

2007 AMERICAN JOURNALIST SURVEY (CSR 2/24/2008)

Record type of organization: **JK-Do we ask this question or have the info from another source?** (This was taken directly from the wording in 2002, so I'm assuming that CSR knew this based on info from the sample or from info gathered when the interview time was set up. If the respondent has switched employers and we're able to follow him/her, this might be useful info to confirm. Do you want me to craft a question to that effect? -- RB)

Daily newspaper	1
Weekly newspaper	2
News magazine	3
News agency/wire service	4
TV station	5
Radio station	6
Online or Web news site	7
Newsletter	8
Other	9
Don't know	0

Thanks you for agreeing to participate.

1. In this survey, I will ask a number of questions about your news organization (NAME). Is there another name that you use to refer to it?

Yes	1 (GO TO ORGN)
No	5

ORGN: What name do you use? (ENTER NAME)

1a. Are you employed full time at (ORGN)?

Yes	1
No	5 (GO TO END)

2a. What is your exact job title at (ORGN)?

JOB TITLE:

2b. In what year did you start this specific job?

RECORD YEAR:

2c. In what year did you start working for (NAME OF ORGN)?

RECORD YEAR:

3. Where would you like to be working in five years – in the news media or somewhere else?

In news media	3 (SKIP TO Q5)
Somewhere else	1
VOLUNTEERED:	
Retired/No longer working	5 (SKIP TO Q7)
Don't know	9 (SKIP TO Q7)
RF	0 (SKIP TO Q7)

4. Why do you want to work outside the news media?

(RECORD VERBATIM THEN SKIP TO Q7)

5. In which of the news media – newspapers, magazines, radio, television, the Web or other news services?

Newspapers	1
Magazines	2
Radio	3
Television	4
Web (online)	5
News/wire services	6
VOLUNTEERED	
Other-where? (SPECIFY)	
Don't know	9
RF	0

6. How confident are you that you'll be working in the news media in five years? Would you say that you are very confident, somewhat confident, somewhat uncertain or very uncertain that you'll be working in the news media in five years?

Very confident	7
Somewhat confident	5
Somewhat uncertain	3
Very uncertain	1
Don't know	9
RF	0

7. Next, I'd like to find out how important a number of things are to you in judging jobs in your field – not just your job. For instance, how much difference does the pay make in how you rate a job in your field – is pay very important, fairly important or not too important? How important is ...

VERY IMPORTANT	FAIRLY IMPORTANT	NOT TOO IMPORTANT	DK	RF
5	3	1	9	0

- A. The pay?
- B. The fringe benefits?
- C. The editorial policies of the organization?
- D. Job security?
- E. The chance to develop a specialty?
- F. The amount of autonomy you have?
- G. The chance to get ahead in the organization?
- H. The chance to help people?
- I. The chance to influence public affairs?
- J. The chance to do exciting work?
- K. The chance to learn new skills?
- L. The chance to serve the public interest?

8. All things considered, how satisfied are you with your present job – would you say very satisfied, fairly satisfied, somewhat dissatisfied or very dissatisfied?

VERY SATISFIED	7
FAIRLY SATISFIED	5
SOMEWHAT DISSATSIFED	3
VERY DISSATISFIED	1
DON'T KNOW	9 (SKIP TO Q10)
REFUSED	0 (SKIP TO Q10)

9. What are the most important reasons you say you are (very satisfied, fairly satisfied, etc.) with you job?

(RECORD VERBATIM)

10. How much have your day-to-day job tasks changed within the last year or so? Have they changed a lot, changed some, changed a little or not changed at all?

A LOT	7
SOME	5
A LITTLE	3
NOT AT ALL	1 (SKIP TO Q12)
DON'T KNOW	9 (SKIP TO Q12)
REFUSED	0 (SKIP TO Q12)

11. What led to these changes (in your job tasks)?

(RECORD VERBATIM)

12. All in all, has your workload within the last year or so increased, decreased or stayed about the same?

INCREASED	5
DECREASED	1
STAYED ABOUT SAME	3
DON'T KNOW	9
REFUSED	0

13. I'd like to read you a list of ways some journalists use computers in their work. For each one, please tell me whether you do this daily, several times a week, weekly, less often than that, or don't do this at all. The first is ...

Daily (8) Several times/week (7) Weekly (5) Less often than that (3)
Don't do this at all (1) DK (9) Refused (0)

- A. Find names or addresses of sources using the Web. Do you do this daily, several times a week, less often than that or not at all?
- B. Interview sources via e-mail
- C. Get background information for stories from the Web or computer databases such as Lexis/Nexis
- D. Search for story ideas from the Web or from list-serves
- E. Check facts in a story using the Web or computer databases such as Lexis/Nexis
- F. Search for or receive press releases via e-mail or the Web
- G. Communicate via e-mail with readers, viewers or listeners
- H. Download raw data from computer databases

14. Do you supervise any news or editorial employees?

YES 5
NO 1 (SKIP TO Q17)

15. About how many do you supervise, directly or indirectly?

(ENTER NUMBER)
Can't estimate997
Don't know998
Refused999

16. How much influence do you have in decisions on hiring and firing news or editorial employees? Would you say:

A great deal. 7
Some 5
A little, or. 3
None at all. 1

DK 9 RF 0

17. How much editing or processing of other people's work do you do? Would you say ...

A GREAT DEAL	5
SOME	3
NONE AT ALL	1 (SKIP TO Q19)
DON'T KNOW	9
REFUSED	0

18. How much freedom do you usually have in deciding how the stories written by others will be used in (FILL IN MEDIUM)? Would you say ...

ALMOST COMPLETE FREEDOM	7
A GREAT DEAL OF FREEDOM	5
SOME FREEDOM, OR	3
NONE AT ALL	1
DON'T KNOW	9
REFUSED	0

19. How often do you do reporting? Would you say ...

REGULARLY	7
OCCASIONALLY	5
SELDOM, OR	3
NEVER	1 (SKIP TO Q23)
DON'T KNOW	9 (SKIP TO Q23)
REFUSED	0 (SKIP TO Q23)

20. Do you usually cover a specific "beat" or subject area, or do you usually cover different things?

COVER A BEAT	3
COVER DIFFERENT THINGS	1 (SKIP TO Q22)
DON'T KNOW	9 (SKIP TO Q22)
REFUSED	0 (SKIP TO Q22)

21. (IF SPECIFIC BEAT) Which beats or areas do you usually cover?

(RECORD BEAT/AREA)

22. How much editing do your stories get from others at (FILL IN ORGN)? Would you say:

A GREAT DEAL	5
SOME, OR	3

NONE AT ALL	1
DON'T KNOW	9
RF	0

23. Now I'm going to ask about specific tasks that journalists have at some news organizations. Do you ...

A. Write a blog for your news organization?

YES	5
NO	1 (SKIP TO Q23B)
DON'T KNOW	9 (SKIP TO Q23B)
REFUSED	0 (SKIP TO Q23B)

A1. Did you receive training for this task from your news organization?

YES	5
NO	1
DON'T KNOW	9
REFUSED	0

B. Do you take photographs for your news organization?

YES	5
NO	1 (SKIP TO Q23C)
DK	9 (SKIP TO Q23C)
REFUSED	0 (SKIP TO Q23C)

B1. Did you receive training for this task from your news organization?

YES	5
NO	1
DON'T KNOW	9
REFUSED	0

C. Do you shoot video for your news organization?

YES	5
NO	1 (SKIP TO Q23D)
DK	9 (SKIP TO Q23D)
REFUSED	0 (SKIP TO Q23D)

C1. Did you receive training for this task from your news organization?

YES	5
NO	1

DON'T KNOW	9
REFUSED	0

D. Do you file breaking-news stories for the Web site of your news organization?

YES	5
NO	1 (SKIP TO Q23E)
DK	9 (SKIP TO Q23E)
REFUSED	0 (SKIP TO Q23E)

D1. Did you receive training for this task from your news organization?

YES	5
NO	1
DON'T KNOW	9
REFUSED	0

E. Do you capture audio for the Web site of your news organization?

YES	5
NO	1 (SKIP TO Q23F)
DK	9 (SKIP TO Q23F)
REFUSED	0 (SKIP TO Q23F)

E1. Did you receive training for this task from your news organization?

YES	5
NO	1
DON'T KNOW	9
REFUSED	0

F. Do you create podcasts for your news organization?

YES	5
NO	1 (SKIP TO Q23G)
DK	9 (SKIP TO Q23G)
REFUSED	0 (SKIP TO Q23G)

F1. Did you receive training for this task from your news organization?

YES	5
NO	1
DON'T KNOW	9
REFUSED	0

G. Do you take part in live question-and-answer sessions on the Web site of your news organization?

YES	5
NO	1 (SKIP TO Q24)
DK	9 (SKIP TO Q24)
REFUSED	0 (SKIP TO Q24)

G1. Did you receive training for this task from your news organization?

YES	5
NO	1
DON'T KNOW	9
REFUSED	0

24. About what percent of your time at work is spent creating or editing content specifically for the Web sites of your news organization?

RECORD PERCENT:
DON'T KNOW/CAN'T ESTIMATE: 999

25. Next, a question on journalistic freedom. On the whole, what do you consider the most significant limits on your freedom as a journalist?

(RECORD VERBATIM)

26. If you have a good idea for a subject which you think is important and should be followed up, how often are you able to get the subject covered? Would you say:

Almost always	5
More often than not, or.	3
Only occasionally	1
(VOLUNTEERED)	
Don't make such proposals . . .	8
DK	9
RF	0

27. How much freedom do you usually have in selecting the stories you work on? Would you say:

Almost complete freedom	7
A great deal	5
Some, or.	3
None at all	1
DK	9
RF	0

28. How much freedom do you usually have in deciding which aspects of a story should be emphasized? Would you say:

Almost complete freedom 7
 A great deal 5
 Some, or. 3
 None at all 1
 DK 9
 RF 0

29. In your job, how often do you deal with sources or subjects who have recently experienced a violent or traumatic event? Do you typically deal with them several times a day, daily, several times a week, weekly or less often than that? (ONLY IF CLARIFICATION SOUGHT: Such as an accident, disaster or war.)

SEVERAL TIMES A DAY 6
 DAILY 5
 SEVERAL TIMES A WEEK 4
 WEEKLY 3
 LESS OFTEN THAN WEEKLY 2
 (VOLUNTEERED)
 NEVER IN CONTACT 1 (SKIP TO Q31)
 DON'T KNOW 9 (SKIP TO Q31)
 REFUSED 0 (SKIP TO Q31)

30. How well prepared are you to deal with sources or subjects who are showing signs of emotional distress because they have experienced a violent or traumatic event? Would you say that you're very well prepared, fairly well prepared, not very well prepared, or not at all prepared?

VERY WELL PREPARED 7
 FAIRLY WELL PREPARED 5
 NOT VERY WELL PREPARED 3
 NOT AT ALL PREPARED 1
 DON'T KNOW 9
 REFUSED 0

31. Here are statements that express some journalists' beliefs about the organizations for which they work. For each statement, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, strongly agree, or are you neutral? Here's the first statement:

Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	DK	RF
5	4	3	2	1	9	0

- a. The management of my news organization is supportive of journalists who are affected emotionally by assignments to cover violent or tragic events. Do you strongly disagree, somewhat disagree, somewhat agree, strongly agree, or are you neutral?
- b. Protecting the physical safety of journalists while they're on the job is important to the management of my news organization. Do you strongly disagree, etc.
- c. Showing signs of emotional distress will hurt a journalist's chances for advancement at my news organization. Do you strongly disagree, etc.

32. Within the last two years, has your job as a journalist ever put you in physical danger?

YES...	5	
NO ...	1	(SKIP TO Q34)
DK	9	(SKIP TO Q34)
RF	0	(SKIP TO Q34)

33. Could you briefly describe the types of situations that have put you in danger? (Any others?)

(RECORD VERBATIM)

34. What is the most common ethical issue that you deal with in your job?

(RECORD VERBATIM)

35. Given an important story, which of the following, if any, do you think may be justified on occasion and which would you not approve under any circumstances?

Justified on occasion	Would not approve	Not sure	DK	RF
3	1	9	8	0

- A. First, paying people for confidential information? Is it justified on occasion, or would you not approve it under any circumstances?
- B. Using confidential business or government documents without authorization. Is it (etc. as in 47A.)
- C. Claiming to be somebody else. Is it (etc.)
- D. Agreeing to protect confidentiality and not doing so. Is it (etc.)
- E. Badgering unwilling informants to get a story. Is it (etc.)
- F. Making use of personal documents such as letters and photographs without permission. Is it (etc.)
- G. Getting employed in a firm or organization to gain inside information. Is it (etc.)
- H. Using hidden microphones or cameras. Is it (etc.)
- I. Using re-creations or dramatizations of news by actors. Is it (etc.)
- J. Disclosing the names of rape victims. Is it (etc.)

K. Pressuring survivors of tragedies or disasters to participate in interviews. It is (etc.)

36. Next, I'd like to ask you how important you think a number of things are that the news media do or try to do today. First, get information to the public quickly. Is that extremely important, quite important, somewhat important, or not really important at all? (THEN ASK B - S: Is that extremely important, etc.?)

Extremely Important	Quite Important	Somewhat Important	Not really Important	DK	RF
7	5	3	1	9	0

- A. Get information to the public quickly.
- B. Provide analysis and interpretation of complex problems.
- C. Provide entertainment and relaxation.
- D. Investigate claims and statements made by the government.
- E. Provide analysis and interpretation of international developments.
- F. Stay away from stories where factual content cannot be verified.
- G. Concentrate on news that's of interest to the widest possible audience.
- H. Discuss national policy while it is still being developed.
- I. Develop intellectual and cultural interests of the public.
- J. Be an adversary of public officials by being constantly skeptical of their actions.
- K. Be an adversary of businesses by being constantly skeptical of their actions.
- L. Set the political agenda.
- M. Give ordinary people a chance to express their views on public affairs.
- N. Motivate ordinary people to get involved in public discussions of important issues.
- O. Point people toward possible solutions to society's problems.
- P. Produce journalism that serves the public interest.
- Q. Tell interesting stories about people and events.
- R. Serve members of all the socio-economic groups in the community.
- S. Expose wrongdoing or injustice.

37. Next I'd like to ask about your news organization. How good a job of informing the public do you think your own news organization is doing? Would you say outstanding, very good, good, fair or poor?

OUTSTANDING	5
VERY GOOD	4
GOOD	3
FAIR	2
POOR	1
DON'T KNOW	9 (SKIP TO Q39)
REFUSED	0 (SKIP TO Q39)

38. Why do you think your news organization is doing a (outstanding, very good, good, etc.) job of informing the public?

(RECORD VERBATIM)

39. How important would you say the following goals are to the owners or senior managers of your news organization? Would you say that they are extremely important, quite important, somewhat important, or not really important? The first goal is ...

Extremely Important	Quite Important	Somewhat Important	Not really Important	DK	RF
7	5	3	1	9	0

- A. Maintaining or securing high, above-average employee morale?
- B. Producing journalism of high, above-average quality?
- C. Keeping the size of your audience as large as possible?
- D. Earning high, above-average profits?
- E. Producing journalism that serves the public interest.
- F. Serving members of all the socio-economic groups in the community?

40. Here are some statements that express some journalists' beliefs about the organizations for which they work. Please indicate whether you strongly disagree, somewhat disagree, somewhat agree, strongly agree, or are you neutral?

Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	DK	RF
5	4	3	2	1	9	0

- A. At my news organization, profits are a higher priority than good journalism. Do you strongly disagree, etc.?
- B. The quality of journalism at my news organization has been rising steadily over the past few years. Do you strongly disagree, etc.?
- C. At my news organization, newsroom resources have been shrinking over the past few years. Do you strongly disagree, etc.?
- D. My news organization does a lot of audience research to learn what kinds of information our audience wants or needs. Do you strongly disagree, etc.?
- E. At my news organization, we are encouraged to try new and better ways of doing the job. Do you strongly disagree, etc.?
- F. At my news organization, market research has a lot of influence on what we cover. Do you strongly disagree, etc.?
- G. The morale of journalists at my news organization is high.

41. Which professional journalism publications, if any, do you read regularly -- that is, almost every issue? (RECORD ALL MENTIONED. TRY TO GET FULL TITLES.)

42. Which Web sites for journalists, if any, do you read regularly—that is, almost every day? (RECORD ALL MENTIONED. TRY TO GET FULL NAMES.)

43. Now a few questions about your background and we'll be through. What is your

marital status? Are you:

Now married	7	Unmarried but living with a partner	3
Widowed	6	Single, that is, never married	1
Divorced	5	Refused	9
Separated	4	Other (SPECIFY)	0

44. Do you have any children living with you?

Yes 5
 No 1
 Sometimes 3
 Refused 9

45. Have you had any short courses, sabbaticals, workshops or fellowships since becoming a journalist?

Yes 5
 No 1 (SKIP TO Q47)
 Don't Know 9
 Refused 0

46. What was the general topic or focus of any short courses, workshops or trainings you've taken since 2002. (PROMPT: ANY OTHERS?)

(RECORD VERBATIM)

47. Would you like additional training in journalism or other subjects?

Yes 5
 No 1 (SKIP TO Q49)
 Don't Know 9 (SKIP TO Q49)
 Refused 0 (SKIP TO Q49)

48. What kind of training would you like?

(RECORD VERBATIM.)

49. Do you belong to a journalists' union?

Yes 5
 No 1
 Don't know 9
 Refused 0

50. As of today, are you a Democrat, a Republican, or what?

Democrat 1 (SKIP TO Q52)
 Republican 3 (SKIP TO Q52)
 (VOLUNTEERED)
 Independent/no party 5
 Other (SPECIFY) 7 (SKIP TO Q52)
 Don't know 9
 Refused0

51. (IF INDEPENDENT OR NO PARTY) Which of the following best describes your political leanings?

Lean toward the Republican party 3
 Lean toward the Democratic party, or 1
 Lean toward neither major party 5
 (VOLUNTEERED)
 Other (SPECIFY) 7
 Don't know 9
 Refused0

52. Overall, then, do you consider yourself:

Pretty far to the left1
 A little to the left2
 In the middle of the road3
 A little to the right, or4
 Pretty far to the right5
 Don't know9
 Refused0

53. Do you belong to any organizations or associations that are primarily for people in journalism or the communications field?

Yes 5
 No 1 (SKIP TO Q55)
 Don't know 9 (SKIP TO Q55)
 Refused 0 (SKIP TO Q55)

54. (IF YES) Which ones? (RECORD COMPLETE NAMES OF EACH ONE) Any others?

55. Is your (FILL IN NEWS ORGANIZATION) owned by a public corporation whose shares are traded on a stock exchange?

Yes5
 No1

Don't know9
 Refused0

56. Is your news organization owned by a larger company?

Yes5
 No1 (GO TO Q58)
 Don't know9 (GO TO Q58)
 Refused0 (GO TO Q58)

57. Which company is that? (RECORD FULL NAME)

58. Is the person or company that owns your news organization located in your town or city?

Yes5
 No1
 Don't know9
 Refused0

59. How many full-time news and editorial people are employed at your organization?

NUMBER OF NEWS-EDITORIAL PEOPLE: _____
 (VOLUNTEERED)
 Can't estimate997
 Don't know998
 Refused999

60. During the past 12 months, has the size of your news staff grown, shrunk, or remained about the same?

Grown.....	5
Remained about the same	3
Shrunk	1
Don't Know	9
Refused	0

61. During the last 12 months, has your organization had layoffs of newsroom employees?

Yes5
 No1
 Don't know9
 Refused0

62. Has your organization offered buyouts of newsroom employees during the last 12 months?

Yes5
 No1
 Don't know9
 Refused0

63. Finally I'd like to ask you some financial information. I'd like to mention once again that all information you give us will be treated in strict confidence, and neither you nor your organization will ever be linked by name to this information.

Would you please tell me what your total personal income was, before taxes, from your work in journalism during 2006? Was it:

Less than \$15,000 01	Between 60 and 65,00011
Between \$15,000 and \$20,00002	Between 65 and 70,000 12
Between 20 and 25,000.....03	Between 70 and 75,00013
Between 25 and 30,000.....04	Between 75 and 80,00014
Between 30 and 35,00005	Between 80 and 85,00015
Between 35 and 40,000.....06	Between 85 and 90,00016
Between 40 and 45,00007	Between 90 and 95,00017
Between 45 and 50,000 08	Between 95 and 100,000 18
Between 50 and 55,00009	Between 100 and 105,000.....19
Between 55 and 60,00010	Between 105 and 110,000.....20

Between 110 and 115,000.....21	Between 130 and 135,000..... 25
Between 115 and 120,000.....22	Between 135 and 140,00026
Between 120 and 125,000.....23	Between 140 and 145,000 27
Between 125 and 130,000.....24	Between 145 and 150,000 28
	150,000 and over29
	Don't know 99
	Refused00

64. Do you have any final comments?

Yes5 (SPECIFY—RECORD VERBATIM)

No1

(John, would this work? You could work out the logistics on handling this w/ Dave or Bonnie, as the IU journalism school will be in charge of the 2012 survey.-RB)

65. We expect to do another American Journalists survey in five years. Would you be willing to be interviewed for that survey?

YES	5	(ASK 65A)
NO	1	(GO TO END)
MAYBE	3	(ASK 65A)
DK	9	(ASK 65A)
RF	0	(GO TO END)

65A. If you're willing to be interviewed, we would need to check with you occasionally to make sure we have a current address and phone number. What would be most convenient – to contact you by telephone or e-mail to make confirm your address or phone number? This information will be kept confidential, of course.

PHONE 5

WHAT PHONE NUMBER SHOULD WE USE: _____

E-MAIL 3

WHAT E-MAIL ADDRESS SHOULD WE USE: _____

OTHER 1

SPECIFY: _____

REFUSED 0

65B.

Thank you very much for your time and cooperation!