

America and the World:

The Impact of September 11

On U.S. Coverage of International News

A Study Conducted for:



Pew International
Journalism Program

Conducted by:
Dwight L. Morris & Associates
Centreville, Virginia

TABLE OF CONTENTS

Highlights.....	3
Detailed Findings.....	6
Rating the Quality of International News Coverage.....	6
Perceived Reader Interest in International News.....	13
Defining International News and the Scope of Coverage...	18
Mining Foreign Connections Within the Community.....	22
Methodology.....	33
Toplines.....	36

Highlights

In the wake of the September 11 attacks on New York's World Trade Center and the Pentagon, most foreign editors and wire editors responsible for international news coverage at the nation's large and mid-sized newspapers do not believe that the media, including their own organizations, are doing a good job covering international news. Commissioned by the Pew International Journalism Program, a survey of 218 editors at newspapers with circulations of at least 30,000, which accounts for 65 percent of all newspapers with circulations of that size throughout the United States, revealed that:

- Nearly two-thirds (64%) of those responsible for assembling their newspaper's foreign news coverage rate the media's performance in this area as fair or poor. Seventy-four percent of those representing papers with circulations of at least 100,000 rated the media's coverage of international events as either fair or poor. The comparable figure among those representing smaller newspapers was 58 percent.
- Fifty-six percent of the editors view their own publication's international news coverage as either fair or poor, including 12 percent who labeled it poor.
- Two-thirds of the editors view network television news coverage of international events in a negative light, including 22 percent who think the networks do a poor job. Although cable television news fared considerably better, 40 percent of the foreign editors described that coverage as either fair or poor.
- Overall, the ratings given to international news coverage were significantly lower than those awarded to the media's coverage of sports, national, local, and business news.

While they rated their own profession's performance fairly negatively, survey participants were in agreement that reader interest in international news has increased since September 11. Ninety-five percent of the editors participating in the study said that reader interest had increased following the attacks, and that figure fluctuated only slightly across the circulation spectrum.

- Among those who reported increased reader interest, 38 percent said they had been made aware of the change by specific reader requests for more international news coverage. Such reader requests occurred more frequently at the larger news organizations, where 48

- percent of those representing newspapers with circulations of 100,000 or more said they had fielded such requests. The comparable figure at smaller newspapers was 32 percent.
- Even so, nearly two-thirds of the editors who acknowledged the increase in reader interest said they believe it will gradually fade to pre-September 11 levels. Editors representing newspapers with circulations of 100,000 or more (32%) were slightly more likely than their counterparts at smaller newspapers (21%) to view the change as permanent.
 - In part, most foreign editors anticipate that interest will wane because they believe that readers are significantly less interested in international news than in other types of news coverage. When asked to rate reader interest in five types of news coverage, international news fared better than business news but worse than local, national and sports news.

In response to what they view as a temporary surge in interest, nearly eight out of ten (78%) foreign news editors reported that their average daily news hole allotment has increased since September 11.

- Nearly nine out of ten (88%) of the editors who had seen their news hole increase said that “all” or “most” of the increased coverage related to the anti-terrorism effort.
- Nearly six out of ten (58%) of those editors who reported greater coverage anticipate that it will gradually return to pre-September 11 levels.

Although the prevailing wisdom is that the increased coverage will not be permanent, editors are fairly evenly split over whether there should be more coverage, with 46 percent expressing the view that their newspapers should carry more international news and 54 percent arguing that their papers currently run the right amount.

According to the survey participants, the cost of coverage presents the biggest obstacle to providing more international news. Fifty-three percent of the editors surveyed said the high cost of providing foreign news—more than a lack of interest by readers or senior editors or the availability of foreign news on the Internet—was the main reason their newspaper doesn’t provide more international news.

Many editors said they are aware of growing international links in their own communities, but they say the linkages often go uncovered or are not covered well.

- Two thirds of the editors (67%) said they provide “regular” or “fairly frequent” coverage of ethnic and immigrant populations in their regions.
- Sixty-one percent of the editors indicated that at least some of the reporters in their newsroom are able to conduct interviews in at least some of the languages of recent immigrants when the need arises.
- Nevertheless, two-thirds of the editors rated their coverage of issues important to immigrant and ethnic groups as either fair or poor. Just 4 percent rated their coverage as excellent.
- While 96 percent of the editors report that businesses in their communities have overseas business interests, nearly half of that group (46%) say their papers rarely, if ever, publish stories about those foreign ties.

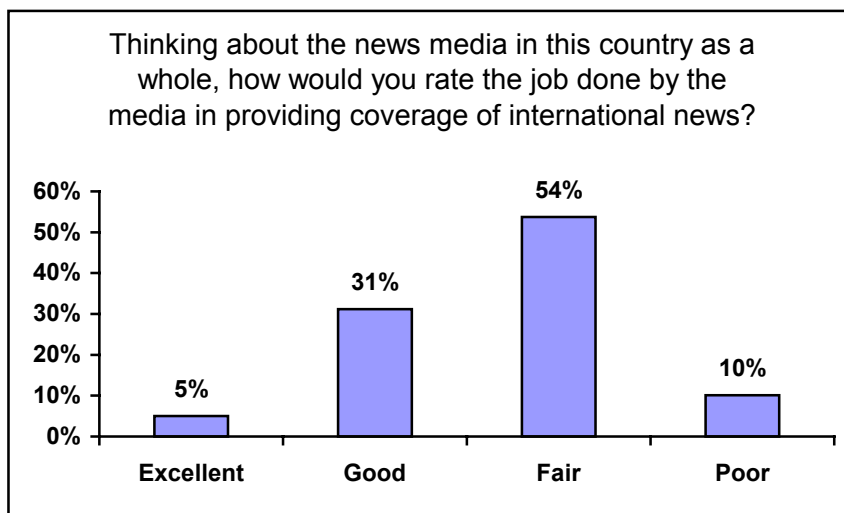
Only 27 percent of the editors said they send reporters overseas to cover local stories with global angles at least occasionally. Among those who said they do not send reporters overseas, 76 percent cited the cost of such trips as the main reason. A lack of trained staff and the paper’s priority on local coverage were also cited as reasons for not sending staff abroad.

Detailed Findings

Rating the Quality of International News Coverage

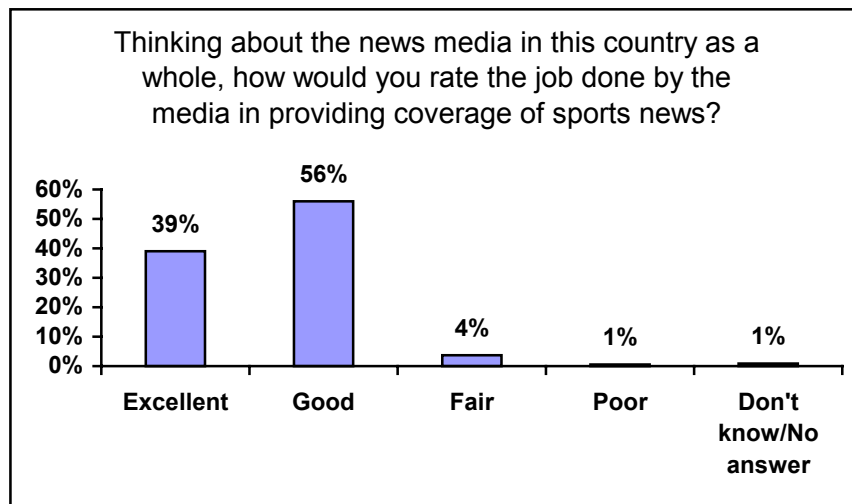
Despite a surge in international news coverage following the September 11 attacks on New York's World Trade Center and the Pentagon, most of the nation's foreign news editors do not think the media in this country are doing a good job of covering events overseas. Asked to rate the job done by the nation's news media in covering each of five major news areas, international news coverage scored at the bottom of the list.

Only 36 percent of all survey participants rated the media's coverage of international news as either excellent or good, including just 5 percent that accorded the coverage their highest rating. More than half (54%) rated the coverage as fair, and another 10 percent labeled the coverage poor.

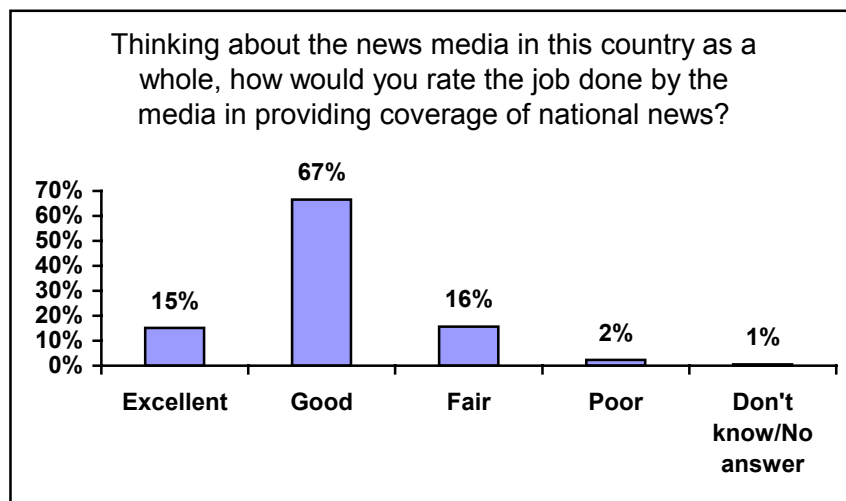


Editors at newspapers with circulations in excess of 100,000 graded the media more harshly than did their counterparts at smaller newspapers. Seventy-four percent of those at the largest newspapers rated the media's coverage of international events as either fair or poor. The comparable figure among those representing smaller newspapers was 58 percent.

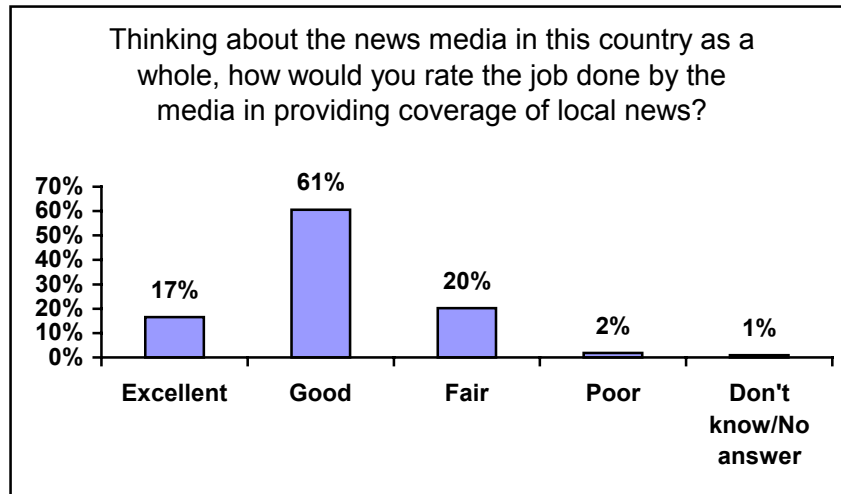
Among the five coverage-areas tested, sports coverage set the standard for excellence. Overall, 95 percent of those responding to the survey rated the media's sports coverage as either "excellent" or "good", including 39 percent who gave it the highest possible rating.



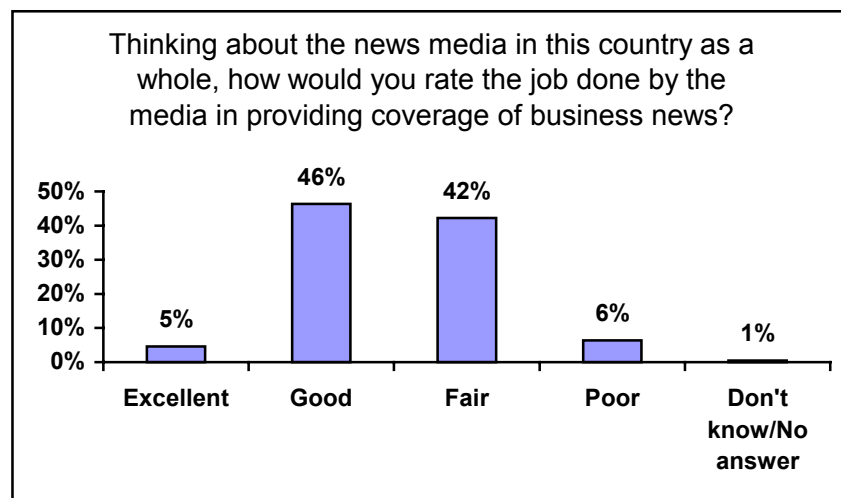
More than eight out of ten (82%) respondents rated the media's coverage of national news events as either excellent or good, including 15 percent who described it as excellent. Sixteen percent of those surveyed rated national news coverage as fair, and only 2 percent described the coverage as poor.



More than three-quarters of those responsible for their organization's foreign news coverage said they felt that the media's overall coverage of local events deserved a rating of either excellent or good. Again, while one out of five editors described the coverage as fair, only 2 percent rated the coverage as poor.



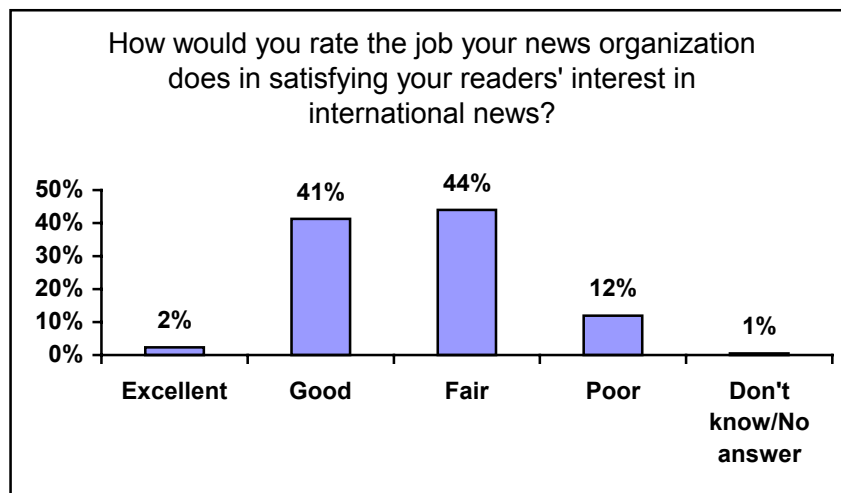
While just 5 percent of those responding to the survey rated the media's coverage of business news as excellent, another 46 percent labeled the coverage good. Although 42 percent said they felt the overall coverage of business news only warranted a rating of fair, just 6 percent gave it a rating of poor. Despite significantly lower positive ratings than sports, national and local coverage, the combined positive rating of 51 percent still proved significantly higher than that accorded to the coverage of international events.



Rather than limit their relatively harsh assessments concerning international news coverage to the more amorphous and faceless “national media,” the foreign news editors we interviewed extended their dissatisfaction with the coverage to their own news organizations. Again, of the

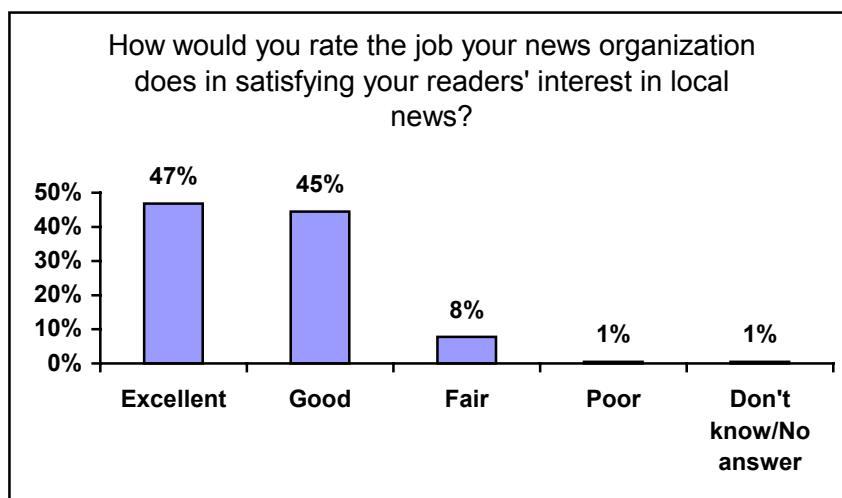
five coverage-areas tested, survey participants felt that their own newspapers performed least well when covering international events.

Forty-three percent of those surveyed said their publication does either an excellent or good job of satisfying reader interest in international events, with just 2 percent expressing the most superlative view. Fifty-six percent said their news organization did either a fair or poor job, including 12 percent who opted for the most negative description.

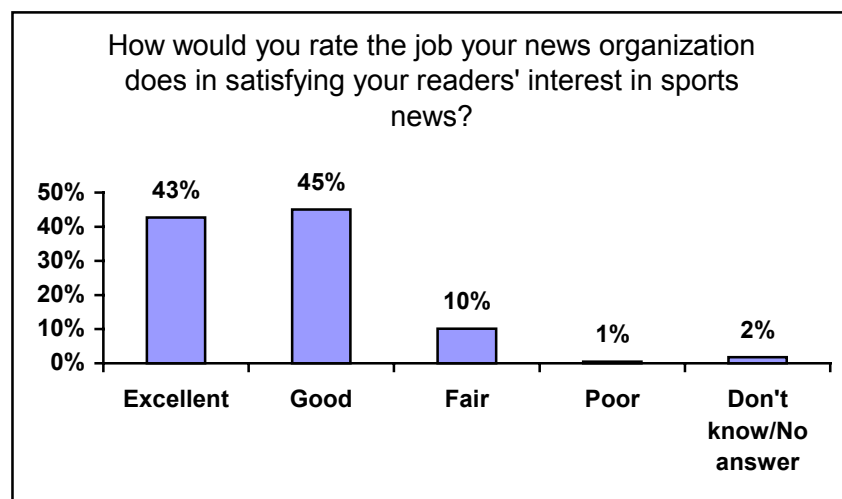


Among those editors who said they speak a foreign language or have lived or worked overseas at some point in their lives, one out of five said they view their newspaper's foreign coverage as poor.

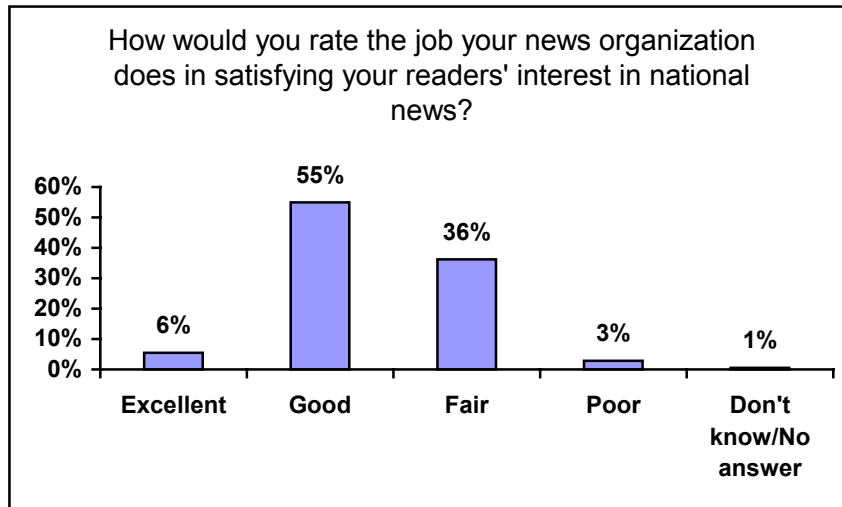
In contrast, more than nine out of ten (92%) of those responding to the survey gave their own newspaper positive marks for its coverage of local events, including 47 percent who felt their newspaper does an excellent job of satisfying reader interest in local news. Just 1 percent felt their newspaper does a poor job of providing such information.



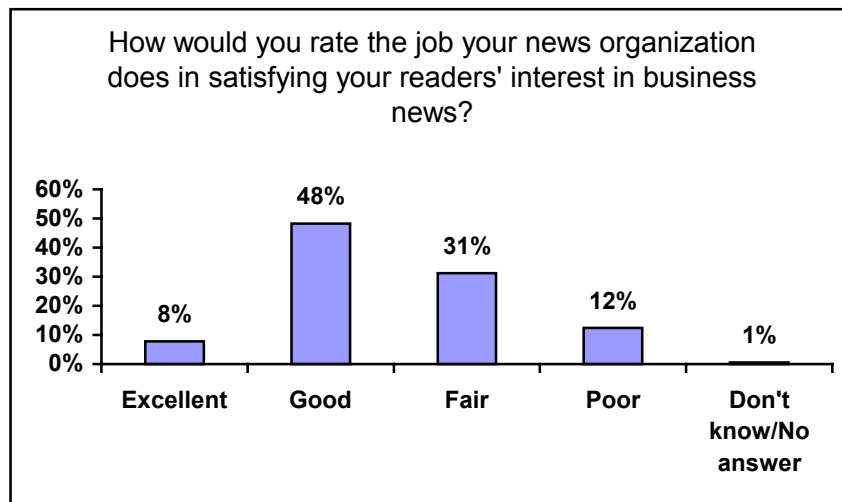
Sports news finished a close second to local news, with 88 percent of all respondents saying that their newspaper does either an excellent or good job of satisfying reader interest in sports. Again, only 1 percent rated indicated that their news organization does a poor job of covering sports.



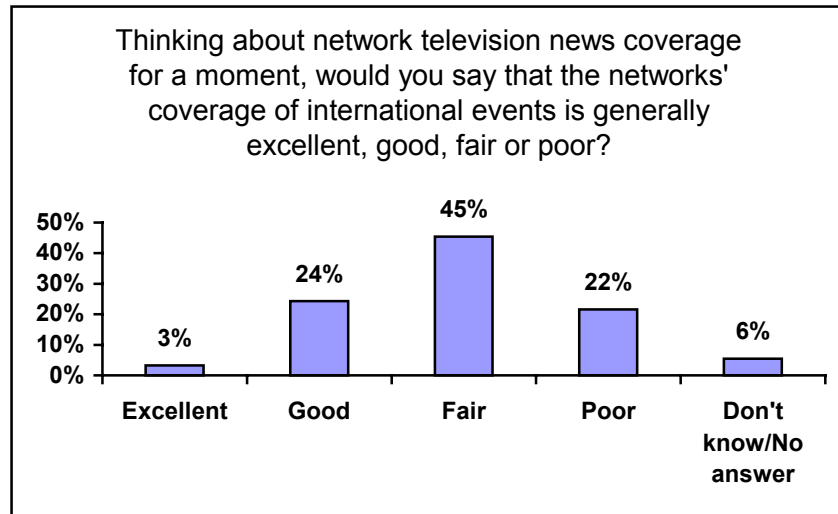
Roughly six out of ten respondents (61%) rated their newspaper's coverage of national events positively. However, just 6 percent of the editors we spoke with said that their newspaper's coverage in this area could be described as excellent. Thirty-six percent accorded their newspaper's national news coverage a rating of fair, and 3 percent described it as poor.



Although 56 percent of the foreign news editors gave their newspaper a generally positive grade in the area of business news coverage, more editors felt that their paper's coverage was poor (12%) than felt it was excellent (8%).

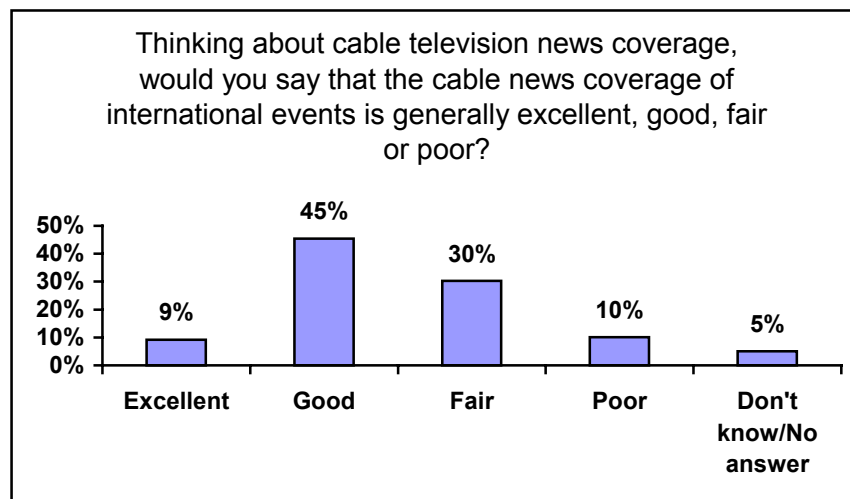


As critical as they were about their own coverage, foreign news editors saved their harshest criticism for the coverage provided by television news programs. Two-thirds (67%) of those surveyed rated network television news coverage as either fair or poor, including 22 percent who gave the networks the lowest possible rating.



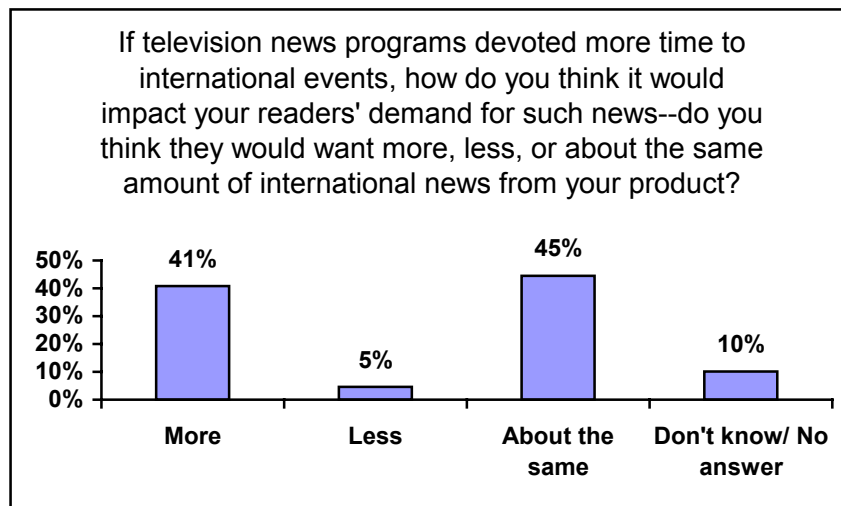
Among editors representing newspapers with circulations of at least 100,000, 80 percent rated network news coverage negatively, including 36 percent who dubbed it poor. None of the 81 editors who comprised this group described the network coverage as excellent.

While cable television news fared much better, 40 percent of the foreign news editors labeled its news coverage as fair or poor. Although 60 percent of those representing newspapers with circulations of less than 50,000 viewed cable news coverage as either excellent or good, only 42 percent of those representing the largest newspapers viewed the coverage positively.



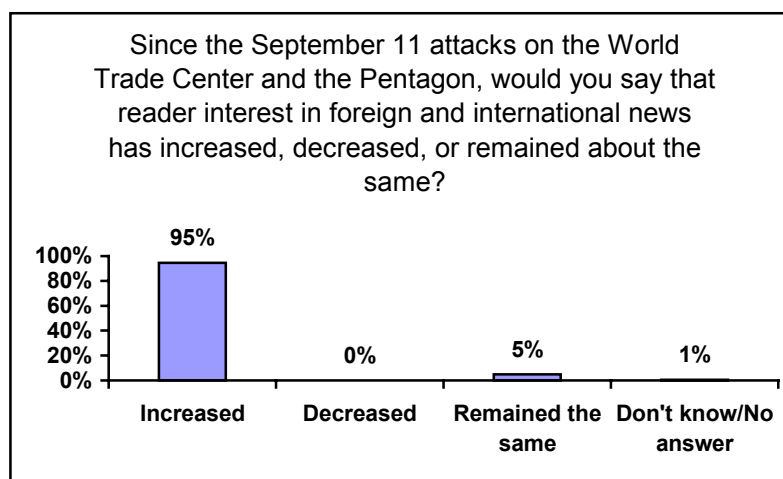
Editors were evenly split on the link between television news coverage of international events and the demand for more newspaper coverage. While 41 percent of those surveyed felt their readers

would want more international news in the daily paper if television news programs devoted more time to international events, 45 percent said it would make no difference.

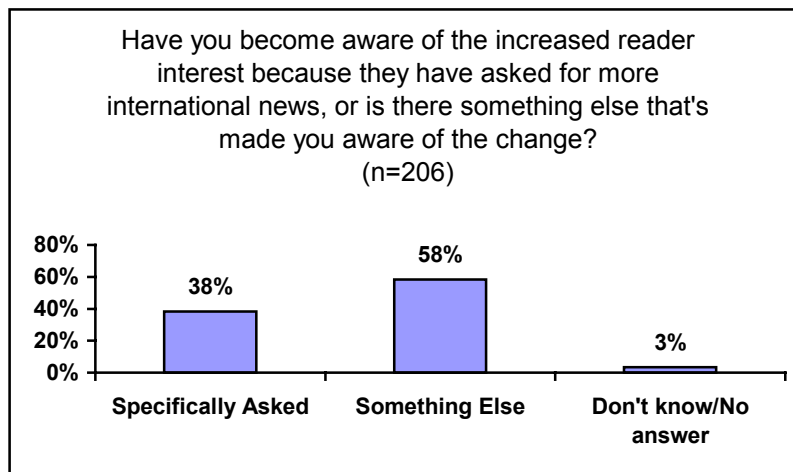


Perceived Reader Interest in International News

There is nearly universal agreement among the nation's foreign news editors that reader interest in international news has increased since the September 11 terrorist attacks on New York's World Trade Center and the Pentagon. Ninety-five percent of the editors participating in the study said that reader interest had increased following the attacks, and that figure fluctuated only slightly across the circulation spectrum. Among editors representing newspapers with circulations of less than 50,000, 92 percent noted the increase. Among those representing newspapers with circulations of 100,000 or more, 98 percent said they had seen an upturn in reader interest.

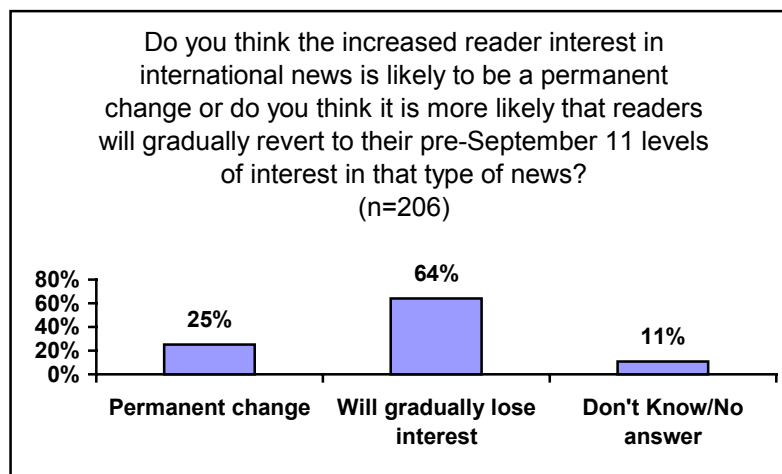


Among those who reported increased reader interest, 38 percent said they had been made aware of the change by specific reader requests for more international news coverage.



Such reader requests occurred more frequently at the larger news organizations, where 48 percent of those representing newspapers with circulations of 100,000 or more said they had fielded such requests. The comparable figure at smaller newspapers was 32 percent.

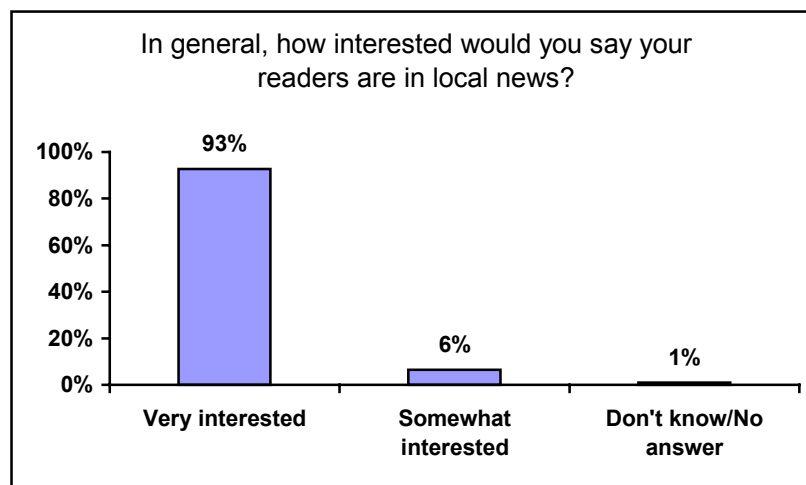
However, while the increase in reader interest was widely recognized, few editors expect it to last. When asked whether they thought the increased reader interest would be permanent or would gradually fade to pre-September 11 levels, 64 percent of those who had seen the change said they thought reader interest would gradually fade. Only one out of four editors who identified a surge in interest felt that it marked a permanent change in reader attitudes.



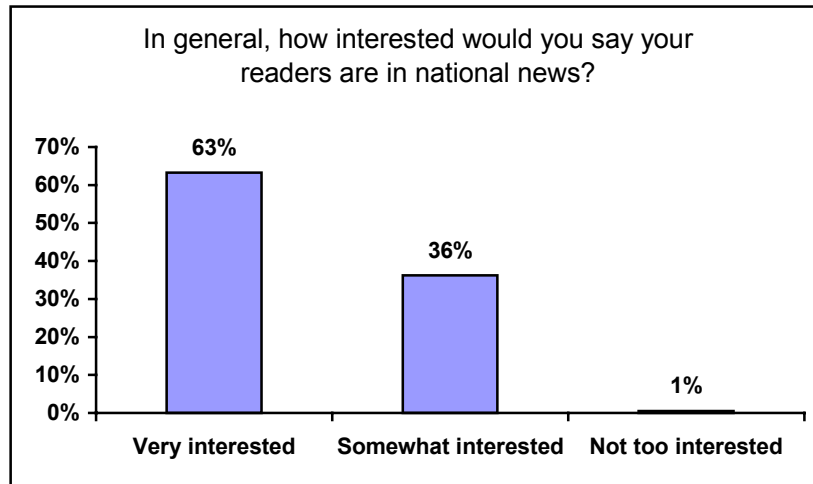
Editors representing newspapers with circulations of 100,000 or more (32%) were somewhat more likely than their counterparts at smaller newspapers (21%) to view the change as permanent.

In part, most foreign editors anticipate that interest will wane because they believe that readers are significantly less interested in international news than in other types of news coverage. When asked to rate reader interest in five types of news coverage, international news fared worse than all but one.

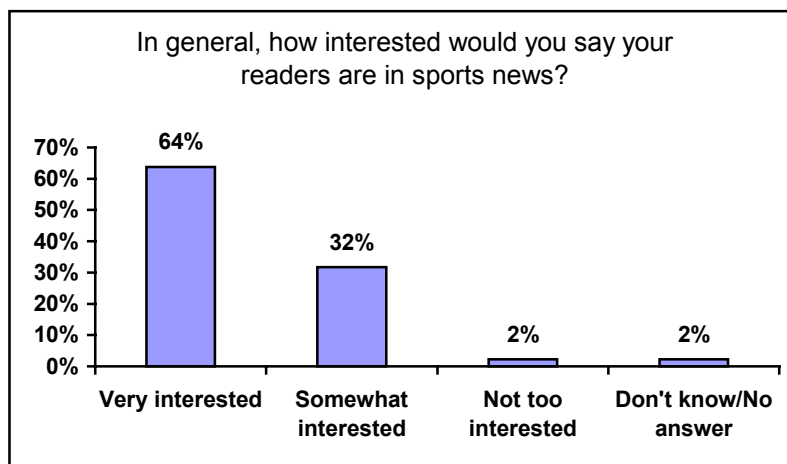
Local news occupied the high end of the interest spectrum. Overall, 93 percent of the 218 foreign editors responding to the survey indicated that their readers are “very interested” in local news. Just 6 percent indicated that their readers are “somewhat interested” and no one expressed the view that their readers are either “not too interested” or “not at all interested” in such coverage.



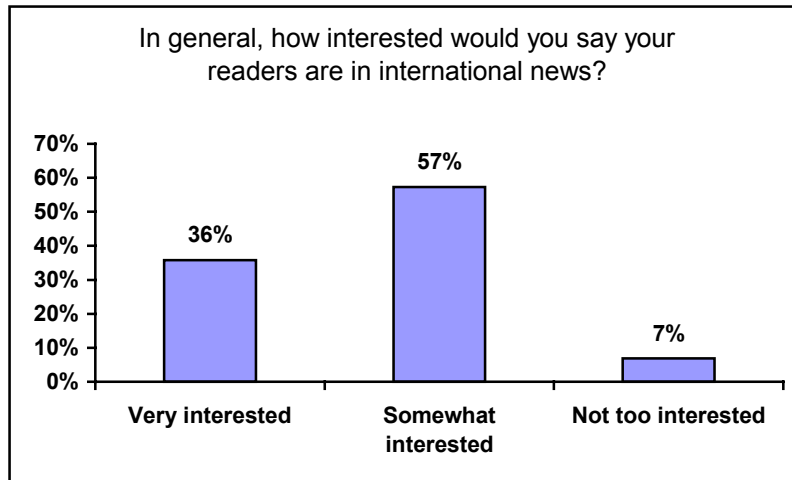
Substantially fewer editors expressed the feeling that readers are intensely interested in national news. Sixty-three percent said their readers are very interested and 36 percent classified their readers as being somewhat interested in national events. As with local news, virtually none of the editors indicated that their readers had little or no interest in national news coverage.



Perceived interest in sports coverage proved almost identical to the perceived levels of interest in national news coverage. Sixty-four percent of the editors cited intense reader interest, 32 percent suggested moderate reader interest, and just 2 percent indicated little reader interest in sports news.

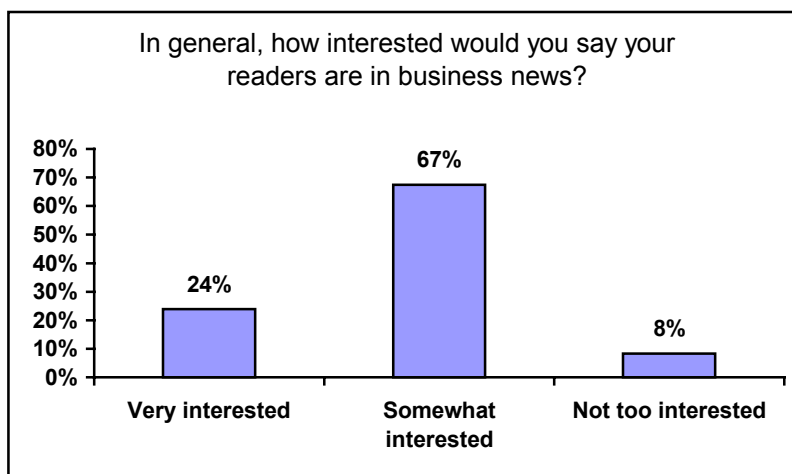


Overall, perceived reader interest in international news lagged well behind local, national and sports news. Just 36 percent of the foreign news editors responding to the survey indicated that their readers are “very interested” in the coverage they provide. Another 57 percent said their readers are “somewhat interested” in the subject, and 7 percent labeled their readers as “not too interested” in such news.



Editors representing the largest newspapers, which serve the largest and most ethnically diverse urban areas, were more likely than their counterparts from smaller newspapers to view their readers as having intense interest in foreign news. While 46 percent of those representing newspapers with circulations in excess of 100,000 indicated that their readers are intensely interested in such news, just 30 percent of those representing smaller newspapers did so.

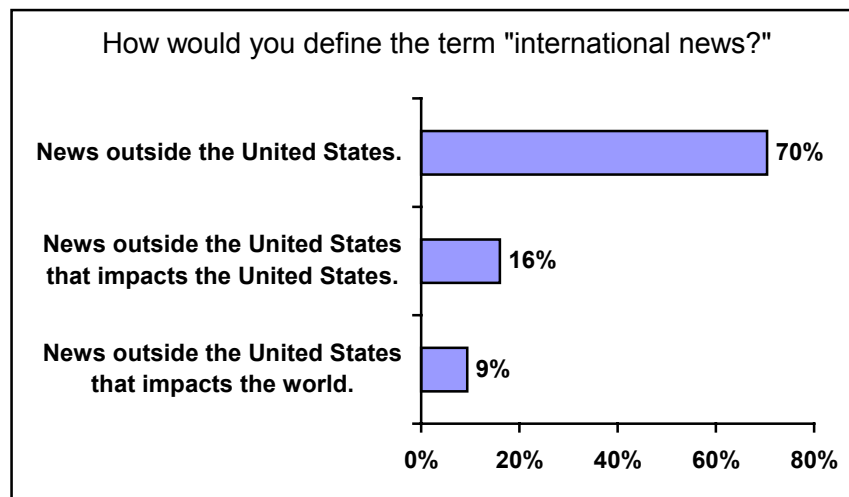
Of the five coverage-areas tested, only business news coverage ranked lower than international news in terms of perceived reader interest. Just 24 percent of those responding felt that their readers were very interested in the coverage provided.



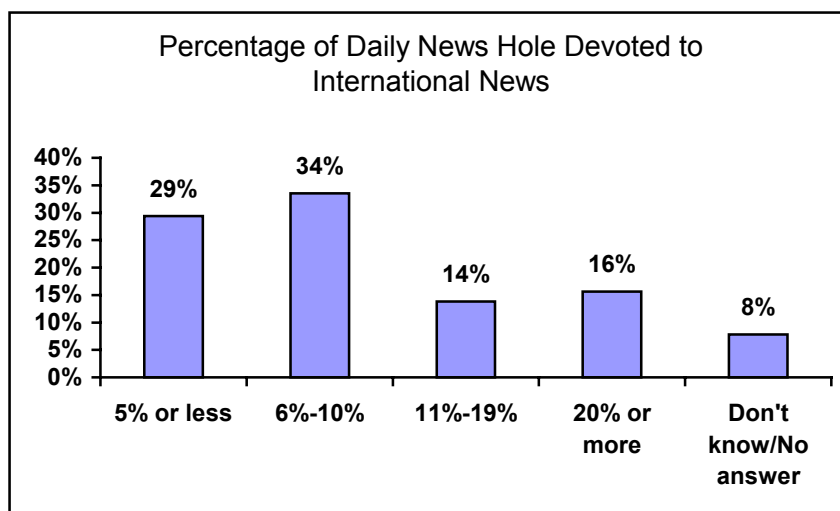
Defining International News and the Scope of Coverage

When asked for their definition of international news, the vast majority of editors responded with phrases that suggest a fairly sweeping interpretation of the term. Seven out of ten editors defined the term with phrases such as “events outside the United States,” “news happening outside our borders,” “breaking news from across the globe,” and “news from any country other than the United State.” Another 9 percent gave responses adding the concept of international impact, such as “events in other countries that have worldwide implications.”

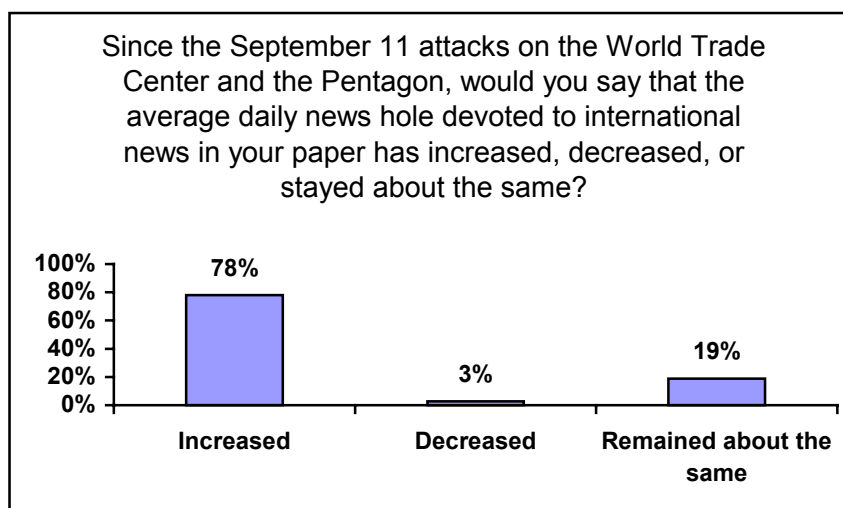
Roughly one out of six editors seemed to narrow the concept to include only news from outside the United States that has a direct impact on this country. Such comments included, “international stories that have some effect on the United States,” and “an event or issue that is occurring somewhere else but has local impact.”



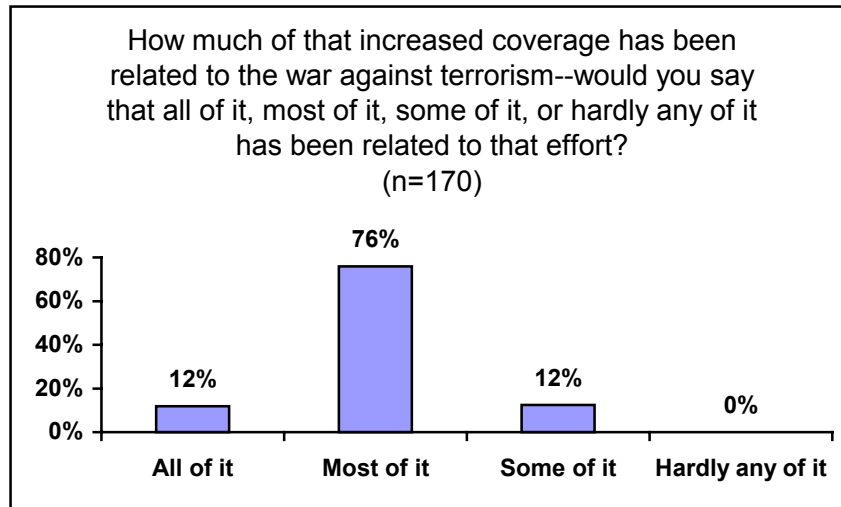
Despite this broad definition, 63 percent of those surveyed said their publications typically devote 10 percent or less of the daily news hole to international news, including 29 percent who reported having 5 percent or less of the daily news hole to work with. Even among the largest newspapers with circulations in excess of 100,000, 30 percent of the editors indicated that their daily news hole allotment hovered at 5 percent or less.



Nearly eight out of ten (78%) foreign news editors reported that their average daily news hole allotment has increased since the September 11 terrorist attacks. Roughly one out of five (19%) indicated that the attacks had had no impact on the extent of their international news coverage, and 3 percent reported a decrease.

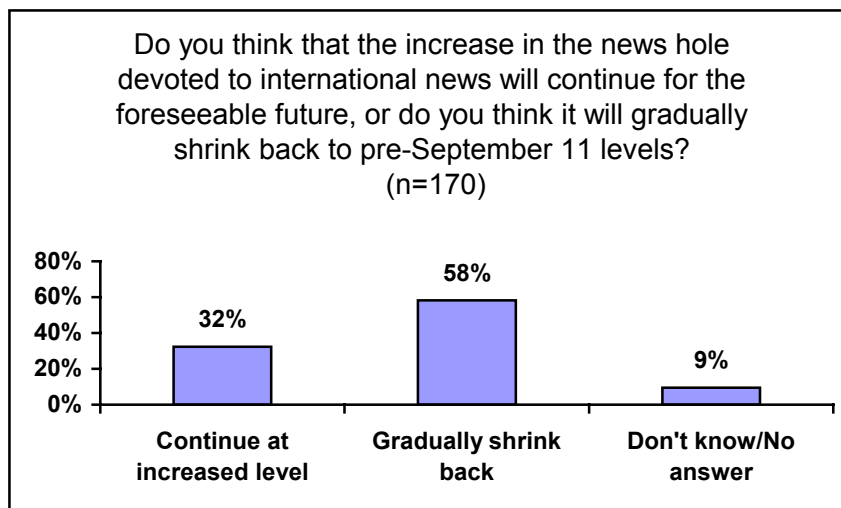


The increase in such coverage was almost exclusively the result of covering the war against terrorism. Approximately three-quarters (76%) of the editors who had seen their news hole increase said that “most” of the increased coverage related to the anti-terrorism effort. Another 12 percent said that “all” of their publication’s increased international news coverage was connected to Afghanistan and other anti-terrorist activities.

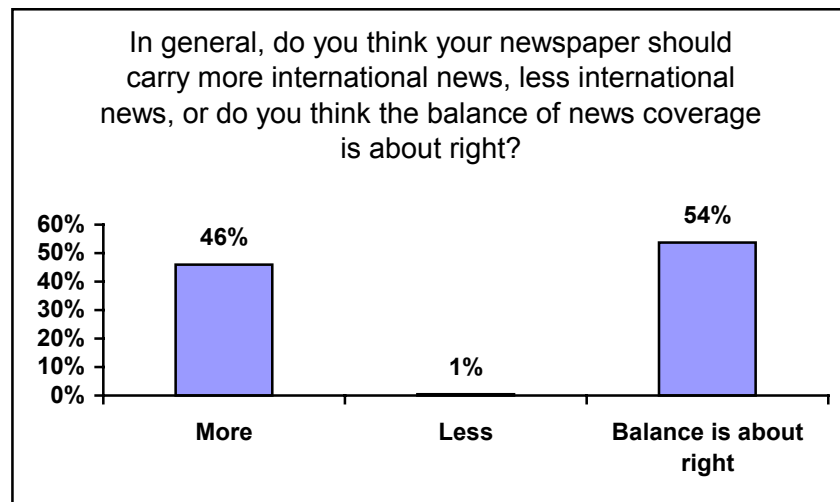


Editors at newspapers with circulations of 100,000 or more were twice as likely as their counterparts at smaller papers to say they had broadened the scope of their coverage beyond the war on terrorism. Among those representing the largest newspapers, 19 percent of those who had increased their coverage indicated that only “some” of the increase was connected to anti-terrorism coverage. The comparable figure among editors representing smaller publications was 9 percent.

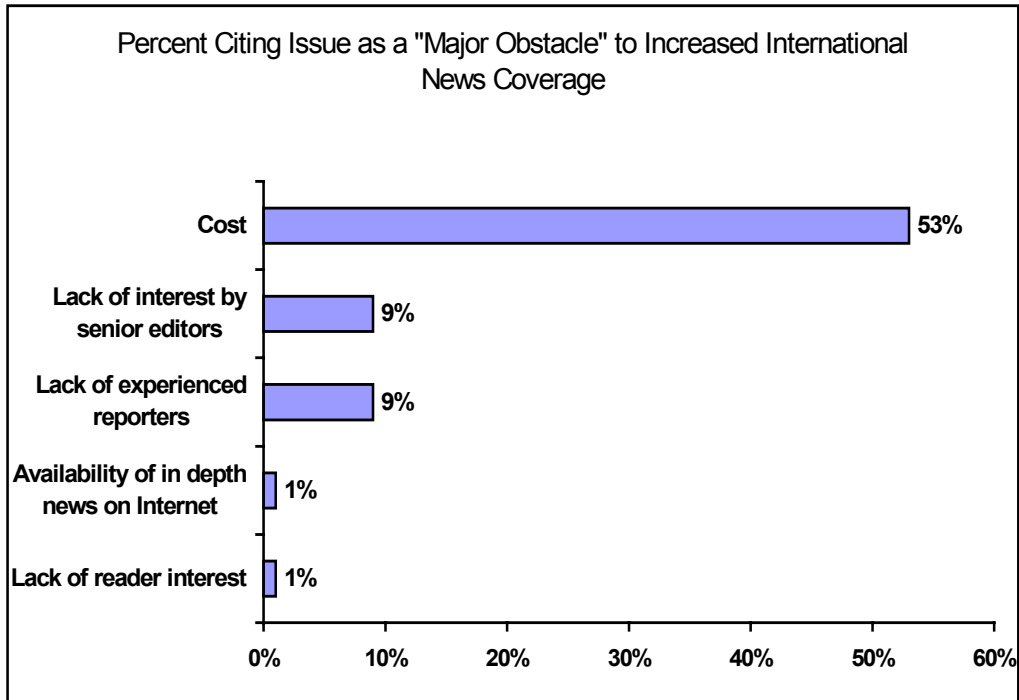
Given the fact that the increase was largely driven by the anti-terrorism effort and perceived reader interest in international news is relatively low, a majority of those who have seen an increase in coverage expect that coverage to gradually shrink back to pre-September 11 levels. While 32 percent of those responding felt their increased coverage would continue for the foreseeable future, 58 percent predicted a gradual retrenchment.



The editors we spoke with were fairly evenly split on whether or not more coverage is even appropriate over the long term. When asked how they felt about the balance of news coverage at their own publication, 46 percent said they would like to see more international news coverage, but 54 percent indicated that they viewed the balance between international news and other types of news coverage as “about right.”

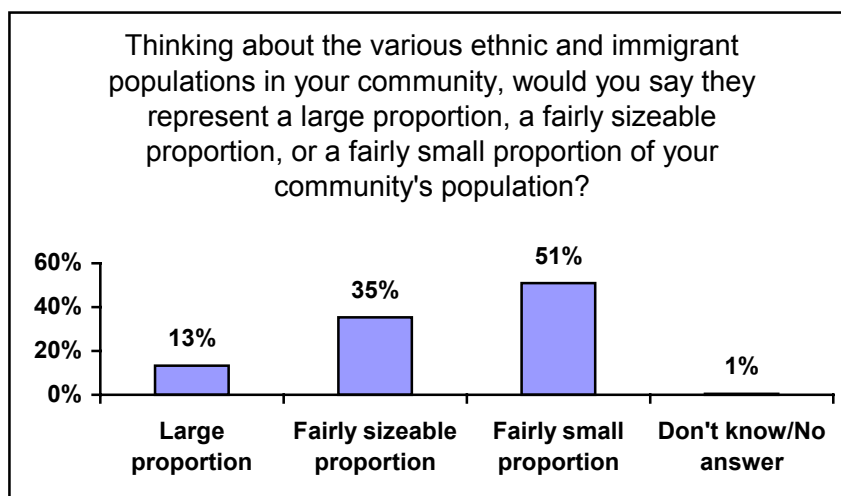


In theory these responses might suggest that many newspapers would be open to increased coverage. However, when given the opportunity to rate five potential obstacles to that goal, the cost of such coverage overwhelmed the other four.

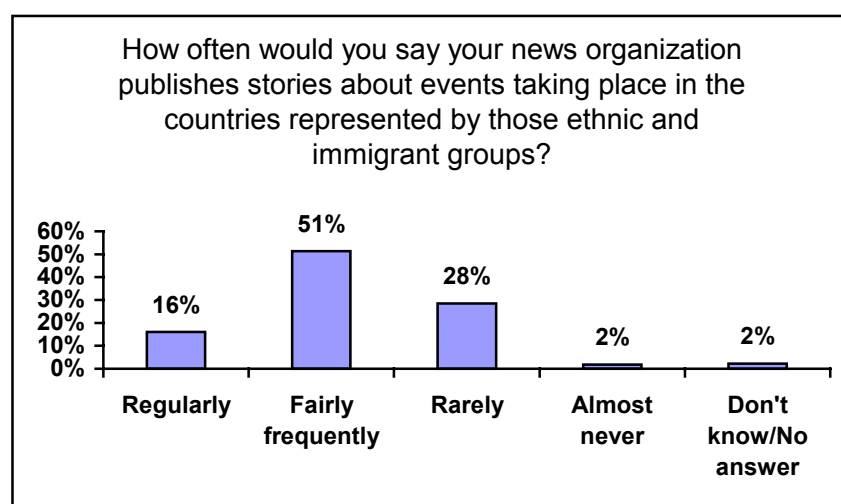


Mining Foreign Connections Within the Community

According to editors we spoke with, the newspapers represented in this study proved to be split almost evenly between those that serve communities in which ethnic and immigrant populations are relatively small and those in which such groups account for a fairly large proportion of the total population. Overall, 51 percent of those surveyed said that such groups account for a “fairly small” proportion of their community’s population. Forty-eight percent reported that such groups account for a greater proportion of the total population.

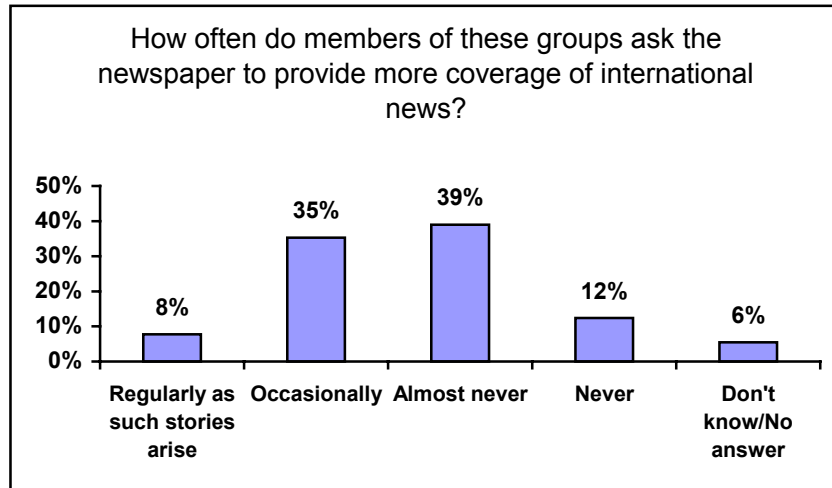


Two-thirds of the editors we spoke with indicated that their news organizations publish stories about events taking place in the countries represented by those ethnic and immigrant groups at least fairly frequently, including 16 percent who said such stories appear in the pages of their newspapers on a regular basis.



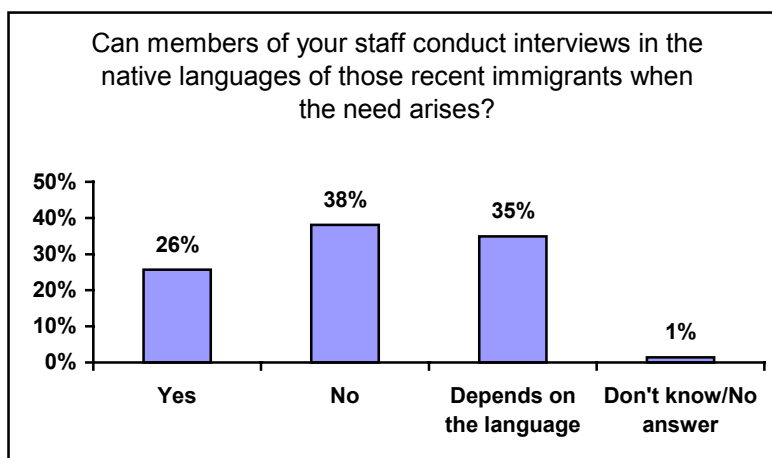
Those numbers improve significantly if one looks only at the 106 communities in which immigrant and ethnic populations were reported to be at least fairly sizeable. Among the editors representing those newspapers, 82 percent indicated that their organizations publish stories about events taking place in the countries represented by their community's ethnic and immigrant populations at least fairly frequently. More than one-quarter (26%) reported the regular publication of such stories.

Overall, such stories would appear to be published strictly on the basis of news judgment rather than reader requests. Only 8 percent of all editors reported that immigrant and ethnic groups regularly request additional foreign news coverage. Roughly one-third (35%) said that they receive such requests “occasionally.” Slightly more than half (51%) indicated that such requests are “almost never” or “never” made.

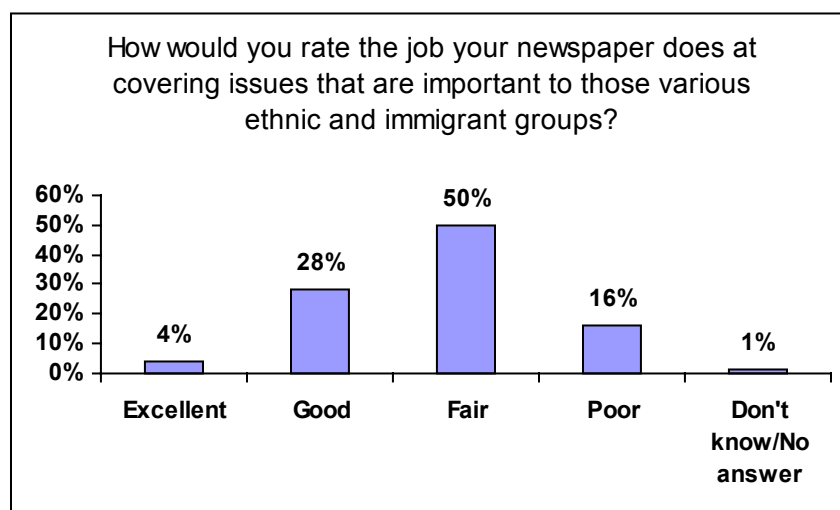


In communities where ethnic and immigrant groups constitute a larger proportion of the total population, they would appear to be more active in approaching the local newspaper. Fifty-nine percent of the editors representing such communities indicated that they receive requests for additional foreign news coverage at least occasionally, including 13 percent who receive them regularly.

Sixty-one percent of the editors interviewed for the study indicated that at least some of the reporters in their newsroom are able to conduct interviews in at least some of the languages of recent immigrants when the need arises. That figure rose to 73 percent among those editors representing communities in which the number of immigrants was deemed at least fairly sizeable.



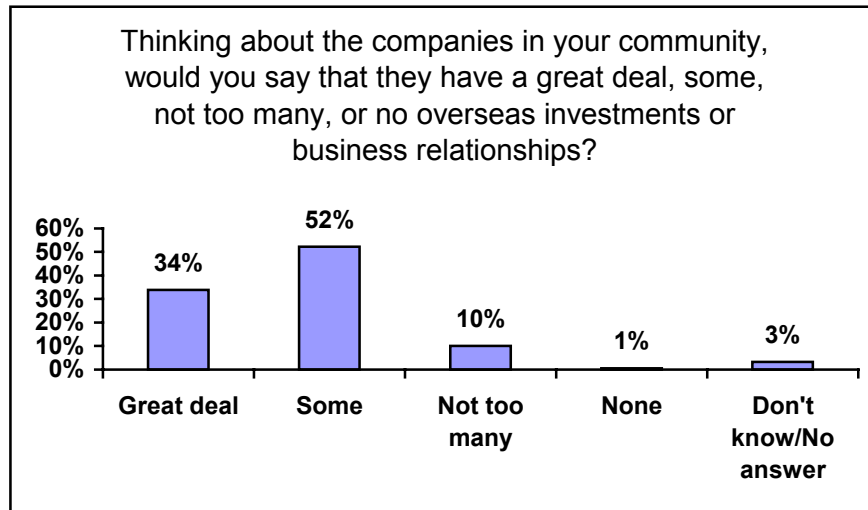
Nevertheless, most editors do not feel that their newspapers do a very good job of covering issues that are important to these various ethnic and immigrant groups. Only about one-third (32%) rated their paper's coverage of such issues positively, including just 4 percent who labeled their coverage excellent. Half of all editors rated their organization's coverage of these issues as fair, and 16 percent dubbed it poor.



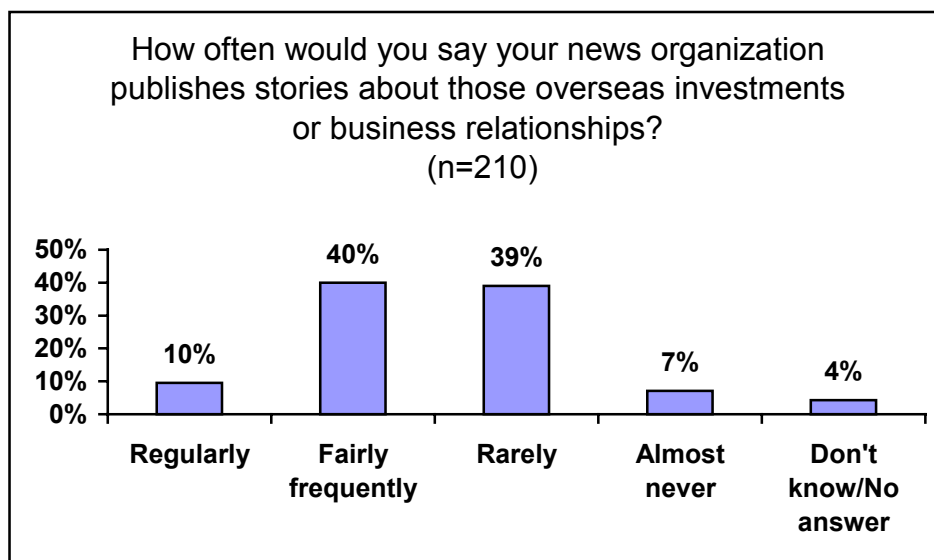
There was only slightly more optimism about the quality of coverage among those representing newspapers in ethnically diverse communities. While 44 percent of the editors in this group gave generally positive ratings to their coverage of issues important to their ethnic and immigrant neighbors, 56 percent gave that coverage generally negative ratings.

Reflecting the nature of the world economy, 86 percent of the editors indicated that companies in their communities had at least some overseas investments or business relationships, including 34

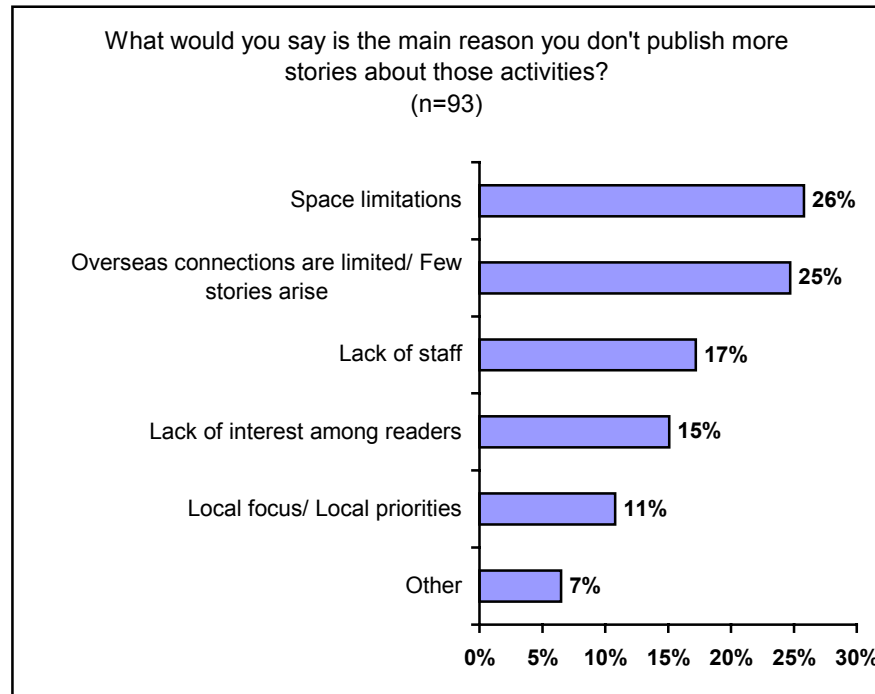
percent who said there was a “great deal” of overseas involvement by local businesses. Among those representing newspapers with circulations of 100,000 or more, 51 percent reported that businesses in their communities conducted a great deal of overseas business, and another 47 percent said there were some foreign business investments.



Among the 210 editors who reported that businesses in their communities have foreign links, half indicated that their newspapers published stories about those relationships at least fairly frequently. Ten percent said such stories appeared regularly. More than two-thirds of the editors representing the largest newspapers noted that such stories are published at least fairly frequently, including 16 percent who said they do so regularly.

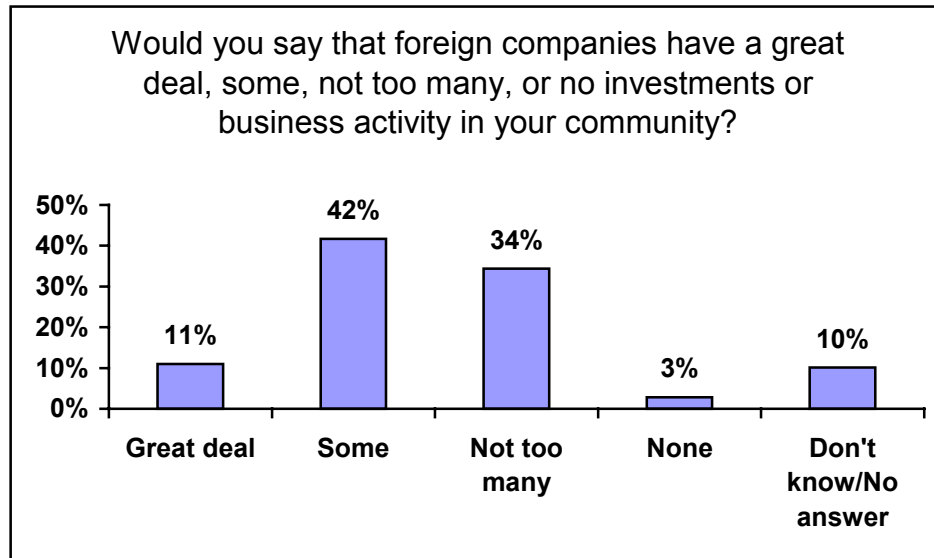


Those editors who said their publications rarely or almost never publish stories about the foreign business links of local companies cited space limitations (26%) and the limited nature of those connections (25%) as the main reasons. Seventeen percent pointed to their limited staff and 15 percent the paucity of stories on the lack of reader interest.



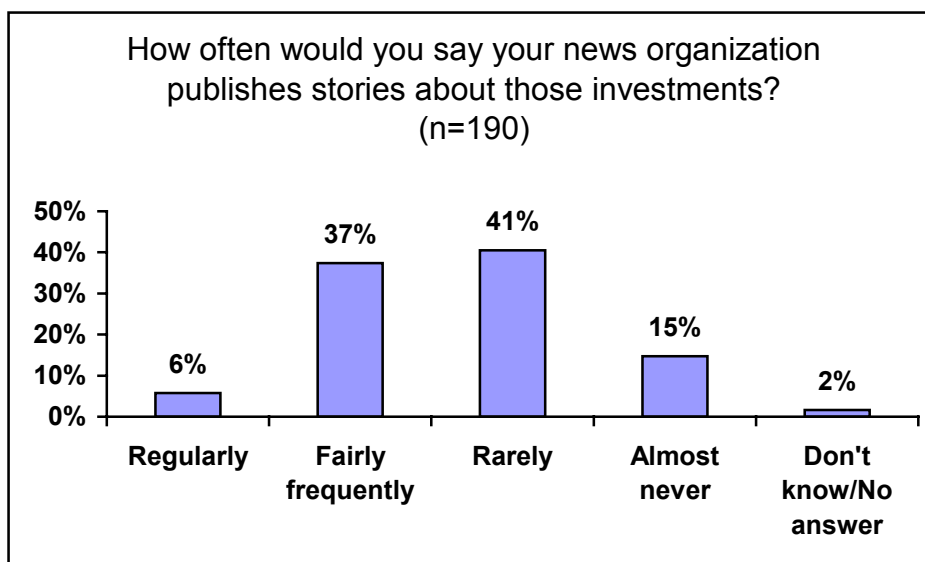
Editors representing the smallest newspapers with circulations under 50,000 (37%) were nearly three times as likely as those representing the largest papers (13%) to cite the limited nature of the connections. Those from the largest papers (21%) were seven times more likely than those from the smallest papers (3%) to cite as their main reason their decision to concentrate more on local priorities.

Slightly more than half (53%) of those responding to the survey indicated that foreign companies have either a “great deal” or “some” investments in their communities. Roughly a third characterized the number of foreign business investments in their communities as “not too many,” while only 3 percent said there were no such foreign business ventures.

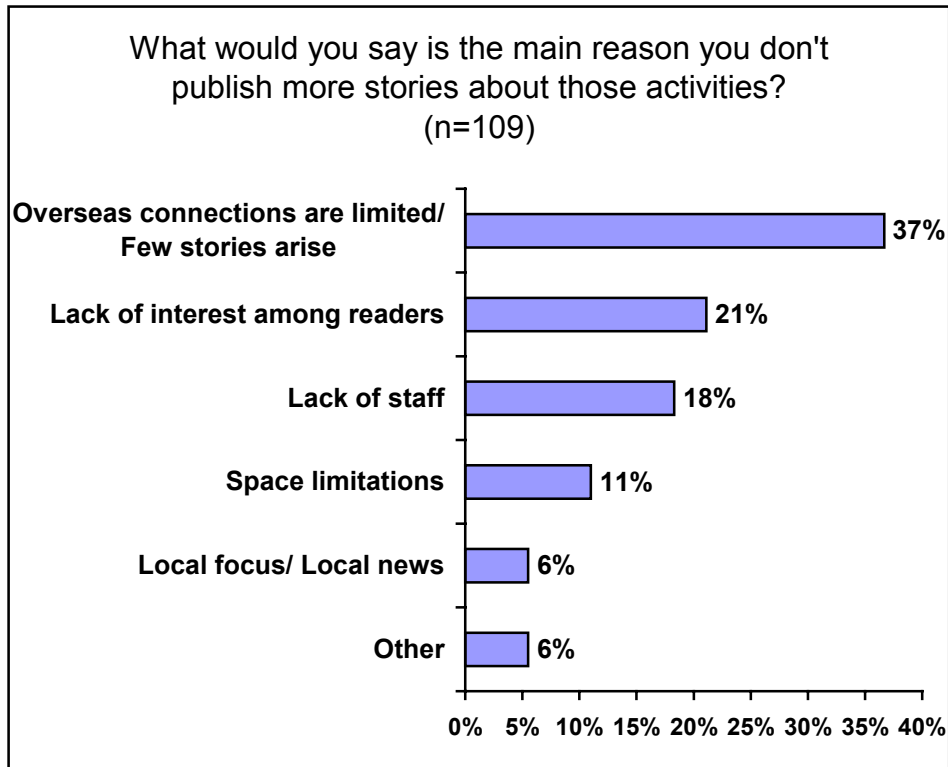


As in the case of local companies investing overseas, those representing the largest newspapers were significantly more likely than those representing the smallest papers to report at least some local investment by foreign companies. Among editors representing papers with circulations of 100,000 or more, 65 percent said there was at least some of this foreign investment in their hometowns. The comparable figure among editors representing papers with circulations of less than 50,000 was 36 percent.

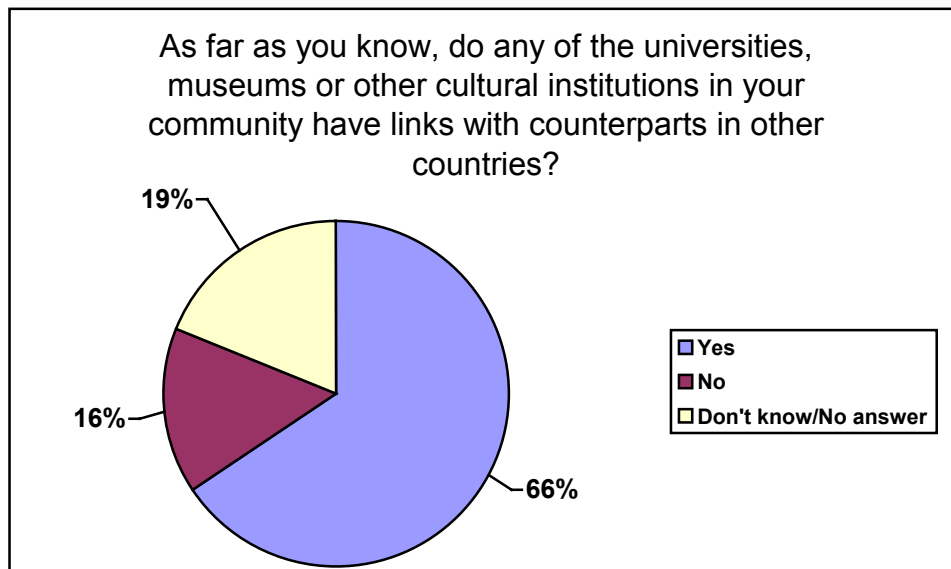
Among the 190 editors who said there was at least some investment in their communities by foreign corporations, 56 percent indicated that they rarely or almost never publish stories about those business relationships. Just six percent said they regularly do so. The largest newspapers (43%) were significantly less likely than the smallest papers (74%) to say they rarely or almost never publish such stories.



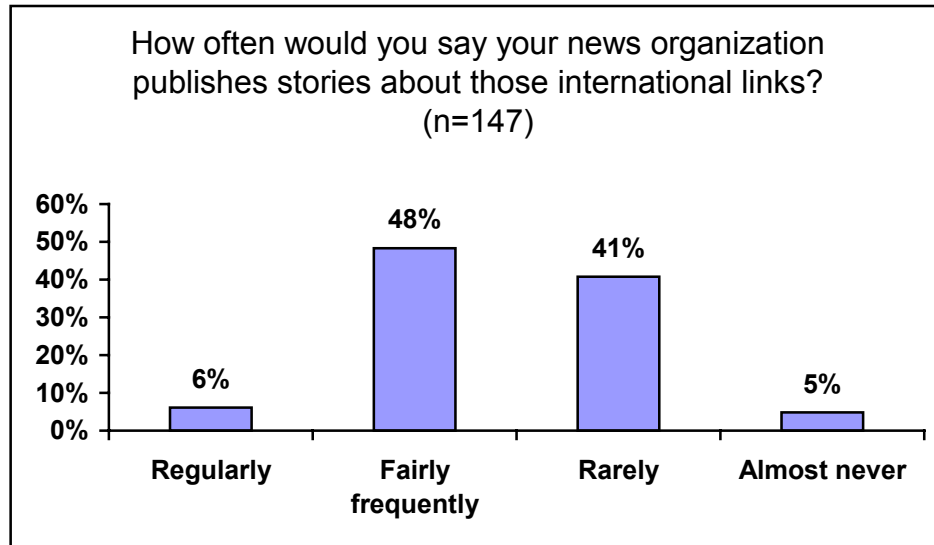
For the 109 editors who indicated that their publications rarely, if ever, publish stories about the investments of foreign companies in their communities, the chief reasons cited were a limited number of such connections that produce few stories, the lack of reader interest, and the lack of staff. Editors representing newspapers with circulations of fewer than 100,000 (26%) were significantly more likely than their counterparts from larger papers (10%) to blame the dearth of stories on reader apathy.



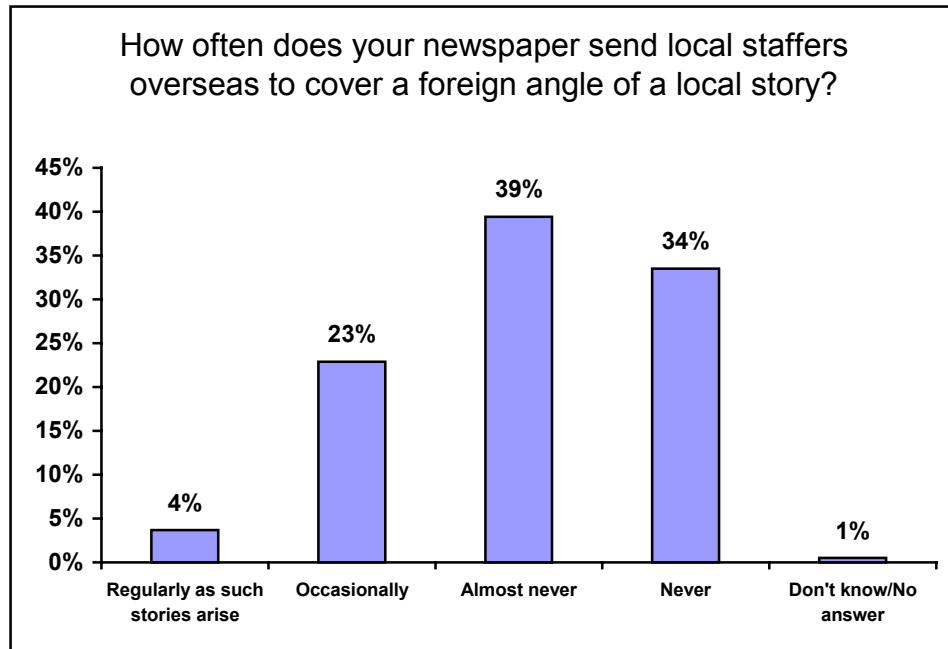
Two-thirds of the survey participants noted that at some of the universities, museums, and other cultural institutions in their communities have links to counterparts in other countries. That figure fluctuated from a low of 58 percent among editors at newspapers with circulations of less than 50,000 to a high of 74 percent among editors from papers with circulations of 100,000 or more. Nearly one out of five editors did not know whether or not such relationships existed.



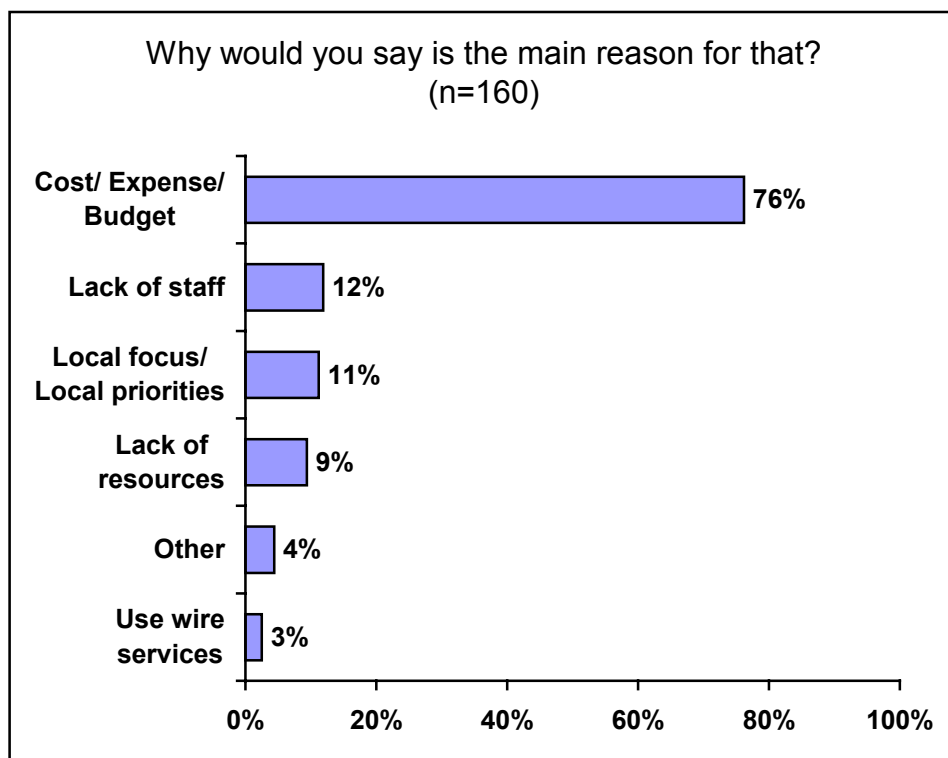
Nearly half (46%) of those who could identify such links indicated that their publications rarely, if ever, publish stories about them.



Twenty-seven percent of all editors said their newspapers send local staffers overseas to cover a foreign angle of a local story at least occasionally, but just 4 percent indicated that it is a regular practice. As one would expect, reporters at the largest newspapers account for most of the traveling. While 39 of the 81 editors representing the largest papers reported sending local reporters overseas at least occasionally, just 7 of the 72 editors representing the smallest newspapers could make the same claim.



Among those who indicated that their local reporters “almost never” or “never” make such trips, 76 percent cited mentioned cost as one of the two most important reasons.



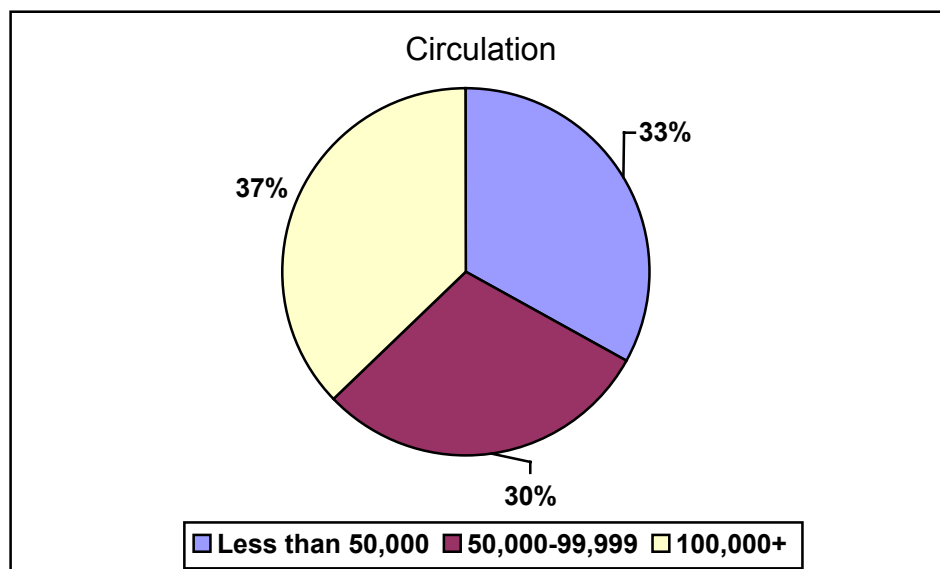
Methodology

Methodology

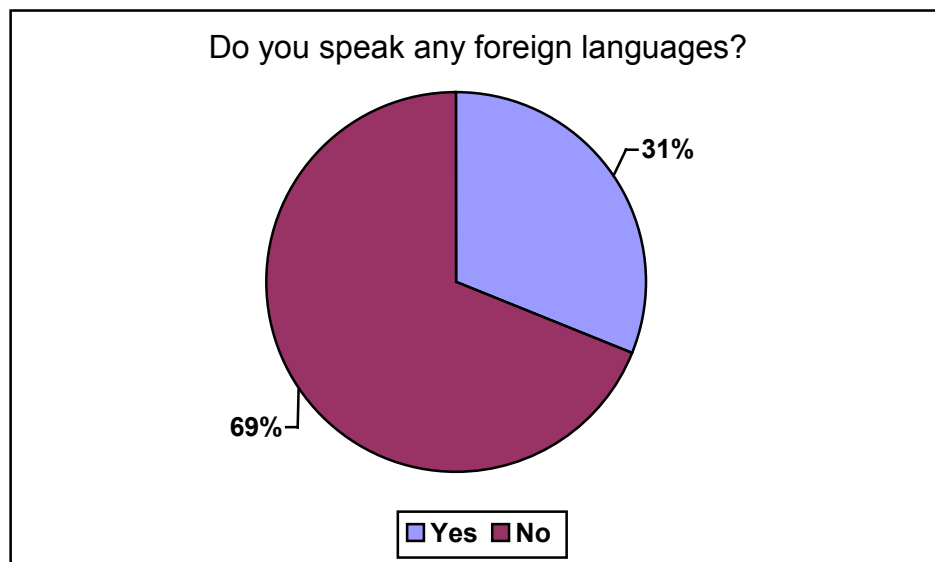
The survey results are based on e-mail, mail, fax and telephone interviews with the foreign editor or wire editor responsible for international news coverage at each of 218 newspapers with circulations of 30,000 or more, accounting for 65 percent of all newspapers with circulations of that size throughout the United States. The interviews were conducted between March 15 and May 10, 2002

Initially, e-mails were sent to each qualifying editor describing the survey, along with an attached copy of the questionnaire. One week later, a second round of e-mails was sent to all non-respondents. During the first week of April, copies of the questionnaire and a cover letter were faxed to all those that had still not responded. Telephone calls were then made to remind people to return their questionnaires. Follow-up faxes, e-mails and/or telephone calls went out during each of the following three weeks. In all, at least eight attempts were made to complete interviews with each selected editor.

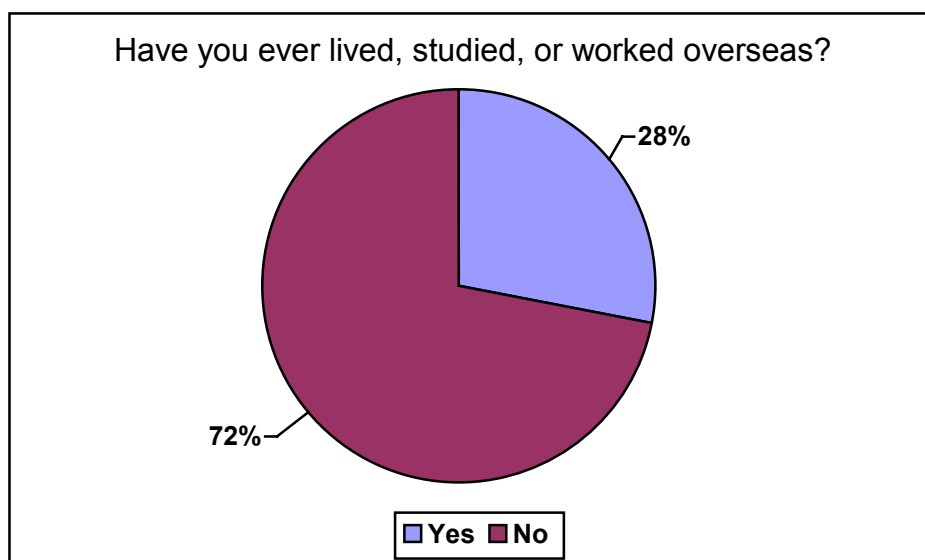
This process yielded responses from editors with 4,786 years of accumulated experience in journalism and 1,161 years of accumulated experience in their current jobs. Respondents included 158 men and 60 women. Seventy-two (33%) of the respondents work at newspapers with circulations of less than 50,000; 65 (30%) work at papers with circulations between 50,000 and 99,999; and 81 (37%) represent papers with circulations of 100,000 or more.



Roughly three out of ten respondents (31%) said they speak a foreign language. That figure rose from a low of 21 percent among those who work at the smallest newspapers to a high of 47 percent among those who work at the largest.



Less than three out of ten respondents (28%) reported having ever lived or worked overseas. Among those who work at newspapers with circulations of less than 50,000, 15 percent said they had done so. The comparable figure among those working at the largest papers was 36 percent.



Toplines

Pew International Journalism
n=218

Circulation		
		<u>%</u>
Less than 50,000		33
50,000-99,999		30
100,000+		37
<hr/>		
1a.	In general, how interested would you say your readers are in national news?	
		<u>%</u>
	Very interested	63
	Somewhat interested	36
	Not too interested	1
<hr/>		
1b.	In general, how interested would you say your readers are in international news?	
		<u>%</u>
	Very interested	36
	Somewhat interested	57
	Not too interested	7
<hr/>		
1c.	In general, how interested would you say your readers are in local news?	
		<u>%</u>
	Very interested	93
	Somewhat interested	6
	Don't know/No answer	1
<hr/>		
1d.	In general, how interested would you say your readers are in business news?	
		<u>%</u>
	Very interested	34
	Somewhat interested	67
	Not too interested	8
<hr/>		

1e. In general, how interested would you say your readers are in sports news?

	<u>%</u>
Very interested	64
Somewhat interested	32
Not too interested	2
Don't know/No answer	2

2. How would you define the term "international news?"

	<u>%</u>
News outside the U.S.	70
News outside the U.S. that impacts the U.S.	16
News outside the U.S. that impacts the world	9

3a. Thinking about the news media in this country as a whole, how would you rate the job done by the media in providing coverage of national news?

	<u>%</u>
Excellent	15
Good	67
Fair	16
Poor	2
Don't know/No answer	1

3b. Thinking about the news media in this country as a whole, how would you rate the job done by the media in providing coverage of international news?

	<u>%</u>
Excellent	5
Good	31
Fair	54
Poor	10

- 3c. Thinking about the news media in this country as a whole, how would you rate the job done by the media in providing coverage of local news?

	<u>%</u>
Excellent	17
Good	61
Fair	20
Poor	2
Don't know/No answer	1

- 3d. Thinking about the news media in this country as a whole, how would you rate the job done by the media in providing coverage of business news?

	<u>%</u>
Excellent	5
Good	46
Fair	42
Poor	6
Don't know/No answer	1

- 3e. Thinking about the news media in this country as a whole, how would you rate the job done by the media in providing coverage of sports news?

	<u>%</u>
Excellent	39
Good	56
Fair	4
Poor	1
Don't know/No answer	1

- 4a. How would you rate the job your news organization does in satisfying your readers' interest in national news?

	<u>%</u>
Excellent	6
Good	55
Fair	36
Don't know/No answer	1

4b. How would you rate the job your news organization does in satisfying your readers' interest in international news?

	<u>%</u>
Excellent	2
Good	41
Fair	44
Poor	12
Don't know/No answer	1

4c. How would you rate the job your news organization does in satisfying your readers' interest in local news?

	<u>%</u>
Excellent	47
Good	45
Fair	8
Poor	1
Don't know/No answer	1

4d. How would you rate the job your news organization does in satisfying your readers' interest in business news?

	<u>%</u>
Excellent	8
Good	48
Fair	31
Poor	12
Don't know/No answer	1

4e. How would you rate the job your news organization does in satisfying your readers' interest in sports news?

	<u>%</u>
Excellent	43
Good	45
Fair	10
Poor	1
Don't know/No answer	2

5. On a typical day, about how many column inches does your news organization devote to international news?

	<u>%</u>
60 Inches or less	27
61-100 Inches	23
101-180 Inches	23
More than 180 inches	15
Don't know/No answer	14

6. Approximately what percentage of the total daily news hole does that figure represent?

	<u>%</u>
5% or less	39
6%-10%	34
11%-19%	14
20% or more	16
Don't know/No answer	8

7. Since the September 11 attacks on the World Trade Center and the Pentagon, would you say that reader interest in foreign and international news has increased, decreased, or remained about the same?

	<u>%</u>
Increased	95
Decreased	0
Remained about the same	5
Don't know/No answer	1

- 7a. Have you become aware of the increased reader interest because they have asked for more international news, or is there something else that's made you aware of the change? (n=206)

	<u>%</u>
Specifically asked	38
Something else	58
Don't know/No answer	3

- 7b. Do you think the increased reader interest in international news is likely to be a permanent change or do you think it is more likely that readers will gradually revert to their pre-September 11 levels of interest in that type of news? (n=206)

	<u>%</u>
Permanent change	25
Will gradually lose interest	64
Don't know/No answer	11

8. Since the September 11 attacks on the World Trade Center and the Pentagon, would you say that the average daily news hole devoted to international news in your paper has increased, decreased, or stayed about the same?

	<u>%</u>
Increased	78
Decreased	3
Remained about the same	19

- 8a. How much of that increased coverage has been related to the war against terrorism—would you say that all of it, most of it, some of it, or hardly any of it has been related to that effort? (n=170)

	<u>%</u>
All of it	12
Most of it	76
Some of it	12
Hardly any of it	0

- 8b. Do you think that the increase in the news hole devoted to international news will continue for the foreseeable future, or do you think it will gradually shrink back to pre-September 11 levels? (n=170)

	<u>%</u>
Continue at increased level	32
Gradually shrink back	58
Don't know/No answer	9

9. Overall, would you say your community is affected a great deal, some, not too much, or not at all by the events overseas?

	<u>%</u>
Great deal	36
Some	51
Not too much	14
Not at all	0

10. Thinking about the various ethnic and immigrant populations in your community, would you say they represent a large proportion, a fairly sizeable proportion, or a fairly small proportion of your community's populations?

	<u>%</u>
Large proportion	13
Fairly sizeable proportion	35
Fairly small proportion	51
Don't know/No answer	1

11. How would you rate the job your newspaper does at covering issues that are important to those various ethnic and immigrant groups?

	<u>%</u>
Excellent	4
Good	28
Fair	50
Poor	16
Don't know/No answer	1

12. How often would you say your news organization publishes stories about events taking place in the countries represented by those ethnic and immigrant groups?

	<u>%</u>
Regularly	16
Fairly frequently	51
Rarely	28
Almost never	2
Don't know/No answer	2

13. How often do members of these groups ask the newspaper to provide more coverage of international news?

	<u>%</u>
Regularly as such stories arise	8
Occasionally	35
Almost never	39
Never	12
Don't know/No answer	6

14. Can members of your staff conduct interviews in the native languages of those recent immigrants when the need arise?

	<u>%</u>
Yes	26
No	38
Depends on the language	35
Don't know/No answer	1

15. Thinking about the companies in your community, would you say that they have a great deal, some, not too many, or no overseas investments or business relationships?

	<u>%</u>
Great deal	34
Some	52
Not too many	10
None	1
Don't know/No answer	3

- 15a. How often would you say your news organization publishes stories about those overseas investments or business relationships? (n=210)

	<u>%</u>
Regularly	10
Fairly frequently	40
Rarely	39
Almost never	7
Don't know/No answer	4

15b. What would you say is the main reason you don't publish more stories about those activities? (n=93)

	<u>%</u>
Space limitations	26
Overseas connections are limited	25
Lack of staff	17
Lack of interest among readers	15
Local focus/Local priorities	11
Other	7

16. Would you say that foreign companies have a great deal, some, not too many, or no investments or business activity in your community?

	<u>%</u>
Great deal	11
Some	42
Not too many	34
None	3
Don't know/No answer	10

16a. How often would you say your news organization publishes stories about those investments? (n=190)

	<u>%</u>
Regularly	6
Fairly frequently	37
Rarely	41
Almost never	15
Don't know/No answer	2

16b. What would you say is the main reason you don't publish more stories about those activities? (n=109)

	<u>%</u>
Overseas connections are limited	37
Lack of interest among readers	21
Lack of staff	18
Space limitations	11
Local focus/Local news	6
Other	6

17. As far as you know, do any of the universities, museums or other cultural institutions in your community have links with counterparts in other countries?

	<u>%</u>
Yes	66
No	16
Don't know/No answer	19

- 17a. How often would you say your news organization publishes stories about those international links? (n=147)

	<u>%</u>
Regularly	6
Fairly frequently	48
Rarely	41
Almost never	5

18. How often does your newspaper send local staffers overseas to cover a foreign angle of a local story? (n=218)

	<u>%</u>
Regularly as such stories arise	4
Occasionally	23
Almost never	39
Never	34
Don't know/No answer	1

- 18a. Why would you say is the main reason for that?

	<u>%</u>
Cost/Expense/Budget	76
Lack of staff	12
Local focus/Local priorities	11
Lack of resources	9
Other	4
Use wire services	3

19. What news agencies or wire services does your newspaper use as its source of foreign news?

	<u>%</u>
Associated Press	98
Knight Ridder	64
Los Angeles Times/Washington Post	61
The New York Times	51
Bloomberg	38
Dow Jones	30
Scripps-Howard	27
Some other wire service	18
Gannett News	13
Cox	12
Reuters	10
Newhouse	7
Internews	2

20. In general, do you think your newspaper should carry more international news, less international news, or do you think the balance of news coverage is about right?

	<u>%</u>
More	46
Less	1
Balance is about right	54

- 20a. On a scale of 1 to 5, indicate how each potential obstacle rates in terms of your own newspaper. (n=100) Lack of reader interest

MEAN: 2.12

	<u>%</u>
1—Minor obstacle	38
2	29
3	21
4	9
5—Major obstacle	1
Don't know/No answer	2

- 20b. On a scale of 1 to 5, indicate how each potential obstacle rates in terms of your own newspaper. (n=100) Cost

MEAN: 4.06

	<u>%</u>
1—Minor obstacle	8
2	10
3	5
4	23
5—Major obstacle	53
Don't know/No answer	1

- 20c. On a scale of 1 to 5, indicate how each potential obstacle rates in terms of your own newspaper. (n=100) Lack of interest by senior editors

MEAN: 2.46

	<u>%</u>
1—Minor obstacle	35
2	22
3	18
4	14
5—Major obstacle	9
Don't know/No answer	2

- 20d. On a scale of 1 to 5, indicate how each potential obstacle rates in terms of your own newspaper. (n=100) Availability of in depth news on internet

MEAN: 2.01

	<u>%</u>
1—Minor obstacle	51
2	27
3	11
4	1
5—Major obstacle	1
Don't know/No answer	9

- 20e. On a scale of 1 to 5, indicate how each potential obstacle rates in terms of your own newspaper. (n=100) Lack of experienced reporters

MEAN: 2.61

	<u>%</u>
1—Minor obstacle	38
2	17
3	18
4	9
5—Major obstacle	9
Don't know/No answer	9

21. Thinking about network television news coverage for a moment, would you say that the networks' coverage of international events is generally excellent, good, fair or poor?

	<u>%</u>
Excellent	3
Good	24
Fair	45
Poor	22
Don't know/No answer	6

22. Thinking about cable television news coverage, would you say that the cable news coverage of international events is generally excellent, good, fair, or poor?

	<u>%</u>
Excellent	9
Good	45
Fair	30
Poor	10
Don't know/No answer	5

23. If television news programs devoted more time to international events, how do you think it would impact your readers' demand for such news—do you think they would want more, less, or about the same amount of international news from your product?

	<u>%</u>
More	41
Less	5
About the same	45
Don't know/No answer	10

24. Do you speak any foreign languages?

	<u>%</u>
Yes	31
No	69

25. Have you ever lived, studied, or worked overseas?

	<u>%</u>
Yes	28
No	72

26. Gender

	<u>%</u>
Male	73
Female	28
