







1. What word best describes your position?

	Response Percent	Response Total
Non-media, member of the public 	100%	15
Editor/Publisher	0%	0
Reporter/Columnist	0%	0
Broadcaster (TV or radio)	0%	0
Freelancer/Copy Editor	0%	0
Marketing/PR	0%	0
Educator	0%	0
Blogger	0%	0
Other (please specify)	0%	0
Total Respondents	15	
(filtered out)		45
(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 	69.2%	9
Hold it and bargain with it	0%	0
Not sure	0%	0
Other (please specify) 	30.8%	4
Total Respondents	13	
(filtered out)		43
(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 	69.2%	9
Hold the detail for later use 	7.7%	1
Not Sure	0%	0
Other (please specify) 	23.1%	3
Total Respondents	13	

(filtered out) 43
(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	7.7%	1
Write a story, but respect privacy of family and conduct interviews independent of funeral	92.3%	12
Not Sure	0%	0
Other (please specify)	0%	0
Total Respondents		13
(filtered out)		41
(skipped this question)		6

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




	Response Percent	Response Total
Write story	7.7%	1
Ask another reporter	84.6%	11
Not Sure	0%	0
Other (please specify)	7.7%	1
Total Respondents		13
(filtered out)		41
(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	23.1%	3
Just say no to serving, but cover Chamber events when they are news worthy	61.5%	8
Not Sure	0%	0
Other (please specify)	15.4%	2

Total Respondents	13
(filtered out)	40
(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 	61.5%	8
No 	30.8%	4
Not Sure	0%	0
Other (please specify) 	7.7%	1
Total Respondents	13	
(filtered out)	40	
(skipped this question)	7	




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

	Response Percent	Response Total
Yes 	7.7%	1
No 	84.6%	11
Not Sure	0%	0
Other (please specify) 	7.7%	1
Total Respondents	13	
(filtered out)	40	
(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 	7.7%	1
No 	92.3%	12
Not Sure	0%	0
Other (please specify)	0%	0
Total Respondents	13	
(filtered out)	40	
(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 	69.2%	9
No 	23.1%	3
Not Sure	0%	0
Other (please specify) 	7.7%	1
	Total Respondents	13
	(filtered out)	40
	(skipped this question)	7