

NPR Knight Training
Participant survey December 2010

I. Participants' background

1. Gender:

Female

Male

2. Age:

Under 30 years old

30-40 years old

41-50 years old

51-60 years old

60 and older

3. Position/title: (select one from the drop-down menu)

Digital news

Editorial management (e.g. Executive Editor, Supervising Editor, Supervising Senior Editor, Desk Manager, Executive Producer, Supervising Producer Supervising Senior Producer,)

Editorial staff (e.g. Bureau Chief, Editors, Assistant Editors, Editorial Assistant)

Engineering manager

Engineering staff

Executive officer or Director

Production staff (e.g. Producers, Assistant Producers, Production Assistant, Production Trainer, Operations staff)

Reporter/correspondent

Show host

other

4. Department/unit/show: (select one from the drop-down menu)

All Things Considered

Digital News

Engineering

Foreign Desk

Member Station

Morning Edition

National Desk

National Desk - Arts

National Desk - National Security

News Training

Newscast

Non-news

Operations

Science Desk

Talk of the Nation

Tell Me More

Washington Desk

Weekend All Things Considered

Weekend Edition

Other

5. Are you in a union?

Yes

No

6. Years in NPR:

Less than 1 year

1-2 years

3-5 years

6-10 years

11-20 years

More than 20 years

7. Years in current position: (range)

Less than 1 year

1-2 years

3-5 years

6-10 years

11-20 years

More than 20 years

8. Which NPR Knight training session did you participate in? (Check all that apply)

Pilot sessions

Five-week training

Managers 2-day training

Engineering intensive training

General newsroom 2-day training

Executives 1-day training

Digital news 1-week training

II. Perceptions of the quality of the NPR Knight training and post-training support

9. Thinking about all of the activities you participated during the NPR Knight training, please indicate the extent to which you agree or disagree with the following statements about the quality of the overall training.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
a. The training did an excellent job in explaining NPR’s vision with respect to where NPR is heading regarding digital news.					
b. The training clearly connected the dots on how NPR’s digital news strategy relates to my work.					
c. The training provided just the right amount of a detailed overview of multimedia (online) storytelling (e.g. different ways to enter the site or story, audio vs. visual storytelling, etc.).					
d. The training was useful in helping me understand NPR’s web activities and npr.org users.					
e. I had a clear understanding of the goals of the training and what is expected of me.					
f. The content of the training was much too generic to be useful to my learning.					
g. The pace of the training was much too fast for my learning style					
h. The length of the training was much too short to deliver the content effectively.					
i. During the training, I had plenty of hands-on opportunities to learn about social media.					
j. During the training, I had plenty of hands-on opportunities to learn about photography.					
k. During the training, I had plenty of hands-on opportunities to learn about web-writing					
l. During the training, I experienced productive back-and-forth exchanges of ideas between myself and the trainer.					
m. During the training, I experienced productive back-and-forth exchanges of ideas between myself and other participants.					
n. The professional instructors from outside NPR were extremely knowledgeable about the subject matter.					
o. The professional instructors from outside NPR made their content immediately applicable to the work I do.					

10. Please rate individual training activities in terms of time dedicated and relevancy to your work.

	Timing			Relevancy of the content				
	Too short	Just about right	Too long	Not relevant at all	Somewhat relevant		Very relevant	
	1	2	3	1	2	3	4	5
a. Discussion about NPR's vision and overall direction related to digital news								
b. Learning about trends in multimedia								
c. Introduction to web literacy, including web metrics, search engine optimization, mobile								
d. Introduction to NPR's web activities and npr.org users								
e. Concepts of multimedia storytelling (different ways to enter the site or story, audio vs. visual storytelling)								
f. Social media								
g. Photography								
h. Web-writing								
i. Audio (for Digital News only)								
j. NPR's content management system (Seamus)								
k. Hands-on assignments								
l. Peer networking opportunities								
m. Group one-on-one critiques								
n. Professional instructors from outside NPR								

11. Please provide additional comments or suggestions for the NPR Knight training quality, if you wish.

12. Were you supported in your efforts to integrate what you learned at the NPR Knight training into your work?

Yes

No

13. Think about all of the post-training supports you have received. How helpful was each of following in supporting you integrate digital into your work?

	Not at all helpful	1	2	3	4	Extremely helpful	5	Did not receive or utilize this support/resource
a. Continuing education on photography (a review of the settings on the Canon G9/G10; principles of composition and lighting, techniques for shooting portraits)								
b. Continuing education on programs (a review of Photoshop and Photo Mechanic)								
c. Continuing education on photo Ethics (discussion about ethical implications in shooting and editing images)								
d. Continuing education on web writing (good writing techniques and webifying radio scripts)								
e. Opportunity to embed with the digital team								
f. Technical assistance and implementation support from NPR digital training team								
g. Opportunity to participate in a cross-department training								
h. Other (please specify)								

14. Please provide additional comments or suggestions for the post-training supports, if you wish.

III. Outcomes

15. Reflecting on your experience with digital news SINCE the NPR Knight training, please indicate how often you spent time on creating, contributing to, and/or publishing digital content using the following skills:

	Never	Less than once per month	Once per month to once per week	2 – 4 times per week	Almost everyday	It's not my job
Contributing to blogs						
Contributing to multimedia projects (e.g. slideshows, photo gallery, graphics)						
Including web elements in your routine production						
Pitching ideas to Digital News						
Taking photos						
Using social media						
Writing for the Web						

16. Reflecting on your experience with supporting digital news SINCE the NPR Knight training, how much have you consciously done the following activities:

	Not at all 1	2	3	4	To a great extent 5	It's not my job
Carved out/allocate time for my team members to work on digital news						
Carved out/allocate resources for my team members to work on digital news						
Worked to integrate digital into our productions						
Reflected on our performance around digital news						
Rewarded/recognized individual performance around digital news						
Rewarded/recognized team performance around digital news						
Provided general management support around digital news						
Facilitated collaboration between my department/unit and the digital team						
Facilitated collaboration between my department/unit and other departments to create joint online stories/projects.						

17. Please indicate the extent to which you agree or disagree with the following statements about your and your department/unit's efforts to integrate digital into your work.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
a. Managers in my department/unit were extremely supportive of my efforts to integrate digital into our work.					
b. Others in my department/unit were extremely supportive of my efforts to integrate digital into our work.					
c. Senior leaders at NPR were extremely supportive of my department/unit's efforts to integrate digital into our work.					
d. Staff members in other departments were extremely supportive of my department/unit's efforts to integrate digital into our work.					
e. All staff members in my department/unit had a clear understanding of how we can integrate digital into our work.					
f. I wish I could devote more of my working time to creating digital content.					
g. My department/unit had enough people with the appropriate skills to integrate digital into our work.					
h. My department/unit had the appropriate technology (software and hardware) to integrate digital into our work.					
i. There were significant difficulties among the individuals in my department/unit working on digital content development.					
j. It was really difficult to collaborate with other departments to create a joint online story/project.					
k. Staff members in my department/unit were encouraged to try new digital news efforts, including efforts that might not be successful.					

18. Reflecting on your experience with digital news *PRIOR to* your participation in the NPR Knight training and *NOW*, please read each of the statements in the following table and mark one response in both the PRIOR TO and NOW columns.

	PRIOR to the NPR Knight training program					NOW					
	Not at all					Not at all					To a great extent
	1	2	3	4	5	1	2	3	4	5	
a. I am very aware of key trends in online news.											
b. I am very clear on NPR's overall direction regarding digital news.											
c. I understand precisely how NPR's digital news strategy directly relates to my work.											
d. I have an immediately applicable understanding of the web, including web metrics, search engine optimization, mobile, etc.											
e. I have a clear understanding of what makes multimedia storytelling very compelling.											
f. I can articulate the values of visual storytelling using photography.											
g. I can articulate what makes for good writing on the web.											
h. I can articulate the values of visual storytelling using graphics.											
i. I can comfortably use NPR's content management system (Seamus) for what I need to know.											
j. I have a clear and detailed understanding of who does what in NPR's Digital News.											
k. I can articulate key elements of a successful website.											
l. I can articulate what makes for good web design.											
m. I clearly understand how social media can be used for my job.											
n. I see myself as an informed consumer of digital news.											

19. Reflecting on your department/unit's experience with digital news *PRIOR* to the NPR Knight training and *NOW*, please read each of the statements in the following table and mark one response in both the PRIOR TO and NOW columns.

Please skip this question if you work in Digital News.

	PRIOR to the NPR Knight training program					NOW						
	Not at all					Not at all					To a great extent	
	1	2	3	4	5	1	2	3	4	5		
a.	All staff members in my department/unit clearly understand how NPR's digital news strategy relates to their work.											
b.	All staff members in my department/unit see contributing to and/or developing digital content as a top priority.											
c.	All staff members in my department/unit are motivated to be engaged in the production of online storytelling.											
d.	All staff members in my department/unit clearly understand the added value of connecting visual and audio storytelling.											
e.	All staff members in my department have a clear understanding of who does what in NPR's Digital News.											
f.	My department/unit is eager to improve our working relationship with the digital team.											
g.	All members of my department/unit are self-motivated to continue to pursue learning about multimedia storytelling.											
h.	My department/unit is very interested in supporting and/or creating online stories (e.g. writing web text, taking photos, creating audio slideshows).											
i.	My department/unit is very inspired to collaborate with digital staff for visual story creation.											
j.	My department/unit always uncovers multimedia strategies and/or opportunities with the content it develops and/or supports.											
k.	My department/unit is extremely cost-effective with the time it spends producing and/or supporting digital content.											
l.	My department/unit knows exactly who to approach when we want to produce digital news.											
m.	We have enough people in my department/unit who have the appropriate											

knowledge and skills in using different types of media to create digital content/online stories (e.g. taking photos, writing web text).	
n. We have enough people in my department/unit who have the appropriate knowledge and skills in social media.	
o. Staff members in my department/unit are proactively engaged in looking for opportunities to create their own digital content.	
p. Staff members in my department/unit are proactively engaged in looking for opportunities to collaborate with the digital team.	
q. Staff members in my department/unit are proactively engaged in looking for opportunities to enhance our capacity in creating digital content.	
r. Staff members in my department/unit are proactively engaged in looking for opportunities to integrate digital initiatives into our existing shows and desk (e.g. using twitter).	
s. Staff members in my department/unit proactively use social media as part of their everyday work.	
t. Staff members in my department/unit constantly integrate digital into their work.	
u. Digital news integration is now fully a part of the working culture of our department/unit.	
v. My department partners with other departments to create and/or support online stories/projects, on a regular basis.	
w. It is a standard practice in my department/unit to notify the digital team in the early stages of story development.	
x. It is a standard practice in my department/unit to include the digital team in the planning and decision-making process during the early stage of story development.	
y. Staff members in my department/unit are recognized and/or rewarded for their digital content creation.	
z. Senior leaders at NPR provided the resources and support my department/unit needs to integrate digital into our work.	

20. Reflecting on NPR’s culture around digital news *PRIOR to* the NPR Knight training and *NOW*, please rate the following in terms of support of innovations and openness to change (please mark one response in both the *PRIOR TO* and *NOW* columns).

1=Suspicious and resistant to change

2=Go along with new ideas/practices out of necessity

3=Follow the lead of others in adopting new ideas/practices but do not attempt to influence others to do so.

4=Adopt ideas/practices at the early stage and influence others to do so

5=Extremely open to changes and eager to be the first to try new ideas/practices

	Prior to the NPR Knight training program					Now				
	1	2	3	4	5	1	2	3	4	5
Senior leaders at NPR										
Managers in my department/unit										
Colleagues in my department/unit										
Other units in NPR News										
Non-news units (e.g. Legal, IT)										
Myself										

21. Please provide additional comments or suggestions, if you wish, with regard to the impact of the NPR Knight Training program on you, your department/unit, and/or the organization.

IV. Future

22. As you look ahead over the next year, do you plan to do more or less of the following than what you are doing now?

Please skip this question if you work in Digital News.

	Less than now 1	2	Same as now 3	4	More than now 5
a. Contribute to blogs					
b. Contribute to multimedia projects (e.g. slideshows, photo gallery, graphics)					
c. Include web elements in your routine production					
d. Pitch ideas to digital news					
e. Take photos					
f. Use social media					
g. Write for the web					
h. Apply my skills to enhance NPR's current digital work					
i. Attend a continuing education session on digital news					
j. Request support from the digital training team					
k. Collaborate with colleagues from other department to create digital content					
l. Embed with the digital team					
m. Engage in cross-department training					
n. Consider digital needs in my department/unit's planning					
o. Allocate resources to digital news					
p. Support my department/unit to create more digital content					

23. How confident do you feel about your current skills and ability in the following areas:

	Not confident at all 1	2	3	4	Very confident 5
a. Contributing to blogs					
b. Contributing to multimedia projects (e.g. slideshows, photo gallery, graphics)					
c. Including web elements in your routine production					
d. Pitching ideas to digital news					
e. Taking photos					
f. Using social media					
g. Writing for the web					

24. Which type of supports and resources do you need in order to further integrate digital into your work?

Please skip this question if you work in Digital News.

	Not needed 1	2	3	4	Greatly needed 5
a. Frequent communications from senior leaders about NPR's vision and overall direction					
b. Follow-up on trends and web metrics (npr.org metrics and users)					
c. Skill building on social media					
d. Skill building on photography					
e. Skill building on web-writing					
f. Skill building on NPR's content management system (Seamus)					
g. Hands-on practice with support from trainers					
h. Opportunities to train with my team					
i. Opportunities to train with colleagues from other department/unit					
j. Opportunities for cross-department collaboration					
k. More time to work on digital content					
l. Constructive feedback on my digital work					
m. Professional instructors from outside NPR					
n. Opportunities to embed with the digital team (range from half day to a few weeks)					
o. Opportunities to embed digital team members in my department					
p. Customized one-on-one training					
q. Coaching					
r. On-demand technical assistance and support					
s. Someone who can help me identify available resources and/or connect me with the right people					
t. Change my job description to include digital news role					
u. Include my involvement in digital news as part of my annual performance review					
v. Opportunities for awards or recognition for digital content creation					
w. Other _____					

25. Please provide additional comments or suggestions with regard to NPR's movement toward digital news, if you wish.