

Q1.

PURPOSE OF THE STUDY

You are being asked to provide data for the 2018 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!

Q2. ABOUT YOUR NEWSROOM

The first set of questions asks basic information about your newsroom.

Q3. What is the name of your outlet?

Wisconsin Center for Investigative Journalism

Q4. In which state is your outlet based? Please spell out the name of the state.

WI

Q5. In which city is your outlet based? Please spell out the name of the city.

Madison

Q6. Is your outlet a digital-only? (i.e., no print publication)

Yes

No

Q7.

NEWSROOM LEADERS

The questions in the following section seek information about the racial/ethnic makeup among newsroom leaders in your organization between Jan. 1 and Dec. 31, 2017.

Q8.
NEWSROOM MANAGERS

How many MALE newsroom managers of each racial/ethnic background are there within your organization?

African American or Black	<input type="text" value="0"/>
Asian	<input type="text" value="0"/>
Caucasian/White	<input type="text" value="1"/>
Hispanic, Latino, or of Spanish origin	<input type="text" value="0"/>
American Indian or Alaska Native	<input type="text" value="0"/>
Native Hawaiian or Pacific Islander	<input type="text" value="0"/>
Other (please specify in the text box) <input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="1"/>

Q9.
NEWSROOM MANAGERS

How many FEMALE newsroom managers of each racial/ethnic background are there within your organization?

African American or Black	<input type="text" value="0"/>
Asian	<input type="text" value="0"/>
Caucasian/White	<input type="text" value="3"/>
Hispanic, Latino, or of Spanish origin	<input type="text" value="0"/>
American Indian or Alaska Native	<input type="text" value="0"/>
Native Hawaiian or Pacific Islander	<input type="text" value="0"/>
Other (please specify in the text box) <input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="3"/>

Q10.
NEWSROOM LEADERS

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

- None of our top three most senior newsroom leaders are women.
- One of our top three most senior newsroom leaders is a woman.
- Two of our top three most senior newsroom leaders are women.
- All of our top three most senior newsroom leaders are women.

Q11.
NEWSROOM LEADERS

Of your TOP THREE most senior newsroom leaders listed above (e.g., editor/editor-in chief; managing editor(s), etc., or their equivalent), how many are non-White?

- None of our top three most senior newsroom leaders are non-White.
- One of our top three most senior newsroom leaders is non-White.
- Two of our top three most senior newsroom leaders are non-White.
- All of our top three most senior newsroom leaders are non-White.

Q12.
FULL-TIME JOURNALISTS

The questions in the following section seek information about the racial/ethnic makeup among full-time journalists in your newsroom

from Jan. 1 to Dec. 31, 2017, EXCEPT those included in the "newsroom leader" category.

Include ALL FULL-TIME, paid journalists in your newsroom EXCEPT FOR THOSE counted in the "Newsroom Leader" category on the previous pages.

Q13.

FULL-TIME JOURNALISTS

How many full-time, paid MALE journalists of each racial/ethnic background were there within your organization between Jan. 1 and Dec. 31, 2017?

African American or Black	0
Asian	0
Caucasian/White	0
Hispanic, Latino, or of Spanish origin	0
American Indian or Alaska Native	0
Native Hawaiian or Pacific Islander	0
Other (please specify in the text box) <input type="text"/>	0
Total	0

Q14.

FULL-TIME JOURNALISTS

How many full-time, paid FEMALE journalists of each racial/ethnic background were there within your organization between Jan. 1 and Dec. 31, 2017?

African American or Black	0
Asian	0
Caucasian/White	1
Hispanic, Latino, or of Spanish origin	0
American Indian or Alaska Native	0
Native Hawaiian or Pacific Islander	0
Other (please specify in the text box) <input type="text"/>	0
Total	1

Q15.

PART-TIME JOURNALISTS

The questions in the following section seek information about the number of part-time, paid employees hired/employed in your newsroom between Jan. 1 and Dec. 31, 2017. Please include all journalism-oriented jobs.

Q16.

PART-TIME JOURNALISTS

How many part-time, paid FEMALE journalists of each racial/ethnic background were hired/employed in your newsroom between Jan. 1 and Dec. 31, 2017?

African American or Black	0
Asian	0
Caucasian/White	0
Hispanic, Latino, or of Spanish origin	0
American Indian or Alaska Native	0
Native Hawaiian or Pacific Islander	0

Other (please specify in the text box)	<input type="text"/>	0
Total		0

Q17.
PART-TIME JOURNALISTS

How many part-time, paid MALE journalists of each racial/ethnic background were hired/employed in your newsroom between Jan. 1 and Dec. 31, 2017?

African American or Black		0
Asian		0
Caucasian/White		0
Hispanic, Latino, or of Spanish origin		0
American Indian or Alaska Native		0
Native Hawaiian or Pacific Islander		0
Other (please specify in the text box)	<input type="text"/>	0
Total		0

Q18.
FREELANCERS

The questions in the following section seek information about the number of freelancers hired/employed in your newsroom between Jan. 1 and Dec. 31, 2017. Please indicate the number of part-time FREELANCE employees who worked in a journalism position in your organization in 2017. Please include all journalism-oriented jobs.

Q19.
FREELANCERS

How many freelance, paid FEMALE journalists of each racial/ethnic background were hired/employed in your newsroom between Jan. 1 and Dec. 31, 2017?

African American or Black		0
Asian		0
Caucasian/White		0
Hispanic, Latino, or of Spanish origin		0
American Indian or Alaska Native		0
Native Hawaiian or Pacific Islander		0
Other (please specify in the text box)	<input type="text"/>	0
Total		0

Q20.
FREELANCERS

How many freelance, paid MALE journalists of each racial/ethnic background were hired/employed in your newsroom between Jan. 1 and Dec. 31, 2017?

African American or Black		0
Asian		0
Caucasian/White		0
Hispanic, Latino, or of Spanish origin		0
American Indian or Alaska Native		0
Native Hawaiian or Pacific Islander		0
Other (please specify in the text box)	<input type="text"/>	0

Total

Q21.
FREELANCERS

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, please.)

Q22.
FIRST JOURNALISM JOBS

The questions in the following section seek information about the number of journalists hired for their first journalism jobs between Jan. 1 and Dec. 31, 2017.

Q23.
FIRST JOURNALISM JOBS

How many women of each racial/ethnic category did your newsroom hire for their first journalism jobs between Jan. 1 and Dec. 31, 2017?

African American or Black	<input type="text" value="0"/>
Asian	<input type="text" value="0"/>
Caucasian/White	<input type="text" value="0"/>
Hispanic, Latino, or of Spanish origin	<input type="text" value="0"/>
American Indian or Alaska Native	<input type="text" value="0"/>
Native Hawaiian or Pacific Islander	<input type="text" value="0"/>
Other (please specify in the text box) <input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>

Q24.
FIRST JOURNALISM JOBS

How many men of each racial/ethnic category did your newsroom hire for their first journalism jobs between Jan. 1 and Dec. 31, 2017?

African American or Black	<input type="text" value="0"/>
Asian	<input type="text" value="0"/>
Caucasian/White	<input type="text" value="0"/>
Hispanic, Latino, or of Spanish origin	<input type="text" value="0"/>
American Indian or Alaska Native	<input type="text" value="0"/>
Native Hawaiian or Pacific Islander	<input type="text" value="0"/>
Other (please specify in the text box) <input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>

Q25. **PAID INTERNS**

The questions in the following section seek information about the number of paid interns hired for their first journalism jobs between Jan. 1 and Dec. 31, 2017.

Q26.
PAID INTERNS

How many paid FEMALE interns of each racial/ethnic background did your newsroom hire/employ between Jan. 1 and Dec. 31, 2017?

African American or Black	<input type="text" value="0"/>
Asian	<input type="text" value="1"/>
Caucasian/White	<input type="text" value="4"/>
Hispanic, Latino, or of Spanish origin	<input type="text" value="0"/>
American Indian or Alaska Native	<input type="text" value="0"/>
Native Hawaiian or Pacific Islander	<input type="text" value="0"/>
Other (please specify in the text box) <input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="5"/>

Q27. PAID INTERNS

How many paid MALE interns of each racial/ethnic background did your newsroom hire/employ between Jan. 1 and Dec. 31, 2017?

African American or Black	<input type="text" value="1"/>
Asian	<input type="text" value="0"/>
Caucasian/White	<input type="text" value="2"/>
Hispanic, Latino, or of Spanish origin	<input type="text" value="0"/>
American Indian or Alaska Native	<input type="text" value="0"/>
Native Hawaiian or Pacific Islander	<input type="text" value="0"/>
Other (please specify in the text box) <input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="3"/>

Q28. UNPAID INTERNS

The questions in the following section seek information about the number of unpaid interns hired for their first journalism jobs between Jan. 1 and Dec. 31, 2017.

Q29. UNPAID INTERNS

How many unpaid FEMALE interns of each racial/ethnic background did your newsroom hire/employ between Jan. 1 and Dec. 31, 2017?

African American or Black	<input type="text" value="0"/>
Asian	<input type="text" value="0"/>
Caucasian/White	<input type="text" value="0"/>
Hispanic, Latino, or of Spanish origin	<input type="text" value="0"/>
American Indian or Alaska Native	<input type="text" value="0"/>
Native Hawaiian or Pacific Islander	<input type="text" value="0"/>
Other (please specify in the text box) <input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>

Q30. UNPAID INTERNS

How many unpaid MALE interns of each racial/ethnic background did your newsroom hire/employ between Jan. 1 and Dec. 31, 2017?

African American or Black	<input type="text" value="0"/>
Asian	<input type="text" value="0"/>

Caucasian/White	0
Hispanic, Latino, or of Spanish origin	0
American Indian or Alaska Native	0
Native Hawaiian or Pacific Islander	0
Other (please specify in the text box)	0
Total	0

Q31.

QUESTIONS FOR NEWSROOM EDITORS

The questions in the following section should be completed by a newsroom editor.

Q32.

QUESTIONS FOR NEWSROOM EDITORS

Including both veteran journalists and those hired for their first jobs, how many new journalists of each racial/ethnic background did your newsroom **add** during 2017?

African American or Black	
Asian	
Caucasian/White	1
Hispanic, Latino, or of Spanish origin	0
American Indian or Alaska Native	0
Native Hawaiian or Pacific Islander	0
Other (please specify in the text box)	0
Total	1

Q33.

QUESTIONS FOR NEWSROOM EDITORS

How many journalists of each racial/ethnic background did your newsroom **lose** between Jan. 1 and Dec. 31, 2017?

African American or Black	0
Asian	0
Caucasian/White	0
Hispanic, Latino, or of Spanish origin	0
American Indian or Alaska Native	0
Native Hawaiian or Pacific Islander	0
Other (please specify in the text box)	0
Total	0

Q34.

QUESTIONS FOR NEWSROOM EDITORS

What is the net increase/decrease of full-time journalist **positions** in your newsroom comparing the beginning of 2018 to the beginning of 2017? Use positive numbers for increase, negative numbers for decrease.

Please include all positions, whether filled or unfilled.

0

Q35.

QUESTIONS FOR NEWSROOM EDITORS

In your 2018 budget, do you anticipate newsroom growth or contraction?

- Growth
- Contraction
- No change
- Don't know/not sure

Q36.

NEWSROOM + AUDIENCE PARITY

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.

Q37.

BEST PRACTICES

We would like to showcase best practices on inclusive coverage. Please provide links to up to three examples of content your news organization published in 2017 that reflect your sensitivity to issues that impact minority communities.

Our documentary, Los Lecheros (Dairy Farmers) examining rising tensions over undocumented workers in America's Dairyland since the election of President Trump, info at <https://www.wisconsinwatch.org/2018/07/film-examining-immigration-tensions-in-americas-dairyland-now-showcased-online-by-the-atlantic/> Our investigation into long-term solitary confinement, which disproportionately affects minority residents <https://www.wisconsinwatch.org/2017/04/wisconsin-inmates-report-despair-little-counseling-in-solitary-confinement-that-can-stretch-on-for-years/> Documenting Hate, in collaboration with ProPublica <https://www.wisconsinwatch.org/2017/11/across-wisconsin-recent-rises-in-hate-bias-incidents-spark-concern/>

Q38.

BEST PRACTICES

We would like to showcase best practices on community building and engagement. Please provide links to up to three examples of projects your news organization has implemented that connected with minority communities.

Our annual Watchdog 101 Workshop on investigative reporting techniques, which drew a diverse audience of three dozen journalists <https://www.wisconsinwatch.org/2017/03/watchdog-101-workshop-will-equip-students-and-young-journalists-with-key-investigative-reporting-skills/> Also, our documentary, Los Lecheros (Dairy Farmers) was released late in 2017; in 2018 it was broadcast to a diverse audience by Milwaukee PBS including via a special Spanish-language version of the documentary accompanied by a Spanish-language public affairs program.

Q39. If your stories are behind a paywall, please include instructions on how we may access them.

Q40.

CORPORATE STRUCTURE

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

- Yes
- No

Q41.

CORPORATE STRUCTURE

What chain/group does your news organization belong to? (If yes above is selected)

Q42.

CORPORATE STRUCTURE

What, if any, of the following newsroom functions in your news organization are done at a regional center? (check all that apply)

- Copy editing
- Digital production
- Page design
- Photo selection
- Photo toning
- Other (please specify)

Q43.

CONTACT INFORMATION

Please provide the first and last name of person completing this form

Andy Hall

Q44.

Title

Executive Director

Q45.

Email address

ahall@wisconsinwatch.org

Q46.

Phone number with area code

6082623642

Q47. 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)

Q48.

Name of primary editor

Dee J. Hall

Q49. Title of primary editor

Managing Editor

Q50. Email address

dhall@wisconsinwatch.org

Q51. Phone number with area code

6082623642

Q52.

END OF SURVEY

This is the final item in the survey. Once you press "next," your answers will be submitted, and you will not be able to revisit them.

Location Data

Location: [\(43.020797729492, -89.360000610352\)](#)

Source: GeoIP Estimation



This site can't load Google Maps correctly.