

Survey of Editors of Daily U.S. Newspapers

FINAL TOPLINE

N = 259 web-administered interviews with editors and senior-most news executives of daily U.S. newspapers

Note: Due to rounding, percentages may not total 100%.

The Changing Newsroom

Q1 In the past three years, has the number of full-time editorial staff in your newsroom, including both print and web, increased, decreased, or remained the same?

	Total %	Big Papers ¹ %	Small Papers %
Increased	14	7	16
Decreased	59	85	52
Remained about the same	27	7	32
No answer ²	0	0	0

Q1b If you can, please estimate the percentage increase in the full-time editorial staff.

Based on those whose full-time editorial staff has increased in the past 3 years [N=37]

	Total %	Big Papers %	Small Papers %
1-9%	43	100	36
10-19%	35	0	39
20-29%	11	0	12
30-39%	3	0	3
40-49%	0	0	0
50%	0	0	0
51-100%	0	0	0
No answer	8	0	0

¹ "Big Papers" and "Small Papers", referred to from here on, are defined as papers with circulation over 100,000 and a circulation of 100,000 or under respectively.

² Respondents were given the opportunity to skip over questions during the web survey. The "No answer" results reflect those who did not answer a given question.

Q1c If you can, please estimate the percentage decrease in the full-time editorial staff.

Based on those whose full-time editorial staff has decreased in the past 3 years [N=153]

	Total	Big Papers	Small Papers
	%	%	%
1-9%	26	22	26
10-19%	43	52	43
20-29%	24	22	24
30-39%	4	2	4
40-49%	0	0	0
50%	1	0	1
51-99%	1	0	1
No answer	2	2	2

Q2 Even though it may be difficult to predict, do you anticipate that the overall number of full-time editorial staff in your newsroom will increase, decrease, or remain stable in the next 12 months?

	Total	Big Papers	Small Papers
	%	%	%
Increase	4	6	4
Decrease	36	56	30
Remain stable	53	33	58
Can't predict	7	6	8
No answer	0	0	0

Q3 Roughly what percentage of content produced by your newsroom staff appears only on your website and not in the paper?

	Total	Big Papers	Small Papers
	%	%	%
Less than 10%	56	28	64
10-24%	29	52	23
25-49%	7	11	6
50%	*	0	*
51% or more	7	9	7
No answer	*	0	*

Q4 Approximately how much content on the website is original content, produced by your staff?

	Total	Big Papers	Small Papers
	%	%	%
0-24%	26	30	25
25-49%	11	9	12
50-74%	20	26	19
75% or more	38	33	39
Do not know	5	2	5
No answer	0	0	0

Q5 Do you operate your organization's website and newspaper as an integrated editorial product that is then tailored to different formats, or do you operate them as separate, distinct entities?

	Total	Big Papers	Small Papers
	%	%	%
Part of the same editorial product	81	63	86
Different and distinct entities	11	22	8
Other – Please specify	7	11	6
No answer	1	4	0

Q6 How important is each of the following skills for the newsroom reporting staff you hire today...?

	<u>VERY ESSENTIAL</u>	<u>SOMEWHAT ESSENTIAL</u>	<u>NOT TOO ESSENTIAL</u>	<u>NOT AT ALL ESSENTIAL</u>	<u>NO ANSWER</u>
	%	%	%	%	%
a. Multi-Media skills	39	51	9	1	0
b. Overall computer skills	65	31	3	*	*
c. Data Analysis skills	20	63	17	*	0
d. Ability to file quickly	59	37	3	1	0
e. Writing skills	88	12	0	0	0

Q7 Compared to three years ago, given the new demands on your newsroom and any staffing changes, how would you rate...?

	<u>SIGNI- FICANTLY IMPROVED</u>	<u>SOME- WHAT IMPROVED</u>	<u>NO NOTICEABLE CHANGE</u>	<u>SOME- WHAT WORSE</u>	<u>SIGNI- FICANTLY WORSE</u>	<u>NO ANSWER</u>
	%	%	%	%	%	%
a. The depth of your newsroom's reporting	18	40	16	23	2	1
b. The accuracy of your newsroom's reporting	11	31	52	5	0	1
c. The quality of your newsroom's writing	12	41	31	15	*	1
d. The comprehensiveness of your news coverage	18	36	13	29	3	1

Q8 Thinking of all the changes you have made in the last three years, would you say that, overall, the quality of your news product is now...?

	Total	Big Papers	Small Papers
	%	%	%
Better than it was before	56	54	57
Different but about the same as it was before	29	41	26
Not as good as it was before	14	6	17
No answer	0	0	0

Q9 Over the last three years, how effectively would you say your organization has anticipated and planned for changes needed to remain competitive?

	Total	Big Papers	Small Papers
	%	%	%
Very effectively	14	13	14
Somewhat effectively	61	57	62
Not very effectively	21	24	20
Not at all effectively	4	6	4
Haven't felt the need to change	*	0	*
No answer	0	0	0

Q10 How would you assess your news organization's awareness of the need to implement such changes to remain competitive in a timely manner?

Based on those who say their organization has effectively anticipated and planned for changed needed to remain competitive [N=193]

	Total	Big Papers	Small Papers
	%	%	%
Very strong	63	82	59
Somewhat strong	34	18	38
Not very strong	3	0	3
Not strong at all	0	0	0
No answer	0	0	0

Based on those who say their organization has ineffectively anticipated and planned for changed needed to remain competitive [N=65]

	Total	Big Papers	Small Papers
	%	%	%
Very strong	28	44	22
Somewhat strong	46	25	53
Not very strong	22	25	20
Not strong at all	5	6	4
No answer	0	0	0

Q11 Thinking about all the changes occurring in the last 3-5 years, what newsroom loss has hurt the most? (OPEN-END)

%	41	Loss of talented/experienced reporters/staff/Loss of institutional memory
	37	Reduction in staff size/Freezing positions
	6	Smaller news hole/Less space for stories
	5	Less community coverage
	5	Budget reductions/cuts/Lack of financial resources
	5	Loss of editors
	3	Rush to publish online/Lack of time to think
	2	Less training/Reduced money for training
	2	Less enterprise reporting
	2	Lower editing skills
	2	Less focus on overall editorial quality
	2	Reduction in beats covered
	2	Loss of flexibility
	2	Failure to upgrade technology
	2	Reduced quality of job candidates
	2	Fewer resources for print – more devoted to online media
	2	Lack of time in general
	16	Other
	7	None/No losses/No cutbacks
	10	No answer

Note: Table may exceed 100% due to multiple responses

Q12 What change in your newsroom has contributed the most to your ability to be competitive? (OPEN-END)

%	26	Focus on/Increased online/Web presence/use
	14	24/7 Continuous publication/Breaking news
	10	Multimedia in general
	10	Reorganization/Merging news/web
	9	Willingness to change or be flexible
	7	Added staff
	6	Online video
	5	Training
	5	Better reporting technology
	4	Creation of Web team/staff; New web-savvy staff
	4	Better web site
	4	Focusing on local news coverage
	4	Excitement/Dedication
	24	Other
	2	None
	10	No answer

Note: Table may exceed 100% due to multiple responses

Q13 Thinking about the past three years, has your news organization...?

	<u>YES</u>	<u>NO</u>	<u>NO ANSWER</u>
	%	%	%
a. Reduced the web width of the paper as a cost saving measure	73	25	1
b. Launched new tabloid sections or tabloid editions of existing sections	42	56	3
c. Launched new editorial products in tabloid format	55	44	1

Q14 Thinking about the past three years, has your news organization increased or decreased...?

a. Story Count

	Total %	Big Papers &	Small Papers &
Increased	46	39	48
Decreased	25	37	21
Stay About the Same	29	24	30
No Answer	*	0	*

b. Average Story Length

	Total %	Big Papers %	Small Papers %
Increased	3	0	3
Decreased	56	70	53
Stay About the Same	41	30	43
No Answer	*	*	*

c. Overall news hole

	Total %	Big Papers %	Small Papers %
Increased	6	4	7
Decreased	61	81	56
Stay About the Same	32	15	37
No Answer	*	0	*

Q15 In the last 3 years, has your news organization increased, decreased, or not changed the amount of space devoted to...?

a. Foreign News

	Total %	Big Papers %	Small Papers %
Increased	3	4	3
Decreased	64	65	64
Stay About the Same	31	30	32
No Answer	1	2	*

b. National News

	Total %	Big Papers %	Small Papers %
Increased	6	4	7
Decreased	57	57	57
Stay About the Same	36	37	36
No Answer	1	2	*

c. State/Local news

	Total	Big Papers	Small Papers
	%	%	%
Increased	50	44	51
Decreased	13	24	10
Stay About the Same	36	30	37
No Answer	2	2	1

d. Ultra-local, community news

	Total	Big Papers	Small Papers
	%	%	%
Increased	62	43	67
Decreased	8	19	5
Stay About the Same	30	37	28
No Answer	*	2	0

e. Editorial/op-ed/opinion

	Total	Big Papers	Small Papers
	%	%	%
Increased	17	7	19
Decreased	14	26	10
Stay About the Same	69	65	71
No Answer	*	2	0

f. Sports

	Total	Big Papers	Small Papers
	%	%	%
Increased	24	17	26
Decreased	25	52	18
Stay About the Same	50	30	56
No Answer	*	2	0

g. Business

	Total	Big Papers	Small Papers
	%	%	%
Increased	17	7	19
Decreased	34	48	30
Stay About the Same	49	43	51
No Answer	*	2	0

h. Arts

	Total	Big Papers	Small Papers
	%	%	%
Increased	19	13	20
Decreased	24	41	19
Stay About the Same	57	44	60
No Answer	*	2	0

i. Features/Lifestyle

	Total	Big Papers	Small Papers
	%	%	%
Increased	15	4	19
Decreased	27	41	24
Stay About the Same	57	54	58
No Answer	*	2	0

j. Other News

	Total	Big Papers	Small Papers
	%	%	%
Increased	3	2	3
Decreased	24	35	20
Stay About the Same	66	52	70
No Answer	8	11	7

Q16 Amid financial pressures, how actively is your paper trying to develop new revenue streams?

	Total	Big Papers	Small Papers
	%	%	%
Very actively	69	76	67
Somewhat actively	28	22	29
Not very actively	2	0	2
Not at all actively	1	0	1
No answer	1	2	*

Q17 As the effort to develop new revenue streams continues, how concerned are you about the lowering of the traditional "wall" separating editorial and advertising?

	Total	Big Papers	Small Papers
	%	%	%
Very concerned	22	15	23
Somewhat concerned	37	26	40
Not very concerned	32	44	29
Not at all concerned	8	13	6
No answer	1	2	*

Q18 How essential is each of the following to the quality of your news product?

a. International News

	Total	Big Papers	Small Papers
	%	%	%
Very Essential	10	26	6
Somewhat Essential	41	54	38
Not Very Essential	38	20	43
Not Essential At All	10	0	13
No Answer	0	0	0

b. National News

	Total	Big Papers	Small Papers
	%	%	%
Very Essential	18	41	12
Somewhat Essential	53	43	56
Not Very Essential	24	17	26
Not Essential At All	4	0	5
No Answer	*	0	*

c. State/regional News

	Total	Big Papers	Small Papers
	%	%	%
Very Essential	52	67	48
Somewhat Essential	44	30	48
Not Very Essential	2	2	2
Not Essential At All	*	0	0
No Answer	2	2	2

d. Local News (including suburban)

	Total	Big Papers	Small Papers
	%	%	%
Very Essential	97	94	98
Somewhat Essential	2	2	1
Not Very Essential	0	0	0
Not Essential At All	1	4	*
No Answer	0	0	0

e. Ultra-local (neighborhood) news

	Total	Big Papers	Small Papers
	%	%	%
Very Essential	76	48	83
Somewhat Essential	20	41	15
Not Very Essential	2	7	1
Not Essential At All	1	4	*
No Answer	*	0	*

f. Sports

	Total	Big Papers	Small Papers
	%	%	%
Very Essential	78	85	77
Somewhat Essential	20	15	21
Not Very Essential	2	0	2
Not Essential At All	*	0	*
No Answer	0	0	0

g. Business

	Total	Big Papers	Small Papers
	%	%	%
Very Essential	37	70	29
Somewhat Essential	51	24	58
Not Very Essential	11	6	12
Not Essential At All	1	0	1
No Answer	0	0	0

h. Arts

	Total	Big Papers	Small Papers
	%	%	%
Very Essential	34	52	29
Somewhat Essential	56	43	60
Not Very Essential	7	4	8
Not Essential At All	2	0	2
No Answer	2	2	1

i. Investigative/enterprise reporting

	Total	Big Papers	Small Papers
	%	%	%
Very Essential	60	91	52
Somewhat Essential	31	6	38
Not Very Essential	8	0	10
Not Essential At All	1	0	1
No Answer	1	4	0

j. Science/technology

	Total	Big Papers	Small Papers
	%	%	%
Very Essential	10	26	5
Somewhat Essential	43	54	40
Not Very Essential	38	17	44
Not Essential At All	9	4	10
No Answer	0	0	0

k. Other

	Total	Big Papers	Small Papers
	%	%	%
Very Essential	3	2	4
Somewhat Essential	28	28	28
Not Very Essential	22	11	25
Not Essential At All	8	2	9
No Answer	38	57	33

Q19 Here is a list of beats and newsroom assignments. Please indicate as best you can, whether the amount of reporting power devoted to covering these areas has increased, decreased, or is the same as 3 years ago.

	<u>INCREASED</u>	<u>DECREASED</u>	<u>REMAINED ABOUT THE SAME</u>	<u>NO ANSWER</u>
	%	%	%	%
a. Police/crime beat	30	12	58	0
b. Courts	20	20	61	0
c. Local government/politics	30	14	56	1
d. Regional government/politics	13	24	62	1
e. State government/politics	14	24	61	1
f. National government/politics	6	41	52	2
g. International affairs	1	46	49	4
h. Investigative reporting	30	24	46	*
i. Film/The arts	15	25	58	1
j. Environment	22	17	60	1
k. Science	8	24	64	3
l. Education	36	16	47	*
m. Sports	30	16	53	1
n. Business	19	30	49	2
o. Life style/Features	15	28	57	0
p. Obituaries	17	10	72	1

Q20 Now we'd like to ask you about other news areas. Again, please indicate as best you can, whether the amount of editorial power devoted to covering these areas has increased, decreased, or is the same as 3 years ago.

	INCREASED	DECREASED	REMAINED ABOUT THE SAME	NO ANSWER
	%	%	%	%
a. General assignment editing	16	30	52	2
b. Copy desk editing	12	42	44	2
c. Special assignment editing	12	27	55	6
d. Web-only editing	57	6	32	5
e. Photographers	12	31	55	3
f. Videographers	63	3	26	7
g. Graphic artists	14	23	59	5
h. Editorials	15	16	66	2

Q21 Has your news organization published geographically zoned editions in the last three years?

	Total	Big Papers	Small Papers
	%	%	%
Yes	42	83	31
No	56	17	66
No answer	2	0	2

Q22 Has the number of zoned editions increased, decreased or stayed the same?

Based on those who have published geographically zoned editions in the last 3 years [N=109]

	Total	Big Papers	Small Papers
	%	%	%
Increased	37	27	44
Decreased	25	31	20
Stayed the same	38	42	34
No answer	1	0	2

Q23 On their web sites, many news organizations now provide content for local, community-focused sub-sections — known as micro-sites. Which of the following best captures your organization's position on this development? (SELECT ONLY ONE)

	Total	Big Papers	Small Papers
	%	%	%
We have micro-sites and plan to add more.	21	28	20
We have micro-sites and are currently assessing their value.	9	13	8
We are developing micro-sites.	21	33	18
We have decided not to include micro-sites at this time.	8	11	8
We have not yet addressed this issue.	38	11	45
No answer	3	4	2

Q24 How do you and other senior colleagues split your time between developing the newspaper and the website?

	Total	Big Papers	Small Papers
	%	%	%
Focus mainly on the newspaper	14	4	17
Focus on both, but more on the newspaper	49	48	49
Focus roughly equally on both	30	39	27
Focus on both, but more on the website	5	4	6
Focus mainly on the web	*	2	0
No answer	2	4	1

Q25 Which statement would you say best describes your view about the impact of technology on your newspaper?

	Total	Big Papers	Small Papers
	%	%	%
I'm worried the web's emphasis on speed and immediacy poses a danger to the accuracy and journalistic values of the newspaper.	6	4	6
I'm excited that web technology offers the potential for greater-than-ever journalism and will be the savior of what we once thought of as newspaper newsrooms.	43	57	40
I'm conflicted because I feel a mixture of both.	48	37	51
No answer	3	2	3

Q26 How often during the day do you look at the statistics on the traffic to your paper's web site?

	Total	Big Papers	Small Papers
	%	%	%
Less than once a day	42	24	47
Once a day	35	44	32
2-3 times a day	16	22	14
More than 3 times a day	6	7	5
No answer	2	2	1

Q27 As newspapers continue their transformation, how confident are you of your personal ability to understand and capitalize on the technological innovations that can improve your product?

	Total	Big Papers	Small Papers
	%	%	%
Very confident	35	35	35
Somewhat confident	51	50	52
Not very confident	10	9	10
Not at all confident	1	0	1
No answer	3	6	3

Q28 How confident are you of your ability to predict with any degree of certainty what your newsroom will look like five years from now?

	Total	Big Papers	Small Papers
	%	%	%
Very confident	5	4	6
Somewhat confident	46	31	50
Not very confident	37	54	33
Not at all confident	9	6	10
No answer	3	6	2

Q29 How many staff-written blogs does your news organization publish?

	Total	Big Papers	Small Papers
	%	%	%
None	29	0	37
1-9	43	22	48
10-19	15	31	11
20-29	6	19	3
30-39	3	13	0
40 or more	3	13	0
No answer	2	2	1

Q30 How do you exercise editorial control over staff-written blogs?

	Total	Big Papers	Small Papers
	%	%	%
The blogs are edited for copy editing prior to posting.	18	31	15
The writers post directly online, with editing done post-publication.	16	24	14
The writers post online and an editor may or may not edit post-publication.	36	43	35
No answer	29	2	37

Q31 Does your news organization publish citizen-written blogs?

	Total	Big Papers	Small Papers
	%	%	%
Yes	40	50	37
No	59	48	61
No answer	2	2	1

Q32 How comfortable are you with the degree of control your news organization has over this content?

Based on those who publish citizen-written blogs [N=103]

	Total	Big Papers	Small Papers
	%	%	%
Very comfortable	35	33	36
Somewhat comfortable	53	59	51
Not very comfortable	8	4	9
Not at all comfortable	3	4	3
No answer	1	0	1

Q33 Which of the following best sums up your feelings about citizen-produced content for your news organization?

	Total	Big papers	Small Papers
	%	%	%
An essential ingredient for the website and newspaper of the future that carries the added value of giving the community an equity in the news organization	46	54	44
An interesting but limited concept in which citizen input is best kept either to very small stories or to basic informational material such as restaurant reviews or social event previews	42	41	43
Not a concept that belongs in our news organization	7	4	8
No answer	4	2	5

Q34 Overall, how would you rate the overall value of citizen content?

	Total	Big Papers	Small Papers
	%	%	%
Very valuable	25	24	25
Somewhat valuable	59	57	60
Not very valuable	12	17	10
Not at all valuable	2	0	2
No answer	3	2	3

Q35 Has your news organization implemented “early teams” of reporters whose primary responsibility is filing for the web during the morning hours?

	Total	Big Papers	Small Papers
	%	%	%
Yes	42	80	33
No, but we are thinking of adding those soon	17	11	18
No and it is not in our current plans to do so	37	7	44
No answer	4	2	5

Q36 Roughly how many of your reporters have been trained to shoot video and are currently equipped and expected to file video content for the web from a remote location?

	Top	Big Papers	Small Papers
	%	%	%
Most or all	13	4	16
More than half	7	7	6
Less than half	26	48	20
Few	25	33	23
None	25	6	30
No answer	3	2	4

Q37 How much value do you believe these mobile journalists, so called Mo-Jo’s, add to your news product?

Based on those who have reporters who have been trained to shoot video and file video content for the web from a remote location [N=185]

	Total	Big Papers	Small Papers
	%	%	%
A great deal	28	40	24
Some value	50	50	50
Not much value	11	6	13
No value at all	3	2	3
We do not employ mobile journalists at this time	8	2	10
No answer	0	0	0

Q38 Which of the following matches your current average weekday circulation?

	Total	Big Papers	Small Papers
	%	%	%
Under 50,000	65	0	82
50,000-100,000	11	0	14
100,001-200,000	12	50	2
Over 200,000	10	48	0
No answer	2	2	2

Q39 Which of the following best describes the ownership structure of your news organization?

	Total	Big Papers	Small Papers
	%	%	%
A publicly-owned newspaper headquartered in your city	5	17	2
A publicly-owned newspaper headquartered outside your city	34	30	36
A privately-owned newspaper headquartered in your city	19	19	19
A privately-owned newspaper headquartered outside your city	40	33	41
No answer	2	2	2

Q40 Has your newspaper changed ownership in the last 2 years?

	Total	Big Papers	Small Papers
	%	%	%
Yes	14	22	12
No	83	76	85
No answer	3	2	3

Q41 How long have you been in your current position at this news outlet?

	Top	Big Papers	Small Papers
	%	%	%
More than 5 years	51	52	51
Between 2 and 5 years	24	22	24
Between 1 and 2 years	14	9	15
Less than 1 year	10	15	8
No answer	2	2	2

Q42 In all, for how many different news outlets have you been the editor or the most senior news executive?

	Total	Big Papers	Small Papers
	%	%	%
One (This is my first such position)	45	41	46
Two	25	33	23
Three	12	9	13
Four or more	14	13	14
No answer	3	4	3

Q43 PEJ pledges to keep your answers to these questions confidential. Only summary results from the survey will be released. Strictly to insure that the survey is being conducted to the highest quality standards, we would like to confirm that you are <<INSERT FULL NAME FROM SAMPLE>>, who was the editor sent this User ID number. If that is correct, please check Yes. If not, please check No and fill in your name and title.

	Total	Big Papers	Small Papers
	%	%	%
Yes	94	93	94
No	3	6	3
No answer	3	2	3