

# NEWS TRENDS SURVEY 2012 – VERBATIM RESPONSES AND ANALYSIS

## 2. If you answered yes to question 1 [“Are you currently employed in news?”], where do you work?

Local Radio and TV
national sports news
former local tv news at O&O
I'm freelance
international tv network-Al Jazeera English
wrote broadcast news for 30 years
I am on a journalism fellowship for the year - plan to go back to news
Freelancing-Covering the Arts
Reuters wire
Freelance
laid off from network radio
Late Show with David Letterman
worked in news biz for 30+ yrs until being laid off

## 16. If you answered yes to question 15 [“Would you advise a young person to pursue a career in broadcast news?”], what skills would you advise them to develop?

VIZ and transition Logic
They must become masters at online tools and social media
multi-tasking, writing, camera editing
multi-media platforms
Writing , TV editing, camera skills and internet skills
Every possible skill they can -- writing, reporting, social media, audio and video recording/shooting and editing, computer programming. They will need many skills to make it in this business going forward.
I would only advise the right kind of person to go into this. A journalist who needs to do it. That said, I would advise them to be as technically independent as possible. They will need to know how to do it all. Writing, shooting, editing.
be a good writer, and be internet savvy.
Digital media skills: social media, one-man-band type skills, editing, twitter/fb web platforms
keep up to date on on all social media forums and software
social media management, writing for the internet, video and sound editing for the internet, non-linear video editing, digital videography
Video shooting, social networking, writing, editing
Recognize news as opposed to hearsay and gossip. internet proficiency. Decyphering the economy. Translating complex material into understandable language.
Learn all you can about web design and social media.
Keep up good writing, interviewing and research skills that are not solely internet based. One on one skills will increase in importance even as the internet access increases.
Editing Writing and Producing Shooting

Dedicated, Responsible, Able to meet deadlines, Full of energy, Able to react with a drop of a hat, Hardworking, Learn from others
A newsperson needs to be well informed and trained in all media: ie: internet, social media, as well as broadcast and computer skills - and for God's sake - spelling, grammar and punctuation. Can't rely on spell check for everything.
Well rounded background; understand the basics of radio and TV news as well as print journalism, the web and social media. Be able to do more than one thing well.
Video producing and editing, writing, and internet search ability
on camera, behind the camera and post skills.
news gathering skills
Writing skills!!
Skills that help a person know how to work in/on all platforms including the Internet
Seems like a correspondent now has to have camera skills, editing skill, etc., and be a one-man/one-woman band.
Writing and multimedia editing
people skills, great communication, patients, ambition, etc.
I would tell them to work on their writing -- the person who can write and write well usually does the best in this business.
strong writing skills; knowledge of world events past and present; avid reader of magazines for spotting trends and big reader of literature and novels.
facility with internet friendly formats, multi-media skills, entrepreneurship, self-motivation and an understanding that the news business does not pay much but is worth it
Look ahead to new technology. Look back to recent history.
Strong news writing, critical thinking, interviewing, Final Cut or other digital editing, shooting, and as many other multimedia skills as possible (web design, podcasting, photoshop, etc).
The ability to write clearly and succinctly, punctuality, multi-tasking(!), and, to some extent, schedule-flexibility.
Web-based skills. They have to be able to do both, while spinning a plate and juggling with one hand.
Be a story teller.
social media and computer editing skills
Writing and video production.
web building
socia media
Social Media and more importantly experience with a content management website
Writing and Business skills
in addition to journalism, they should be trained in web design and all aspects of the internet.
If they are in fact interested in News I would tell them ,(and have told them) to keep a sharp eye on what the trends in reporting news are, beyond the closed system of the old network systems. (Web news, info blogs, smaller cable outlets) News is here to stay In the future,it is just the question of WHO will be a source, and WHERE it will be consumed. They should certainly posses the standard computer skills-in graphics- the Adobe products at least- but clear writing and speaking as always- is important.
go to medical school, law school, or learn how to code
Writing; blogging; social networking as relates to the brand you are marketing.

well-rounded, liberal arts curriculae. Know as much about everything you can, so that you're not caught out by people posing as experts employing specious logic to press their agendas.
Trusting that they already know how to write, I would urge them to learn all things digital including audio and video editing and http.
Learn to write well. I have a job because I can write better than everyone else in my newsroom. Anyone can learn the technical side of tv news. You should, too. But my writing colleagues (and correspondents) are the only ones who can make sense out of a difficult subject, on deadline, with little or no warning, and do it with an appropriate style.
Learn to do as much as possible, in front and behind the scenes. Even if you want to be a reporter or anchor, learn from the producers, editors, photographers, assignment editors, writers, directors, etc. The more you know how all the individual pieces work, the better you'll be able to see how it all comes together and how you can use it to make your job easier.
Study history, political science, learn to write for TV and Internet
Develop web skills as well as shooting and editing skills. Everyone needs to know how to do it all in news these days.
Writing, Photoshop, Animation, -AfterEffects, Editing
if they do they need all sorts of technical skills for editing audio, video and text as well as Internet skills
Be able and willing to adapt and take on multiple roles in the newsroom
Must understand and use all platforms and tools to develop and tell a story from all angles, constantly interacting with audience, sources, topics, establishing auth
Typewriter. Dictionary. Chyron Spelling.piano playing. Multi task.bilingual.international news and legalism in journalism. English grammar
writing clearly and accurately, dynamically - learning to shoot and edit
Investigative techniques.
editing, shooting, writing, full understanding of web technology as it relates to news
yes, if that's what they are interested in, but i would advise them to develop writing skills and internet related understanding and skills

**If you answered “more or less” to question 17 [“Do you think your job is more secure than it was five years ago, less secure, or about the same?”], please explain.**

I was working non union, now its union and i feel more protected
Professional writers are being sidelined in favor of younger people who can do more than just be solid writers and editors. Good, solid, thoughtful writing is not appreciated anymore by management.
HISTORY OF LAYOFFS AND MULTI-TASKING ON THE RISE//ALSO EXTRA DUTIES
There seems to be a focus on quantity over quality. Eventually a big organization will drop the ball in a big way and their credibility will be shattered. Until that happens we will see more corners being cut -- as networks and local outlets are putting on more broadcasts with less writers.
Monetization is hard and young people don't seem to value integrity in reporting.
I was unemployed 5 years ago

less full-time, more freelance, less benefits, more work in less hours, less attention to detail, more emphasis on quantity of news output
As a younger person in the field, my opinion (as part of the target online and broadcast audience) is becoming more and more important. In addition, I know what is being taught in journalism schools which allows me to make sure our organizations are keeping up with current trends and needed skill sets. More than ever, network organizations need people who understand the importance of online news presence and multi-platform coverage.
Only one staff WGA position has been filled since the mass layoffs of Oct. 2009. Recently the company advertised several non union web services positions.
When asked to be all things to all people....i.e. perform all functions including tech, ....it's a certainty none will be done well.
More work will be shifted to online forums from broadcast - and without union representation for lower pay and less benefits.
they are killing all staff jobs at CBS
The scope of the company I'm employed by is so large that regardless of my job security there are other opportunities in various departments that could utilize my job skill.
No company is going to keep paying professionals like me when they can get "news" from any idiot blogger or jerk recording video on his/her cell phone
Unemployed now - and husband who also worked for a news bureau in DC also lost his job when Tribune closed down their WHOLE DC bureau - everyone there is now out of a job.
I have been retired for twenty years but I have witnessed a steady decline in interest in broadcast news on the part of the corporate owners of the news networks.
I'm surprised by the size of the teams producing news. I think they can't really get smaller - but soon they'll expect 1 person to write, shoot, edit, and anchor.
no job is as secure these days as it was in the past. world is evolving and that means change is constant.
I don't think anything is secure, I think everyone constantly has to work at keeping themselves up to date and relevant
I'm a news writer who fills in as a line producer (at no extra fee because it was taken out of our contract) and I also work on the station's web site. I feel secure.
Fewer people being employed, company cutbacks, move to younger workers
shorter contracts
I think they are looking to shift the jobs to the web assigning the work to non-union employees, therefore eliminating the need for writers.
Less secure because of the economy
I have grown into a director position. So I believe my value is greater.
The company has showed a marked enthusiasm for combining work; forcing individuals to do more with less; and finding an opportunity to cut back on staff positions.
There is less attention paid to actual news and journalism. Much more emphasis on "TMZ says this or that."

Company desire to eliminate all union and staff employees
Companies are doing more with less. Contracts have been negotiated at a loss to the union member. Enough said.
Staff reductions
We are losing guild-covered jobs left and right.
I don't see that the union is doing anything about it.
technology is changing faster and the way we do things could change dramatically at any time
as a freelancer, I am always expendable. Due to the whims of show budgets, technical "innovations" and personalities in management.
the number of people who can write a grammatically and factually correct sentence is dwindling.
Smaller staffs mean less freelance vacation work.
Some freelancers work 7 days a week squeezing out others. The Guild should address this.
Networks tend to promote young producers who in turn prefer younger, less experienced writers.
When I turned 60, I looked around the newsroom, saw mostly younger people and knew my career was over.
I feel that news standards have eroded and increasingly employers do not value experience and certainly do not value good writing skills
The Union has failed to organized the website staffers and this will kill our future Union work.
On a broad economic level, as well as in the media, there's a lot of uncertainty.
There's always a kid who'll do it for less.
I actually retired because so much of my work had been taken away and assigned either to managers or to nobody at all.
Stations are adding shows but cutting staff. Impossible to know whether you or someone you know will be the next to go if a major shift comes down from the higher-ups.
already ABC uses non-WGA personnel to do Slacker radio. ABC eliminated editors 1.5 years ago and all but eliminated the DC bureau. And the WGA, by its silence, allowed them to use temps instead of staff newswriters way longer than it should have without even a hint of objection
TV is changing, it's becoming cheaper and cheaper to produce and quality dosen't seem to be as important and getting the story on the air.
Takeovers equals instability....get rid of experienced people for cheaper, younger ones who aren't trained adequately or have an "old school" work ethic IMHO ;
I lost my job at ABC a year ago due to downsizing and shift to internet
I am no longer in the field, but as I have friends who are, and follow the industry, it is clear that the business of news is being streamlined to utilize one man band situations as much as possible - AND focus on the internet, where

most young people get their information -- which older people are now doing as well
No jobs are secure in any business or industry.
They eventually will replace me with someone who does more work ( like shoot video and edit) and who is non union, non staff and makes less money.
I'm no longer in a Guild-covered job.

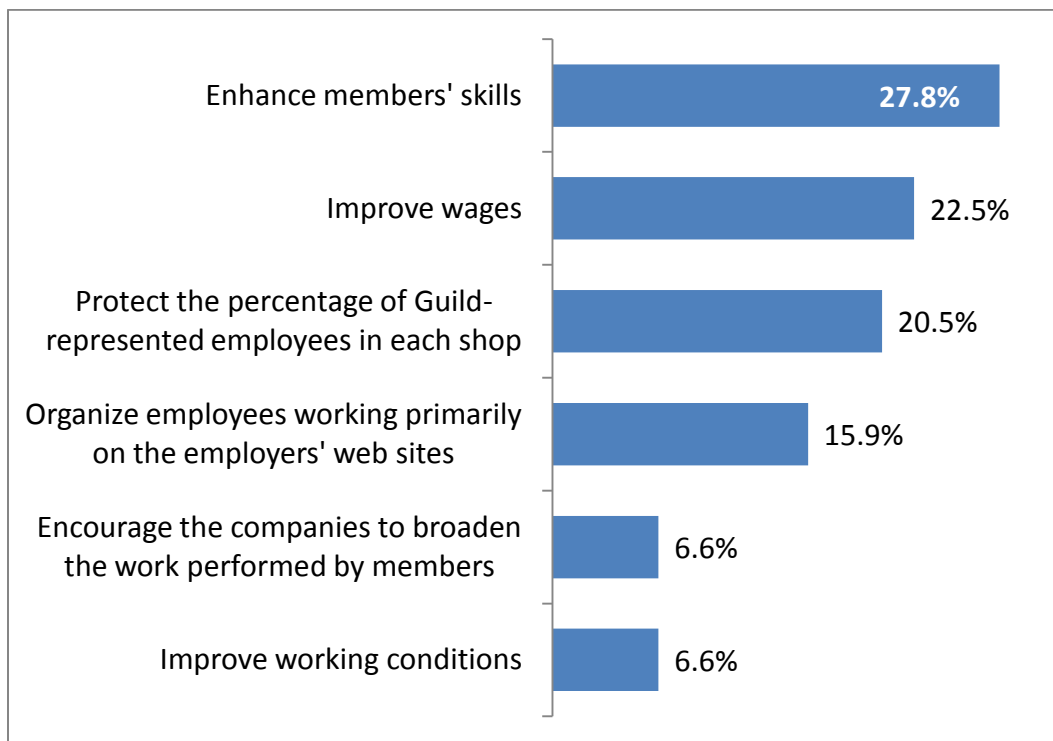
**20. Have you been assigned new or different duties in the last year?**

Increased responsibility
copy desk and assignment desk duties
Use of social media like Facebook and Twitter, podcasting
More phone lines to answer, more detail required for each story, more areas to cover.
More duties related to gathering elements for stories that used to be handled by APs or PAs.
promoted to head dept
"final cut pro editing pilot producing banner production"
Handle more information in every area instead of one specific area.
WGA members (along with non union production associates and desk assistants) produce content for our online only radio service Slacker.
writing, producing
Duties include coordinating with non-union web producers what goes on our air.
Editing vos
On air programming
I just left ABC 2 weeks ago...
now I edit in addition to writing
My role as associate producer has expanded tremendously. I'm not producing more and more without the title of segment producer or the pay.
Managing internet output as well as broadcast
Producing the 5am
They added a supervisory dimension to my producer-writer job
Features Producer (I record, edit and distribute features pieces for affiliates and our website/mobile applications).
social networking
running department now
more editing and now we will be assigned to shoot video
They show is newly formatted, and it requires more attention from myself.
Graphics wears many hats. That is a quality that keeps us useful.
Supervising duties
They eliminated the medical desk. So some of that work comes to the newswriters, like a daily "medical minute". As long as they have a writer on weekends, they can afford not to schedule a correspondent (reporter). I'll write the lead package (story) and we'll get a radio correspondent (already on duty) to "voice" it for us.
I would have had the same duties, but I quit.
Editing video/sots.
I was laid off a year after the big cutbacks. I've answered these question as of when I last

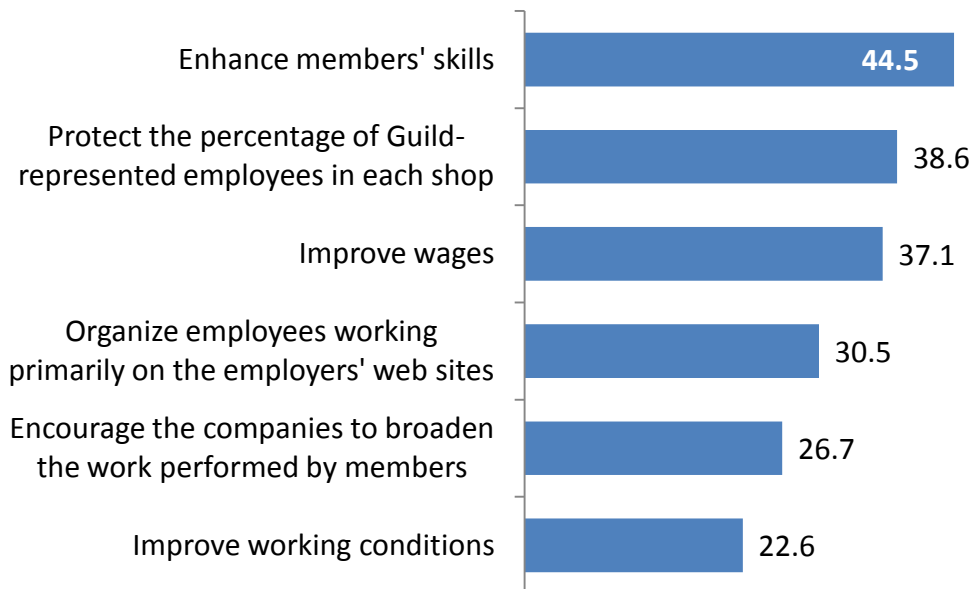
worked
Writers are being trained to edit video.
Write and produce news cut-ins for new digital subchannel, edit video on desktops
work on social media
Line producing and training

**23. Where do you think the Guild should focus its efforts and resources? Please rank the following, with (1) being the most important and (6) being the least important.**

### Items Ranked By Percent Ranked #1 (Very Important)



## Items Ranked By Percent Ranked #1 or #2 (Very/Somewhat Important)



### 24. What else would you like to say about broadcast news and/or your job?

The industry no longer cares about seasoned, dedicated professionals. CBS News is training PA's to shoot video on hand-held cameras, and allowing producers who may not have any training as writers to write the new morning show.
Technology has allowed us to become more efficient and get more done, but the flip side is that we're overwhelmed with busy-work and becoming less thoughtful and careful about editorial content.
I would like to see the Guild devote more resources to organizing shops and holding companies accountable for unmanageable workloads and unprofessional behavior on the part of their managers.
I personally value curated content. That the NYTimes is having some success charging for its content online is heartening.
I think the importance of network television in the traditional sense will continue to decrease over the next few years. there will continue to be growth in the online sector of all news products.
I don't think the American public is ready to bid adieu to broadcast news.
The Guild should work on improving communications with its membership. Return their phone calls.. Answer their emails. Make shop visits. Those things will make it easier to get their support when it comes to rally their support at contract time.
anyone getting into broadcast news should be ready to work any shifts, odd hours, holidays...if they can do that then they will be a perfect fit.
N/A
Decrease for companies to hire freelancers in order to do away with paying health insurance/benefits



Love what I do and what I am a part of on a daily basis.
It's become standard in the industry for major networks to employ freelance employees without providing benefits. The nets are not starving. They are not small, startup production companies. They can afford to pay their employees benefits - they just choose not to. They are saving millions - by devaluing and dehumanizing the very employees keeping them in business.
Broadcast news is dead; organize digital media now
I am very happy with my job at this point in my career.
Even though I remain in the WGA I am not working in a guild shop in the USA. After years in the NYC market, the last 10 working per diem, I lost most of my work because of layoffs. 8-months ago I was forced to find employment overseas with Al-Jazeera English - probably the only news organization in the world that still spends money to cover real news and is expanding its operations. I don't expect ever to be able to get another job in news in the USA. The jobs lost aren't coming back at the same level of pay.
Broadcast news is dead - the networks just haven't realized it yet. Everything is shifting to the internet and WGA members need to be skilled in content creation for the net.
Broadcast news is changing so rapidly that it's essential that all WGA members keep up with the latest technology
I wish there were programs that could prepare us for entry into one of these jobs. When I worked for broadcast, I was thrown into a situation that required that I hit the ground running and found it overwhelming, especially since I was also working the graveyard shift, something I was not accustomed to. I needed more support to thrive in that environment.
When I began working for CBS Radio in 1966 I was much more satisfied with my job and working conditions than I was when I left CBS News in 2002.
The U.S was pre-eminent in broadcast news for most of the history of the media. This is no longer the case nor do I expect it to be the case in the future. This is not a field I would recommend that young people enter.
I get most of my news from broadcast news
A more vibrant dialogue about how to educate the public about the importance of news is paramount. The public is losing the connection to the purpose of news.
News writers who fill in produce should get paid an editorial fee. Right now the 1am writer who produces gma cutins gets paid more than a writer who fills in producing an hour long show. That is ridiculous.
Broadcast mainstream news is becoming a joke... the youth dont trust it, and it just promotes the corporate welfare over its Constitutionally-protected role
stop consolidating
The WGA did NOTHING to help protect me when my broadcast news job was on the line, nothing.
I genuinely enjoy working in news and would love to continue to do so for as long as possible.
I haven't worked in broadcast news in years because the jobs have been elsewhere (print-online-multimedia mixes), although my TV experience has served me well in multimedia contexts. I'd much rather be in a WGAE shop, so I wish there were more of them where I could find work.
The craft of writing is a dying art and therefore, writers are dying a slow death. We pay or dues for a reason, to lawfully and legally organize to protect our rights, earn a livable wage and to produce a product that has integrity. The broadcast companies have figured out a way to work around that, hire inexperienced college graduates (children, really) to re-post content from one website to another and eliminate the need for quality writers. Our jobs are in danger and the union is doing little to nothing to protect those of us at broadcast operations. Many of us feel abandoned and we need to keep qualified dues-paying members in the jobs they have been doing for years.

things seem to be happening "fast and furious"...harder to weed through what's impt
Please push them to fill open staff positions.
nothing
I work for a network distribution that serves all affiliates. Theoretically what I do is fairly secure. But I notice local stations increasingly cheapen the way they do "news," including story selection, execution, and amount of staff employees.
It is unfortunate that graphic and video quality (not to mention grammatical) is no longer valued. And equally disturbing is the continuing trend toward consolidating functions (e.g., producer-writer-videographer-editor-artist), all in the interest of saving money while management continues to profit. It is obvious that broadcasters are only interested in reporting on the tough economy but care little about their own contribution to pay cuts and job elimination. Jobs could be saved if management experienced some pay/bonus cuts themselves.
unbiased, uncensored reporting should be safeguarded and we should not be controlled by a state run media or dominated by wealthy corporate outlets with their own agenda.
I wish the Guild would understand that there is no such thing as "broadcast news" anymore. Shows may go on at a certain time everyday, but when has it really broken real up to the minute news that you didn't already know. Didn't you already know about the Costa Concordia before you saw the clips on a TV broadcast? There is news reported and presented by established networks as well as upstarts and small groups. Think about where you heard about the killing of Osama Bin Laden. I heard about it at 1 am from my wife, on her ipad watching a clip of president Obama produced by CNN.
We need to organize more workers -to join the union workshops (ie digital workshops) should be offered to shops outside of NYC the union should explore the idea of suing CBS to get worker pensions back - Fund the Future was a total dud and has really hurt workers.
I loved my job in broadcast news at ABC. --Over time I saw younger members caring less about Guild rules. They seem unaware of what they will lose without union representation. --I saw writers assigned more duties-- in some cases the work of other writing positions that were eliminated. I wish the Guild would have put up some resistance to that. --The per diem work was not evenly distributed among the freelancers. Some worked 7 days. Work became so infrequent that I was forced to retire early--not a good thing for the Guild retirement plan.
You guys have to organize news websites to be relevant!!
Quality work should still be an important factor in broadcast news, not quantity.
It's a great business.
I'm 63. I work for the pleasure of it, I don't need the money. Let that put my remarks in perspective. And I all but accept that ABC will let the WGA die out, or retire itself. Virtually everyone in my shop is over 50.
I have left the building and do not expect to return. The quality of broadcast news is as low as it's ever been. When my friends ask if I miss it, my answer is "not for a second!"
My company has been trying for years to break the union. I think in general companies are trying to save money by hiring non-union cheaper employees.
Not favorably. And if I may say, the Guild sucks, too.

negotiating away protections already in the previous contracts was a lousy idea that did not serve the members. you've got organize those being hired for the new jobs being created such as slacker radio, website, morning prep. and sign up the sports people too so they can't be abused as the writers have been.

It's a nasty business... and getting nastier every year.

Broadcast news in it's current distribution model, is Bruce Willis in The Sixth Sense.

It would be good to negotiate bylines for the work done on news websites by writers, producers & graphic artists, including clickable links leading to bio pages, and, the right to download copies of your work - in the format in which it appeared - in order to maintain a portfolio of your work. Sonething also needs to be done about the nightshift: this life-destroying duty can certainly be rotated among all workers for no more than 3 months per turn.

News from every corner of the world must be viewed with utmost concern.RT is an example. And various foreign channels should.be studied evaluated and critiqued.on a daily basis.Don't linger on home based news..every aspect of all newsmidia Global should be an ongoing issue.

The trends I see are toward companies eliminating staff positions in favor of having a wide pool of freelancers waiting by the phone to be tossed an occasional shift. This trend will cause worry over uncertainty of employment status, forcing union members to "take whatever work they can get" under whatever working conditions employers deem necessary in order for them to profit.

The future is bleak. I'm no longer in a Guild-covered position. I'm making less money than I was 17 years ago. And I haven't had health insurance since 2009.