

NEWSROOM surveys

Geoff Roth of KMPH-TV in Fresno, CA, sent this survey to every member of the news department during his first week on the job. Staffers completed it in writing and submitted it anonymously. The results were discussed in a full staff meeting about two weeks later.

- ▶ List three things you feel are right about the news department.
- ▶ List three things you think are wrong and need to be fixed in the news department.
- ▶ If there were one thing you could change about the news department, what would it be?
- ▶ Do you feel you have a clear idea of what is expected of you at work?
- ▶ Do you feel you have an opportunity to grow in this news department?
- ▶ List the five most important things you think the news director needs to do over the next 6 months.
- ▶ What do we do better than our competitors?
- ▶ What do our competitors do better than we do?
- ▶ What is the biggest impediment to you personally doing your best work here?
- ▶ What would you like to know about the new news director that you don't already know?

KVOA news director Kathleen Choal conducted a similar survey, but she asked staffers to sign their names. Then she used her one-on-one meetings with each person on the staff to discuss his or her specific comments.

- ▶ What are three things the newsroom does well?
- ▶ What three things do we not do well?
- ▶ What is the station's news strategy?
- ▶ What are the roadblocks standing in the way of the station being successful?
- ▶ What is preventing you from being successful in your job?
- ▶ What's the one thing you would change if you were ND?
- ▶ What are some equipment problems you are having?
- ▶ Do you think all news staffers are treated equally?
- ▶ Do you receive enough feedback and training?
- ▶ What phrase best describes our work environment:
 - Respectful and professional
 - Friendly and warm
 - Harsh and cold
 - Strained and frustrating
 - Challenging and stimulating
 - Demanding and overwhelming