

1. What word best describes your position?

	Response Percent	Response Total
Non-media, member of the public	0%	0
Editor/Publisher	52.4%	11
Reporter/Columnist	33.3%	7
Broadcaster (TV or radio)	14.3%	3
Freelancer/Copy Editor	0%	0
Marketing/PR	0%	0
Educator	0%	0
Blogger	0%	0
Other (please specify)	0%	0
	Total Respondents	21
	(filtered out)	39
	(skipped this question)	0

2. Do you run the detail, because you are the only media outlet that has it and it does paint the situation in a slightly different light, or do you hold on to the information and use it as a bargaining chip (maybe you'll get an ever better scoop)?




	Response Percent	Response Total
Run the detail	15%	3
Hold it and bargain with it	50%	10
Not sure	10%	2
Other (please specify)	25%	5
	Total Respondents	20
	(filtered out)	36
	(skipped this question)	4

3. If your readers expect the most accurate, honest information what is your responsibility to them in this situation?



	Response Percent	Response Total
Share the detail	25%	5
Hold the detail for later use	40%	8
Not Sure	0%	0
Other (please specify)	35%	7
	Total Respondents	20

(filtered out) 36
(skipped this question) 4




4. What is your ethical as well as journalistic responsibility with this story?

	Response Percent	Response Total
Attend the funeral and write a story 	15%	3
Write a story, but respect privacy of family and conduct interviews independent of funeral 	70%	14
Not Sure	0%	0
Other (please specify) 	15%	3
Total Respondents		20
(filtered out)		34
(skipped this question)		6

5. Should the reporter write the story or ask another reporter to do it?





	Response Percent	Response Total
Write story	0%	0
Ask another reporter 	95%	19
Not Sure	0%	0
Other (please specify) 	5%	1
Total Respondents		20
(filtered out)		34
(skipped this question)		6

6. Should the editor/only reporter serve on the Chamber board (and possibly write about Chamber events)?





	Response Percent	Response Total
Under the situation, go ahead and serve 	21.1%	4
Just say no to serving, but cover Chamber events when they are news worthy 	73.7%	14
Not Sure	0%	0
Other (please specify) 	5.3%	1

Total Respondents	19
(filtered out)	34
(skipped this question)	7




7. Do you report the story and give the name of the school where the teacher works?

	Response Percent	Response Total
Yes 	63.2%	12
No 	10.5%	2
Not Sure 	5.3%	1
Other (please specify) 	21.1%	4
Total Respondents	19	
(filtered out)	34	
(skipped this question)	7	





8. Do you report the teacher's name and use a photo of the teacher?

	Response Percent	Response Total
Yes 	31.6%	6
No 	31.6%	6
Not Sure 	10.5%	2
Other (please specify) 	26.3%	5
Total Respondents	19	
(filtered out)	34	
(skipped this question)	7	

9. Should the reporter/station guarantee transportation for the mother and boyfriend (basically paying for the interview) in order to get the interview?

	Response Percent	Response Total
Yes 	5.3%	1
No 	78.9%	15
Not Sure	0%	0
Other (please specify) 	15.8%	3
Total Respondents	19	
(filtered out)	34	
(skipped this question)	7	

10. Should the reporter do the story (without the mother) and report that the mother wanted payment to be interviewed?

	Response Percent	Response Total
Yes 	57.9%	11
No 	21.1%	4
Not Sure 	5.3%	1
Other (please specify) 	15.8%	3
	Total Respondents	19
	(filtered out)	34
	(skipped this question)	7