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The Web: Alarming, Appealing and a Challenge to Journalistic Values
FINANCIAL WOES NOW OVERSHADOW ALL OTHER CONCERNS
FOR JOURNALISTS

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The Web: Alarming, Appealing and a Challenge to Journalistic Values

FINANCIAL WOES NOW OVERSHADOW ALL OTHER CONCERNS FOR JOURNALISTS

The financial crisis facing news organizations is so grave that it is now overshadowing concerns about the quality of news coverage, the flagging credibility of the news media, and other problems that have been very much on the minds of journalists over the past decade.

An ever larger majority of journalists at national media outlets – 62% – says that journalism is going in the wrong direction, an increase from the 51% who expressed this view in 2004. Half of internet journalists and about the same proportion of local journalists (49%) also take a negative view of the state of their profession.

<i>Most important problem facing journalism...</i>	National --Journalists--			Local --Journalists--		
	1999	2004	2007	1999	2004	2007
	%	%	%	%	%	%
Business and financial	25	30	55	25	35	52
Quality of coverage	44	41	22	39	33	21
Media environment	24	15	20	19	7	18
Loss of credibility	30	28	9	34	23	9
Ethics and standards	11	5	3	10	6	4

Open-ended question, multiple responses accepted; top category for each year shown in bold.

Soaring economic worries underlie these sour assessments. In an open-ended format, 55% of journalists at national news organizations cite a financial or economic concern as the most important problem facing journalism, up from just 30% in 2004. The proportion of local journalists citing an economic problem also has increased sharply since 2004 (from 35% to 52%). In addition, about half of internet journalists (48%) – those who work for web-only news organizations or the websites of print, broadcast or cable news outlets – point to a financial concern as the greatest problem facing the profession.

As financial concerns have risen, fewer journalists cite the quality of coverage and the loss of credibility with the public as the most important problems facing journalism. Among national journalists, just 22% mention the quality of coverage as the biggest problem facing the profession, down from 41% in 2004. The proportion of local journalists citing the quality of coverage also has declined since 2004, from 33% to 21%.

For many, the financial problems confronting journalism are directly tied to the rise of journalism on the internet. Overall, 16% of national journalists – including 26% of those working in print – cite the current business model for journalism, or the specific challenge of making a profit from web journalism, as the most important problem facing journalism.

However, the national and local journalists surveyed make clear distinctions between the internet’s impact on the news business, which they view with alarm, and the ways that the Web has transformed journalism, many of which the journalists view quite positively.

The survey of journalists was conducted Sept. 17-Dec. 3, 2007 among 585 reporters, editors and news executives by the Pew Research Center for the People & the Press and the Project for Excellence in Journalism.

Large majorities of national, local and internet journalists say it is good thing that citizens are able to post comments on news organizations’ websites. In addition, majorities in all three groups say that video-streaming websites, with YouTube by far the most well-known, have been a good thing for journalism.

Perhaps more surprising is that most national and local journalists also express positive opinions about news aggregating websites, such as Google News and Yahoo News, which have been blamed for contributing to audience declines for traditional news organizations. Notably, fewer local print journalists (53%)

view news aggregating sites as a good thing for journalism than do local TV journalists (71%) or national journalists (67%).

Overall, internet journalists have more positive impressions of internet-driven innovations than do journalists who work for national and local print, TV and radio news organizations. For instance, only about a third of national (35%) and local journalists (36%) have a positive view of citizens posting news content on news organizations’ websites; by contrast, 54% of internet journalists say this is a good thing for journalism.

There is an even bigger gap in how national, local and internet journalists view the impact of news ranking sites such as reddit.com and digg.com. Nearly two-thirds of internet

About The Project

The survey of journalists is based on interviews with 585 national and local reporters, producers, editors and executives across the country. In most cases, the responses of national and local journalists are reported separately.

The internet component of the sample was drawn from both online-only news organizations as well as from national and local news outlets with a significant Web presence.

The report addresses current issues facing journalism and updates trends from earlier surveys conducted in 1995, 1999 and 2004.

**YouTube, Google News Viewed Positively,
Greater Skepticism about “Citizen Journalism”**

	<u>National</u>	<u>Local</u>	<u>Internet</u>
<i>“Good thing” for journalism:</i>	%	%	%
Users posting <i>comments</i> on news sites	76	70	83
Video-streaming sites (YouTube)	68	64	81
News aggregating sites (Google News)	67	62	73
Rankings of most emailed/read stories	54	56	66
Journalists hosting their own blogs	50	56	69
Citizens starting news websites	52	51	76
Users posting <i>news content</i> on news sites	35	36	54
News ranking sites (reddit.com/digg.com)	34	24	65

journalists (65%) say that reddit, digg and other sites that rank the popularity of news stories are a good thing for journalism. Only about a third of national journalists (34%) and even fewer local journalists (24%) agree.

The survey finds that while journalists welcome many of the new technologies that have revolutionized journalism, they are divided about the internet's overall impact on the traditional values of their profession. National journalists are evenly split about whether the internet's rise will strengthen or weaken traditional journalistic values. On balance, more local journalists say the internet will weaken (45%), rather than strengthen (34%), those values. Even among internet journalists themselves, only about half (49%) say the Web will enhance journalistic values.

	Strengthen %	Weaken %	No effect/DK %
National	41	42	17=100
Local	34	45	20=99
Internet	49	30	21=100
<i>Age*</i>			
22-34	49	32	19=100
35-54	41	39	20=100
55+	32	52	16=100

* Based on total sample (N=585).

Older journalists generally see the internet weakening journalistic values. About half of journalists ages 55 and older (52%) express this view. By comparison, a 49% plurality of younger journalists (ages 22-34) says the internet's rise will strengthen journalistic values.

Those who believe that the internet will strengthen journalistic values cite several factors for this. They assert that the Web increases journalistic transparency and enables journalists to provide more detailed coverage. People who say that the internet weakens the traditional values of journalists most often cite increasing time pressures and diminished quality control in online journalism as the internet's biggest negatives.

<i>Percent giving an A or B to...</i>	<u>National</u> %	<u>Local</u> %	<u>Internet</u> %
National newspapers	92	82	82
Your news organization	85	77	65
National news orgs' websites	82	74	78
Online-only news sites (Salon/Slate)	68	47	76
News aggregator sites (Google/Yahoo)	65	53	72
Local news orgs' websites	51	65	49
Typical newspaper	43	62	54
Network TV news	41	55	39
Cable TV News	42	33	38
Bloggers on current events	33	21	50
Local TV news	17	40	25

The surveyed journalists give the highest performance ratings to major national newspapers – 92% of national journalists, and 82% of local and internet journalists, give national newspapers grades of A or B. The grades for the websites of national news organizations are nearly as positive. Roughly eight-in-ten national journalists (82%), and nearly as many internet (78%) and local journalists (74%), give grades of A or B to these sites.

Online-only news sites, such as the magazines Slate and Salon, also are highly regarded, at least among internet and national journalists; 76% of internet journalists give these sites an A or B, as do 68% of national journalists. However, just 47% of local journalists give high marks to online-only news sites. Local journalists, especially those working in print, also give lower grades to news aggregator sites, such as Google News and Yahoo News, than do national or internet journalists.

In addition, while half of internet journalists give high marks to bloggers who write about current events, just a third of national journalists and 21% of local journalists do so. Nonetheless, the proportion of national journalists giving high marks to bloggers is twice the number giving similar ratings to local TV news (33% vs. 17%).

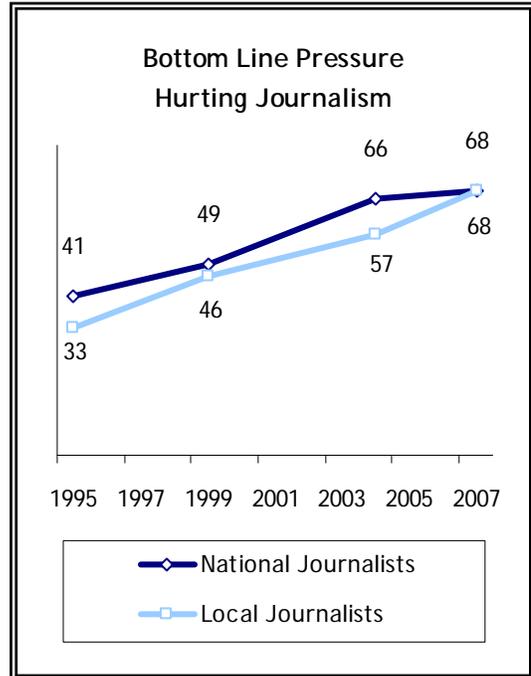
Most of the news professionals surveyed say that even in this era of online news, journalists still fulfill their traditional role as the “gatekeepers” of news and information. Majorities of national (64%), local (63%) and internet journalists (58%) believe that journalists still serve as information gatekeepers – and those who express this opinion overwhelmingly see this as a good thing.

The survey also finds:

- Large majorities of local print journalists (82%) and national print journalists (69%) say staffs at their news organizations have decreased over the past three years. Internet journalists are not exempt from downsizing; 52% say staffs at their newsrooms have decreased over the past three years.
- About half of internet journalists say that corporate owners and advertising concerns exert at least a fair amount of influence over news coverage decisions. Perceptions of commercial pressure are less common among print and TV/radio journalists.
- The journalists surveyed are less optimistic about the future of nightly network news than of printed newspapers. About four-in-ten national journalists (42%) say they expect nightly network broadcasts to survive for only another 10 years or less; just 17% say printed newspapers will disappear that quickly.

Section I: Impact of Financial and Business Pressures

A growing proportion of journalists believe that increased bottom-line pressure is not just changing the ways things get done in newsrooms. In addition, it is *hurting* the quality of news coverage. Roughly two-thirds of internet (69%), national and local journalists (68% each) say that increased bottom-line pressure is seriously hurting the quality of news coverage, rather than just changing the way news organizations operate.



The proportion of national and local journalists saying commercial pressure is negatively affecting coverage has climbed dramatically since the 1990s. In 1999, just 49% of national journalists and 46% of local journalists said that intensified bottom-line pressure was having a negative effect on news coverage.

Print Journalists Face Staff Cuts

Journalists, particularly those who work in print and online, say that financial pressure on their news organizations has increased in recent years. The sense of growing pressure is overwhelming in print newsrooms: 87% of national print journalists and 88% of local print journalists say financial pressure has grown in the past three years. About eight-in-ten internet journalists (79%) also think financial pressure has increased.

<i>Financial pressure on your org. has...</i>	---National---		---Local---		
	Print %	TV/Radio %	Print %	TV %	Internet %
Increased	87	61	88	73	79
Decreased	2	4	2	2	3
Stayed the same	9	33	9	22	17
DK/Refused	2	2	2	3	2
	100	100	101	100	101

Somewhat fewer TV and radio journalists at the national and local level say that the financial strain on their news organizations has increased in the past three years. However, the perception that financial pressure is growing is widespread here as well – 73% of local broadcast journalists and 61% of their national counterparts say pressure is growing.

Large proportions of print journalists report that there have been staffing cutbacks in their newsrooms in the past three years. Fully 82% of local print journalists and 69% of national print journalists say that the reporting and editorial staffs at their news organizations have decreased over the past three years.

Yet a majority of internet journalists (52%) also say that the staffs at their organizations have been reduced over the past three years.

Staff Reductions Widespread in Print, Internet Journalists Not Exempt					
	---National---		---Local---		
	Print	TV/Radio	Print	TV	Internet
<i>Over past 3 yrs, staff at your org. has...</i>	%	%	%	%	%
Increased	8	45	2	23	25
Decreased	69	22	82	28	52
Stayed the same	21	30	16	47	20
DK/Refused	2	3	1	2	3
	100	100	101	100	100
	---National---		---Local---		
	Print	TV/Radio	Print	TV	Internet
<i>Your job likely to be eliminated?</i>	%	%	%	%	%
Very likely	7	3	4	2	3
Somewhat likely	27	22	24	15	22
Not too likely	38	42	45	33	47
Not at all likely	25	32	26	49	27
DK/Refused	3	1	1	2	2
	100	100	100	101	101

Far fewer journalists who work in TV or radio (broadcast or cable news outlets) say the staffs in their newsrooms have been decreased. In fact, nearly half of those surveyed from national TV and radio outlets (45%) say staffs at their organizations have increased when compared with three years ago. A plurality of local TV journalists (47%) says the staff in their newsroom has stayed the same when compared with three years ago.

Most journalists do not expect to see their own positions eliminated in the next three years, but substantial minorities are concerned. For example, 34% of national print journalists and 28% of local print journalists say it is very or somewhat likely that their jobs will be cut in the next few years. A quarter of internet journalists and national TV and radio journalists say the same.

In addition, relatively few journalists feel very secure in their current positions. About half of local TV journalists (49%) say it is “not at all likely” that their job will be eliminated, but much smaller percentages of other local and national journalists express the same level of confidence that their positions will not be eliminated.

Reasons for Declining Audiences

Large majorities of journalists blame changes in the media environment for the erosion in news audiences in recent years. More than eight-in-ten local journalists (84%), and comparable proportions of internet (82%) and national journalists (81%), say that the public’s wider range of news choices is a major factor for why some types of news media have lost audience.

Majorities also point to the rise of specialized news outlets, which allow people to get only the news they want. In the 1999 survey of journalists, just 40% of national and local journalists said specialized news outlets were a major factor for declining audiences; currently, 57% of national journalists and 55% of local journalists view this as a major reason for diminished news audiences.

<i>Major reasons for lost audience/readership:</i>	<u>National</u> %	<u>Local</u> %	<u>Internet</u> %
Wider range of news choices	81	84	82
Specialized news outlets	57	55	53
Americans are too busy	47	51	44
News orgs. focus too much on scandal	42	34	39
Public not interested in serious news	35	24	31
Stories not meaningful to average people	33	41	36
Coverage is too boring and static	18	25	19

About half of national, local and internet journalists say the fact that “Americans are too busy these days” is a major reason for smaller news audiences. Fewer journalists blame specific aspects of news coverage – an overemphasis on scandal and sensationalism, reporting stories that are not meaningful to average people, and providing coverage that is boring and static.

TV and radio journalists are more likely than others to say that a focus on scandal is a main factor behind smaller news audiences. Six-in-ten national TV and radio journalists cite this as a major reason for why audiences have declined, compared with just 28% of their print counterparts. Similarly, more than twice as many local TV journalists as local print journalists say an excessive focus on scandal is a major factor for the decline in news viewership and readership.

Commercial Influences on Coverage

The vast majority of national and local journalists say that owners and advertisers do not have much influence over which stories get covered or emphasized by their news organizations. About a quarter see owners or advertisers having a great deal or a fair amount of influence over coverage.

Internet journalists, however, are far more likely to say that both corporate owners and advertising concerns have substantial influence on news coverage. Nearly half of internet journalists (48%) say that corporate owners have a great deal or fair amount of influence over coverage, while 46% say the same about advertisers. This is especially notable, considering that most of the internet journalists in the sample work for the online operations of traditional print and broadcast outlets.

<i>How much influence?</i>	<u>National</u>	<u>Local</u>	<u>Internet</u>
<i>Corporate owners</i>	%	%	%
Great deal/fair amount	26	25	48
Not very much/at all	72	72	50
Don't know	<u>2</u>	<u>2</u>	<u>2</u>
	100	99	100
<i>Advertising concerns</i>			
Great deal/fair amount	25	23	46
Not very much/not at all	74	77	53
Don't know	<u>1</u>	<u>0</u>	<u>1</u>
	100	100	100

Divided Over Management's Priorities

Journalists have a fairly skeptical view of the commitment of their news organization's senior managers to the public interest. Only about half of the national, local and internet journalists surveyed say their news organization's top management gives higher priority to the public interest than to the organization's financial performance.

Among local journalists, a large majority of news executives (65%) says that their organization's senior managers place greater priority on serving the public's interest than on financial performance. Editors and reporters at local news organizations disagree; only about a third (34%) say top managers at their news outlets place a higher priority on the public interest, while 56% say they are more concerned with the organization's financial performance.

	<u>Public interest</u>	<u>Financial performance</u>	<u>DK</u>
	%	%	%
National	49	46	5=100
Local	47	45	8=100
Internet	45	51	4=100
<i>Among local...</i>			
Executive	65	28	7=100
Senior editor	52	42	6=100
Editor/reporter	34	56	9=99

Journalism as a Career

The concerns that journalists express about job security and financial problems are reflected in views of whether they would like to see a son or daughter follow them into the field. Majorities of national (63%), internet (57%) and local journalists (53%) say that if they had a son or daughter they would want him or her to become a journalist.

Those who say they would like their children to become journalists point to the public-service aspects of journalism as well as the chance to do work that is important and intellectually challenging. Other journalists point to the opportunity to do meaningful and fun work.

Journalists who would not like to see a child enter journalism most frequently cite the financial problems facing the industry. Nearly half (45%) cite the uncertainty in the field or the decline of journalism. An additional 30% mention low pay or job insecurity, while 15% cite the long hours required in journalism and the stress that this places on one's personal and family life.

Why a Young Person Should Become a Journalist

	%
Make a difference/serve society	37
Noble/important calling	23
Intellectually challenging	18
Satisfying, meaningful work	14
Work is exciting, fun	12
Field needs bright people	7

Based on those who would like son/daughter to go into journalism (N=338).
Open-ended question, multiple responses accepted.

Why a Young Person Should *Not* Become a Journalist

	%
Uncertainty/industry decline	45
Low pay/job insecurity	30
Long hours/stress/family life	15
No longer noble or effective	10
Rise of 'infotainment' / bottom-line pressure	8

Based on those who would *not* like son/daughter to go into journalism (N=215).
Open-ended question, multiple responses accepted.

Section II: The Changing Media Environment

Journalists express generally positive opinions about technology-driven changes in news production and delivery. By and large, they are most positive about the changes that give a reader or viewer more news choices and input, but that do not compromise the journalist's role as the key provider and interpreter of news. Indeed, most journalists still see themselves in the role of news gatekeeper, and they think that it is good for society for them to continue playing this role.

Solid majorities of national and local journalists – in print as well as TV and radio – say that journalists still serve as the gatekeepers of news and information. Even most internet journalists (58%) say that traditional journalists have kept their role as news gatekeepers.

	---National---		---Local---		
	Print %	TV/Radio %	Print %	TV %	Internet %
Still serve as gatekeepers	66	63	67	60	58
<i>Good for society</i>	64	58	65	56	54
<i>Bad for society</i>	1	3	1	2	4
Lost role as gatekeepers	30	35	33	34	39
<i>Good for society</i>	9	7	14	6	20
<i>Bad for society</i>	20	25	16	28	18
DK/Refused	4	2	0	6	3
	100	100	100	100	100

Among those who believe that journalists still retain their role as gatekeeper, the overwhelming majority – more than 90% of each group – says it is a good thing for society that they continue filling that role. However, the minority that believes journalists have lost their gatekeeper role are more divided over the implications of this change.

Overall, 39% of internet news professionals say that traditional journalists have lost their role as gatekeepers for news and information. Internet journalists who express this view are evenly split over whether this is good for society or bad for society (20% good vs. 18% bad). In addition, a third of local print journalists say journalists no longer are gatekeepers; local print journalists who say this also are divided over whether this is a positive or negative development.

The Web and Journalistic Values

Fewer than half of internet (49%), national (41%) and local journalists (34%) say that the rise of the internet will strengthen journalistic values. Those who say the rise of the internet will strengthen values mention the openness and transparency of the internet, as well as the public's ability to weigh in on the quality of the news, both on the news outlet's website and other places online. Others say that in the wide-open internet, a trusted news brand will do well. Still others note that the Web allows journalists to tell stories more completely than they can in a more traditional format.

	%
Transparency/accountability	33
More detail/variety of media	15
Provides competition	12
Quality stands out online	11
Encourages timeliness	6

* Based on those who say rise of internet strengthens journalistic values (N=233). Open-ended question, multiple responses accepted.

Those who say the rise of the internet will weaken traditional journalistic values point to the pressure to get material up quickly, perhaps too quickly. They worry that the time pressure – driven in part by the need to produce content for both the traditional medium and the Web – lowers the quality of reporting and editing, including fact checking. Others worry about the difficulty of determining the veracity of much online coverage with which traditional news organizations much compete. Some do not think their online competitors hold themselves to high standards.

	%
No time for fact-checking/reporting	28
Lack of sourcing/lower standards	23
Hurts news financial model	10
Too many voices, too little control	8
Traditional standards declining	7

* Based on those who say rise of internet weakens journalistic values (N=238). Open-ended question, multiple responses accepted.

Future of Network TV, Newspapers

Journalists express mixed views about the future of two traditional news mainstays – network news broadcasts and printed newspapers. In general, the outlook is more negative for nightly network news broadcasts than for printed newspapers.

Roughly four-in-ten national (42%) and internet journalists (39%), and 29% of local journalists, say they expect the three nightly network news broadcasts will survive for another 10 years or less. Still, more journalists in each category expect the broadcasts to endure for 10 to 20 years, or even longer.

	National %	Local %	Internet %
<i>Networks will continue nightly broadcasts for...</i>			
Less than 10 years	42	29	39
10-20 years	30	38	36
More than 20 years	23	30	21
Don't know	5	3	3
	100	100	99
<i>Most newspapers will print on paper for...</i>			
Less than 10 years	17	20	17
10-20 years	48	42	44
More than 20 years	32	34	37
Don't know	3	4	2
	100	100	100

About one-in-five national, local and internet journalists believe that printed newspapers will be around for another decade or less. A plurality in each group says newspapers will be printed on paper for another 10 to 20 years. A third or more in each say that printed newspapers will survive for more than 20 years.

National and local print journalists are more bullish about the prospects for printed newspapers than are their TV and radio counterparts. Just 11% of national print journalists, and 9% of local print journalists, say that printed newspapers will be around for only 10 years or less. That compares with 25% of national TV and radio journalists and 30% of local TV journalists.

Managing the Transition to the Web

Most journalists believe their news organization’s leaders have done a good job in managing the transition to the internet. Majorities of national (65%), local (63%) and internet journalists (54%) rate the performance of their news organization’s executives as good or excellent in this regard.

Despite industry concerns about the future of print newspapers and traditional newscasts, most journalists working for traditional media outlets say they continue to spend most of their work hours putting out the paper or preparing the newscast, rather than working on content for their news outlet’s websites. However, most do report that they spend at least *some* of their time producing unique content for news websites, and the amount of time varies widely by news medium.

A sizable minority of national print journalists (26%) says they spend half or more of their time producing unique content for their organization’s website. That compares with 9% of national TV and radio journalists and just 6% of the local journalists surveyed. As expected, most internet journalists (60%) spend the bulk of their time producing unique web content.

Most journalists do not believe that dividing their time across different media is eroding the quality of their work. In fact, large majorities of both national and local journalists say dividing their time either makes their work better or has had no effect on the quality of their work. Even among national print journalists, who spend a relatively high proportion of their time producing web content, 45% say dividing time across media has improved the quality of their work; 38% say it has made no difference; while just 18% believe it has made their work worse.

Web News Contributions Not Hurting Quality of Work		
<i>Dividing your time across media makes your work*...</i>	<u>National</u> %	<u>Local</u> %
Better	48	46
Worse	16	21
No difference	35	30
DK/Refused	<u>1</u>	<u>3</u>
	100	100

*Asked of journalists who said they spend 10-90% of their time working on content unique to their news outlets’ websites.

TV, Print Still a Higher Priority

Even as news organizations increase the quantity and diversity of content on their websites, most journalists say the traditional medium, and not the website, is the priority where they work.

The vast majority of national and local TV and radio journalists say that the on-air presentation is the top priority at their news organizations (81% national, 80% local). Smaller majorities of print journalists say that the print edition is more important than the website at their news outlets. Nearly two-thirds of local print journalists (63%) – but only about half of national print journalists (53%) – say that the print edition is the higher priority at their news organization.

Print, On-Air Presentations Higher Priority than Websites		
	<i>TV/Radio</i>	
<i>Your news org. 's</i>	<u>National</u>	<u>Local</u>
<i>higher priority:</i>	%	%
Website	9	10
On-air presentation	81	80
Both/Equal (VOL)	6	8
Don't know	<u>3</u>	<u>3</u>
	99	101
	<i>Print</i>	
<i>Your news org. 's</i>	<u>National</u>	<u>Local</u>
<i>higher priority:</i>	%	%
Website	27	18
Print edition	53	63
Both/Equal (VOL)	14	14
Don't know	<u>6</u>	<u>5</u>
	100	100

Section III: The State of Journalism and Views on Performance

Reporters, editors and executives at national news organizations have become considerably more pessimistic about the state of their profession since 2004. By roughly two-to-one (62%-32%), more national journalists say that journalism is going in the wrong direction rather than the right direction. In 2004, 51% said things were going in the wrong direction while 43% gave a positive assessment.

National TV and radio journalists, who expressed very negative views of the state of journalism in 2004, have become gloomier. Currently, 69% say that journalism is going in the wrong direction, up from 61% in 2004.

% saying journalism going in "wrong direction"	2004	2007
	%	%
National	51	62
Print	42	56
TV/radio	61	69
Local	46	49
Print	43	47
TV	49	51
Internet	n/a	50
<i>Among national...</i>		
Senior editor	52	48
Editor/reporter	54	68
<i>Among local...</i>		
Executive	49	32
Senior editor	36	49
Editor/reporter	51	58

As a group, local news executives, editors and reporters offer a more upbeat assessment of journalism. Still, a slight plurality of local journalists (49%) says things are going in the wrong direction.

Nearly six-in-ten editors and reporters (58%) at local news organizations say journalism is going in the wrong direction, compared with just 32% of local news executives. Roughly two-thirds of national editors and reporters (68%) say things are going in the wrong direction, compared with 48% of senior editors.

Changing Perceptions of Press Problems

Reflecting the impact of the financial crisis facing the news business, the top concerns expressed by journalists have changed dramatically in recent years. More than twice as many national and local journalists now cite a financial issue as the most important problem facing journalism than cite any other concern. The problems that were mentioned frequently in 1999 and 2004 – particularly concerns over the quality of coverage and the loss of credibility with the public – are cited far less frequently today.

Currently, just 22% of national journalists and 21% of local journalists cite quality concerns as the biggest problems facing journalism, down from 41% and 33%, respectively, in 2004.

The decline in the proportions of national and local journalists citing credibility issues has been even more striking. Just 9% of national journalists mention the loss of credibility as the biggest problem confronting journalism today; more than triple that percentage cited credibility in 1999 and 2004 (30% and 28%, respectively). There has been a comparable decline in the percentage of local journalists citing credibility concerns (from 34% in 1999 to 23% in 2004, and 9% currently).

<i>Most important problem facing journalism...</i>	---National---		---Local---		Internet
	2004	2007	2004	2007	2007
Business and financial	30	55	35	52	48
Business model/survival/					
getting web to pay	--	16	--	8	13
Lack of resources/cutbacks	8	10	9	11	12
Bottom-line emphasis	5	8	9	5	7
Declining audience	9	8	8	10	7
Quality of Coverage	41	22	33	21	25
Sensationalism	8	6	5	5	3
Lack of investigative journ.	3	6	4	2	4
Reporting accurately	8	2	10	2	2
Media Environment	15	20	7	18	18
Competition with websites	--	9	--	5	3
24/7 news cycle	2	4	0	2	1
Loss of Credibility	28	9	23	9	9
Ethics and Standards	5	3	6	4	3

Open-ended question, multiple responses accepted.

Valid Criticisms of the Press

Substantial proportions of national and local journalists across media say the criticism that news organizations have cut back too much on the scope of coverage is a valid one. More than eight-in-ten internet (85%) and national journalists (82%) say this represents a legitimate criticism of the press, as do 73% of local journalists.

Comparably large percentages say the complaint that the press pays too little attention to complex issues represents a valid criticism. In addition, 64% of national journalists, 60% of internet journalists and 54% of local journalists say that the distinction between reporting and commentary has seriously eroded.

<i>A valid criticism of the press...</i>	National	Local	Internet
	%	%	%
Scope of news coverage cut too much	82	73	85
Too little attention to complex issues	78	83	81
Blurring of reporting and commentary	64	54	60
24-hour news cycle hurting journalism	47	45	40
Journalists are out of touch w/ public	41	49	47
Ideological views showing too often	38	33	36
Factual errors and sloppy reporting	31	43	38
The press is too cynical	27	31	27
Reporters too close to sources	23	18	30

Smaller percentages say that other criticisms made of the press – that journalists let their ideological views influence reporting or that news reports are rife with factual errors – are valid. Fewer than four-in-ten believe that journalists let ideology show in their reporting too frequently,

while smaller percentages agree with the criticism concerning factual errors and sloppy reporting.

During the 1990s, the critique that the press is “too cynical” was widely regarded as valid by national and local journalists. In both 1995 and 1999, majorities in both groups agreed with this criticism. However, the proportion of journalists saying this criticism is valid declined in 2004, and has fallen again in the current survey. Currently, just 27% of national journalists and 31% of those who work at local news outlets say the criticism that that the press is too cynical is valid.

<i>% saying press is “too cynical” is valid criticism</i>	1995	1999	2004	2007
	%	%	%	%
National journalists	54	53	37	27
Local journalists	53	51	40	31

Journalism’s Strengths

Many journalists continue to mention the quality and timeliness of news coverage when asked what the press is doing especially well, while a growing proportion cites the press’s adaptation to the Web as a journalistic strength. In 2004, this was mentioned relatively infrequently as something the press did particularly well.

	---National---		---Local---		Internet
	2004	2007	2004	2007	2007
	%	%	%	%	%
Quality of Coverage (Scope, relevance, depth Insight, clarity, accuracy)	25	19	31	18	14
Timeliness and Speed (Breaking news and live coverage)	23	19	24	16	10
Adapting to the Web	5	17	2	22	27
Serving as Watchdog (Investigative reporting)	11	15	7	16	9
Other Strengths					
Local news and issues	1	7	9	12	2
Public accessibility	--	4	--	3	15
Foreign reporting	6	4	1	4	1
War/Terrorism Coverage	9	3	4	1	0

Open-ended question, multiple responses accepted.

More than one-in-five local journalists (22%) now cite the way in which the press is adapting to the internet as something journalism does especially well, up from just 2% in 2004. The proportion of national journalists mentioning this as a journalistic strength has more than tripled since 2004, from 5% to 17%. National print journalists are more likely than their colleagues in radio and television to point to adaptation to the Web as a particularly positive development in journalism (22% vs. 11%).

Overall, about as many national and local journalists now cite the press’s adaptation to the Web as a strength as mention the quality of coverage and timeliness and speed, which were cited most frequently in 2004. In addition, 27% of internet journalists point to the adaptation to

the Web as a particular strength of journalism, far more than the proportion citing any other factor.

A number of journalists also cite the press’s watchdog role as a journalistic strength. Notably, the proportion of local journalists pointing to the watchdog role as something the press is doing particularly well has more than doubled since 2004, from 7% to 16%. Most of the increase has come among local print journalists; 23% of local journalists now cite the watchdog role of the press as something journalism is doing especially well, compared with 9% in 2004. Far fewer local TV journalists cite the watchdog role as a journalistic strength (9% today, 5% in 2004).

Somewhat fewer internet journalists mention the press’s watchdog role as a strength of journalism compared with national or local journalists. At the same time, 15% of internet journalists point to public accessibility as something journalism does particularly well; just 4% of national journalists and 3% of local journalists mention public accessibility as something journalism does especially well.

Shared Values?

Most executives and senior editors at national news organizations (55%) believe that the reporters at their outlets share “a great deal” of their professional values. By contrast, just 30% of reporters and less-senior editors say that owners and top editors at their organizations share a great deal of their professional values.

Compared with national news executives and senior editors, fewer of those in the top ranks at local and internet news organizations say that reporters in their organizations share their professional values. In addition, just 23% of local line editors and reporters say that the owners and top editors at their news organizations share their professional values.

Striking the Balance

As in previous surveys, journalists are divided over how well the press does in striking a balance between what audiences want to know and what is important for them to know. Currently, 40% of national journalists say journalism has done a good or excellent job in striking this balance, while 60% say the profession does only a fair or poor job in this regard. In 2004, 50% of national journalists

How Much Do Reporters Share Your Values?*			
	<u>National</u>	<u>Local</u>	<u>Internet</u>
	%	%	%
Great deal	55	38	38
Fair amount	36	56	48
Not much	5	4	12
Not at all	0	1	0
Don't know	<u>4</u>	<u>1</u>	<u>2</u>
	100	100	100

How Much Do Owners and Top Editors Share Your Values?***			
	<u>National</u>	<u>Local</u>	<u>Internet</u>
	%	%	%
Great deal	30	23	34
Fair amount	45	63	49
Not much	21	10	15
Not at all	4	3	0
Don't know	<u>0</u>	<u>1</u>	<u>2</u>
	100	100	100

* Asked of senior editors and executives.
 ** Asked of editors and reporters.

gave journalism good marks for striking the balance between what people want to know and what they need to know. The current measure is in line with opinion among national journalists in 2000 (37% excellent/good).

Half of local journalists say the profession has done well in striking the balance between what people want and need in the way of information, which is largely unchanged from past surveys. Internet journalists express about the same views as do national journalists (40% positive/59% negative).

Views of Iraq, Bush Coverage

Journalists express mixed views of press coverage of the war in Iraq. Those working at national news organizations, which are responsible for nearly all war coverage, offer the most favorable assessments. Nearly six-in-ten national journalists (58%) rate Iraq coverage as excellent or good, while 42% say it is only fair or poor.

	<u>National</u>	<u>Local</u>	<u>Internet</u>
	%	%	%
Excellent	6	3	1
Good	52	46	37
Only fair	35	40	49
Poor	<u>7</u>	<u>11</u>	<u>13</u>
	100	100	100

About as many local journalists rate Iraq coverage negatively as positively (49% excellent/good vs. 51% only fair/poor). In addition, a solid majority of internet journalists (62%) give a negative assessment of coverage of the war.

Most national and internet journalists say that the press has not been critical enough in the way that it has covered the Bush administration. Majorities in both groups – 54% of national journalists and 57% of internet journalists – say the press has gone too easy on the Bush administration. By contrast, just 41% of local journalists believe the press has not been critical enough in its coverage of the administration. Opinions about the way the press has covered Bush have changed little since 2004.

Journalists' Ideology

As was the case in 2004, majorities of the national and local journalists surveyed describe themselves as political moderates; 53% of national journalists and 58% of local journalists say they are moderates. About a third of national journalists (32%), and 23% of local journalists, describe themselves as liberals. Relatively small minorities of national and local journalists call themselves conservatives (8% national, 14% local).

Internet journalists as a group tend to be more liberal than either national or local journalists. Fewer than half (46%) call themselves moderates, while 39% are self-described liberals and just 9% are conservatives.

Among the population as a whole, 36% call themselves conservatives – more than triple the percentage of national and internet journalists, and more than double the percentage of local journalists. About four-in-ten (39%) characterize their political views as moderate, while 19% are self-described liberals, based on surveys conducted in 2007 by the Pew Research Center for the People & the Press.

2008 Journalist Survey – A Commentary on the Findings

By Tom Rosenstiel and Amy Mitchell, Project for Excellence in Journalism

Introduction

Journalists have become markedly more pessimistic about the future of their profession.

But their concerns are taking a distinctly new turn. Rather than worrying as much about quality, they are now focused on economic survival. And in that new focus, we see signs of new openness to change.

Journalists are ready – even eager – to embrace new technologies. They think a range of new digital activities, from blogs to citizen media, are good for journalism. They even think, by two-to-one, that splitting their time across multiple platforms is a positive change rather than a problem that is taking time from their reporting or spreading them thin. These are all attitudes hard to imagine a few years ago.

It is also striking what is not here in these numbers. The fears of a decade ago in journalism have faded. News people are less concerned about credibility. They are not as worried about cynicism. They do not feel as isolated. It is possible that technology has helped alleviate these concerns, but it is also possible that there are simply bigger problems today, problems that are more concrete and less cultural.

The problems are about money. The crisis in journalism in 2008, journalists now more clearly believe, is a crisis of a broken economic model. And cutbacks in the newsroom, covering fewer things is now a concern front and center instead of how they are covered.

Those concerns will either be solved or journalism as people traditionally think of it – reporters out in the community bearing witness to facts – will shrink substantially.

Pessimism

Certainly there is a clear but complex sense of pessimism pervading journalism. It cuts across print, television and radio and across local and national journalists. At the national level, more than six-in-ten journalists and senior executives now think journalism is headed in the wrong direction; less than a third are optimistic. TV and radio journalists at national news networks, many of whom entered 2007 with hopes of growth as online video became more widely used, are among the most pessimistic of all. All of these numbers are up from 2004.

Online journalists working for established news outlets see things in a slightly better light, but even they are more negative than positive. Half see journalism headed in the wrong direction (versus 42% who said things are moving forward.)

Only one group, local news executives, is generally optimistic (65%).

Technology

What is most striking, though, is not the level of pessimism but its character. The worry is not that new technology is undermining the quality of journalism.

To the contrary, look inside what journalists say and they are largely optimistic about what technology brings to the craft. When asked to name what in particular they see as the industry's *strengths*, those naming adapting to Web more than tripled among national journalists and increased ten-fold among those at the local level. And near the top of the list are two direct results of technology – timeliness and speed. About one-in-five named these as something the industry is doing especially well.

Journalists also distinguish among various innovations in Web content. The vast majority now sees great value in having a place on the Web site where users can post comments. Smaller majorities say that citizen-started Web sites are a good thing. (Print journalists are slightly more accepting of the practice than are TV and radio journalists.) And they are less upbeat about users posting content directly onto news sites. Yet even here a sizable minority is positively inclined, with nearly four-in-ten TV and radio or print journalists seeing it as a good thing.

In another area, the popular practice of ranking the most popular news stories, journalists (except for those working online) express more comfort with news organizations ranking their own material (such as most emailed or most viewed) than with Web sites that rank news from a multitude of sources. More than half (and two-thirds of online journalists) said ranking of a news organization's own material was a good thing, while only a quarter to a third felt this way about separate news-ranking Web sites that pull content from many different sources.

The journalists here do not sense that the internet has become all-consuming or that new technology has become the core of what they do. That is evident in the fact that majorities of both print and broadcast outlets say their organizations' main focus is still the legacy media.

And that is borne out in how journalists spend their time. A good portion of those surveyed still work only or mostly on the original product. Around a quarter spend *no* time on the Web product. (This holds true for journalists at both the national and local levels.) The multimedia work also appears to be going on more at a national level. National journalists are more than

three times as likely as local to devote half or more of their time there (19% versus 6% of local). And it is perhaps a harbinger of the future that national print journalists are the most likely to be multimedia. More than a quarter of them (26%) spend at least half of their time producing Web content. This was true of just 9% of national TV and radio journalists.

Nor did we find evidence, as some might have expected, that journalists resent having to split their time. Those who do straddle technologies tend to see it as a good thing. About half say it has improved their work, twice the number that has doubts. This could be self-selecting. The doubters may have resisted or even taken buyouts. But, one way or another, the profession is becoming more accepting.

One reason may be that technology is putting journalists more in touch with audiences, at least at the national level. In the early part of this decade, as news organizations became more centralized and journalists found themselves spending more time reporting from their computers and often living outside the main city area, there was a growing sense of disconnect between journalists and their audiences. In 1999, 57% of national journalists surveyed agreed that journalists were out of touch with their audience. That has now dropped to 41%. At the local level, journalists did not reveal as much of a shift. Perhaps this is partly due to less advanced Web sites of local news outlets as well as to differing expectations at the local level. Most readers of the Washington Post or viewers of NBC Nightly News do not expect to see those reporters in the neighborhood supermarket. But viewers of the local television station in Iowa or Oregon very well may.

And that connects to another change – the decline in concern over journalistic cynicism. In 2004, roughly four-in-ten said cynicism of the press was a valid criticism. That number has now dropped down to three-in-ten. Technology, while posing profound economic problems, seems in some ways to have alleviated the concerns about disconnection and isolation, key elements of what many considered the credibility crisis of a decade ago.

Print vs. Broadcast

If one sector seems more affected and unsure of the Web's value, it is, at least according to these responses, the print industry. Journalists at national newspapers expressed the greatest sense of change in their daily work and the most uncertainty of the Web's ultimate impact on journalism. More than a quarter (28%) of national print journalists say their news organizations place greater emphasis on the Web (versus 9% of national TV and radio journalists). They also expressed less confidence in their leaders' skill with the transition. While 72% of national TV and radio journalists say their leaders are doing a good or excellent job in the transition to the Web, 59% of national print journalists expressed this view.

And, in thinking about the internet's impact on the core values of the profession, print journalists voiced the greatest skepticism. Most – 44% of nationals and 55% of locals – think it will weaken journalistic values. In TV and radio, the largest groups (49% of national and 40% of local) say it will strengthen in the end.

As a result, working more with the new technology, as print people are more likely to do, is associated with worrying more about their effects.

A Quality Product

That is related to one of the other major threads in the findings. Journalists in this survey are much less concerned than three years ago or eight years earlier about issues of quality and credibility. In earlier years the quality of the coverage was the chief concern among those surveyed. In 1999, 44% named issues of quality as the top problem facing journalism as did 41% in 2004. Now half as many, or about two-in-ten, place these issues at the top. The same drop occurred among local journalists, falling from 33% in 2004 to 21% in 2007.

Concerns about the lack of credibility declined even more, falling from 28% of national journalists and 23% of locals naming it as the top problem in 2004 to just 9% for both groups this year.

Yet this does not mean that journalists are now satisfied. Less than 20% of journalists named the quality of coverage as something that journalism “is doing especially well these days.”

But these concerns over quality may now be more concerned with resources than with the attitudes or professionalism of the journalist. Indeed, this concern is overwhelmingly shared. More than eight-in-ten journalists surveyed agree that news organizations have cut back too much on the scope of their reporting and that too little attention is paid to complex issues.

What seems to be happening instead is that other, more pressing issues have evolved – namely those of money and bottom-line pressures.

Economics

In 2007, concerns about the economics of the business have eclipsed all others, more than double any other issue. These anxieties, moreover, are felt across all the groups of journalists, and those working on the Web or in print report the greatest worry.

The concern is not just what changing economics *might* do. Journalists believe business cutbacks have already hurt their news organization. About three-quarters of print and online journalists

say this. The concern is closer to two-thirds in broadcast. As far as journalists are concerned, in other words, the cutting has gone beyond fat into muscle.

And they believe this problem is getting worse. Nearly nine-in-ten print journalists say the economic pressures they feel have increased. And it is not as though the online parts of the operations are growing are immune. Online journalists are nearly as likely as print to feel more economic pressure than a few years ago (79%).

The pressure is not felt as acutely in television and radio (61% of national and 73% of local reported increased pressures), the industry that so far still holds the greatest advertising appeal.

In short, journalists have begun to embrace the technology for what it can do for their journalism. They are uneasy about what this might do to journalism values. But their biggest worry is that the economic model of the Web won't evolve to the point that it will support the gathering of news at a magnitude that people have come to recognize.

Divisions within Newsrooms

One other pressure point also continues. There remains a significant divide between those who manage newsrooms – the executives and editors of news organizations – and the reporters and line editors and producers who work for them.

This divide first can be seen in the questions about values. More than half (55%) of national executives felt their reporters substantially shared their values. Only 30% of reporters feel this way about their top owners and editors. And the gap is even greater between executives and newsroom staff. At the local level, only 23% reporters felt their bosses shared their values, versus 47% of executives and 31% of senior editors who felt this way about their reporters.

The divide can also be seen in how the line journalists rank their leaders. Just 12% of national reporters and 6% of local gave their leaders a rating of excellent (over half of executives offered this highest mark about themselves). And when asked specifically about the leadership's transition to the internet, executives again gave more positive assessments than did newsroom staff.

This concern over values also extends to how journalists see the influence of corporate ownership. Even greater divides exist over the influence of corporate owners in story selection. Reporters were five to six times as likely to say that corporate owners had a great deal of influence over coverage (11% of national and 13% of local journalists versus not a single national executive and 2% of local executives.) Very similar divides existed over the influence that advertising concerns have on content.

The divisions exist throughout the way both sides view the industry's problems. Journalists, for instance, see the pressure of the never-ending news cycle as a problem. Majorities sense this as a valid criticism. Majorities of both executives and senior editors say it is not.

Executives also see greater potential in user-generated content. Whether based on economics or the content itself, about half of executives (47% national and 53% local) say users posting content on a news organization's Web site is a good thing. Only a quarter of reporters feel this way (28% national and 25% local). Executives were also more approving of citizens starting their own Web sites.

Perhaps some of this has to do with job security. Those in the newsroom were more likely to report staff cuts compared with three years ago. And, looking ahead, they have a greater sense of those cuts heading their way. Only about 30% of staff reporters and senior editors say it is not at all likely that they will lose their jobs in the next three years, compared with more than half of corporate executives.

But despite all these differences, there is one main area of consensus. Majorities at all levels agree that financial pressures have increased over the past three years and are hurting – not just changing – the industry.

To some extent, newsrooms may simply be places where reporters are skeptical of leadership. Skepticism is part of the reporter's makeup. But it is not so obvious that a generation ago that skepticism came through to reporters' own editors and bosses – even in some cases owners. There may even have been a bit of heroism. Think of Ben Bradlee or Katharine Graham in Washington, Otis Chandler in Los Angeles, or Richard Salant at CBS.

Does it matter? Perhaps not. But it may. This gap between those who work in newsrooms and those lead them could represent an impediment to an industry that clearly must innovate and experiment to resolve its problems.

ABOUT THE PROJECTS

This survey is a joint effort of the Pew Research Center for the People & the Press and the Project for Excellence in Journalism. Both organizations are sponsored by the Pew Charitable Trusts and are projects of the Pew Research Center, a nonpartisan “fact tank” that provides information on the issues, attitudes and trends shaping America and the world

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

Andrew Kohut, Director
Scott Keeter, Director of Survey Research
Carroll Doherty and Michael Dimock, Associate Directors
Kim Parker, Senior Researcher
Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf, Leah Christian and Jocelyn Kiley, Research Associates
Kathleen Holzward, Research Analyst
James Albrittain and Alec Tyson, Research Assistants

The Project for Excellence in Journalism is a research organization that specializes in using empirical methods to evaluate and study the performance of the press. It is non partisan, non ideological and non political.

The Project's goal is to help both the journalists who produce the news and the citizens who consume it develop a better understanding of what the press is delivering. The Project has put special emphasis on content analysis in the belief that quantifying what is occurring in the press, rather than merely offering criticism and analysis, is a better approach to understanding.

Methodological Report

Journalists Survey 2007

Prepared by Princeton Survey Research Associates
for the Pew Research Center for the People & the Press and the Project
for Excellence in Journalism

December 2007

The Journalists Survey 2007, sponsored by the Pew Research Center for the People & the Press and the Project for Excellence in Journalism, is based on interviews with 585 news business executives, senior editors and producers, and working journalists and was conducted under the direction of Princeton Survey Research Associates International (PSRAI). Specifically, PSRAI interviewed 79 news business executives, 208 senior editors and producers, and 298 working journalists from nine different media categories: top 17 daily newspapers; top 18-100 daily newspapers; national news magazines; national television and cable networks; local TV stations; national radio networks; news services; wire services; and Internet news web sites.¹

Interviewing was conducted using a dual-mode approach allowing respondents to participate either by conducting a telephone interview or by completing the survey online. Interviews were completed from September 17 to December 3, 2007, with 130 interviews done by telephone and 455 interviews done online.

¹ All media types were categorized as “national” or “local” media. National media consisted of the top 17 daily newspapers, national news magazines, national TV and cable networks, national radio networks, news services, and wire services. Local media consisted of the top 18-100 daily newspapers and local TV stations. Internet media was also divided into “national” and “local” components.

Sampling

Independent random samples were drawn from each of the nine media groups. Sampling procedures are detailed below.²

Sample was selected at each organization by general title

National Sample

Executive Level

TV/Radio: President/CEO, Vice President, General Manager, Station Manager

Print: Publisher, President/CEO, Vice President

Senior Editors and Producers

TV/Radio: News Division Executive, Executive Producer

Print: Assistant Managing Editor, Managing Editor, Executive Editor, Section Editor

Working Journalists

TV/Radio: Bureau Chief, Senior Producer, Correspondent, Anchor

Print: Bureau Chief, Senior Editor, Columnist, Associate Editor, Reporter, Correspondent, Assignment editor

Local Sample

Executive Level

TV: President/CEO, Vice President, General Manager, Station Manager

Print: Publisher, President/CEO, Vice President

Senior Editors and Producers

TV: News Director

Print: Assistant Managing Editor, Managing Editor, Executive Editor, Business, Metro and Editorial Section Editors

Working Journalists

TV: Producer, Correspondent

Print: National Editor, Editor, Reporter, Senior Editor, National and Foreign Editors, Associate Editors, Columnist

² Ethnic media were not included in the sampling frame for any of the nine media types, unless otherwise specified.

The national and local news media samples were divided into subgroups, defined by the type of news media organization and the respondent's position within a given organization. Targets were set for the number of interviews to be completed per subgroup within a segment.

Table 1: Sampling Targets

	Executives	Senior Editors and Producers	Working Journalists and Editors	Total
Daily Papers - Top 17	12	21	34	67
Daily Papers - 18-100	30	35	50	115
News Magazines	3	7	11	21
TV/Cable TV Networks	14	24	33	71
Local TV Stations	30	35	50	115
Radio Networks	4	8	18	30
News Services	0	4	7	11
Wire Services	2	3	3	8
Internet - National	0	20	30	50
Internet - Local	0	20	30	50
Total	95	177	266	538

Top 17 Daily Newspapers + Christian Science Monitor

The Top 17 Daily Newspaper sample frame was defined as the top 17 daily newspapers in circulation as listed in the most recent version of *Cision Media Source* (formerly *Bacons Media Source*). *The Christian Science Monitor* was also included in this national daily papers frame, even though it was not listed among the top 17 newspapers in circulation. The entire frame included 18 newspapers.

Circulation	Organization
2,278,022	USA Today
2,062,312	The Wall Street Journal
1,120,420	The New York Times
815,723	Los Angeles Times
724,748	New York Post
718,174	Daily News
699,130	The Washington Post
566,827	Chicago Tribune
503,114	Houston Chronicle
433,731	The Arizona Republic
411,919	The Dallas Morning News
398,231	Newsday
386,564	San Francisco Chronicle
382,503	The Boston Globe
372,629	The Star-Ledger
357,399	Atlanta Journal-Constitution
352,593	Philadelphia Inquirer
58,313	Christian Science Monitor

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each organization.

Top 18-100 Daily Newspapers

The Top 18-100 Daily Newspaper sample frame was defined as the top 18-100 daily newspapers in circulation as listed in the most recent version of *Cision Media Source*. The entire frame included 83 newspapers.

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each randomly selected organization.

National News Magazines

The news magazine sample frame included the nation's three national publications: Newsweek, Time and U.S. News and World Report.

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each organization.

National TV and Cable Networks

Eleven networks were included in the National Television and Cable Networks sample frame. The sample frame included only each network's own news operations and not independent newsrooms or news programs operated by affiliate stations.

Table 3: National Television and Cable Networks

1. ABC
 2. CBS
 3. NBC
 4. PBS
 5. CNN
 6. C-SPAN
 7. *CNN Headline News*
 8. MSNBC
 9. FOX Cable News
 10. Telemundo
 11. Univision
-

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each organization.

Local TV stations

The Local TV stations sample frame was defined as all local television stations in the top 100 media markets that also have a news director.

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each randomly selected organization.

National Radio Networks

Seven national radio networks were included in this sample frame. The sample frame included only the networks' own news operations and not independent newsrooms or news programs operated by affiliate stations.

Table 4: National Radio Networks

1. Associated Press Radio
 2. ABC Radio Networks
 3. CBS Radio Networks
 4. USA Radio Network
 5. American Urban Radio Networks
 6. National Public Radio
 7. Public Radio International
-

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each organization.

News Services

Seven news services were included in this sample frame.

Table 5: News Services

1. Copley
 2. Cox
 3. Gannett
 4. Hearst
 5. McClatchy-Tribune
 6. Newhouse
 7. Scripps-Howard
-

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each organization.

Wire Services

Three wire services were included in the Wire Services sample frame: *Associated Press*; *Bloomberg News* and *Reuters America*. Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each organization.

Internet

Internet media were divided into national and local components. Websites chosen for the sample frame were limited to those that do at least some news reporting and had a minimum threshold of 250,000 visitors per month. To make the frame as comprehensive as possible, online-only organizations were also included.

Twenty-six national organizations, typically but not exclusively linked to traditional media outlets like daily newspapers or TV/Cable networks, were included in the sample frame.

Table 6: National Internet Media

Type of media	Organization	Visitors/Month
TV	MSNBC.com	30,000,000
TV	CNN.com	23,496,897
TV	foxnews.com	8,184,466
TV	ABCNews.com	6,385,201
TV	CBSNews.com	4,463,625
Radio	npr.org	2,741,496
TV	C-SPAN.org	347,817
TV	The Newshour With Jim Lehrer	256,451
Print	The New York Times	14,496,295
Print	USATODAY.com	9,461,451
Print	washingtonpost.com	7,943,529
Print	The Wall Street Journal Online	4,059,093
Print	The Christian Science Monitor	926,753
Print	Newsweek.MSNBC.com	8,553,000
Print	Time.com	3,631,929
Print	usnews.com	1,074,340
Wire	Reuters	5,565,152
Wire	Bloomberg.com	1,928,797
Online only	Salon.com	1,616,695
Online only	Slate	4,742,771
Online only	Yahoo! News	35,000,000
Online only	AOL News	n/a
Online only	NewsMax.com	3,116,214
Online only	The Huffington Post	593,814
Online only	The Post Chronicle	1,140,333
Online only	National Ledger	1,149,420

Local internet websites also had to meet the general Internet media criteria. These were websites of print, radio or TV media, or online-only news organizations. There were 190 organizations in the sample frame.

Senior editors/producers and working journalists were selected at random; executives were not sampled for Internet media.

Contact Procedures

Interviews were conducted by elite interviewers at Princeton Data Source. Respondents were sent advance letters in the mail explaining the purpose of the study and encouraging their participation. The advance letters included a web address and password so respondents could complete the interview online. A follow-up email was also sent to everyone in the sample who had a valid email address. Advance letters were sent in three waves to ease administration and to help time initial phone calls.

TV and radio media – that is, national television and cable networks, local TV stations, and national radio networks – were included in the first wave, for which advance letters were mailed on Thursday, September 13, 2007. Email reminders were sent on Wednesday, September 19, 2007 to those in this first wave who had not yet completed the survey. Phone interviewing for those who had not yet completed the survey and did not receive an email reminder began on Thursday, September 20, 2007 – a week after the mailing of the advance letters. Calling for the remainder of this first batch began on Monday, September 24, 2007.

Daily newspapers, news magazines, news services and wire services were included in the second wave, for which advance letters were mailed on Thursday, September 20, 2007. Email reminders were sent on Wednesday, September 26, 2007 to those in this second wave who had not yet completed the survey. Phone interviewing for those who had not yet completed the survey and did not receive an email reminder began on Thursday, September 27, 2007 – a week after the mailing of the advance letters. Calling for the remainder of this second batch began on Monday, October 1, 2007.

Internet media were included in the third wave, for which advance letters were mailed on Thursday, October 11, 2007. Email reminders were sent on Wednesday, October 17, 2007 to those in this third wave who had not yet completed the survey. Phone interviewing for those who had not yet completed the survey and did not receive an email reminder began on Thursday, October 18, 2007 – a week after the mailing of the advance letters. Calling for the remainder of this third batch began on Monday, October 22, 2007.

Quota tracking and progress were monitored daily. Additional or replacement sample was released as necessary.

Interviewers made 50 calls or more to respondents to complete an interview. Interviewers were available to conduct interviews during the regular workday or in the evening and on weekends as necessary. Interviewers accommodated respondents' schedules and arranged appointments. In addition, respondents were given a toll-free phone number to call to schedule an appointment or complete an interview at their convenience.

Final Sample Composition

Table 7 shows the number of interviews that were completed in each of the target groups. In parenthesis are the initial targets used for sampling.

Table 7: Final Sampling Composition

	Executives	Senior Editors and Producers	Working Journalists and Editors	Total
Daily Papers - Top 17	7 (12)	27 (21)	42 (34)	76 (67)
Daily Papers - 18-100	28 (30)	38 (35)	54 (50)	120 (115)
News Magazines	2 (3)	8 (7)	11 (11)	21 (21)
TV/Cable TV Networks	5 (14)	21 (24)	29 (33)	55 (71)
Local TV Stations	32 (30)	39 (35)	54 (50)	125 (115)
Radio Networks	4 (4)	11 (8)	27 (18)	42 (30)
News Services	0 (0)	8 (4)	10 (7)	18 (11)
Wire Services	1 (1)	4 (3)	5 (3)	10 (8)
Internet - National	0 (0)	26 (20)	36 (30)	62 (50)
Internet - Local	0 (0)	26 (20)	30 (30)	56 (50)
Total	79 (95)	208 (177)	298	585

Sample Disposition and Outcome Rates

Table 8 reports the sample disposition of all sampled telephone numbers ever dialed, broken out by category. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI, it is calculated by taking the product of three component rates:

Contact rate – the proportion of working numbers where a request for interview was made – of 96 percent for the combined sample.

Cooperation rate – the proportion of contacted numbers where consent for interview was at least initially obtained, versus those refused – of 55 percent for the combined sample.

Completion rate – the proportion of initially cooperating and eligible interviews that were completed – of 91 percent for the combined sample.

Thus, the overall response rate for this survey was 48 percent.

Table 8: Sample Disposition

Total	Daily Papers - Top 17	Daily Papers - 18-100	News Magazines	TV/Cable TV Networks	Local TV Stations	Radio Networks	News Services	Wire Services	Internet - National/Local	
1238	157	208	49	219	244	67	27	28	239	Total Numbers Dialed
5	0	1	1	1	1	0	0	0	1	Bad number
17	3	2	0	10	1	0	0	0	1	No such person
1216	154	205	48	208	242	67	27	28	237	Working numbers
98.2%	98.1%	98.6%	98.0%	95.0%	99.2%	100.0%	100.0%	100.0%	99.2%	Working Rate
21	1	4	1	3	1	0	0	0	11	No Answer
22	4	5	0	5	2	2	0	0	4	Answering Machine
1173	149	196	47	200	239	65	27	28	222	Contacted numbers
96.5%	96.8%	95.6%	97.9%	96.2%	98.8%	97.0%	100.0%	100.0%	93.7%	Contact Rate
292	38	31	8	74	44	9	5	9	74	Callback
240	33	39	15	62	50	12	2	7	20	Refusal
641	78	126	24	64	145	44	20	12	128	Cooperating numbers
54.6%	52.3%	64.3%	51.1%	32.0%	60.7%	67.7%	74.1%	42.9%	57.7%	Cooperation Rate
56	2	6	3	9	20	2	2	2	10	Incomplete Interview
585	76	120	21	55	125	42	18	10	118	Completes
91.3%	97.4%	95.2%	87.5%	85.9%	86.2%	95.5%	90.0%	83.3%	92.2%	Completion Rate
48.1%	49.4%	58.5%	43.8%	26.4%	51.7%	62.7%	66.7%	35.7%	49.8%	Response Rate