Dallas Morning News
Newsroom computer-assisted reporting survey

We're asking for your name and department, so we can better provide resources to those who need it. It will in no way be used to judge or evaluate anyone in the newsroom. If you're uncomfortable putting your name on this, please return it anyhow and just include your department. You may print this out and return the completed printout to Pam Maples, or you may return it via email to: jlafleur@dallasnews.com. If you have questions, please email Jennifer or Pam. Thanks!

ON THE MULTIPLE CHOICE QUESTIONS, PLEASE MARK YOUR CHOICE IN BOLD OR UNDERLINE.

Name:
Department:
Job title:

Have you attended computer-assisted reporting training (CAR) in the past? Yes/no
If yes, describe the length and type of training you have had?

Do you think computer-assisted reporting could enhance the work you or your reporters do?
Yes/No
If yes, in what way?

Which of the following best describes how you think CAR should be integrated into your work.

I'd like learn how to do all of the data analysis myself
I'd like to do some of the data analysis myself, but I'll need some help
I'd like someone else to do the data analysis for me

<u>Skills</u>

On a scale of 1 to 5 please rank your proficiency in following skills or software. Here's how the scale breaks down:

1 -- I have no idea what you are talking about
2 -- I'm a novice -- familiar with the skill/software, but not comfortable working independently.
3 -- I can do some things by myself, but need help with more complicated tasks
4 -- I can do most things by myself, but need help occasionally
5 -- I'm a power user, I have command of the skill/software and seldom need assistance

Journalism math (figuring out percentages, per capita rates, etc…)
1 2 3 4 5

Searching the Internet and making use of advanced search tools
1 2 3 4 5

Microsoft Excel / spreadsheet
1 2 3 4 5

Microsoft Access / database
1 2 3 4 5

How often have you used any of the following skill/software on the job?

Journalism math (figuring out percentages, per capita rates, etc…)
1-3 times a week
3-5 times a week
More than 5 times a week
Never

Searching the Internet
1-3 times a week
3-5 times a week
More than 5 times a week
Never

Microsoft Excel / spreadsheet
1-3 times a week
3-5 times a week
More than 5 times a week
Never

Microsoft Access / database
1-3 times a week
3-5 times a week
More than 5 times a week
Never

If you don't use these skills/software, what are the barriers?

If you have used this skill/software, give at least two examples how you have used it on the job.

Do you feel you need a refresher course on any of the following skills/software?

Math
Yes/No

Searching the Internet
Yes/No

Microsoft Excel / spreadsheet
Yes/No

Microsoft Access / database
Yes/No

Would you be interested in participating in computer-assisted reporting training?
Yes/No

If Yes --- what would you most like to learn?

If Yes --- Would you be interested in helping your colleagues with their CAR skills?

We need your input to build a library of databases for the newsroom. Many newsrooms make databases such as property records or voter registration records available to the newsroom. Some of what is available has to do with public records laws in a particular state, some has to do with finding out what is out there. What databases or records do you use frequently that you think we should obtain for newsroom use? If you're not sure if something is even available in a database, list it anyhow, we can check into its availability.

Okay, one more question about resources and you're done. There are many ways to communicate with folks about computer-assisted reporting. For each of the follow, please rate them from 1 to 5, 1 being not helpful at all ("don't even think about doing it") and 5 being extremely helpful ("you must do this!")

Conduct regular hands-on training sessions   1 2 3 4 5
Conduct regular brown bags with people on staff   1 2 3 4 5
Conduct regular brown bags with outside experts   1 2 3 4 5
Distribute a computer-assisted reporting newsletter 1 2 3 4 5
Build an internal Web site with tips and tools   1 2 3 4 5
Have a newsroom CAR users group that meets regularly 1 2 3 4 5