

2000 Survey of Editors and News Directors

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The Radio-Television News Directors Association Women & Minorities Survey is conducted by RTNDA and Ball State University.

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Project Background

Beginning in 1970, the Dow Jones Newspaper Fund began surveying daily newspaper editors to learn about their hiring activities—how many people they hired, how many of them were directly from the university, and how many of them had journalism degrees. The survey was a companion to the *Annual Survey of Journalism & Mass Communication Graduates*, which was initiated by the Fund in 1964.

The *Annual Survey of Journalism & Mass Communication Graduates* moved from the Newspaper Fund to the Ohio State University, beginning with the 1987 graduate survey. The *Daily Newspaper Hiring Survey* moved with it. Both surveys moved to the University of Georgia in the autumn of 1997.

The *Daily Newspaper Hiring Survey* has been conducted in 1970, 1974, 1980, 1985, 1990, 1995 and 2000. In 1990 and again in 2000, a select number of comparable questions on hiring by news directors in television and radio newsrooms was added to the Radio-Television News Directors Association Women & Minorities Survey. In 1995, these same questions were included in a survey of television news directors conducted at the Ohio State University as part of the SPJ Jane Pauley Taskforce on Mass Communication Education.

The data from these surveys provide some of the most frequently quoted statistics in journalism and journalism education. A summary of the earlier findings is available on the *Annual Survey of Journalism & Mass Communication* web site.

About the 2000 RTNDA Ball State University Survey

The RTNDA Ball State University survey was conducted in the fourth quarter of 2000 among all 1,387 operating, non-satellite television stations and a random sample of 1,193 radio stations. Valid responses came from 731 television stations (52.7 percent) and 120 radio news directors and general managers representing 278 radio stations. The mail survey was conducted by Robert A. Papper & Michael Gerhard in the Department of Telecommunications at Ball State University. A report on the findings is available at www.rtna.org/research/womin.shtml.

About the 2000 Daily Newspaper Hiring Survey

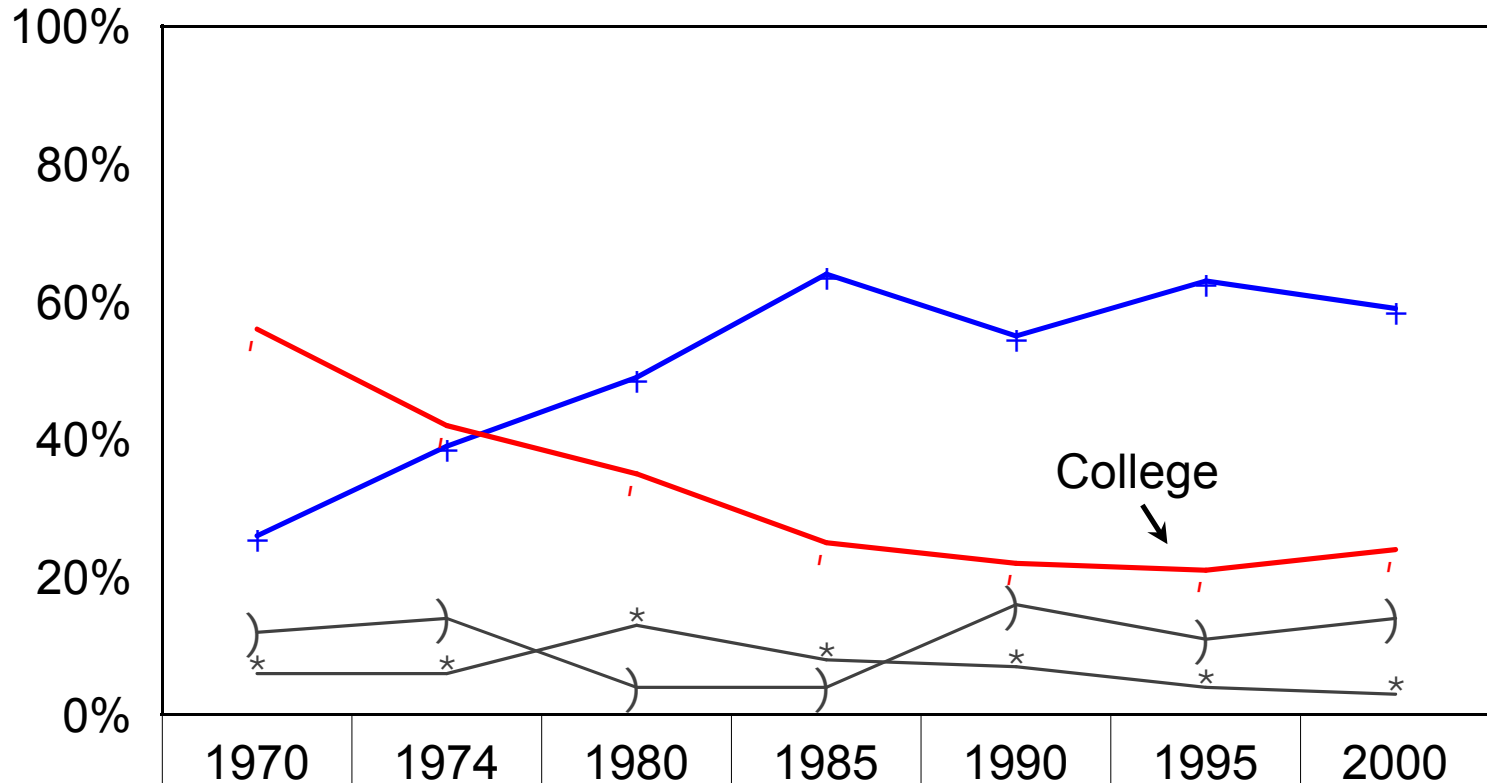
The *Daily Newspaper Hiring Survey* was conducted in the spring and summer of 2001 with editors of all daily newspapers listed in the *Editor & Publisher International Year Book* for 2000. Persons holding the title of editor at each of the newspapers listed were sent a questionnaire via the mail in

February. The questionnaire provided background information on the survey and asked respondents to provide information on hiring for the year 2000. Follow-up questionnaires were sent to editors who did not respond to the initial mailing in April. Subsequent mailings were sent to nonrespondents in May and July of 2001.

Of the 1,464 newspaper editors to whom a questionnaire was sent, 587 or 40.1% returned a completed survey. Editors of smaller newspapers (under 10,000 in circulation) were slightly under-represented in the sample, so responses of the editors returning the questionnaire were weighted to correct for the discrepancies.¹

¹The field work for the *Daily Newspaper Hiring Survey* was directed by graduate student Todd Drake with the assistance of fellow graduate students Joelle Prine, Aswin Punathambekar, Jisu Huh and George Daniels and research clerks Raushanah Boney, Leslie Buschbom, Elizabeth Crevis, Erica Hartman, Keerti Hasija, Sara Hays, Anna-Elisa Mackowiak, Krystin Patterson, Kinetra Smith and Lacey Smith.

Chart 1: Where Daily Newspapers Found Full-Time Newsroom Employees



	1970	1974	1980	1985	1990	1995	2000
Colleges —	56%	42%	35%	25%	22%	21%	24%
Other Newspapers —	26%	39%	49%	64%	55%	63%	59%
Other Media [*]	6%	6%	13%	8%	7%	4%	3%
Other Occupations ₎	12%	14%	4%	4%	16%	11%	14%

Chart 2: Where Television Newsrooms Found Full-Time Newsroom Employees in 2000

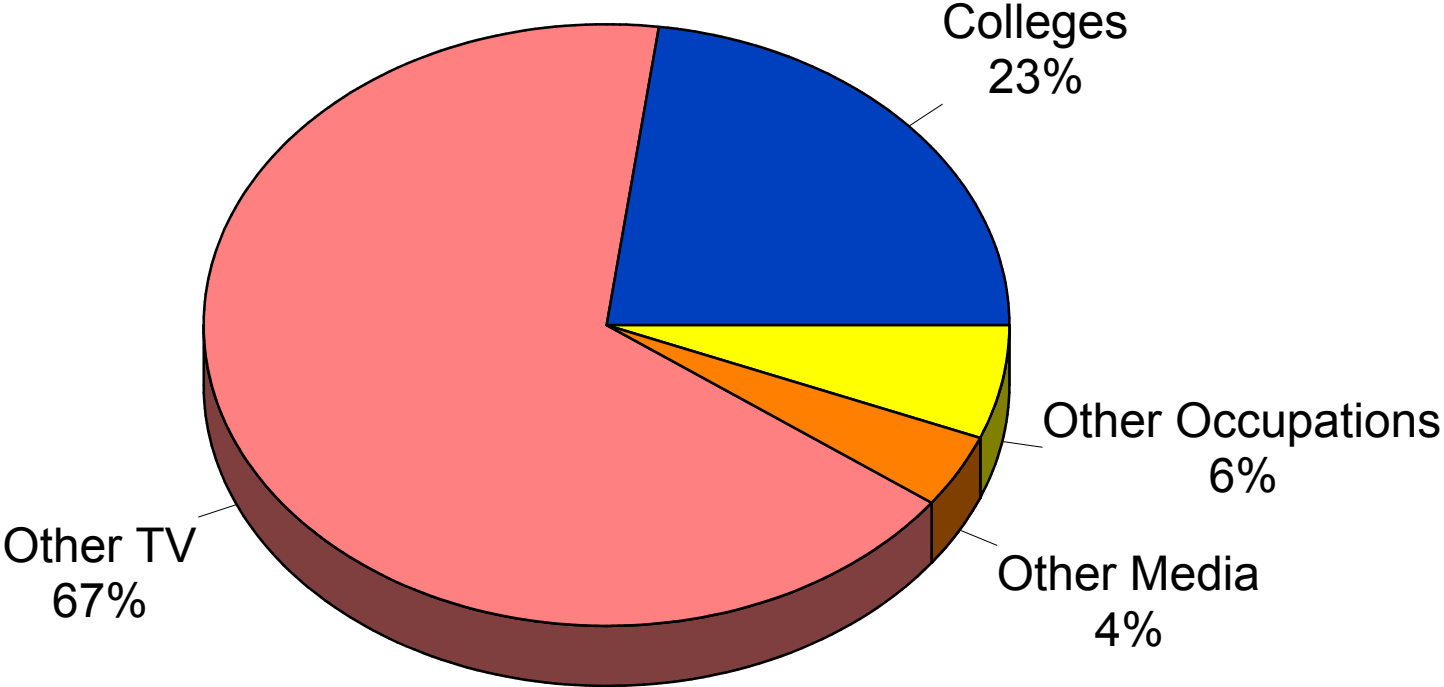
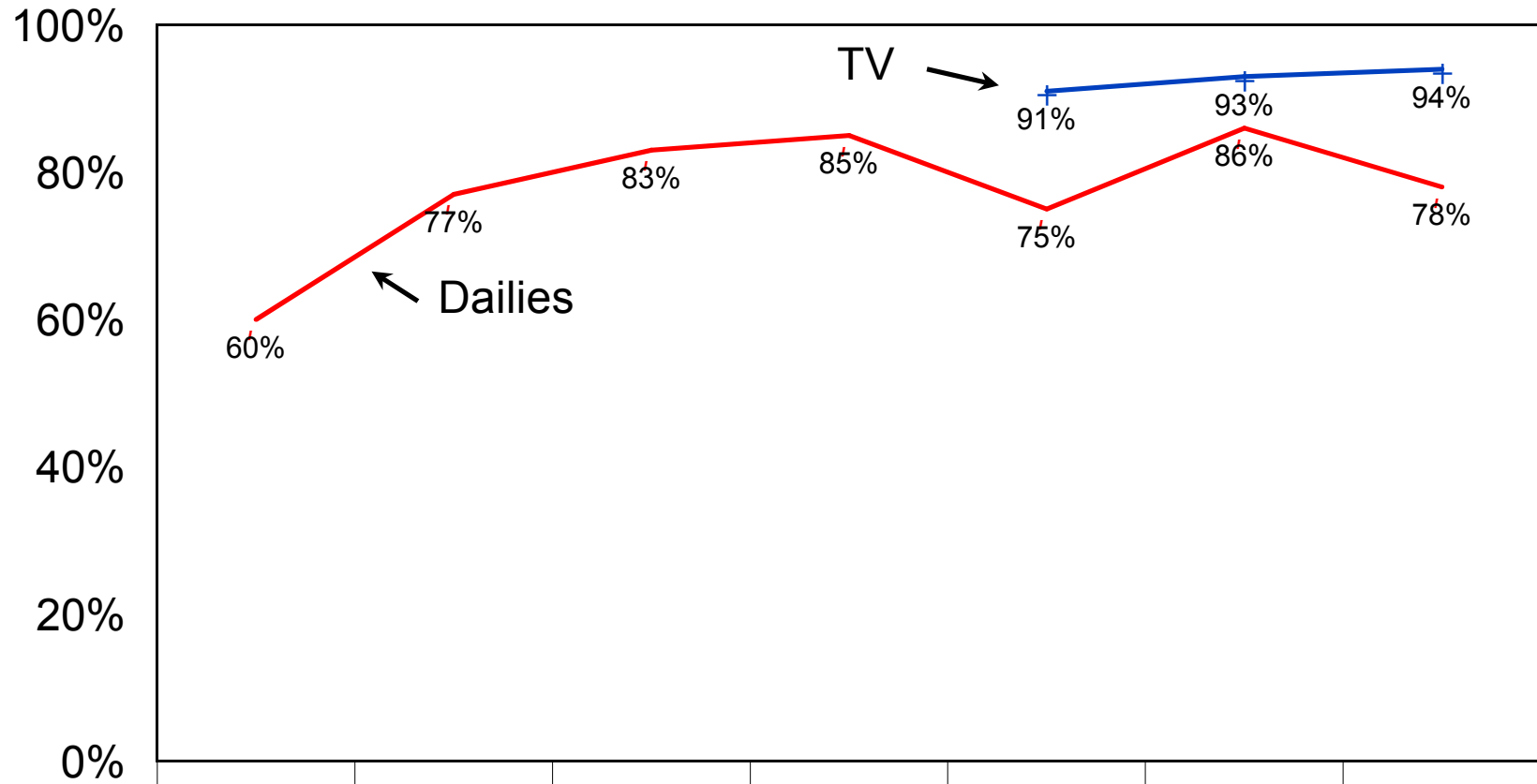


Chart 3: Percentage of Hires from College with Journalism Degrees



Dailies	60%	77%	83%	85%	75%	86%	78%
TV News					91%	93%	94%

Chart 4: Where Radio Newsrooms Found Full-Time Newsroom Employees in 2000

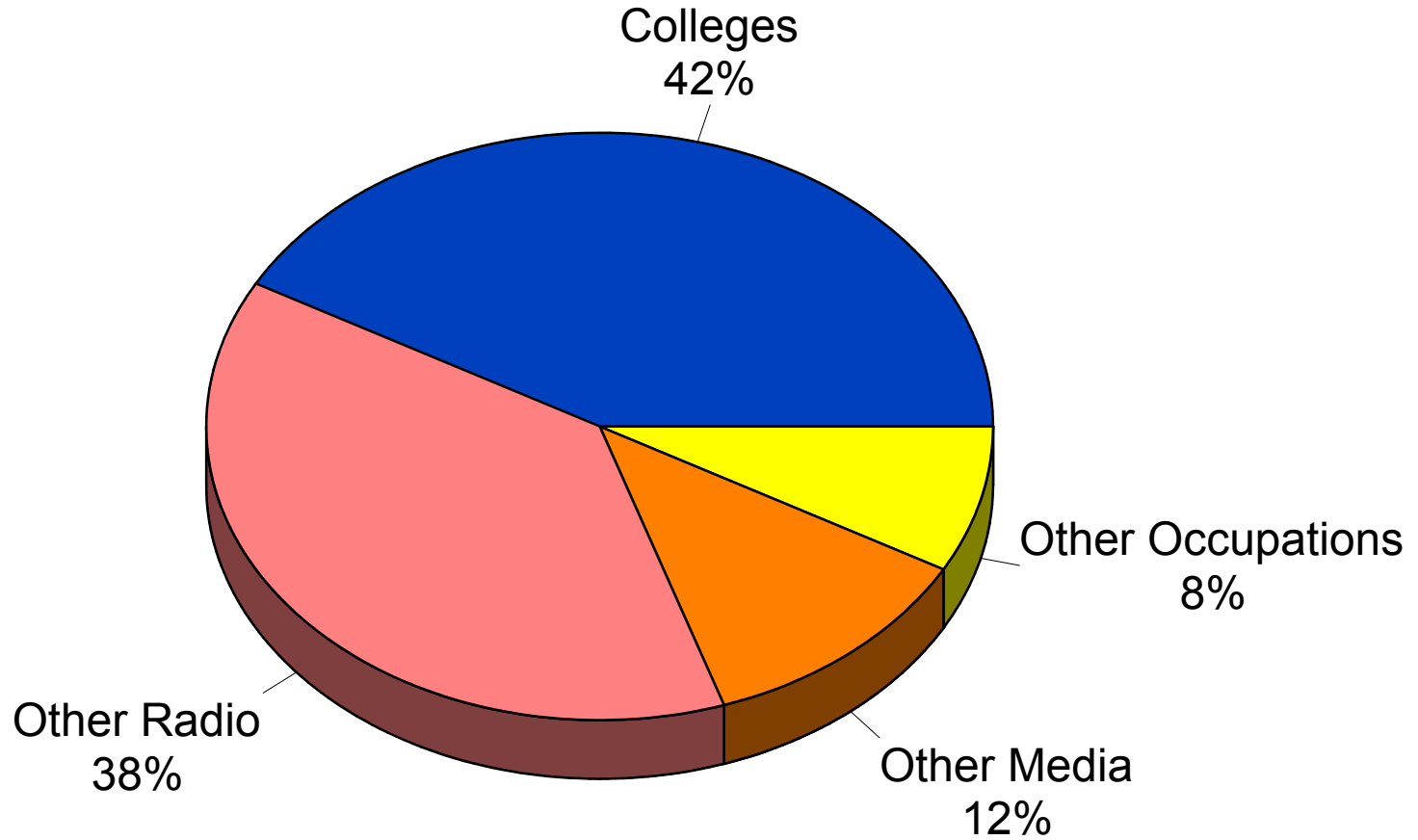
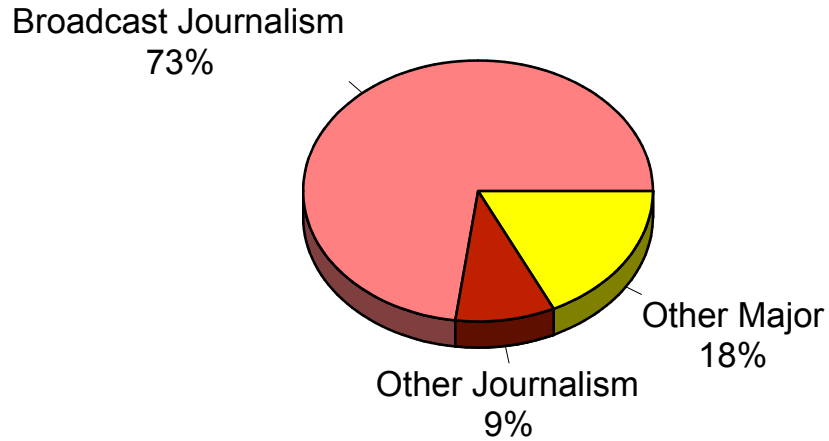


Chart 5: Percentage of Hires from College with Journalism Degrees: Radio & TV 2000

Radio



TV

