

Local Public Broadcasting News Survey

1. Welcome!

The information you provide in this survey will help efforts to improve local journalism.

All respondents to this survey remain anonymous.

This survey should take under 12 minutes if you have all information readily available.

Here is information to have available:

- the approximate population of your service area
- your journalist census totals
- your approximate news and public affairs expense budget for FY 2010
- your approximate hours/week of locally produced news and public affairs
- annual average news personnel salaries

Thank you for filling out this Local Public Broadcasting News Survey.

If you have any questions, please contact Michael Marcotte at mm@mikemarcotte.com

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2. Service Characteristics

What is the approximate population of the geographical area you serve with local news and public affairs?

Are you responding for a Radio, TV or Combined Radio/TV local news operation?

- Radio
- TV
- Combined Radio & TV

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3. News Staffing

Recalling the journalist census you took earlier, please provide the same totals for the number of people in local news and public affairs?

Paid Personnel

Full Time

Part Time

Contractor

Non-Professional
Personnel

Students /Interns

Community Volunteers

Other Contributors

In the past 12 months, has your PAID news and public affairs staff increased, decreased, or stayed the same?

- Increased
- Decreased
- Stayed Same
- Don't Know

In the next 12 months, do you plan to increase or decrease the size of your PAID news and public affairs staff?

- Increase
- Decrease
- Little or No Change
- Not Sure

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4. News Spending

Approximately, what is the dollar range of your total budget for local news and public affairs in FY 2010?

- Less than \$50,000 \$750,000-\$999,999 \$7.5m-\$9.99m
- \$50,000-\$249,999 \$1m-\$2.49m Greater than \$10 million
- \$250,000-\$499,999 \$2.5m-\$4.99m
- \$500,000-\$749,999 \$5m-\$7.49m

Include all personnel and all operating expenses.

Do not include expenses the station would face apart from its news commitment.

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5. News Programming

Please indicate which of the following you produce on-air as part of your local news and public affairs commitment.

- | | |
|--|---|
| <input type="checkbox"/> Daily Newscasts | <input type="checkbox"/> Monthly Talk/Interview/Call-in |
| <input type="checkbox"/> Daily Features | <input type="checkbox"/> Monthly Public Affairs |
| <input type="checkbox"/> Daily Magazine | <input type="checkbox"/> Live Reports or Live Remotes |
| <input type="checkbox"/> Daily Talk/Interview/Call-in | <input type="checkbox"/> News Specials |
| <input type="checkbox"/> Weekly Magazine | <input type="checkbox"/> News Series |
| <input type="checkbox"/> Weekly Talk/Interview/Call-in | <input type="checkbox"/> Documentaries |
| <input type="checkbox"/> Weekly Public Affairs | <input type="checkbox"/> Breaking News Coverage |
| <input type="checkbox"/> Monthly Magazine | <input type="checkbox"/> Specialty Programs
(Health/Arts/Business/Other) |
| <input type="checkbox"/> Other (please specify) | |
-

Approximately, what is the total air-time devoted to local news and public affairs? (Please provide as a weekly average.)

- | | |
|---|---|
| <input type="radio"/> Less than 1 hr/wk | <input type="radio"/> 11-13 hrs/wk |
| <input type="radio"/> 1-3 hrs/wk | <input type="radio"/> 14-17 hrs/wk |
| <input type="radio"/> 4-6 hrs/wk | <input type="radio"/> 18-21 hrs/wk |
| <input type="radio"/> 7-10 hrs/wk | <input type="radio"/> More than 21 hrs/wk |

In the past 12 months, has your local news and public affairs air time increased, decreased, or stayed about the same?

- Increased
- Decreased
- About the Same
- Don't Know

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In the next 12 months, do you expect your on-air local news and public affairs time to increase, decrease, or stay the same?

- Increase
- Decrease
- About the Same
- Not Sure

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6. Digital Trends

How frequently do you use online digital tools or techniques to engage communities in your local news and public affairs?

Please rate each option.

	None	Infrequently	Frequently	Very Frequently
Online Text	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online Audio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online Photos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online Slideshows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online Video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online Data Visualization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online Maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web Blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile Apps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crowd Sourcing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GPS Tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User Generated Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online Polling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

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7. News Partnerships

How frequently does your local news and public affairs commitment involve sharing with an outside entity you could call a "partner"?

Please rate these options or add your own.

	None	Infrequently	Frequently	Very Frequently
A Regional Network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Local Newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Local TV Station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Consortium of Partners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Local Radio Station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NPR News Desk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Nonprofit News Org	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NPR Bureau Chief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Local News Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Local Blogger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

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8. News Salaries

To get a sense of relative salaries at your station, please provide average annual salaries for any of these (or similar) positions you employ.

VP of News	<input type="text"/>
News Director	<input type="text"/>
Content Director	<input type="text"/>
Public Affairs Director	<input type="text"/>
Managing Editor	<input type="text"/>
Assignment Editor	<input type="text"/>
Online Editor	<input type="text"/>
Assistant News Director	<input type="text"/>
Bureau Chief	<input type="text"/>
Executive Producer	<input type="text"/>
Senior Producer	<input type="text"/>
Producer	<input type="text"/>
Web Producer	<input type="text"/>
Host/Anchor	<input type="text"/>
Commentator/Reviewer	<input type="text"/>
Reporter	<input type="text"/>
Correspondent	<input type="text"/>
Photographer/Videographer	<input type="text"/>
Production Specialist	<input type="text"/>
Coach/Trainer	<input type="text"/>
Other	<input type="text"/>

9.

What kind of licensee is your station?

- University
- Community
- State
- Municipality
- Other (please specify)

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10. Submit Your Survey

Thank you for taking this supplemental survey on news and public affairs in public media.

Is there anything you would like to add?

It can be on the topics we covered or anything else you think is important.