



Investing in the Future of News Key Survey Findings

1. Lack of training is the top source of dissatisfaction among journalists, ahead of pay and chances for promotion. Nine in 10 journalists say they need more training.
2. Most journalists give their news organizations no higher than a “C” average for training.
3. One in 10 news organizations provides no training to its journalists.
4. Three in 10 news organizations have increased their training budgets in the past five years. Four in 10 have not changed their budgets; two in 10 organizations have cut budgets.
5. Weekly newspapers, local radio and ethnic media are less likely to provide training.
6. Multimedia and new media training are increasing.
7. Management training is a priority.
8. Newsrooms rely most on in-house training.
9. Use of online distance learning has doubled.
10. Executives say nearly all new journalists need more training.

About the survey

Investing in the Future of News: Training for Midcareer Journalists, sponsored by the John S. and James L. Knight Foundation, is based on telephone and Web-administered interviews with 2,025 news executives and news staffers and was conducted under the direction of Princeton Survey Research Associates International (PSRAI).

Both executives and staffers were interviewed from 11 different media categories: daily newspapers, weekly newspapers, ethnic newspapers, national television networks, cable TV networks, local television stations, national radio networks, local radio stations, news magazines, wire services, and Internet news Web sites. Specific media categories were further stratified in both the executive and staff samples to represent the differences in organization size. Samples of executives and staffers were drawn randomly from those listed in *Bacon's Media Source*. The data were weighted to make the final executive and staffer samples more representative of their target populations and more comparable to each other.

A total of 741 news executives were interviewed Sept. 5 - Nov. 6, 2006. Results based on the news executives' survey have a margin of error of +/- percentage points. A total of 1,284 news staffers were interviewed Sept. 5 - Nov. 16, 2006. Results based on the news staffers' survey have a margin of error of 3 percentage points.

To learn more about the survey's methodology or to read the survey questionnaires, visit www.newsimproved.org.