



Review of Data

Please review the responses below and double-check to make sure they are accurate. If you see errors, please click the back button below to navigate to previous pages and make the appropriate changes.

Please make sure all data is entered correctly before hitting the "Submit" button at the bottom of this page. If you hit "Submit," you will be unable to back up to previous pages in the survey.

Below is a summary of your responses

[Download PDF](#)

2017 Newsroom Employment Diversity Survey American Society of News Editors

INSTRUCTIONS

Wisconsin Center for Investigative Journalism - Madison, --

You are being asked to provide data for the 2017 American Society of News Editors (ASNE) Newsroom Employment Diversity Survey, formerly referred to as the ASNE Newsroom Employment Census. If you believe you are receiving this message in error, please contact diversityresearch@asne.org.

We are interested in two types of information. First, we would like to know the diversity of employees that make up your newsroom. We'll ask questions that get to the gender and race of newsroom employees. Second, we are interested in hearing from editors about their recruitment and retention practices and how they effectively engage with their readers.

The ASNE Newsroom Employment Diversity Survey has been conducted annually since 1978 to increase diversity in U.S. newsrooms. It's a tool for measuring the success of ASNE's goal to have the percentage of minorities working in newsrooms nationwide equal to that of minorities in the nation's population by 2025.

Accuracy is very important. The survey results will be used extensively by leaders of news organizations throughout the United States and relied on by reporters writing about the media and about diversity issues.

We realize that some data will come from HR directors and some from editors. You can share your survey links with your colleagues if you are not able to answer all questions. To share the survey with your colleagues and have them record their partial responses, simply send the link. Once you or your colleague is ready to complete the whole survey and record your response, please review all answers and submit. Thanks for your cooperation!

If you would like to download a PDF copy of the survey form to collect data before entering it into the online form, [click here](#).

If you have any questions about this form, please contact Teri Hayt, ASNE executive director, at diversityresearch@asne.org or 573-882-9854.

Thank you in advance for your participation!

*Click the **arrow** button to proceed.*

1. FULL-TIME JOURNALISTS

Please enter the total number of persons in each category, broken down by race and sex.

NEWSROOM LEADERS (Must be numeric)

Include all professional-level managers and supervisors who oversee an aspect of the organization and/or manage people.

	MALE	FEMALE
White	<input type="text" value="1"/>	<input type="text" value="3"/>
Black	<input type="text"/>	<input type="text"/>
Hispanic/Latino/Spanish origin	<input type="text"/>	<input type="text"/>
American Indian/Alaska Native	<input type="text"/>	<input type="text"/>
Asian	<input type="text"/>	<input type="text"/>
Native Hawaiian/Other Pacific Islander	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>

Of your **TOP THREE most senior newsroom leaders** listed above (e.g., editor-in-chief, managing editor(s), etc., or their equivalent), how many are **women?** (Must be numeric)

Of your **TOP THREE most senior newsroom leaders** listed above (e.g., editor-in-chief, managing editor(s), etc., or their equivalent), how many are **non-white?** (Must be numeric)

ALL OTHER FULL-TIME JOURNALISTS (Must be numeric)

Include in this section ALL FULL-TIME, paid journalists in your newsroom EXCEPT FOR THOSE included in the "Newsroom Leader" category above.

	MALE	FEMALE
White	<input type="text" value="1"/>	<input type="text" value="2"/>
Black	<input type="text"/>	<input type="text"/>
Hispanic/Latino/Spanish origin	<input type="text"/>	<input type="text"/>
Native American/Alaska Native	<input type="text"/>	<input type="text"/>
Asian	<input type="text"/>	<input type="text" value="1"/>

Native Hawaiian/Other Pacific Islander	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>

Please indicate the number of journalists hired between January 1 and December 31, 2016, in the following categories:

PART-TIME EMPLOYEES (Must be numeric)

Please indicate the number of part-time PAID employees who worked in a journalism position in your organization in 2016. Please include all journalism-oriented jobs.

	MALE	FEMALE
White	<input type="text" value="2"/>	<input type="text" value="2"/>
Black	<input type="text"/>	<input type="text"/>
Hispanic/Latino/Spanish origin	<input type="text"/>	<input type="text"/>
American Indian/Alaska Native	<input type="text"/>	<input type="text"/>
Asian	<input type="text"/>	<input type="text" value="1"/>
Native Hawaiian/Other Pacific Islander	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>
Unknown	<input type="text"/>	<input type="text"/>

FREELANCE CONTRIBUTORS (Must be numeric)

Please indicate the number of FREELANCERS who contributed journalism work to your organization during 2016. Include only regular, paid freelancers who produce journalistic content more than just a few times a year.

	MALE	FEMALE
White	<input type="text"/>	<input type="text"/>
Black	<input type="text"/>	<input type="text"/>
Hispanic/Latino/Spanish origin	<input type="text"/>	<input type="text"/>
American Indian/Alaska Native	<input type="text"/>	<input type="text"/>
Asian	<input type="text"/>	<input type="text"/>
Native Hawaiian/Other Pacific Islander	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>

Unknown

How many other freelancers, if any, contributed journalistic work to your news organization for whom you do not know race or gender information? **(Must be numeric Whole numbers only)**

3.
Please indicate the number of journalists hired between January 1 and December 31, 2016, in the following categories:

PROFESSIONALS HIRED FOR THEIR FIRST FULL-TIME NEWSROOM JOB (Must be numeric)

	MALE	FEMALE
Minority	<input type="text"/>	<input type="text"/>
White	<input type="text"/>	<input type="text"/>

INTERNS (Must be numeric)

	MALE	FEMALE
Minority	<input type="text"/>	<input type="text" value="2"/>
White	<input type="text" value="1"/>	<input type="text" value="2"/>

Including both veteran journalists and those hired for their first jobs, how many new journalists did you add to your newsroom during 2016?

What is the net increase/decrease of full-time journalist positions in your newsroom comparing the beginning of 2017 to the beginning of 2016? (Use positive numbers for increase, negative numbers for decrease.)

Please describe your typical job **recruitment** process. What, if anything, do you typically do to encourage

individuals from under-represented groups to apply?

For professional positions, we broadly disseminate the recruitment information through our in-state and nationwide networks, including professional journalism and college alumni groups and personal contacts. The recruitment pitch isn't tailored specifically to under-represented groups, but it emphasizes the attractive nature of working for this award-winning news organization in one of the nation's most livable communities. The internship recruitment process is much different because applicants generally must be enrolled in the University of Wisconsin-Madison School of Journalism and Mass Communication. We market the internship opportunities heavily through the school, using listservs, in-class announcements and personal

Please describe what steps you take to **retain** employees in your organization, including incentives, training, special programs to help advance career development, or any other strategies you have used.

Our retention efforts include offering extensive training and professional development opportunities, a fun and supportive work environment on a college campus, and generous vacation benefits. To retain retain interns who have performed exceptionally well, we've created LTE positions, which come with an elevated title and compensation level (from \$11 to \$12.50 an hour). Overall, these efforts have been very successful.

To what extent do you think your newsroom accurately reflects the gender and racial diversity of your audience?

- My newsroom is not at all representative of our audience.
- My newsroom is somewhat representative of our audience.
- My newsroom is very representative of our audience.

We would like to showcase best practices on inclusive coverage. Please list examples of content your news organization published that reflect your sensitivity to issues that impact the minority community. Include impact of the journalism, if measurable.

In addition to consistently producing coverage aligned with our guiding values — protect the vulnerable, expose wrongdoing, seek solutions — we have launched the Wisconsin News Deserts Project to identify and address geographic and socioeconomic news deserts: <http://wisconsinwatch.org/2017/03/wisconsins-news-deserts-hurt-our-democracy-but-you-can-help/>

We would like to showcase best practices on community building and engagement. Please list examples of projects your news organization has implemented that connected with minority communities. Include impact of the projects, if measurable.

WCIJ maintains a strong commitment to diversity, realizing that for its journalism, and our democracy, to attain their highest potential, information about key issues must be accessible to all. Recent WCIJ diversity efforts included the hiring of two paid interns of color, the hosting of an additional intern of color from a college-readiness program (who produced important work examining solitary confinement in state prisons), presenting the Watchdog 101 Workshop for three dozen young journalists from diverse backgrounds, and conducting two summer workshops for students of color who are interested in exploring journalism as a career. WCIJ has built strong ties to three local organizations promoting diversity in journalism — La Comunidad, Simpson Street Free Press and Madison365.

We would like to include best practices on addressing bias in coverage. How does your news organization provide tools to help ensure coverage reflects the audience it serves? What other tools or trainings do you provide to address bias/diversity in coverage?

As mentioned earlier, we align our coverage with our guiding values — protect the vulnerable, expose wrongdoing, seek solutions.

In addition, we have developed the following decision-making matrix, which we use in determining our news coverage as well as whether to pursue financial opportunities. Among its components is a consideration of whether the story would help us connect with underserved or underserved communities. I will paste the matrix below:

4. In your 2017 budget, do you anticipate newsroom growth or contraction?

- Growth
- Contraction
- The same as before
- Don't know/Not sure

Please use the space below to provide any additional information that could help us better understand diversity in your newsroom:

This survey doesn't ask about collaborations, but I would like to mention that our news organization collaborates extensively with students from a broad range of demographic backgrounds. We also collaborate with some news organizations that focus on under-represented communities.

Is your news organization a part of a chain or group of other news organizations?

- Yes
- No

5. Contact Information

Please provide your name and contact information below in case we have questions about your responses.

Name of person completing form

Andy Hall

Title

Executive Director

Email Address

ahall@wisconsinwatch.org

Phone Number (with area code)

608-262-3642

Primary Editor

Please provide the name and contact information below for the top editor at your news organization (e.g., editor-in-chief, executive editor, or equivalent)

Editor-in-Chief (or equivalent)

Andy Hall

Editor Email

ahall@wisconsinwatch.org

STOP!

Before you hit the next button below, make sure you have completed all questions.

If you intend to send the survey to a colleague to answer questions you skipped, do not push the next button below. Doing so will complete and close your response and the survey link will not be able to be shared.

To share the link with a colleague and record your partial responses, simply close this window and share the link with colleagues.

Once you or your colleague is ready to complete the survey and record your response, click the next button to review all answers and submit. Thanks for your cooperation!

<<

>>