive attribute. I find it uplifting to see how people manage - sometimes incredibly trying circumstances. For me, it is inspirational to my own life.	5/9/2013 5:53 AM
20	Would prefer disability portrayed as something mainstream and normal, not as some kind of 'other'	5/9/2013 4:15 AM
21	it is inclusive and inspiring and shows that disabled people are capable of more than most people realise	5/8/2013 10:35 PM
22	It's one very early in the day though, another time or a repeat screening would be good for more chances to see it. It covers such great people!	5/8/2013 10:27 PM
23	Generally a very positive programme with a "can do" attitude by those show cased	5/8/2013 10:26 PM
24	Although I feel sorry for these people, it makes me thankful for my life and situation	5/8/2013 1:18 PM
25	positive portrayals	5/8/2013 12:40 AM
26	capable; "whole" people - i.e. disability doesn't automatically equate to mental disability; successful; everyday people; living amongst unawareness of designers, architects, builders, those unaffected by disability;	5/7/2013 11:09 PM
27	It shows them in a positive light and opens peoples minds to the possibilities of what people living with disabilities can do.	5/2/2013 8:03 PM
28	Makes a big deal of people who experience disability, sure, experiencing disability may make life hard, but anything can make life hard, having a show focused on how inspirational and impressive disabled people are for living their lives broadens the gap between disability and 'normal' and encourages the perception that disabled people are different and to be commended for getting out of bed in the morning (everyone, disabled or not, should be commended for getting out of bed in the morning :))	4/28/2013 3:33 PM
29	It presents disabled people as achievers and people who are involved in communities and life. If I have any reservation at all it would be to do with it being a disability specialist show - a bit separatist - rather than disabled people being involved in mainstream productions as part of everyday life experience.	4/21/2013 6:18 PM
30	Would like to see it in prime time! Motivational and realistic content.	4/21/2013 3:30 PM
31	it make me think how lucky we are to get aroundok	4/21/2013 2:13 PM
32	i like watching shows about people in my community	4/19/2013 9:31 PM
33	I became more aware of the impact that people with difference have on the whole community	4/17/2013 1:16 PM
34	Sometimes I like it but more often than not its on sports supercrips or personal tragedy stories. I find it embarrassing quite often	4/15/2013 9:07 PM
35	Do not have a TV so only see it rarely.	4/15/2013 6:58 PM
36	I like it, but sometimes it seems a bit too 'sincere'. I don't know why this strikes me the wrong way. A great program otherwise.	4/15/2013 2:21 PM
37	its about time they can entertain, talk and share information in a normal way like this on public tv... my 60yr old cousin has cerebral palsy, i might be a bit biased!!	4/15/2013 10:27 AM
38	Real people and their lives, made me think about the challenges and everything	4/14/2013 7:55 PM
39	When I've seen it the show seemed to be about people, rather than about disabled people. Bit like Country Calendar really, interesting stories about interesting people.	4/14/2013 6:18 PM
40	I like it, as it shows that being differently abled isn't a restriction. However, I think it's also important not just to show people being exceptional and/or breaking new ground, but as everyday participants in society. This is where we can start to break down people's concerns about hiring more diverse staff.	4/14/2013 12:29 PM
41	Can't really remember	4/14/2013 10:16 AM
42	Always good production values. Insightful stories of people in communities outside my own.	4/13/2013 10:40 AM
43	Because it seems so natural and the people involved are portrayed as people, not people with a disability	4/12/2013 11:23 PM
44	they have interesting stories that aren't being told elsewhere	4/12/2013 7:11 PM
45	It's been ages since I saw it! But a non-answer not an option.	4/12/2013 6:39 PM
46	I just enjoy seeing normal people with all sorts of disabilities doing really cool stuff. It's impressive and makes me feel good.	4/12/2013 5:40 PM
47	Great insight into the real lives of real New Zealanders, which is something I'm interested in no matter who or where they are.	4/12/2013 3:31 PM
48	I think the attitude awards needs to be on prime time. It's so inspiring to watch these people's stories	4/12/2013 2:24 PM
49	Such an inspirational programme, love it. Real honest people telling stories.	4/8/2013 8:08 PM
50	I like how they put disabled people into a positive light, in the hope that they can be seen as part of the mainstream community and hopefully mainstream TV to help disabled people feel more accepted and not as the other	4/3/2013 10:29 AM
51	They are confident	4/3/2013 9:35 AM
52	oh hum.. with some episodes	4/1/2013 9:13 PM

More diversity on screen

53	BUT I raise again those of us living with hidden disability; not all disabled people have wheelchairs! I often get abused when using 'mobility' parking in my hand-controlled car...	4/1/2013 8:52 PM
54	It makes me more aware of people's disabilities and the everyday things (and extraordinary things!) they can achieve.	4/1/2013 8:44 PM
55	It focuses on ability	3/31/2013 7:41 PM
56	Fantastic programme that presents people with disabilities in a contemporary way, shows the difficulties but overwhelmingly shows achievement and participation.. Can't rave enough	3/31/2013 7:40 PM
57	I think that it is good that there is portrayal, but I often find the depictions and story lines a bit cheesy. I have noticed that the programmes with people with intellectual impairment have seemed to be patronising. It is also at a really bad time in the day, and I wouldn't choose to watch it on demand, unless it was a subject I was particularly interested in.	3/30/2013 7:29 PM
58	Inspiring with focus on ability and helps normalise disability	3/28/2013 4:27 PM
59	Great show	3/27/2013 1:58 PM
60	It seems quite patronising.	3/27/2013 1:00 PM
61	It's very conservative, it doesn't challenge societal views, it isn't nearly brave enough	3/26/2013 2:56 PM
62	Haven't seen it often - too busy!	3/26/2013 2:31 PM
63	Depends on the episode.	3/25/2013 10:47 PM

Q15 There was a character who used a wheelchair called 'Artie Abrams' in 'Glee', the TV show. Have you seen it?

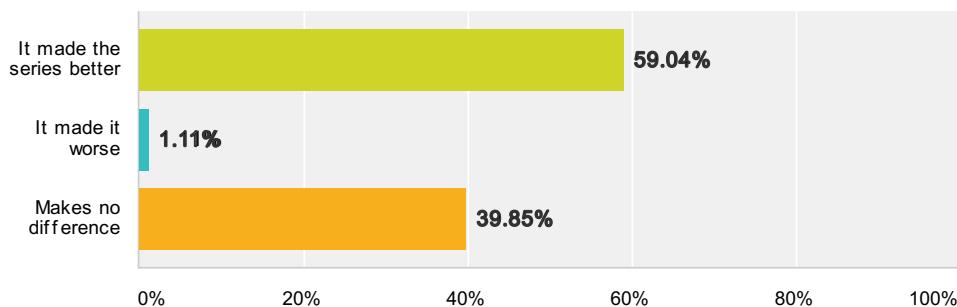
Answered: 369 Skipped: 9



Answer Choices	Responses	
Never	26.56%	98
Once or twice	26.56%	98
Several times	32.52%	120
Watch it often or always	14.36%	53
Total		369

Q16 What statement best reflects your feeling about Artie Abrams using a wheelchair?

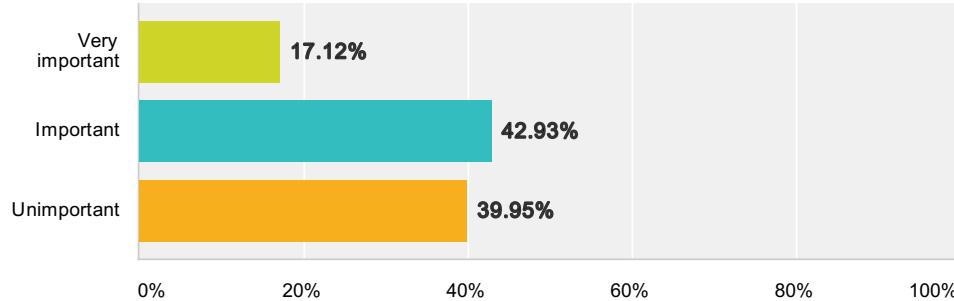
Answered: 271 Skipped: 107



Answer Choices	Responses
It made the series better	59.04%
It made it worse	1.11%
Makes no difference	39.85%
Total	271

Q17 The actor playing 'Artie Abrams' did not have a disability in real life. How important is it that an actor playing a character with a disability is disabled themselves?

Answered: 368 Skipped: 10



Answer Choices	Responses	
Very important	17.12%	63
Important	42.93%	158
Unimportant	39.95%	147
Total		368

#	Why?/Comment:	Date
1	if an actor is portraying someone with a disability, it's more about showing people someone with a disability so that people realise it is very normal although it would be great to see more disabled actors out there.	6/14/2013 6:16 AM
2	I didn't know he wasn't actually disabled	6/14/2013 12:44 AM
3	Actors are actors it would be good to see more actors with disabilities	6/14/2013 12:43 AM
4	Their a many talented disabled people who want to be stars, give them a job, and not to a person who has every thing but a real disability that you're looking for.	6/13/2013 12:37 PM
5	As long as the acting is an appropriate and accurate representation of the disability then it shouldn't matter in theory .	6/12/2013 12:46 AM
6	As long as the character is portrayed disabled in a proper manner it doesn't matter	6/10/2013 1:03 PM
7	Its an acting role. Bujt having said that it would be good to give the work to someone with the trait being portrayed...	6/10/2013 12:22 PM
8	everyone knows about the prejudice but to actually experience it for a lifetime is different	6/10/2013 12:39 AM
9	It would be inappropriate to have a blacked up European playing a Maori character and I think the same way about disability	6/10/2013 12:38 AM
10	I think it's important that characters with disabilities are played by disabled actors when possible. However, sometimes this isn't possible for whatever reason (Artie Abrams, for example, had dream sequences about being able to walk which required the actor's dance skills)	6/9/2013 8:14 PM
11	acting is acting its basically fiction, so really not really important	6/9/2013 8:00 PM
12	Because that would mean that the only person who could play artie had to be disabled	6/9/2013 8:00 PM
13	i'd be comfortable either way as long as they werent specifically excluding actors who actually do have a disability	6/9/2013 7:58 PM
14	Actors act. I would hope the best person got the job. The Glee project produced a new cast member (Ali Stoker) who in real life uses a wheelchair.	6/7/2013 4:39 PM
15	Because someone is playing a character based on stereotypes. You wouldn't put black makeup on a white person so that they could play a black character. Disabled actors should be allowed to act.	6/7/2013 3:50 PM
16	I think it's important to realise that people with a disability will be better suited to play those roles	6/7/2013 12:33 AM
17	They are acting, fulfilling the role of portraying a character.	6/7/2013 12:32 AM
18	They are still showing a disability and raising awareness	6/7/2013 12:32 AM
19	Graham Sinclair has MS, Artie Abrams is taking the piss.	6/6/2013 9:20 PM

More diversity on screen

20	so it doesn't seem they are taking the piss and gives everyone a TRUE look at how they are	6/6/2013 9:16 PM
21	It gives roles and opportunities to those with disabilities who aspire to act	6/6/2013 9:16 PM
22	It is the actor's job to play types of characters but I don't believe that an actor with a disability should be disadvantaged and not get roles because of this	6/6/2013 9:15 PM
23	Casting real people in roles. We don't dress someone up as Asian for an Asian role.... Why do that with a disability?	6/6/2013 9:15 PM
24	Main thing is to raise diversity on screen	6/6/2013 9:15 PM
25	As long as it helps with awareness of disability I don't think it matters	6/6/2013 9:14 PM
26	Actors play different roles	6/6/2013 9:14 PM
27	Otherly abled actors have far fewer opportunities, especially for main/developed characters	6/6/2013 9:12 PM
28	Moreso because in the live show/part of the movie I saw the Glee actor jumped straight out of the wheelchair and I did not like how the show's young viewers may then view disability. There is not necessarily a 'cure' or 'quick fix' for some and this was not a realistic portrayal.	6/5/2013 8:25 PM
29	It adds to the authenticity of the character/their situation	6/5/2013 10:58 AM
30	While I enjoy Artie's character, I think it would be better for people who are in wheelchairs to see that they have the ability to be on a major TV show and not just a character pretending to.	6/4/2013 5:42 PM
31	Acting is about portraying a character. An actor with personal experience of disability might be able to communicate with more authenticity...?	6/3/2013 11:30 PM
32	It creates a culture of understanding, is long as was right for the role	6/3/2013 11:23 PM
33	many actors are playing characters that differ from their real life	6/3/2013 11:23 PM
34	Because they can relate to their character	5/31/2013 6:22 PM
35	It would be nice, as there are no shortage of disabled actors, but I'll take most any bone they throw us.	5/29/2013 9:50 PM
36	Acting is about portraying a character and in this case the actor portrays the character very well indeed.	5/29/2013 7:49 PM
37	Otherwise it's fake plus gives disabled a job. Don't forget girl w down syndrome in glee	5/29/2013 7:46 PM
38	Getting the inclusive message out there - would be good to see disabled actors onscreen	5/29/2013 7:40 PM
39	I'm not sure	5/29/2013 7:40 PM
40	It depends on the disability involved, some people with disabilities cannot work, and so could not play roles, while others would be able to.	5/29/2013 7:39 PM
41	Realism! And I really want to see people with mental disabilities or autism spectrum 'disorders' act!	5/29/2013 7:38 PM
42	An actor with a disability should be given the chance as it should depict reality as much as possible	5/25/2013 10:41 PM
43	it's ACTING	5/24/2013 2:19 AM
44	If they can act the part, I see no problem	5/24/2013 12:52 AM
45	Only a person with a disability can truly portray a disabled person	5/23/2013 7:44 PM
46	Because it is disingenuous to make money as if you're disabled because it's like stealing a job off someone who is disabled. Kind of illegally using disabled parking really.	5/23/2013 12:09 AM
47	Many factors - I think it depends upon the disability, the actor, and/or the willingness/talent of the actor with a disability to portray the character. I liked Dustin Hoffman in Rain Man - so a good actor could research the disability and provide a convincing portrayal	5/18/2013 12:22 AM
48	Gives disabled actors a chance to have a career	5/14/2013 9:13 PM
49	There are very few good roles for people with disabilities so every one of those roles should go to people with the same disability	5/10/2013 4:55 PM
50	Even though they haven't experienced being disabled/they way people treat disabled people, they can still help to normalize people with disabilities.	5/10/2013 12:59 AM
51	Not every actor/actress has had children but act parenting roles. What is the difference. Do they make it look realistic? I would hope so it is their job.	5/9/2013 7:00 PM
52	Because it'll give them a feeling of how it feels to be in a wheelchair. My comment is we need more disabled programs to show people that disabled can achieve their goals & are still enjoying life.	5/9/2013 6:20 PM
53	gives people with a disability hope that they can do anything that a normal person can do	5/9/2013 6:16 PM
54	Unimportant in context of the 'character' and enjoyment of the show; but in terms of opportunities for disabled actors my preference would be for positive diversity reflected in the cast	5/9/2013 4:20 AM
55	Would you put someone in blackface to play an African American? Of course not! Why would it be any different for people with disabilities?	5/9/2013 1:50 AM
56	It's incredibly insulting to try and promote the acceptance of disability within society and when they choose to select an actor that is not actually disabled, then all that says is "we don't think that a disabled person is good enough to play someone with a disability"	5/9/2013 12:52 AM

More diversity on screen

57	its the one thing that bugs me about Glee, I'm sure there are plenty of people with actual disabilities that would play the part just as well	5/8/2013 11:06 PM
58	As long as they are representing people with disabilities i don't think it matters that much.	5/8/2013 10:29 PM
59	it would give a disabled person a great opportunity to show their talents & earn a great income	5/8/2013 10:29 PM
60	I think whilst it is good to have people with disabilities represent their community , if increased awareness and support are generated towards those with disabilities by having an actor portray their community , that too is good.	5/8/2013 10:28 PM
61	Actors act, and him showing this side of life is great!	5/8/2013 10:28 PM
62	AS long as the disability is shown correctly I have no issue with it	5/8/2013 10:26 PM
63	Artie dances in his imagination - annoys me that he's faking	5/8/2013 10:26 PM
64	I did not know that about Artie not being disabled in real life. There are so many talented disabled people in society . I think that is disgraceful.	5/8/2013 1:19 PM
65	they are playing a character - eg if someone is a mother they do not have to be a mother in real life,	5/8/2013 12:41 AM
66	Important in that disabled actors should have equal opportunity to apply for a disabled character	5/7/2013 11:17 PM
67	What is important is that people with disabilities are represented as a norm in society . It does not matter if its an able bodied actor acting disabled	5/7/2013 11:07 PM
68	it shows disability is not inability , they are talented too and need exposure of their talents	5/7/2013 10:54 PM
69	i think it would be great if there were more disabled actors/actresses on screen...however ultimately the character being disabled and raising awareness and consideration of the disabled is more important.	5/7/2013 10:50 PM
70	Actors play roles, then again who said there are no actors out there in wheelchairs	5/7/2013 10:50 PM
71	I don't know	5/7/2013 10:49 PM
72	actors play many character, they don't have to be that person to act it out, it would be the same for physical acting	5/7/2013 10:47 PM
73	Validity . Work opportunity .	5/3/2013 8:37 PM
74	It still increases the awareness of disabled people and their abilities	5/2/2013 8:04 PM
75	its acting...that's what actors do	4/28/2013 8:42 PM
76	An actor is an actor but actors with relevant disabilities should be employed in suitable parts.	4/28/2013 5:44 PM
77	Though it is better to have someone who doesn't have a disability playing someone with a disability than none at all.	4/28/2013 3:34 PM
78	I'd like to be able to answer this question "not sure"	4/26/2013 9:41 AM
79	I don't know exactly , but it would be logical to think that someone with a disability would play a disabled character better	4/24/2013 11:48 AM
80	It depends on the disability and their ability to fulfill the role	4/23/2013 8:49 AM
81	I think it's an opportunity for someone in a wheelchair to get a job, which is often difficult. Non disabled people have more opportunity to gain employment,	4/22/2013 3:24 PM
82	Because using an able bodied person to play someone who is not is like painting a white person black. Its mis-representing and arrogant	4/21/2013 6:20 PM
83	very important ok	4/21/2013 2:14 PM
84	Because they can most appropriately tap into that experience. However, I don't think those WITHOUT disabilities should be unable to play characters with disabilities as long as they do their research properly .	4/21/2013 11:56 AM
85	I'm actually in the middle here, but think more opportunities should be made for people with disabilities in general	4/20/2013 3:18 PM
86	It's fiction. Actors take on all sorts of roles with no 'life experience' of them. So long as it is respectfully and honestly portrayed I have no problems.	4/20/2013 2:44 PM
87	think this one is up to people with disabilities to debate	4/19/2013 9:40 PM
88	to give actors with disabilities more options and work - those without disabilities are more likely to be chosen for characters who aren't disabled	4/19/2013 9:33 PM
89	I don't think it's important for the role, an actor is an actor and should be able to play any character. However, I think it's important in order to give opportunity and same chances to disabled people to do what they want to do in life.	4/19/2013 4:25 PM
90	The two are unrelated: I think it would be great if disabled characters could be played by actors with disabilities, but I also admire the ability of an able-bodied actor to portray a disability realistically .	4/19/2013 2:17 PM
91	If available - even though acting involves creating a different character, it is a bit like black face instead of having an actor of colour, to have someone simulating disability if an appropriate actor with disability could do it	4/19/2013 10:08 AM

More diversity on screen

92	They could bring more nuance to the role.	4/19/2013 9:47 AM
93	Such a great opportunity for people with impairment to have acting jobs, be visible, be able to express their experience for the benefit of all of us - much more effective than a non-disabled actor portraying a person with a particular impairment	4/19/2013 9:33 AM
94	For accurate representation of those disabled; although it should not prevent abled ppl from playing disabled characters or vice versa (where possible) or disabled actors portraying other disabilities other than their own!	4/18/2013 10:51 AM
95	Mostly about the positive portrayal... but needs to be sensitively handled and with input into the script/presentation from the disabled community to ensure the portrayal is accurate and thoughtful; don't want the minstrels in blackface syndrome. Also the casting decision may need some offline PR support: don't want to send the message that disabled actors can't carry key roles.	4/17/2013 3:00 PM
96	because it will create more work for actors with disabilities and get the industry thinking that it is ordinary to have people with a variety of ability working in a programme	4/17/2013 1:19 PM
97	people with disabilities are completely capable of acting and need to be given a chance.	4/16/2013 10:47 PM
98	I sometimes find actors pretending to be spastic it a little off putting.	4/16/2013 9:55 PM
99	Gives more opportunities to disabled actors. An actor with a (visible) disability would find it very hard to play a character without that disability. It also brings back (bad) memories of the black and white minstrels show :)	4/16/2013 9:54 PM
100	Equality has to be real, as well as fictional...	4/16/2013 7:31 AM
101	Opportunities for disabled actors are rare so it is better to give the role of a disabled character to a disabled person where possible.	4/16/2013 12:27 AM
102	Authenticity rather than patronage thank you	4/15/2013 9:08 PM
103	Portrayal of the character is most important. Agree there could be some integrity shock seeing them in an able-bodied role later on though.	4/15/2013 8:33 PM
104	TV drama is not real.. more important that the characters reflect diversity.. that said if there were a suitable actor who did have the disability of the character it would be great to see them get the role	4/15/2013 8:14 PM
105	It's acting. But if the choice was between a person with a disability and a person without I'd prefer the person with a disability to be cast.	4/15/2013 6:59 PM
106	There's a balance to be struck between finding the right actor/actress for a role in terms of personality , as well as whether they have the physical resemblance/abilities of the character. I didn't think the actor playing Artie was especially great, and I think Glee could have done a lot if they'd found a similarly talented person with the same physical disability : I was disappointed when I found out that "Artie" wasn't actually disabled, though it did mean they could then have Artie walking in certain 'dream' sequences (though these were the least convincing parts of Glee, I've found).	4/15/2013 5:53 PM
107	People should be able to act disabled, just like they act older or younger than their real age.	4/15/2013 5:46 PM
108	Not so important as the actor still has to deal with being incapacitated when acting, but more realistic in terms of portraying achievement to people who are really disabled.	4/15/2013 4:15 PM
109	He is an actor, I don't expect an actor in a medical drama to have a real medical degree why would I expect an actor portraying someone with a disability to actually have a disability	4/15/2013 3:27 PM
110	we don't have actors in face black to play Pacifica or Maori characters why should disabled characters be any different...	4/15/2013 3:15 PM
111	Important, but again it seems like they were adding in the character as a demonstration of their sincerity and commitment to diversity . The character seemed less identifiable than would otherwise have been the case.	4/15/2013 2:22 PM
112	It should be the best person for the role.	4/15/2013 2:06 PM
113	Because TV and film directors do not require accurate portrayals	4/15/2013 10:31 AM
114	important if there are disabled actors available	4/15/2013 10:28 AM
115	I think it depends on how it is going - I am sure there are many disabled people who could do a great job, but maybe sometimes it doesn't always matter	4/14/2013 7:57 PM
116	It is a show and as long as the research has been done and the role done respectfully than all good.	4/14/2013 6:47 PM
117	If there had been a 'no answer' option I would've picked that - I really don't feel qualified to comment (not being in the industry nor disabled myself). But I can see both sides of the argument....	4/14/2013 6:20 PM
118	I think that actors often portray something they are not, it is part of their job. I do think it is important that people with disabilities get opportunities to participate in film/media however.	4/14/2013 3:12 PM
119	While it would be great to fill these roles with people who have the disability being shown (or hire disabled people for normal roles and then adapt the script), I think actors can raise awareness of life with disabilities even if they don't have one themselves.	4/14/2013 12:31 PM
120	It's the representation itself that I think is important, not necessarily the actor - who should be the right person for the job full stop. On a show like glee, singing is important & the actor can do that well. However, if physically disabled actors weren't also considered for the role that would be disappointing - as there is something to be said for making sure as many of those opportunities go to people who are actually disabled while inequities are rife - a positive discrimination approach.	4/14/2013 11:22 AM

More diversity on screen

121	important but not essential as its part of an actors job	4/14/2013 10:17 AM
122	If there is an actor with the disability who can play the role they should be given the it over an able-bodied actor as it is more believable and provides more roles for actors with disabilities.	4/14/2013 9:43 AM
123	It seems a bit unfair to use disability as a character attribute but not be willing to cast someone with a disability in a part.	4/13/2013 11:12 PM
124	Assuming there are disabled actors who want to be on screen, would be good to utilise them - just like not putting a white person in blackface on the screen instead of a black person!	4/13/2013 9:08 PM
125	An actor must have sympathy for the character they are playing. Although an actor playing a villain need not be evil out of character to play the role.	4/13/2013 8:59 PM
126	Not sure. Need to think more about this question.	4/13/2013 8:04 PM
127	An actors entire job is to convincingly pretend to be someone or something they're not - so playing a character with a disability is just another expression of an actor's skill. Of course this doesn't address the issue of disabled actors feeling they've been barred from a role that should be theirs by rights. But ultimately you don't need to be a hunchback to nail the role of Richard III, just a bloody good actor.	4/13/2013 6:25 PM
128	I would prefer it, but in telling some stories it might not be possible or appropriate. I wouldn't expect a person playing someone with a mental illness to have to be mentally ill, I think it's more important with physical disabilities.	4/13/2013 3:10 PM
129	As it creates opportunities for disability actors and is grounded in genuine experiences. Having said that by the very nature of the craft a competent actor should be able to portray a character of disability.	4/13/2013 10:46 AM
130	While I wouldn't say it was mandatory for disabled characters to be played by disabled actors, I do think that it would be nice if there was genuine diversity within the acting industry.	4/13/2013 10:10 AM
131	Because there are real actors with disabilities who could play the part. It seemed patronising.	4/12/2013 11:24 PM
132	I think that Leo DiCaprio's performance in What's Eating Gilbert Grape was astounding and did no disservice to disabled, rather the reverse.	4/12/2013 9:47 PM
133	There's no "it depends option". It works fine on Glee, some disabilities it wouldn't. Gay actors can play straight and vice versa too.	4/12/2013 6:40 PM
134	A visually disabled person doesn't give a damn that the actress/actor is also visually disabled- what matters is how good an actor/actress they are. Good thespians study their roles...	4/12/2013 6:22 PM
135	Actually I don't know. I think it is more important that the character is realistic and portrayed as a person with agency.	4/12/2013 6:11 PM
136	It can be less important - it really depends on what the context is. Important I think in documentary and if in a fiction show a disabled person could have acted the specific role just as well! Less important in fiction if there are genuine creative reasons to use another actor. Depends how authentic they can make it!	4/12/2013 6:03 PM
137	There are probably lots of actors with disabilities who would get a lot more work if the industry standard was to use actors with disabilities to portray characters with disabilities, and I'd like to see those actors getting the work.	4/12/2013 5:41 PM
138	To be a role model and show that people with disabilities can also be actors	4/12/2013 5:38 PM
139	So that people with disabilities have a chance to be seen and appreciated.	4/12/2013 5:27 PM
140	disabled people are capable of representing themselves	4/12/2013 5:16 PM
141	to have true empathy for the role.	4/12/2013 4:48 PM
142	I think there's room for both.	4/12/2013 4:15 PM
143	As long as there wasn't a better actor who didn't get the role because it was too awkward for them to accommodate him	4/12/2013 3:56 PM
144	Should really depend on acting skill	4/12/2013 3:56 PM
145	An actor acts .	4/12/2013 3:42 PM
146	Depends but could bring something extra to the role.	4/12/2013 3:38 PM
147	Instinctively I'd have said important but not strictly necessary... and yet, I dunno, it would be weird for actors to play a race or gender other than the one they have, so hmm. You've made me think.	4/12/2013 3:33 PM
148	Because the extension of the argument is that only a gay, one-legged, octogenarian Malaysian can play such a role next time somebody writes one. It's called "acting" for a reason.	4/12/2013 3:30 PM
149	more truthful and realistic of they actually have disability	4/12/2013 3:21 PM
150	Acting is acting - however it makes a lot of sense to use a person with a disability to play the part if that's possible.	4/12/2013 3:07 PM
151	It's not essential but preferable if there are disabled actors to play that role	4/12/2013 3:06 PM
152	People who are disabled should get the job of portraying people like themselves. The same as racial diversity .	4/12/2013 2:59 PM
153	because they are acting	4/12/2013 2:56 PM

More diversity on screen

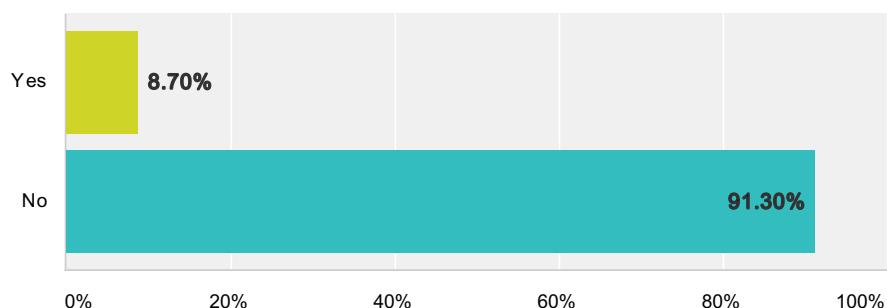
154	While an able-bodied actor may be able to convey the character, I believe that a person with the character's disability should have input into the writing/creation of the character & associated story arcs. If not the actor, then effort should be made to include writers/advisors who can assist. However, there are some disabilities which are difficult to impossible to be portrayed by a non-disabled person & it's very important that these roles are played by disabled people.	4/12/2013 2:55 PM
155	Why not?	4/12/2013 2:54 PM
156	An actor plays a part, they are not the character	4/12/2013 2:52 PM
157	Only those living with a disability can know how it really feels & can therefore accurately portray everyday struggles.	4/12/2013 2:52 PM
158	While helpful at times, not overly relevant as long as the disability is treated with respect.	4/12/2013 2:44 PM
159	While an actor without a disability can portray a character who has a disability with sensitivity, equal opportunity should be given to actors that live with disabilities.	4/12/2013 2:41 PM
160	It is part of an actor's job to portray characters that are unlike them in real life. While an actor with a disability will be able to portray it more authentically, if the performance is good enough then the actor does not have to have the disability.	4/12/2013 2:41 PM
161	It's acting. Although I would hope disabled actors were fairly considered for the role.	4/12/2013 2:39 PM
162	Acting isn't reality :)	4/12/2013 2:34 PM
163	I think it is important that disabilities are shown in media, to raise awareness and educate audiences. If the actor has the disability themselves then that provides another level of illustration of the disability.	4/12/2013 2:34 PM
164	Because they have the lived experience. But it can also be helpful for able-bodied actors to gain greater understanding of life with disability.	4/12/2013 2:32 PM
165	It does very much depend on the quality of the actor/part.	4/12/2013 2:30 PM
166	As long as disabilities are getting exposure, though it would be great to see more disabled actors utilised	4/12/2013 2:25 PM
167	i think they would be able to be a better actor by not having to act disabled	4/12/2013 2:25 PM
168	Brings integrity to the role, provides opportunities for actors with disabilities	4/12/2013 2:22 PM
169	Authenticity	4/12/2013 2:19 PM
170	People who play gay people in movies are not always gay. In fact, actors are never who they are on screen, why should a disability be different?	4/9/2013 11:34 PM
171	Probably looking for an actor/ actress with a disability would be "too much work" or something like that.	4/8/2013 8:13 PM
172	experience is superior to empathy	4/8/2013 5:43 PM
173	I think for physical disabilities it matters less, because the actor will get a first hand experience in what it is like, particularly if they do research. I think it is more important with blind or deaf characters because it is harder to mimic those conditions. The same also applies to mental disabilities.	4/6/2013 11:45 PM
174	charater important not the actor, although actors with disabilities should have equal opportunities to nondisabled	4/6/2013 8:02 PM
175	I felt it was important that in this instance they should have used an actor who was actually disabled. By using an able-bodied person in a wheelchair they were minimising and in someway 'blackfacing' the role	4/6/2013 12:40 PM
176	Even the character itself is put upon and so why should a character who likes red or is deaf have to be portrayed by someone who likes the color red or is deaf - AS LONG AS IS PORTRAYED CORRECTLY! yay consultants and method acting	4/4/2013 8:07 PM
177	I originally thought not and then realized that if they aren't, and people look into them, it is a big deal if the actor actually is disabled. It makes more people aware and people will be interested enough to look into it.	4/3/2013 10:50 AM
178	Although i love seeing a chair on TV and that show has brought me through some tough times its sad that they could not find a actual disabled person because there are few things that character shows that arnt quite true and that annoys me	4/3/2013 10:32 AM
179	Depends. I think someone without disability might learn more from playing a disabled person and this is a good thing. But until we see more disabled people being cast in roles regardless of their disability then this takes away potential work from disabled actors. Also I think Glee makes sweeping stereotypes	4/3/2013 9:39 AM
180	It's role modelling through acting. Have people playing the role of sexual abusers or abused experienced it first hand - isn't that part of acting research?	4/2/2013 6:09 PM
181	The ability to act should come before the disability .	4/1/2013 9:47 PM
182	I think those Ethan don't have a disability need to be advised properly so they portray as closely as possible the issues of the disability	4/1/2013 8:49 PM
183	It would be like saying that in order for a character to be gay, the actor would have to be gay. Total nonsense.	4/1/2013 8:46 PM
184	acting	4/1/2013 7:57 PM

More diversity on screen

185	If a person who has the disability can do the acting then this role should be theirs as this is what is to be portrayed - just as if a role if for a 5 year old blonde blue eyed boy that is the requirement so that is what is being sought after. A wheelchair bound person role, if possible should be filled by a wheelchair bound individual.	4/1/2013 6:03 PM
186	Having an able bodied person in the role leaves less room for an actor who uses a wheelchair	4/1/2013 12:41 AM
187	Actors are actors because they are so good at becoming a character with a range of characteristics. I think that actors with disabilities could probably play most characters too.	3/31/2013 7:51 PM
188	It would always be preferable to me. Why wouldn't they anyway..?	3/31/2013 7:43 PM
189	Depends on the actor's ability to bring authenticity to the role, but actors act many things they are not or could not be. If they don't have the disability they are acting out though, they must research and consult properly to be respectful and accurate.	3/30/2013 11:18 PM
190	I think it is important for people with impairment to have opportunities to be involved in the performing arts, plus I think it adds more realism to the story. If they can find a person that fits the role with the disability required or similar too, then I think efforts should be made to accommodate that. I also think that it makes a difference for role modelling, in that, a young person might look this person up and then maybe be a little disappointed that they do not really have a disability, so the role modelling of having actors involved in popular programming becomes less authentic.	3/30/2013 7:32 PM
191	Realism of portrayal, increases work opportunities for disabled people.	3/28/2013 9:15 PM
192	Creates more opportunity to fully participate in society	3/28/2013 4:28 PM
193	I think it would be more realistic.	3/27/2013 1:00 PM
194	it would be preferable for the person to be genuinely disabled - at the very least because of employment opportunities	3/26/2013 2:59 PM
195	All actors are playing people they are not	3/26/2013 2:32 PM
196	If the characters story line is based predominantly around the disability then I would say a person with a disability would be better placed to play the character, as they can not only act but influence the script to be as accurate as possible.	3/24/2013 10:45 PM

Q18 Do you work in the media/television or film industry?

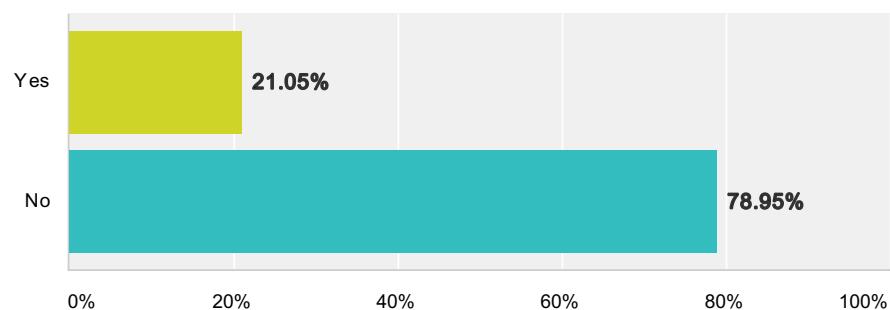
Answered: 368 Skipped: 10



Answer Choices	Responses	
Yes	8.70%	32
No	91.30%	336
Total		368

Q21 Have you ever employed talent with a disability

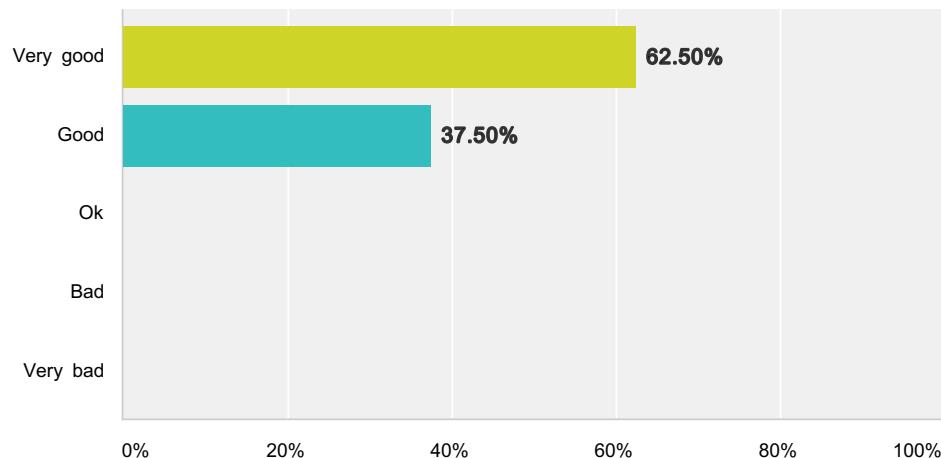
Answered: 38 Skipped: 340



Answer Choices	Responses	
Yes	21.05%	8
No	78.95%	30
Total		38

Q22 How was the experience?

Answered: 8 Skipped: 370

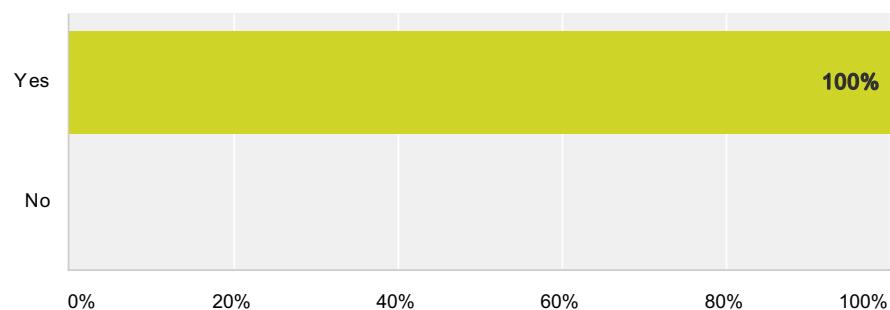


Answer Choices	Responses	
Very good	62.50%	5
Good	37.50%	3
Ok	0%	0
Bad	0%	0
Very bad	0%	0
Total		8

#	Why?/Comment:	Date
1	People concerned were true professionals	5/10/2013 4:56 PM
2	talent was partially deaf, it made very little difference to the show (kids show)	4/19/2013 9:35 PM

Q23 Would you employ disabled talent again?

Answered: 8 Skipped: 370

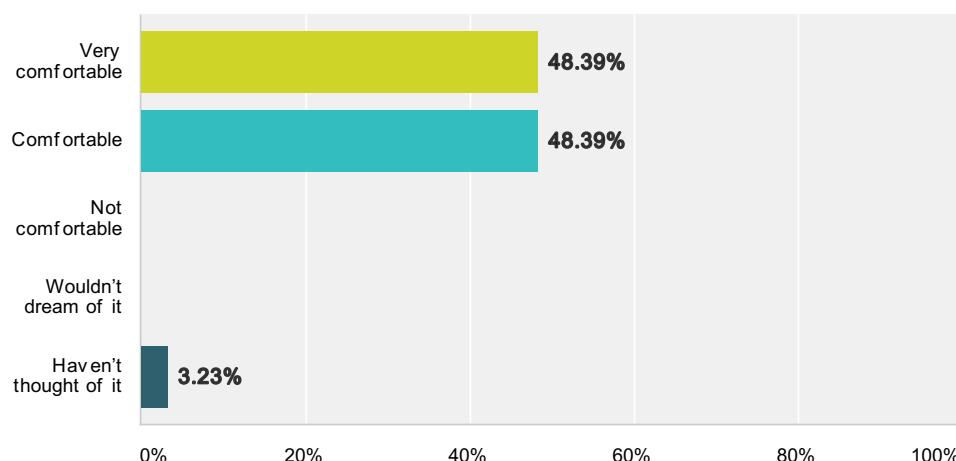


Answer Choices	Responses	
Yes	100%	8
No	0%	0
Total		8

#	Why not?	Date
	There are no responses.	

Q24 Which statement best reflects your feelings around employing talent with a disability?

Answered: 31 Skipped: 347

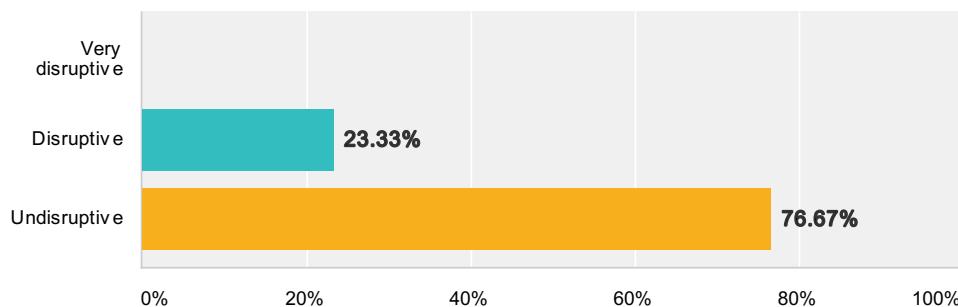


Answer Choices	Responses	
Very comfortable	48.39%	15
Comfortable	48.39%	15
Not comfortable	0%	0
Wouldn't dream of it	0%	0
Haven't thought of it	3.23%	1
Total		31

#	Why?/Comment:	Date
1	I would hire a person on their merits, not by the way they look or disabilities	5/23/2013 7:47 PM
2	I think if the role is written with a disabled person in mind it should be played by a person with that disability	5/10/2013 4:59 PM
3	In the right part	4/28/2013 5:47 PM
4	Not in a position to hire people.	4/12/2013 4:06 PM
5	Talent is talent, with or without a disability	4/12/2013 2:24 PM

**Q25 How disruptive do you think
accommodating an actor/extra's disability
would be to a production?**

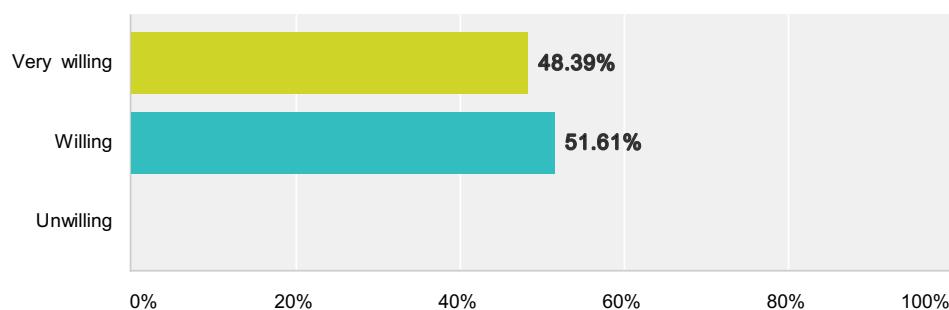
Answered: 30 Skipped: 348



Answer Choices	Responses	
Very disruptive	0%	0
Disruptive	23.33%	7
Undisruptive	76.67%	23
Total		30

Q26 On set, how willing would you be to change some action or dialogue to accommodate an actor/extras disability?

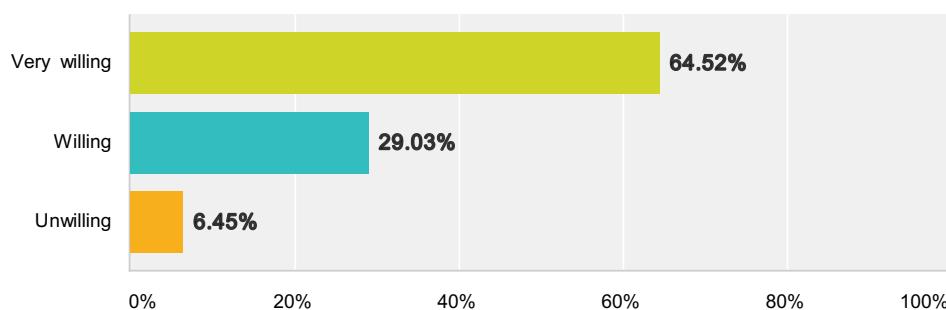
Answered: 31 Skipped: 347



Answer Choices	Responses	
Very willing	48.39%	15
Willing	51.61%	16
Unwilling	0%	0
Total		31

Q27 On set, how willing would you be to provide extra assistance to an actor/extra who has a disability?

Answered: 31 Skipped: 347

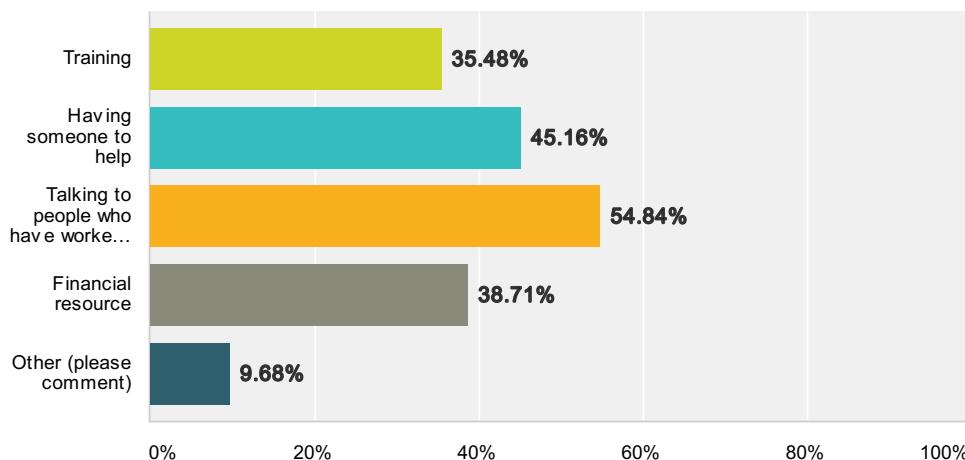


Answer Choices	Responses
Very willing	64.52%
Willing	29.03%
Unwilling	6.45%
Total	31

#	Why?/Comment:	Date
1	Treat everyone the same. If you want to be part of the scene then you have to be as good as able bodied people. That's the way I have always approached life with my own disability. I don't want or need special treatment.	6/10/2013 12:22 PM
2	Creating equal opps	6/6/2013 9:17 PM
3	I would make myself available to facilitate the easy direction of scenes with disabled people in them	5/10/2013 4:59 PM
4	I think it would depend on the individual case and how many / how cost effective would the allowances be.	4/15/2013 2:35 PM

Q28 What do you think would make you more likely to provide assistance to an actor/extr... who has a disability?

Answered: 31 Skipped: 347

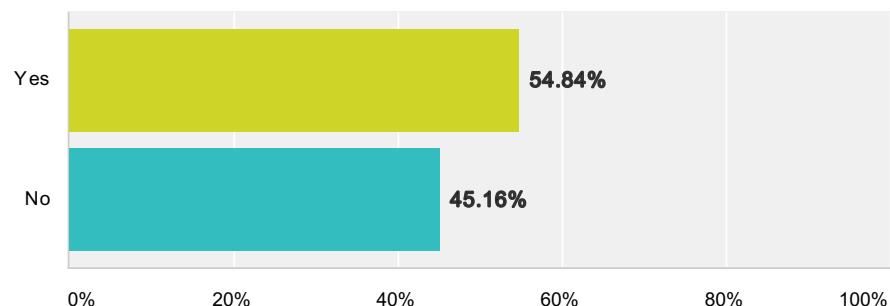


Answer Choices	Responses
Training	35.48% 11
Having someone to help	45.16% 14
Talking to people who have worked with disabled people	54.84% 17
Financial resource	38.71% 12
Other (please comment)	9.68% 3
Total Respondents: 31	

#	Other (please comment)	Date
1	Couldn't be more willing	4/14/2013 7:20 AM
2	Don't need any encouragement, thanks	4/12/2013 3:31 PM
3	I personally don't feel the need for an incentive but that's due to my own disability background	3/31/2013 7:45 PM

Q29 Do you work in, know anything about, or have an interest in advertising?

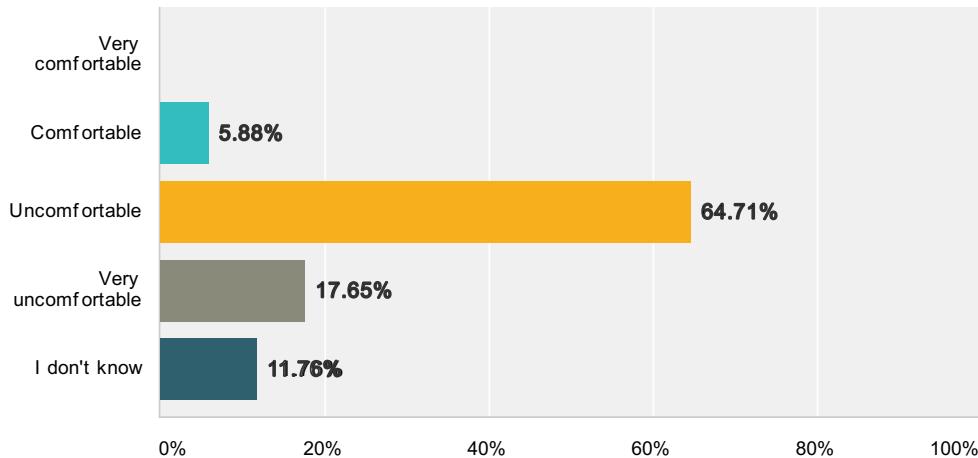
Answered: 31 Skipped: 347



Answer Choices	Responses	
Yes	54.84%	17
No	45.16%	14
Total		31

**Q30 How comfortable do you think
advertisers are about people with
disabilities selling their products/services in
commercials?**

Answered: 17 Skipped: 361

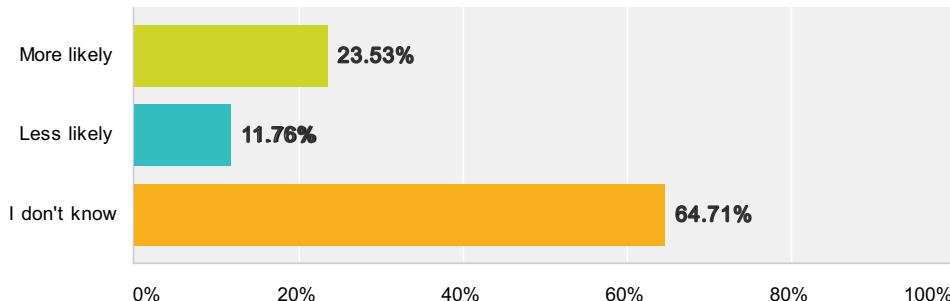


Answer Choices	Responses
Very comfortable	0%
Comfortable	5.88%
Uncomfortable	64.71%
Very uncomfortable	17.65%
I don't know	11.76%
Total	17

#	Why?/Comment:	Date
1	Advertisements are about selling a product and I believe there is a stigma against anything that fits in their ideal mold	5/23/2013 7:51 PM
2	it is about 8 years since I have been in casting commercials.	5/10/2013 5:01 PM
3	I think the comfort level with this is growing.	4/15/2013 2:36 PM
4	Disability is seen as a negative or unwanted phenomena, advertisers do not want the product associated with negatives	4/12/2013 5:54 PM

Q31 Do you think people would be more or less likely to buy products/services that featured disabled people in their commercials?

Answered: 17 Skipped: 361

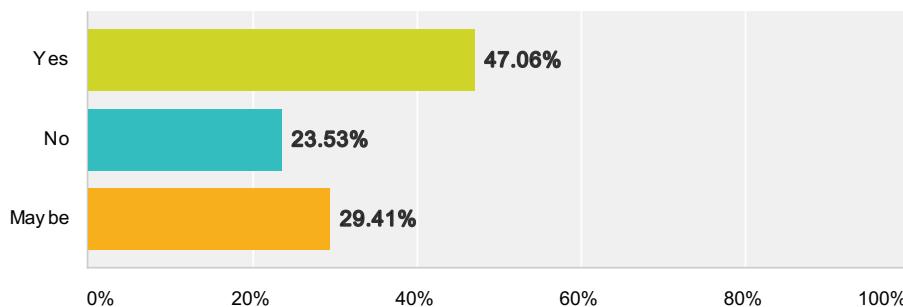


Answer Choices	Responses	
More likely	23.53%	4
Less likely	11.76%	2
I don't know	64.71%	11
Total		17

#	Why?/Comment:	Date
1	I haven't seen any research that would indicate that there would be a difference	5/23/2013 7:51 PM
2	It would show that the advertiser is aware and sympathetic?	5/10/2013 5:01 PM
3	Some people would love, it it might make others uncomfortable	5/8/2013 1:21 PM
4	no research - haven't seen any, so not sure. NZ is a very egalitarian market, less likely to consume according to US/UK advertising stereotypes I believe.	4/19/2013 2:20 PM
5	See above. I don't agree with it, but I believe it is the case.	4/12/2013 5:54 PM
6	I would but its hard to know about the general public	3/31/2013 7:47 PM

Q32 Do you think advertisers and their markets are ready for disabled people to feature in advertisements?

Answered: 17 Skipped: 361

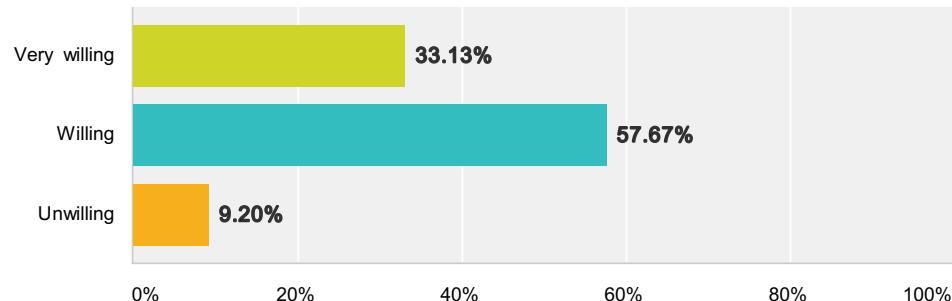


Answer Choices	Responses
Yes	47.06%
No	23.53%
Maybe	29.41%
Total Respondents: 17	

#	If no/maybe, what might it take?	Date
1	A passive campaign to assist in the reduction of the stigmas associated with having a disability	5/23/2013 7:51 PM
2	Oter people to do it first?	5/10/2013 5:01 PM
3	Advertisers focus on the ideal. Models, Celebrities etc. Why not focus on reality?	5/8/2013 1:21 PM
4	Someone to lead the way with the right kind of campaign	4/19/2013 2:20 PM
5	The market won't care - advertisers are slow to catch on to that.	4/14/2013 3:33 PM
6	Money. When focus groups show that it hits the right note.	4/12/2013 5:54 PM
7	Comment - the question is badly put: advertisers and their markets are probably the polar opposites when it comes to their opinions	4/12/2013 3:33 PM
8	The markets are probably ahead of the advertisers here	4/12/2013 2:36 PM
9	I don't know, surely it's just time. Positive feedback would surely assist.	3/31/2013 7:47 PM

Q33 If you had access to a pool of experienced talent with disabilities would you be willing to consider them for future productions?

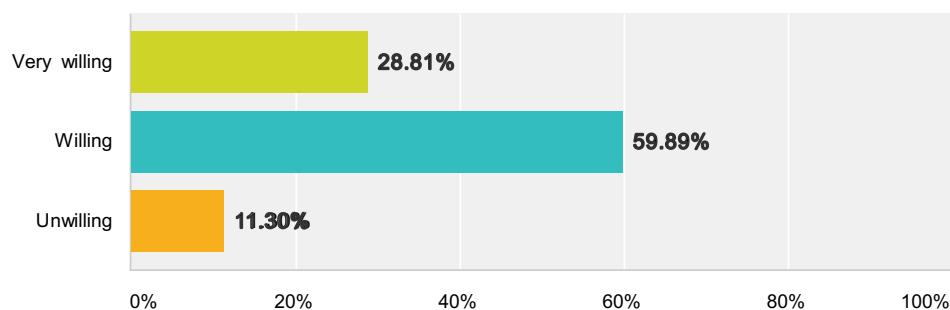
Answered: 163 Skipped: 215



Answer Choices	Responses	
Very willing	33.13%	54
Willing	57.67%	94
Unwilling	9.20%	15
Total		163

Q34 Would you be willing to help increase the visibility of disability on our screens?

Answered: 354 Skipped: 24



Answer Choices	Responses	
Very willing	28.81%	102
Willing	59.89%	212
Unwilling	11.30%	40
Total		354

Q35 Do you have anything further to add?

Answered: 49 Skipped: 329

#	Responses	Date
1	Another disabled friend and I have a page on facebook Disabled Persons Forum you may get recruits there too	6/10/2013 1:05 PM
2	Not sure I can help in any way other than say this is a good cause as we all need to focus on living in the real world rather than the one Hollywood forces us to believe as real.	6/9/2013 8:14 PM
3	have you asked people with disability about what they think of their disabilities being flashed in public? would you really want sympathy?. am not disabled but sympathy can lower the self esteem of a person who is healthy , what do you think a disabled person would feel. Just to clarify am a supporter of equality , and making it easier for disabled people to live more comfortably . all i wish is that people with disability are asked.	6/9/2013 8:06 PM
4	No thank you	6/9/2013 8:01 PM
5	I have 3 sons who all have special needs ranging from very mild to very high needs. My eldest is really into drama and currently rehearsing for his first big play - super proud:) (his special needs are mild)	6/9/2013 7:59 PM
6	Not everyone who is underrepresented who struggles with ordinary things would consider themselves disabled. Very keen to see people who struggle with Mental illness or learning disabilities represented too. Also some Disabilities are not major but should be represented, to show us How common these are. E.g. I'm deaf in one ear. For someone to suddenly lose hearing in one ear, it can be quite a big deal. However for those born with it, you are used to it, but it does present Problems interacting occasionally and sometimes it can be embarrassing to have to tell people, because they look at you with pity . It might be nice to have a character on Shortland Street with a partial impairment. Most of the time it may be no big deal But on occasions it will affect socialisation maybe. Even not having A sense of smell could affect a character.	6/7/2013 4:54 PM
7	NZ is pretty bad at being caring towards anybody with a "defect", in comparison to most other countries in the World. Having been fully able-bodied and fit until my MS changed to the Secondary Progressive variety , it is shocking to see how horrible kiwis actually are!	6/6/2013 9:23 PM
8	good to see what your doing it's about time :)	6/6/2013 9:18 PM
9	Best of luck!	6/6/2013 9:16 PM
10	I don't watch Gone Fishing because I think Sinclair uses poor and unsustainable practices. I don't particularly like the man. I didn't watch Glee because it is not a programme which appeals to me.	6/6/2013 9:14 PM
11	I think that everyone should be on television even with a disability . I also think that everyone should get the 'perfect' or 'normal' body shape or looks out of their mind and start recognising people who have a disability big or small.	5/31/2013 6:27 PM
12	My little brother has a disability , I love him very much.	5/31/2013 12:47 AM
13	I'd do whatever it takes. Special interest is done. shows are needed to show people are people and not defined by their disability . The more disability is commonplace the less the public are fearful , disinterested and unempathetic	5/29/2013 7:50 PM
14	I have a down syndrome daughter (only 8 months) but I want her to know that she is normal.	5/29/2013 7:48 PM
15	I have severe M.E, and as such am not able to work or even leave my house for an extended period, and for me extended means more than an hour every week or so. M.E is perceived as a psychological and mild illness in NZ, and I would love it if that perception could be changed, so people knew exactly what those of us so severely disabled by it go through, as well as the sacrifices our families have to make to care for us.	5/29/2013 7:45 PM
16	Not so much unwilling, but not sure how I would help	5/29/2013 7:42 PM
17	Would be great to show inclusive practices in schools / for young people.	5/29/2013 7:42 PM
18	Of all 'disabilities', I think blindness is the most relevant to all of us. Society is far too ocularcentric, but even for sighted people to start using their ears to see is really good for awareness and mental fitness.	5/29/2013 7:40 PM
19	I'm a landscape architect and am regularly involved in volunteer and community work.	5/26/2013 12:38 AM
20	I will not rest until people with down-syndrome get their own sitcom.	5/24/2013 12:53 AM
21	how would you like me to assist?	5/23/2013 7:52 PM
22	good on ya!	5/18/2013 12:23 AM
23	Good Luck Diversity ..and Unique extras	5/10/2013 5:01 PM
24	I don't know how to help.	5/10/2013 1:00 AM
25	Just to add more disabled characters whether they are disabled or not. The disabled people are still able to do as much as people that don't have a disability . That's something to be proud of and watching how they do things is amazing.	5/9/2013 6:23 PM
26	sorry , I'm donating a kidney very soon, so its a bit of a bad year for me to take other things on. But I will be sharing the link on my facebook page	5/8/2013 11:08 PM

More diversity on screen

27	Sorry I am a presenter/producer, without hiring responsibilities. I feel though that TVMG would embrace employment opportunities for the disabled, but they are very stretched financially.	5/8/2013 1:23 PM
28	Really like the concept - I work at a high school who run a citizenship program, may look at disability for one of my units	5/8/2013 12:42 AM
29	Willing yes, but that would depend	5/7/2013 11:19 PM
30	They should be treated equally and with respect, help identify their strengths and encourage them	5/7/2013 10:56 PM
31	I am fully supportive of this cause. If you ever need anything, please contact me.	5/7/2013 10:52 PM
32	Treat others the way you would like to be treated.. a simple value more people need to live by	5/7/2013 10:51 PM
33	My past experience was with my partner who was blind. My present experience is with breathing/pulmonary difficulties. My willingness to be involved would depend on what was required/involved... no bright ideas at the moment.	5/3/2013 8:44 PM
34	yes it is important to people to know despite the disability they can still thrive and achieve dream	4/30/2013 1:50 PM
35	Would be good to see disability portrayed on screen in an offhand way, i.e the disability isn't the focus, people just out there getting stuff done and just happen to have a disability. Could help positively influence perception of disability and help those with acquired disability adjust and be OK and comfortable with having a disability. It's taken me nearly 9 years to figure out that that my disability is part of who I am, just a normal thing, that makes life hard sometimes but that's just part of it.	4/28/2013 3:39 PM
36	I'm not sure how I can assist but will do what I can	4/21/2013 6:21 PM
37	It's important to integrate people with disabilities in a real and meaningful way. It's tacky when these characters are two dimensional and only there as a token representation. Quality and nuanced script writing is crucial as with any character.	4/21/2013 3:34 PM
38	no	4/21/2013 2:32 PM
39	Will share this on Facebook & Twitter but can't commit to any other assistance currently due to personal constraints. Very glad to see this campaign underway!	4/20/2013 2:46 PM
40	By doing this survey I have already begun to help, and by your presenting this information to those in media. I personally cannot help beyond this due to my own two disabilities. I don't wish to be contacted. I was happy to do the survey only.	4/17/2013 3:22 PM
41	But not really in a position to help, sorry!	4/17/2013 3:03 PM
42	I had seen the fishing show but not realized that the presenter used a wheel chair.	4/17/2013 1:20 PM
43	But I really don't know how I could help given I have zero skills when it comes to acting or anything to do with the theater other than watching it. Even then I'm not so sure I make a decent audience...	4/15/2013 9:12 PM
44	Sorry, fully with you but have other battles.	4/15/2013 8:33 PM
45	The more diversity on our screens, in our books, on our laptops the better. Society is diverse, let's see ourselves reflected.	4/15/2013 7:00 PM
46	By "unwilling" I mean I don't have any time to participate in a campaign myself: I do support the cause more generally, in that I'd like to see a far wider representation of our society on screen, so would be interested to watch and read about more varied casting, and your continued work.	4/15/2013 5:54 PM
47	Cannot help specifically I think.	4/15/2013 4:20 PM
48	To me TV and film fulfills two roles one to entertain and another to inform. I think the absence of disabled people detracts from the believability of either of those. In the case of entertainment it simply makes the story less believable but when the intent is to inform that lack raises questions about the honesty of those doing the informing. That same problem also applies to advertising.	4/15/2013 3:34 PM
49	I have an Uncle with Down's Syndrome, and I'd like to think that New Zealanders could turn on their televisions and see scenes in which people like him exist, and are a part of their communities.	4/15/2013 2:24 PM