



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

Following are questions asked of Editors and News Executive.

*Q1. To begin, what LETTER GRADE would you give your news organization for its overall performance in providing journalist training and professional development for your news staff? (“A” means excellent, “B” good, “C” average, “D” poor and “F” means fail.)

- 1) A (excellent)
- 2) B (good)
- 3) C (average)
- 4) D (poor)
- 5) F (fail)
- 9) Don't know/Refused

*Q2. Please tell me how much, if at all, each of the following LIMITS your news organization's ability to provide your news staff with the kind of training and professional development you would like. (First,) what about...?

Does this limit your ability (to provide the kind of training you would like) a lot, somewhat, only a little, or not at all?

- a. The amount of money your news budget allows for training
- b. The amount of time you can allow staffers to be away from their jobs for training
- c. Difficulty finding an in-house person to develop and coordinate training
- d. The availability of good outside training programs

- 1) A lot
- 2) Somewhat
- 3) Only a little
- 4) Not at all
- 9) Don't know/Refused

*Q3. Is someone at your organization now formally assigned to develop and schedule staff training and professional development activities?

- 1) Yes
- 2) No
- 9) Don't know/Refused



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

[Asked if there is a training coordinator]

*Q4. How much of this person's time is spent dealing with staff training...?

- 1) All of their time,
- 2) Most of their time,
- 3) About half,
- 4) At least a quarter, OR
- 5) Less than a quarter of their time?
- 9) Don't know/Refused

*Q5. As best you can recall, for the LAST fiscal year your organization COMPLETED, about what PERCENT of your NEWS budget was actually spent for training and professional development of news staff?

- 0) \$0/Nothing
- 1) 1% or less
- 2) 2%
- 3) 3%
- 4) 4%
- 5) 5%
- 6) Over 5%
- 8) Don't know
- 9) Refused

[Asked if part of news budget was spent on training]

Q6. And for the last fiscal year your organization COMPLETED, how much did your organization spend on staff training and professional development AS A PERCENTAGE OF YOUR TOTAL PAYROLL for news staff?

- 0) \$0/Nothing
- 1) 1% or less
- 2) 2%
- 3) 3%
- 4) 4%
- 5) 5%
- 6) 6%
- 7) 7%
- 8) 8%
- 9) 9%
- 10) 10% or more
- 98) Don't know
- 99) Refused



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

*Q7. As far as you know, is your organization now spending a higher or a lower percentage of your news budget for training and professional development than it did five years ago – or about the same percentage? (*wording modified*)

- 1) Higher percentage
- 2) Lower percentage
- 3) Same
- 9) Don't know/Refused

*Q8. We're interested in whether or not you provide news staff members with any regular training or professional development activities in five different areas. In answering, please think about both in-house training and outside training – including sending staffers to workshops, conferences or seminars.

First, do you now provide any kind of regular training in

- a. Journalism skills, such as writing, reporting, producing, story-telling or graphic design
- b. Content or beat areas, such as politics, business, or health
- c. Journalism ethics, values and legal issues, such as privacy, libel law and the First Amendment
- d. The use of multi-media and new media (*new item*)
- e. Management skills (*new item*)

- 1) Yes, provided
- 2) No, not provided
- 9) Don't know/Refused

[Asked for each "yes" response in Question 8]

*Q9. Is training in this area mostly done in-house or through outside training programs?

- a. Journalism skills
- b. Content or beat areas
- c. Journalism ethics, values, and legal issues
- d. Multi-media and new media (*new item*)
- e. Management skills (*new item*)

- 1) In-house
- 2) Outside programs
- 3) Combination of both
- 9) Don't know/Refused



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

[Asked for each “yes” response in Question 8]

Q10. Is training in this area made available weekly, monthly, at least twice a year, once a year, or less than once a year?

- a. Journalism skills
 - b. Content or beat areas
 - *c. Journalism ethics, values, and legal issues (*asked in a different format*)
 - d. Multi-media and new media
 - e. Management skills
-
- 1) Weekly
 - 2) Monthly
 - 3) At least twice a year
 - 4) Once a year
 - 5) Less than once a year
 - 9) Don't know/Refused

[Asked for each “yes” response in Question 8]

*Q11. In general, do you think staff training in this area is very effective, somewhat effective, not too effective, or not at all effective?

- a. Journalism skills
 - b. Content or beat areas
 - c. Journalism ethics, values, and legal issues
 - d. Multi-media and new media (*new item*)
 - e. Management skills (*new item*)
-
- 1) Very effective
 - 2) Somewhat effective
 - 3) Not too effective
 - 4) Not at all effective
 - 9) Don't know/Refused

*Q12. Whether or not your organization is now able to provide any training, please tell me how important you think it is for your news staff to have regular training in each of the following areas. (First,) what about training in...?

Is it very important, somewhat important, not too important, or not at all important (for your staff to have regular training in this area)?

- a. Journalism skills such as writing, reporting, producing, story-telling or graphic design
- b. Content or beat areas, such as politics, business, or health



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

- c. Journalism ethics, values, and legal issues, such as privacy, libel law and the First Amendment
 - d. The use of multi-media and new media (*new item*)
 - e. Management skills (*new item*)
-
- 1) Very important
 - 2) Somewhat important
 - 3) Not too important
 - 4) Not at all important
 - 9) Don't know/Refused

Now thinking about your expectations for any changes in your organization's staff training and professional development activities next year – that is, 2007...

[Asked for each "no" response in question 8 above]

Q13. Please tell me whether or not you expect to ADD staff training in any of the following areas next year. First, what about...? Do you expect to add staff training in this area, or not?

- a. Journalism skills
 - b. Content or beat areas
 - c. Journalism ethics, values, and legal issues
 - d. Multi-media and new media
 - e. Management skills
-
- 1) Yes, plan to add training
 - 2) No, do not
 - 9) Don't know/Refused

[Asked for each "yes" response in question 8 above]

Q14. Do you expect to increase or decrease staff training in next year, or keep it about the same?

- a. Journalism skills
 - b. Content or beat areas
 - c. Journalism ethics, values, and legal issues
 - d. Multi-media and new media
 - e. Management skills
-
- 1) Increase
 - 2) Decrease
 - 3) Keep the same
 - 9) Don't know/Refused



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

*Q15. Now as I read you some different groups on your news staff, please tell me how much, if at all, you think each would benefit from ADDITIONAL training or professional development. If I mention any group that is not part of your staff, just tell me. First, what about...

Do you think they would benefit a lot, somewhat, only a little, or not at all (from additional training or professional development)?

- a. You and other top managers running the organization
 - b. News managers in general
 - c. Assignment desk editors
 - d. Producers
 - e. Copy editors
 - f. Graphics, layout, or design personnel
 - g. Photographers or photojournalists
 - h. General assignment reporters
 - i. Beat reporters
-
- 1) A lot
 - 2) Somewhat
 - 3) Only a little
 - 4) Not at all
 - 5) Do not have any staff members in this category
 - 9) Don't know/Refused

[Asked if respondent thought any group would benefit from more training in question 16 above]

*Q16. For each group you think would benefit from more training, please tell me in which area you think they would benefit MOST. First, what about?

Would they benefit MOST from more training in journalism skills, content or beat areas, journalism ethics, values and legal issues, the use of multi-media and new media, or management skills? (*modified to add two new training categories*)

- a. You and other top managers running the organization
- b. News managers in general
- c. Assignment desk editors
- d. Producers
- e. Copy editors
- f. Graphics, layout, or design personnel
- g. Photographers or photojournalists
- h. General assignment reporters



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

- i. Beat reporters
 - 1) Journalism skills
 - 2) Content or beat areas
 - 3) Journalism ethics, values, and legal issues
 - 4) Multi-media and new media
 - 5) Management skills
 - 6) Other
 - 9) Don't know/Refused

[Asked if respondent thought any staff group would benefit from more training in content/beat areas]

Q17. When you think about content or beat coverage areas where your news staff would benefit from more training, what specific area FIRST comes to mind?

- 1) Arts/Entertainment
- 2) Business/Economics/Finance
- 3) Crime/Police/The Courts
- 4) Diversity/Race/Multiculturalism
- 5) Education
- 6) Environment
- 7) Government/Politics
- 8) Health/Medicine
- 9) International/Foreign affairs
- 10) Media
- 11) Military/Defense
- 12) Numbers/statistics
- 13) Polls/Surveys
- 14) Religion
- 15) Science and Technology
- 16) Sports
- 17) Urban affairs
- 97) Other
- 99) Don't know/Refused

[Asked for each "yes" response in question 8 above]

*Q18. Now please think about ALL the training and professional development activities your organization now provides for your news staff, both in-house and through outside programs... Are news staff members expected to attend these training sessions mostly on their own time, or mostly on company time?



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

- 1) On their own time
- 2) On company time
- 3) Both equally
- 9) Don't know/Refused

[Asked for each "yes" response in question 8 above]

*Q19. Are your news staff members **REQUIRED** to attend certain training or professional development sessions, **OR** is attendance always voluntary?

- 1) Required to attend some
- 2) Always voluntary
- 9) Don't know/Refused

[Asked for each "yes" response in question 8 above]

*Q20. How much influence do your news staff members now have over decisions about their own training...?

- 1) A lot of influence
- 2) Some influence
- 3) Not much influence, **OR**
- 4) No influence at all?
- 9) Don't know/Refused

[Asked for each "yes" response in question 8 above]

*Q21. Is your organization's staff training part of a larger training effort developed by a parent company or group ownership?

- 1) Yes
- 2) No
- 9) Don't know/Refused

Q22a. Are your organization's staff training activities linked to specific goals for improving content, or not?

- 1) Yes
- 2) No
- 9) Don't know/Refused

[Asked if respondent indicated training was linked to content goals]

Q22b. Are your organization's staff training activities **STRONGLY** linked or **SOMEWHAT** linked to specific goals for improving content?



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

- 1) Strongly linked
- 2) Somewhat linked
- 9) Don't know/Refused

Q23. Over the past five years or so, have you hired any news staff members who came to your organization for their first job in journalism?

- 1) Yes
- 2) No
- 9) Don't know/Refused

[Asked if respondent had recently hired staff for first job]

Q24. In general, do these new hires come with the training they need for their job, do they need SOME additional training, OR do they need A LOT more training?

- 1) Have the training they need
- 2) Need some additional training
- 3) Need a lot more training
- 9) Don't know/Refused

[Asked if respondent indicated new hires needed more training]

Q25. Are new hires MOST in need of more training in journalism skills, content or beat areas, journalism ethics, values and legal issues, multi-media and new media, or management skills?

- 1) Journalism skills
- 2) Content or beat areas
- 3) Journalism ethics, values, and legal issues
- 4) Multi-media and new media
- 5) Management skills
- 6) Other
- 9) Don't know/Refused

*Q26. As I read you some different training forums, please tell me which of these – if any – your organization or staff used for training or professional development last year – that is, in 2005. (First,) what about...

Did your organization or staff use this forum (for training or professional development) last year?



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

- a. A NATIONAL conference of a journalism organization
 - b. A REGIONAL conference of journalism organization
 - c. A NATIONAL workshop or seminar by a journalism organization
 - d. A REGIONAL workshop or seminar by a journalism organization
 - e. A seminar by a journalism school
 - f. A year-long university fellowship to explore larger issues and ideas
 - g. In-house or outside consultants speaking in your newsroom or at your organization's headquarters
 - h. A non-profit training center such as the American Press Institute or Poynter Institute
 - i. An online distance learning program
 - j. Guides or other written materials from journalism organizations or schools
 - k. Web sites or listservs of journalism organizations
-
- 1) Yes, used
 - 2) No, did not use
 - 9) Don't know/Refused

[Asked if no training forum was used]

*Q27. Keeping in mind your training needs and budget limitations, which of the following training forums, if any, would you **SERIOUSLY CONSIDER** using for staff training or professional development in the future? First, what about?

Would you seriously consider using this forum for training or professional development in the future?

- a. A NATIONAL conference of a journalism organization
 - b. A REGIONAL conference of journalism organization
 - c. A NATIONAL workshop or seminar by a journalism organization
 - d. A REGIONAL workshop or seminar by a journalism organization
 - e. A seminar by a journalism school
 - f. A year-long university fellowship to explore larger issues and ideas
 - g. In-house or outside consultants speaking in your newsroom or at your organization's headquarters
 - h. A non-profit training center such as the American Press Institute or Poynter Institute
 - i. An online distance learning program
 - j. Guides or other written materials from journalism organizations or schools
 - k. Web sites or listservs of journalism organizations
- 1) Yes, would seriously consider
 - 2) No, would not
 - 9) Don't know/Refused



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

*Q28. Considering the size of your news budget and other priorities, what is the most money your organization is able to spend PER YEAR toward the training and professional development of a typical news staff member?

- 0) \$0/Nothing
- 1) Under \$100
- 2) \$100 to under \$200
- 3) \$200 to under \$300
- 4) \$300 to under \$500
- 5) \$500 to under \$1,000
- 6) \$1,000 to under \$2,000
- 7) \$2,000 to under \$3,000
- 8) \$3,000 or more
- 98) Don't know
- 99) Refused

*Q29. How many days PER YEAR can you reasonably allow a typical news staff member to be away from work to attend training?

- 1) 1 day or less
- 2) 2 days
- 3) 3 days
- 4) 4-5 days
- 5) 6-7 days
- 6) More than 7 days
- 9) Don't know/Refused

*Q30. Different types of training take different lengths of time. What's the longest you can reasonably allow a typical staff member to be away from work to attend training...?

- 1) A day or less,
- 2) A few days,
- 3) Up to a week,
- 4) Up to a month,
- 5) More than a month, OR
- 6) Whatever time is necessary?
- 9) Don't know/Refused

*Q31. Please tell me whether or not your organization has EVER sent news staff members to training or professional development sessions offered by each of the following groups. First, what about...?



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

Have you ever sent news staff members to training sessions offered by this group?

- a. American Press Institute
 - b. The Poynter Institute
 - c. Investigative Reporters and Editors
 - d. Foundation for American Communications
 - e. The Freedom Forum
 - f. Radio and Television News Directors Association and Foundation
 - g. Society of Professional Journalists
 - h. National Press Foundation
 - i. Journalist organizations that specialize in a subject, like business, crime, health, or religion; or a skill, like copy editing or news design
 - j. Local, state, or regional press associations
 - k. The Knight Foundation (*modified item*)
 - l. College- or university-based programs (*modified item*)
- 1) Yes
 - 2) No
 - 9) Don't know/Refused

[Asked if staffers were sent to any training sessions]

*Q32. Based on your experience, please tell me how you would rate each of the following groups as a resource for journalist training. First, what about

Are they one of the best resources for journalist training, above average, average, or below average?

- a. American Press Institute
- b. The Poynter Institute
- c. Investigative Reporters and Editors
- d. Foundation for American Communications
- e. The Freedom Forum
- f. Radio and Television News Directors Association and Foundation
- g. Society of Professional Journalists
- h. National Press Foundation
- i. Journalist organizations that specialize in a subject, like business, crime, health, or religion; or a skill, like copy editing or news design
- j. Local, state, or regional press associations
- k. The Knight Foundation (*modified item*)
- l. College- or university-based programs (*modified item*)



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

- 1) One of the best
- 2) Above average
- 3) Average
- 4) Below average
- 9) Don't know/Refused

Q33. Thinking more generally, how important do you think newsroom training and professional development are to the future of journalism? Would you say...?

- 1) Very important
- 2) Somewhat important
- 3) Not too important, OR
- 4) Not at all important?
- 9) Don't know/Refused

D2. Now, I have just a few questions so we can describe the journalists and organizations who took part in our survey... In total, what is the size of your organization's news staff – that is, how many people who work in news are now on your organization's payroll?

9997 = 9,997 or more

9999 = Don't know/Refused

D3a. We have your title in your organization listed as.... Is this correct?

- 1) Yes, correct
- 2) No, incorrect
- 9) Refused

[Asked if title is incorrect]

D3b. What is your correct job title?

D3c. How long have you been in your current position

- 1) One year or less
- 2) 2 years
- 3) 3-5 years
- 4) 6-10 years
- 5) 11-15 years
- 6) 16-20 years
- 7) 21-25 years



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

- 8) Over 25 years
- 9) Don't know/Refused

D4. What is your age?

_____ years

- 97 = 97 or older
98 = Don't Know
99 = Refused

D5. What is the LAST grade or class that you COMPLETED in school?

- 1) None, or grade 1-8
- 2) High school incomplete (grades 9-11)
- 3) High school graduate (grade 12 or GED certificate)
- 4) Technical or vocational school AFTER high school
- 5) Some college, no 4-year degree
- 6) College graduate (B.S., B.A. or other 4-year degree)
- 7) Post-graduate training or professional schooling after college (e.g., toward A master's degree or Ph.D.; MBA, law or medical school)
- 9) Refused

[Asked if a college graduate]

D6. Were you a journalism major as a college undergraduate, or not?

- 1) Yes
- 2) No
- 9) Refused

[Asked if not a journalism major]

D7. Did you take any courses in journalism or media studies as an undergraduate?

- 1) Yes
- 2) No
- 9) Refused

[Asked of respondents with post-graduate training]

D8. What was your PRIMARY subject area of graduate study?



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

- 1) Journalism
- 2) Other
- 9) Refused

D9. Have you completed a graduate degree?

- 1) Yes
- 2) No
- 9) Refused

[Asked if graduate degree completed]

D10. What kind of graduate degree do you have ...?

- 1) A Master's degree
- 2) An MBA
- 3) A Ph.D.,
- 4) A law degree (J.D./L.L.B), OR
- 5) Something else
- 9) Refused

D11. If you will give me an e-mail address, we will be happy to notify you when the results of this survey are available on the Internet next spring.

- 1) Gave e-mail address
- 2) Did not give e-mail

D12. If you'd like to receive a copy of the survey findings when they are available next spring, please give me your name and a mailing address.

Thank you for taking part in the survey.