

DIVERSITY OF YOUR JOURNALISM STAFF

1.

Does your school publication(s) staff generally reflect the ethnic and racial makeup of your school? (*Check one.*)

1. _____ No, there is a higher percentage of Caucasian students on staff then in the school.
2. _____ No, there a higher percentage of students of color on staff then in the school.
3. _____ Yes, the ethnic make –up of the staff is about the same as that of the school.
4. _____ I don't know.

If there is a discrepancy between your staff and the make up of the school, do you have any reasons you can think of about why this is?

2. Does your school publication(s) staff generally reflect the gender makeup of your school? (*Check one.*)

1. _____ No, there is a higher percentage of male students on staff then in the school.
2. _____ No, there a higher percentage of female students on staff then in the school.
3. _____ Yes, the gender make –up of the staff is about the same as that of the school.
4. _____ I don't know.

If there is a discrepancy, do you have any reasons you can think of about why this is?

DIVERSITY IN THE CONTENT OF YOUR PUBLICATION(S)

3. Considering the content of your school publication(s), which of the following is most accurate: *(Check one.)*

- 1. _____ Most stories are about the Caucasian population of the school.
- 2. _____ Most stories are about student of color population of the school.
- 3. _____ All races/ethnicities and cultures are equally represented in our publication.
- 4. _____ I don't know.

4. In general, how likely are each of the following ethnic groups to be represented in your publication(s) *(Circle a number on the scale.)*

A. African American

1	2	3	4	5	6	7	8
Not Very Likely						Very Likely	Don't Know

B. Asian American

1	2	3	4	5	6	7	8
Not Very Likely						Very Likely	Don't Know

C. Caucasian

1	2	3	4	5	6	7	8
Not Very Likely						Very Likely	Don't Know

D. Hispanic

1	2	3	4	5	6	7	8
Not Very Likely						Very Likely	Don't Know

E. Middle Eastern

1	2	3	4	5	6	7	8
Not Very Likely						Very Likely	Don't Know

F. Native American

1	2	3	4	5	6	7	8
Not Very Likely						Very Likely	Don't Know

GENERAL QUESTIONS REGARDING DIVERSITY IN THE COMMUNITY IN WHICH YOUR SCHOOL RESIDES

11. What kind of diversity issues are there in the community in which your school resides?

12. What is your biggest frustration in attempting to deal with this issue?

DIVERSITY ISSUES IN SCHOLASTIC JOURNALISM

13. In terms of race and ethnic composition, I believe scholastic journalism is:

1. _____ Generally representative of the larger society in terms of race and ethnic composition.
2. _____ Not representative of the larger society in terms of racial and ethnic composition.
3. _____ I don't know if journalism is representative of the larger society in terms of racial and ethnic composition.

14. In terms of gender composition, I believe scholastic journalism is:

1. _____ Generally representative of the larger society in terms of gender.
2. _____ Not representative of the larger society in terms of gender.
3. _____ I don't know if journalism is representative of the larger society in terms of gender.

DIVERSITY ISSUES IN JOURNALISM ORGANIZATIONS

15. I believe efforts by JEA, ASNE, Dow Jones Newspaper Fund and other journalism organizations: *(Check one.)*

1. _____ Have been effective in increasing the diversity of journalism staffs in high schools.
2. _____ Have not been effective in increasing the diversity of journalism staffs in high schools.
3. _____ I don't know if journalism organizations have been effective in increasing the diversity of journalism staffs in high schools.

16. In terms of journalism organizations' commitments to diversity, I believe they should: *(Check one.)*

1. _____ Make greater efforts to improve racial diversity in high school journalism programs.
2. _____ Leave the issue of diversity up to individual schools.
3. _____ Focus their attention on issues other than diversity.

17. How do you think journalism organizations could help improve diversity in high school journalism programs?

18. If left up to individual schools, what efforts should each school make to improve diversity?

19. What issues other than diversity should schools focus their attention on?

20. How valuable do you consider the following journalism organizations in assisting journalism instructors/ advisers in coping with diversity issues: *(Circle a number on the scale.)*

Maynard Institute for Journalism Education

	1	2	3	4	5	6	7	8
Very valuable						Not very valuable		Don't Know

Poynter Institute

	1	2	3	4	5	6	7	8
Very valuable						Not very valuable		Don't Know

Columbia Scholastic Press Association

	1	2	3	4	5	6	7	8
Very valuable						Not very valuable		Don't Know

Dow Jones Newspaper Fund

	1	2	3	4	5	6	7	8
Very valuable						Not very valuable		Don't Know

Journalism Education Association

	1	2	3	4	5	6	7	8
Very valuable						Not very valuable		Don't Know

National Scholastic Press Association

	1	2	3	4	5	6	7	8
Very valuable						Not very valuable		Don't Know

Quill & Scroll

	1	2	3	4	5	6	7	8
Very valuable						Not very valuable		Don't Know

Society of Professional Journalists

	1	2	3	4	5	6	7	8
Very valuable						Not very valuable		Don't Know

ASNE (highschooljournalism.org)

	1	2	3	4	5	6	7	8
Very valuable						Not very valuable		Don't Know

Other _____

	1	2	3	4	5	6	7	8
Very valuable						Not very valuable		Don't Know

DIVERSITY ISSUES IN JOURNALISM ADVISOR TRAINING

21. Have you ever attended a workshop that included diversity training for scholastic journalism advisers?
(Check one.)

1. _____ Yes
2. _____ No (**Skip to question number 24**)

If yes, which one?

Where was it located (what university and/or city)? _____

22. If you have participated in previous advisor training, do you believe: (Check one.)

1. _____ The training prepared me for teaching journalism to diverse groups of students.
2. _____ The training DID NOT prepare me for teaching journalism to diverse groups of students

23. If you participated in the training, did your training carry over in practical ways into your teaching or journalism program? (Check one.)

1. _____ Yes
2. _____ No

Please explain:

24. If CIIJ offered training for teachers that focused on diversity (i.e. diversifying your newspaper staff, covering diverse issues on campus, teaching to a diverse group of students), would you recommend: (Check one.)

1. _____ A one-day training.
2. _____ A weekend-long training
3. _____ One week-long training in the summer
4. _____ Other _____
5. _____ I am not interested in training focusing on diversity at this time.

25. If CIIJ had free training that only focused on issues of diversity how likely would you be to attend.

1	2	3	4	5	6	7	8
Not Very Likely						Very Likely	Not Sure

26. Please rank the following from 1 (most important) to 10 (least important) in terms of importance to you.

- _____ Diversifying your newspaper staff
- _____ Covering diverse issues on campus
- _____ Teaching a diverse group of students
- _____ Connecting with your local ethnic media
- _____ Connecting more with the mainstream media
- _____ Understanding the role of culture in news reporting and writing
- _____ Utilizing members of ethnic and other journalism organizations that deal with diversity.
- _____ Incorporating diversity into daily curriculum
- _____ Producing student media in languages other than English
- _____ Breaking out of stereotypical coverage of racial and ethnic groups on campus

27. What are the most important products/programs CIJ could offer? *(Circle a number on the scale.)*

A. On-campus Advisor Training on Diversity

1	2	3	4	5	6	7	8	
Not Very Important						Very Important		Don't Know

B. Off-campus Advisor Training on Diversity

1	2	3	4	5	6	7	8	
Not Very Important						Very Important		Don't Know

Curriculum Development

1	2	3	4	5	6	7	8	
Not Very Important						Very Important		Don't Know

C. On-campus Student Diversity Training

1	2	3	4	5	6	7	8	
Not Very Important						Very Important		Don't Know

D. Off-campus Student Diversity Training

1	2	3	4	5	6	7	8
Not Very Important						Very Important	Don't Know

E. Curriculum Materials

1	2	3	4	5	6	7	8
Not Very Important						Very Important	Don't Know

F. Website with diversity resources

1	2	3	4	5	6	7	8
Not Very Important						Very Important	Don't Know

28. Are there diversity issues (of any kind) with your journalism staff(s) that we haven't addressed in this survey that you would like to have more information on resolving?

29. Are there diversity issues (of any kind) with the content of your publication that we haven't addressed in this survey that you would like to have more information on resolving?

DEMOGRAPHIC INFORMATION

30. What State do you reside in? _____

31. How many years have you been teaching high school? _____

32. How many years have you been teaching journalism? _____

33. What is your age in years? _____

34. Do you have a journalism credential?

1. _____ Yes
2. _____ No

35. What other subjects are you credentialed in?

36. Are your journalism courses

1. _____ Electives
2. _____ English Credit
3. _____ Other _____

37. What type of high school do you teach in?

1. _____ Public
2. _____ Private
3. _____ Charter

38. What area is your high school located in?

1. _____ Urban
2. _____ Rural
3. _____ Suburban

39. What is the size of your school?

1. _____ 100 - 400
2. _____ 400 - 800
3. _____ 800 - 1,200
4. _____ 1,200 +

40. What journalism courses do you teach or advise (check all that apply):

- _____ Introductory Journalism
_____ Newspaper Production
_____ Yearbook
_____ Magazine
_____ Online
_____ Photography
_____ Digital
_____ Radio
_____ TV
_____ Other _____

41. Is your production class(es)

1. _____ A regular course in curriculum
2. _____ An after school club/activity
3. _____ Other _____

42. In the last five years, enrollment in journalism related courses in my school is:

1. _____ Up from previous years
2. _____ Down from previous years
3. _____ About the same
4. _____ Not sure

43. How many journalism students:

Do you have this year? _____
Did you have last year? _____

44. What is your ethnicity:

1. _____ African American/Black
2. _____ Asian American/Pacific Islander
3. _____ Caucasian/White
4. _____ Hispanic/Latino
5. _____ Middle Eastern
6. _____ Native American
7. _____ Mixed Race _____
8. _____ Other _____

45. What is your gender:

1. _____ Female
2. _____ Male