

# Racial Narratives in Minnesota Media: Survey of Media Professionals

## *Online questionnaire*

Fielded January-February 2019

### INTRODUCTION

This is a survey for media professionals in Minnesota. It includes questions about your perceptions and practices related to racial narratives in media. Your responses are confidential; Wilder Research will receive all completed surveys and no one else will have access to answers that will identify you personally. We appreciate your honest responses. You may receive more than one invitation for the survey. Please only complete the survey once.

For the purposes of this survey, a member of the news media means someone who provides or assists others in providing news and information to the public. It does not include marketing or corporate communications professionals.

Are you a news media professional?

- Yes
- No

Do you work in the state of Minnesota?

- Yes
- No

### MEDIA COVERAGE IN MINNESOTA

First, we have a few questions about your perceptions of Minnesota news media. There are no right or wrong answers.

Overall, how well do you think news media in Minnesota are doing when it comes to portraying Indigenous people and people of color (includes American Indian, African and African American, Asian and Asian American, and Latinx) in news coverage?

- Excellent
- Good
- Fair
- Poor
- Don't know

How do you feel the following groups are represented in Minnesota news media?

*[Order of responses was randomized.]*

		Over- represented in a <u>positive</u> light	Fairly represented	Over- represented in a <u>negative</u> light	Missing ( <u>not</u> represented)	Don't know
a.	Poor people	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>
b.	People with disabilities	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>
c.	Immigrants and refugees	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>
d.	Women	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>
e.	African Americans	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>
f.	Veterans	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>
g.	Whites	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>
h.	American Indians	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>
i.	Christians	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>
j.	Asian Americans	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>
k.	People who have a criminal background	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>
l.	Hispanic or Latinx	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>
m.	Muslims	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>
n.	People who are lesbian, gay, bisexual and/or transgender	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>8</sup>

In your opinion, how often are Indigenous people and people of color used in Minnesota news coverage as subject matter experts for stories not explicitly about race and culture?

- Often
- Sometimes
- Rarely
- Never
- Don't know

How important is it for journalists to learn about and consider the race and culture of the people about whom they are reporting?

- Very important
- Somewhat important
- Not at all important
- Don't know

In your opinion, how much do racial biases among media professionals in Minnesota lead to inaccuracies in news stories?

- Very much
- Somewhat
- Not at all
- Don't know

## YOUR ROLE AS A MEDIA PROFESSIONAL

Now, we have a few questions about how you perceive your role and your current skills for accurately representing people from all racial and cultural groups in your work.

Which of the following statement aligns most closely with your views?

- Understanding racial bias is neither helpful nor necessary to be effective in my job.
- Understanding racial bias helps me to be effective in my job.
- Understanding racial bias is necessary to be effective in my job.

How familiar are you with the concept of racial narratives?

- Very familiar
- Somewhat familiar
- A little familiar
- Not at all familiar

How confident do you feel in your ability to accurately reflect the experiences and stories of people who are from a racial or cultural group that is different from your own?

- Very confident
- Somewhat confident
- Not at all confident
- Not applicable: I do not make content decisions

How often do you think about race and culture in the context of your work?

- Often
- Sometimes
- Rarely
- Never

How often do you discuss race and culture with your colleagues in the context of your work?

- Often
- Sometimes
- Rarely
- Never

How much influence do you think your work has on public perceptions of Indigenous people and people of color in Minnesota?

- A great deal
- Some
- None at all
- Don't know

In your opinion, how much of your work is relevant to Indigenous people and people of color?

- A great deal
- Some
- None at all
- Don't know

How much autonomy do you have in what stories to pursue?

- A great deal
- Some
- None at all
- Not applicable: I do not produce media stories

Please indicate if you have received any training about diversity, inclusion, cultural competence, racial bias, and similar topics in the following settings. Check all that apply.

- High school, college, or graduate school
- Training provided or sponsored by my employer
- Training I sought outside of the workplace, specific to media/journalism
- Training I sought outside of the workplace, not specific to media/journalism
- I have not received training in these areas

To what extent is training on topics such as diversity, inclusion, cultural competence, racial bias, or similar topics available to media professionals in Minnesota?

- This type of training is easily available to every media professional in Minnesota who wants it
- This type of training may be available to some media professionals in Minnesota who seek it out
- This type of training is not available to media professionals in Minnesota
- I don't know

How important do you feel it is for media professionals in Minnesota to receive training about diversity, inclusion, cultural competence, racial bias, and similar topics?

- Extremely important
- Very important
- Somewhat important
- Not important
- Don't know

In your experience, what are some strategies to ensure accurate reporting about Indigenous people and people of color in Minnesota?

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What are the biggest challenges for media professionals to increase the accuracy of reporting about Indigenous people and people of color in Minnesota?

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## ABOUT YOU

Last, we have just a few questions about you and the organization you work for. Remember, this survey is confidential. We just want to be sure we are representing all different types of media professionals in Minnesota.

How long have you lived in Minnesota?

- Less than 1 year
- 1-5 years
- 6-10 years
- 11-20 years
- 21+ years
- I don't live in Minnesota
- Prefer not to answer

How long have you worked as a media professional in Minnesota?

- Less than 1 year
- 1-5 years
- 6-10 years
- 11-20 years
- 21+ years
- Prefer not to answer

What type of media organization(s) do you work for? Check all that apply.

- Commercial
- Nonprofit
- Print
- Broadcast radio
- Broadcast television
- Digital/online
- Community
- Mainstream
- I am self-employed/work independently of a media organization
- Other, please specify:
- Prefer not to answer

How many employees total work for your organization? *[skip to beat Q if self-employed/independent in previous Q]*

- 1-9
- 10-19
- 20-49
- 50-99
- 100-299
- 300-499
- 500-999

- 1000 or more
- Prefer not to answer

What proportion of employees of the organization you work for do you estimate are Indigenous or people of color?

*[Response box with 0%-100% as valid responses]*

- I don't know
- Prefer not to answer

How welcoming of an environment do you feel your organization is for employees who are Indigenous and people of color?

- Very welcoming
- Somewhat welcoming
- Not at all welcoming
- I don't know
- Prefer not to answer

What is your role in this organization? Check the **one** option that best describes your role.

- Reporter
- Editor
- Managing editor
- Executive editor
- Producer
- Program manager
- Host
- Copy editor
- Assignment editor
- Digital editor
- Digital producer
- Engagement producer
- Engagement editor/manager
- Social media producer
- Social media editor
- Administrative assistant
- Intern/fellow
- Coach/trainer
- Communications/marketing
- Human relations
- Circulation/distribution
- Research
- Event planning
- Publisher
- Station manager
- Trustee
- Other, please specify: \_\_\_\_\_
- Prefer not to answer

If you are a reporter or editor, please tell us your beat(s) or area(s) of focus.

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- Not applicable: I am not a reporter or editor
  - Prefer not to answer

What is your age?

*[Response box with 14-99 as valid responses]*

- Prefer not to answer

What is your gender?

- Female
- Male
- Non-binary/third gender
- Prefer to self-describe: \_\_\_\_\_
- Prefer not to answer

Do you identify as transgender?

- Yes
- No
- Prefer not to answer

What is your racial or cultural identity? Check all that apply.

- African or African American → Do you want to further specify your cultural identity? \_\_\_\_\_
- American Indian or Native American → What is your tribal affiliation? \_\_\_\_\_
- Asian or Asian American → Do you want to further specify your cultural identity? \_\_\_\_\_
- Latinx or Hispanic → Do you want to further specify your cultural identity? \_\_\_\_\_
- White → Do you want to further specify your cultural identity? \_\_\_\_\_
- Other, specify: \_\_\_\_\_
- Prefer not to answer

Thank you for your time and input! To reserve your spot for the Truth and Transformation: Changing Racial Narratives in Media Conference, please visit the [event registration page](#). To learn more about the project and sign up to receive updates, go to <https://www.narrativechange.news>.