You have three choices for each question – A, B or C
- Every “A” is worth 10 points
- Every “B” is worth 5 points
- Every “C” is worth 0 points

1. In our newsroom, the anchors and producers on each newscast:
   a. Consider themselves partners in producing great journalism.
   b. Consider themselves co-workers.
   c. Consider other careers.

2. When our anchors and producers have differences of opinion on the importance of a story:
   a. They work through their conflict with the best interests of the viewer in mind.
   b. One or the other prevails, but there are bad feelings afterward.
   c. To avoid conflict, they dump the problem on a manager.

3. In our shop, when the anchors have to be paged to the set:
   a. It’s very rare, and likely because they’re working on news stories or are too ill to move quickly.
   b. It’s more common than we’d like, but they apologize.
   c. It’s a way of life. Everybody else gets ticked off and feels nothing can be done.

4. At the assignment desk, when our stressed-out editor can’t keep up with the phones, our anchors and producers:
   a. Help out by grabbing some calls.
   b. Help out by yelling, “Hey, somebody answer the damn phones.”
   c. Sorry, I can’t hear you. I have earbuds in.

5. Our anchors and producers spend time coaching (not just correcting) other staffers on their work, in a way that leaves them feeling good about it:
   a. Often, including in the past week.
   b. From time to time, including in the past month.
   c. Never. They don’t think it’s their job. But they make sure people hear about it when they screw up.
6. To what degree are our anchors and producers students of the news?
   a. They are news junkies, always immersed in journalism. They have a handle on what’s happening in the world before they get to work.
   b. They start briefing themselves when they get to work.
   c. They keep up with the Kardashians.

7. At our station, anchors and producers share this mindset:
   a. We serve the community on every possible platform.
   b. We’re broadcasters who dabble in digital, depending on the day.
   c. If our numbers aren’t good, blame the Creative Services department.

8. In our newsroom, we are all committed to planning:
   a. For every newscast and every platform, even those that are somebody else’s primary responsibility.
   b. Coverage that occurs on our assigned shift.
   c. Our time off and vacations. Hey, this is stressful work.

9. Producers and anchors in our shop meet after newscasts:
   a. Every day without fail, and they focus as much on what went right as what went wrong.
   b. Only when there are problems to talk about; that’s why we call these meetings post-mortems.
   c. Only when they can’t avoid it and are looking for somebody to blame for something.

10. When we have an ethical decision to make in our newsroom:
    a. We think about our values, seek out people with differing perspectives and consider a range of alternatives.
    b. We automatically just ask the news director what he or she wants us to do.
    c. We know things are going to get ugly.

TOTAL POINTS: __________

GRADING SCALE:
- 90-100: We lead the way!
- 80-90: We’re better than okay.
- 70-80: We’re just okay.
- 60-70: We have work to do.
- Below 60: We’re loved by our competitors.