

1. What word best describes your position?

	Response Percent	Response Total
Non-media, member of the public	25%	15
Editor/Publisher	18.3%	11
Reporter/Columnist	11.7%	7
Broadcaster (TV or radio)	5%	3
Freelancer/Copy Editor	3.3%	2
Marketing/PR	6.7%	4
Educator	13.3%	8
Blogger	13.3%	8
Other (please specify)	3.3%	2
Total Respondents	60	
(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	39.3%	22
Hold it and bargain with it	30.4%	17
Not sure	5.4%	3
Other (please specify)	25%	14
Total Respondents	56	
(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	48.2%	27
Hold the detail for later use	26.8%	15
Not Sure	0%	0
Other (please specify)	25%	14
Total Respondents	56	
(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	22.2%	12
Write a story, but respect privacy of family and conduct interviews independent of funeral	68.5%	37
Not Sure	0%	0
Other (please specify)	9.3%	5
Total Respondents		54
(skipped this question)		6

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

	Response Percent	Response Total
Write story	11.1%	6
Ask another reporter	83.3%	45
Not Sure	0%	0
Other (please specify)	5.6%	3
Total Respondents		54
(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	24.5%	13
Just say no to serving, but cover Chamber events when they are news worthy	64.2%	34
Not Sure	0%	0
Other (please specify)	11.3%	6
Total Respondents		53
(skipped this question)		7

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





Response Response

	Percent	Total
Yes 	64.2%	34
No 	20.8%	11
Not Sure 	1.9%	1
Other (please specify) 	13.2%	7
Total Respondents		53
(skipped this question)		7





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

	Response Percent	Response Total
Yes 	26.4%	14
No 	56.6%	30
Not Sure 	3.8%	2
Other (please specify) 	13.2%	7
Total Respondents		53
(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 	11.3%	6
No 	77.4%	41
Not Sure 	3.8%	2
Other (please specify) 	7.5%	4
Total Respondents		53
(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 	52.8%	28
No 	32.1%	17
Not Sure 	1.9%	1
Other (please specify) 	13.2%	7
Total Respondents		53
(skipped this question)		7