



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

These questions, to be asked of the editor, managing editor and other senior editors, will improve understanding of newsroom goals and related training needs

Questions for Newsroom Executives

Background

- What do you do? How long have you done it?
- How long have you been at the paper?
- What daily or planning meetings do you attend?
- What are your strengths and weaknesses?
- How has your job changed in the last three years?
- Have you changed how you work to adjust to those changes?
- Did you receive any training to help you adjust to those changes?
- What type of training would you like to receive?
- Describe how you believe your staff sees you.

Newsroom

- What are the strengths and weaknesses of the newsroom?
- What does the newspaper do well? What needs work? Provide examples of pluses and minuses.
- What does the Web site do well? What needs work? Provide examples of pluses and minuses.
- What are the strengths and weaknesses of the management team?
- What are the strengths and weaknesses of the staff?

Training

- What type of training has the newsroom had in the past year?
- Is the amount of training increasing or decreasing?
- What training was the most useful? Least useful?
- What impact did the training have on the news product?
- What training would be most helpful for the newsroom?

Leadership

- What are the priorities of the newsroom?
- How have these priorities changed in the last three years?
- What are the newsroom's goals for the coming year?
- How are these goals communicated to the staff?
- How do you measure progress toward these goals?
- How often are these goals reviewed? How are they reviewed? Who reviews them?
- Which levels of the newsroom have input into setting these goals?
- What type of training takes place to supports these goals?

Community

- Describe the community this organization serves.
- How well is it serving that community?
- What would you do to improve its role in the community?