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How America's Newsrooms Are Learning to Change

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Following are the questions asked of news staffers.

Q1. To begin, I have a few questions about your career as a journalist... Since completing your education, how many years have you spent working in journalism? **(READ CATEGORIES IF NECESSARY)**

- 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
- 8) Over 25 years
- 9) **(DO NOT READ)** Don't know/Refused

*Q2. How many years have you worked for your CURRENT news organization? **(READ CATEGORIES IF NECESSARY)**

- 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
- 8) Over 25 years
- 9) **(DO NOT READ)** Don't know/Refused

*Q3. Overall, how satisfied are you with your current job? Are you...**(READ)**?

- 1) Very satisfied
- 2) Mostly satisfied
- 3) Mostly dissatisfied, OR
- 4) Very dissatisfied
- 9) **(DO NOT READ)** Don't know/Refused

*Q4. Please tell me how satisfied you are with your current job in each of the following areas. (First,) what about... **(INSERT—READ AND RANDOMIZE)**?



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READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Are you very satisfied, mostly satisfied, mostly dissatisfied, or very dissatisfied (with your job in this area)?

- a. Pay and benefits
- b. Job security
- c. Chances for promotion
- d. Opportunities to make a contribution to society
- e. Your ability to influence decisions affecting your work life

ALWAYS ASK ITEM f LAST:

- f. Opportunities for journalist training and professional development
 - 1) Very satisfied
 - 2) Mostly satisfied
 - 3) Mostly dissatisfied
 - 4) Very dissatisfied
 - 9) Don't know/Refused

*Q5. Thinking again about your CURRENT job in journalism... What LETTER GRADE would you give your news organization for its overall performance in providing journalist training and professional development for news staff members? ("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

*Q6. We're interested in whether or not your organization now provides you with any regular training or professional development activities in five different areas. In answering, please think about both in-house and outside training your organization provides – including sending you to workshops, conferences or seminars.

(First,) are you now provided with any kind of regular training in...**(READ ITEMS IN ORDER)? (IF "YES" ASK Q7-9 FOR SAME ITEM BEFORE CONTINUING WITH NEXT ITEM IN Q6)**

- 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



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- 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

ASK Q7-9 FOR EACH "YES" RESPONSE (code 1) IN Q6:

*Q7. 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. The use of multi-media and new media (*new item*)
 - e. Management skills (*new item*)
-
- 1) In-house
 - 2) Outside programs
 - 3) **(VOL. – DO NOT READ)** Combination of both
 - 9) Don't know/Refused

Q8. 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

*Q9. How useful is this training for someone in your job – is it very useful, somewhat useful, not too useful, or not at all useful?



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- 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) Very useful
 - 2) Somewhat useful
 - 3) Not too useful
 - 4) Not at all useful
 - 9) Don't know/Refused

ASK ALL:

*Q10. Whether or not your organization now provides you with training, please tell me how important you think it is for someone in your job to have regular training in each of the following areas. (First,) what about training in...(INSERT—READ ITEMS IN ORDER)?

READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Is it very important, somewhat important, not too important, or not at all important (to have access to 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
 - 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

*Q11. In your current job, how much do you think you would personally benefit from ADDITIONAL training or professional development? Would you benefit... (READ)?

- 1) A lot
- 2) Somewhat
- 3) Only a little, OR



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- 4) Not at all?
- 9) **(DO NOT READ)** Don't know/Refused

ASK Q12 IF WOULD BENEFIT (Q11=1,2):

Q12. In general, would you benefit MOST from more training in...(READ)? *(modified to add two new training categories)*

- 1) Journalism skills,
- 2) Content or beat areas,
- 3) Journalism ethics, values, and legal issues,
- 4) Multi-media and new media, **OR**
- 5) Management skills?
- 6) **(VOL. – DO NOT READ)** Other (**SPECIFY**)
- 9) **(DO NOT READ)** Don't know/Refused

ASK Q13 IF MOST IN NEED OF BEAT TRAINING (Q12=2):

*Q13. Which specific content or beat area in particular? **(DO NOT READ LIST. ALLOW MULTIPLE RESPONSES, BUT DO NOT PROBE FOR THEM)**

- 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
- 95) All/More training needed across the board
- 97) Other (**SPECIFY**)
- 99) Don't know/Refused

ASK ALL:



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Q14. How much do you think the TOP MANAGERS running the organization where you work would personally benefit from ADDITIONAL training or professional development? Would they benefit...(READ)?

- 1) A lot
- 2) Somewhat
- 3) Only a little, OR
- 4) Not at all?
- 9) **(DO NOT READ)** Don't know/Refused

ASK Q15 IF WOULD BENEFIT (Q14=1,2):

Q15. In general, do you think they would benefit MOST from more training in...(READ)?

- 1) Journalism skills,
- 2) Content or beat areas,
- 3) Journalism ethics, values, and legal issues,
- 4) Multi-media and new media, **OR**
- 5) Management skills?
- 6) **(VOL. – DO NOT READ)** Other (**SPECIFY**)
- 9) **(DO NOT READ)** Don't know/Refused

ASK ALL:

Q16. How much do you think YOUR IMMEDIATE SUPERVISOR would personally benefit from ADDITIONAL training or professional development? Would he or she benefit...(READ)?

- 1) A lot
- 2) Somewhat
- 3) Only a little, OR
- 4) Not at all?
- 9) **(DO NOT READ)** Don't know/Refused

ASK Q17 IF WOULD BENEFIT (Q16=1,2):

Q17. In general, do you think he or she would benefit MOST from more training in...(READ)?

- 1) Journalism skills,
- 2) Content or beat areas,
- 3) Journalism ethics, values, and legal issues,
- 4) Multi-media and new media, **OR**
- 5) Management skills?



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- 6) (VOL.—DO NOT READ) Other (SPECIFY)
- 9) (DO NOT READ) Don't know/Refused

ASK Q.18-21 IF PROVIDED WITH TRAINING (code 1 to any item in Q.6a-e):

*Q18. For my next questions, please think about ALL the training and professional development activities your organization now provides for you, either in-house or through outside programs... Are you expected to attend these training sessions mostly on your own time, or mostly on company time?

- 1) On own time
- 2) On company time
- 3) (VOL.) Both equally
- 9) (DO NOT READ) Don't know/Refused

*Q19. Are you 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

*Q20. How much influence do news staff members like yourself have over decisions about your own training...(READ)?

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

*Q21. Please tell me if you have taken part in each of the following kinds of training or professional development activities provided by your organization WITHIN THE LAST 12 MONTHS. (First,) what about training provided in...(READ RELEVANT ITEMS IN ORDER)? (IF "YES" ASK Q22 FOR SAME ITEM BEFORE CONTINUING WITH NEXT ITEM IN Q21) (*trend Q was more detailed*)

READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Have you taken part in this kind of training in the past 12 months, or not?

- a. Journalism skills (IF Q6a=1)



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- b. Content or beat areas (**IF Q6b=1**)
 - c. Journalism ethics, values, and legal issues (**IF Q6c=1**)
 - d. Multi-media and new media (**IF Q6d=1**) (*new item*)
 - e. Management skills (**IF Q6e=1**) (*new item*)
-
- 1) Yes
 - 2) No
 - 9) Don't know/Refused

ASK Q22 IF HAD ANY TRAINING IN PAST YR. (code 1 to any item in Q21):

*Q22. Which of the following best describes your immediate supervisor's reaction to this training? Did he or she want you to use it, OR go further and ask you to also share it with others in the newsroom, OR feel it wasn't useful, OR did he or she say nothing about it?

- a. Journalism skills (**IF Q21a=1**)
 - b. Content or beat areas (**IF Q21b=1**)
 - c. Journalism ethics, values, or legal issues (**IF Q21c=1**)
 - d. Multi-media and new media (**IF Q21d=1**) (*new item*)
 - e. Management skills (**IF Q21e=1**) (*new item*)
-
- 1) Want you to use it
 - 2) Go further and ask you to also share it with others in the newsroom
 - 3) Feel it wasn't useful
 - 4) Say nothing about it
 - 5) (**VOL – DO NOT READ**) Other (**SPECIFY**)
 - 9) (**DO NOT READ**) Don't know/Refused

ASK ALL:

*Q23. In the past 12 months, did you ever pay for any journalist training or professional development activities OUT OF YOUR OWN POCKET?

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

ASK Q24 IF PAID OUT OF POCKET FOR TRAINING (Q23=1):

*Q24. In which of the following areas did you pay for training or professional development activities out of your own pocket over the past 12 months? Did you pay for any training in...(READ ITEMS IN ORDER)?

- a. Journalism skills
- b. Content or beat areas
- c. Journalism ethics, values, or legal issues



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- d. Multi-media and new media (*new item*)
 - e. Management skills (*new item*)
-
- 1) Yes
 - 2) No
 - 9) Don't know/Refused

ASK ALL:

*Q25. As I read you some different training forums, please tell me which of these, if any, you personally used for training or professional development last year – that is, in 2005. This could be training sponsored by your organization or training you got on your own. (First,) what about... (**INSERT – READ AND RANDOMIZE**)?

READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Did you use this forum (for training or professional development) last year?

ALWAYS ASK ITEMS a-b TOGETHER, IN ORDER

- a. A NATIONAL conference of a journalism organization
- b. A REGIONAL conference of a journalism organization

ALWAYS ASK ITEMS c-d TOGETHER, IN ORDER

- c. A NATIONAL workshop or seminar by a journalism organization
- d. A REGIONAL workshop or seminar by a journalism organization

ALWAYS ASK ITEMS e-f TOGETHER, IN ORDER

- 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

*Q26. Next, regardless of what kinds of training forums you now have access to, please tell me how INTERESTED you are in having access to training or professional development through each of the following forums. (First,) what about... (**INSERT—READ AND RANDOMIZE**)?



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READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: In general, are you very interested, somewhat interested, not too interested, or not at all interested (in having access to training or professional development through this forum)?

ALWAYS ASK ITEMS a-b TOGETHER, IN ORDER

- a. A NATIONAL conference of a journalism organization
- b. A REGIONAL conference of a journalism organization

ALWAYS ASK ITEMS c-d TOGETHER, IN ORDER

- c. A NATIONAL workshop or seminar by a journalism organization
- d. A REGIONAL workshop or seminar by a journalism organization

ALWAYS ASK ITEMS e-f TOGETHER, IN ORDER

- 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) Very interested
- 2) Somewhat interested
- 3) Not too interested
- 4) Not at all interested
- 9) Don't know/Refused

*Q27. Please tell me whether or not you have EVER attended training or professional development sessions sponsored by each of the following groups. This would include any training you got on your own, without support from your organization. (First,) what about... **(INSERT – READ AND RANDOMIZE)?**

READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Have you ever attended training sponsored 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



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- 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

ASK Q28 IF ATTENDED ANY SESSIONS IN Q27 (code 1 to any item, a-l):

- *Q28. 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...**(INSERT RELEVANT ITEMS IN SAME ORDER AS Q27)?**

READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY:

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

(ASK EACH ITEM ONLY IF "YES" TO SAME ITEM IN Q27)

- a. American Press Institute (**IF Q27a=1**)
 - b. The Poynter Institute (**IF Q27b=1**)
 - c. Investigative Reporters and Editors (**IF Q27c=1**)
 - d. Foundation for American Communications (**IF Q27d=1**)
 - e. The Freedom Forum (**IF Q27e=1**)
 - f. Radio and Television News Directors Association and Foundation (**IF Q27f=1**)
 - g. Society of Professional Journalists (**IF Q27g=1**)
 - h. National Press Foundation (**IF Q27h=1**)
 - i. Journalist organizations that specialize in a subject, like business, crime, health, or religion; or a skill, like copy editing or news design (**IF Q27i=1**)
 - j. Local, state, or regional press associations (**IF Q27j=1**)
 - k. The Knight Foundation (**IF Q27k=1**) (*modified item*)
 - l. College- or university-based programs(**IF Q27l=1**) (*modified item*)
- 1) One of the best
 - 2) Above average
 - 3) Average
 - 4) Below average
 - 9) Don't know/Refused



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ASK ALL:

D2. Now, I have just a few questions so we can describe the journalists who took part in our survey. In your current job, do you supervise any news staff members?

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

D3a. As part of your current job, do you cover any specific beats or content areas?

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

ASK D3b IF BEAT REPORTER (D3a=1):

D3b. Which specific content or beat area in particular? (**DO NOT READ LIST. ALLOW MULTIPLE RESPONSES, BUT DO NOT PROBE FOR THEM**)

- 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 (**SPECIFY**)
- 99) Don't know/Refused



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D4. What is your position or main area of responsibility in your news organization? (**ENTER VERBATIM RESPONSE**)

99) No answer/Refused

D5. What is your age?

_____ years

97 = 97 or older

98 = Don't know

99 = Refused

D6. What is the LAST grade or class that you COMPLETED in school? (**DO NOT READ**)

- 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

ASK D7 IF GRADUATED COLLEGE (D6=6-7):

D7. Were you a journalism major as a college undergraduate, or not?

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

ASK D8 IF NOT A JOURNALISM MAJOR (D7=2,9):

D8. Did you take any courses in journalism or media studies as an undergraduate?

- 1) Yes
- 2) No



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9) Refused

ASK D9-D10 IF HAD POST-GRADUATE TRAINING (D6=7):

D9. What was your PRIMARY subject area of graduate study?

- 1) Journalism
- 2) Other (**SPECIFY**)
- 9) Refused

D10. Have you completed a graduate degree?

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

ASK D11 IF COMPLETED GRADUATE DEGREE (D10=1):

D11. What kind of graduate degree do you have...? (**READ 1-5**)

- 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? (**SPECIFY**)
- 9) (**DO NOT READ**) Refused

D12. 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 this spring.

- 1) Gave e-mail address (**RECORD INFORMATION; READ BACK TO RESPONDENT TO VERIFY IT IS CORRECT – WHEN RESPONDENT SAYS “AT”, TYPE: @**)
- 2) Did not give e-mail address – **IF R EXPRESSES INTEREST IN GETTING RESULTS ON PAPER, GO TO D13, OTHERWISE SKIP D13 AND END INTERVIEW**

D13. If you'd like to receive a copy of the survey findings when they are available this spring, please give me your name and a mailing address. (**RECORD INFORMATION**)

END INTERVIEW: Thank you for taking part in the survey.