

JOURNALISTS AT WORK

Their views on training, recruitment and conditions



An independent survey commissioned by the
National Council for the Training of Journalists

Table of contents



Acknowledgements	3	5 Entering the profession	41
Foreword	4	5.1 Introduction	41
Journalists at Work and the NCTJ	5	5.2 First jobs	42
Executive Summary	7	5.3 Role of journalism qualifications	44
1 Introduction	11	5.4 Debt when starting work	50
1.1 Introduction	11	5.5 Views of entry into journalism	51
1.2 Methodology	12	5.6 Summary	53
1.3 Structure of the Report	12	6 Training, learning and development	55
2 Journalists in the UK	15	6.1 Introduction	55
2.1 Introduction	15	6.2 Learning activities undertaken	56
2.2 Defining journalism	16	6.3 Nature of the learning activity	57
2.3 Estimating the number of journalists	19	6.4 Learning new skills	60
2.4 Sector	20	6.5 Overall support for learning	64
2.5 Geographical employment patterns	23	6.6 Summary	65
2.6 Summary	25	7 Working conditions	67
3 Personal characteristics of journalists	27	7.1 Introduction	67
3.1 Introduction	28	7.2 Views of journalism as a job	68
3.2 Personal characteristics	28	7.3 Hours of work	72
3.3 Qualification level	30	7.4 Income	74
3.4 Social class	31	7.5 Work-life balance	75
3.5 Summary	32	7.6 Discrimination at work	79
4 Working patterns of journalists	33	7.7 Summary	81
4.1 Introduction	33	8 Ethical aspects of journalism	83
4.2 Current working situation	34	8.1 Introduction	83
4.3 Nature of contract	36	8.2 Training in ethics	84
4.4 Other occupations	38	8.3 Ethical journalism in the workplace	84
4.5 Number of stories worked on	39	8.4 Confidence in existing regulatory procedures	85
4.6 Summary	40	8.5 Summary	86
		Annex 1: Job titles of respondents	87
		The 2012 questionnaire	89

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The NCTJ is the media industry's charity dedicated to providing a world-class education and training system that develops current and future journalists for the demands of a fast-changing multimedia industry.

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Foreword

Ian Hargreaves

The last decade has been the most turbulent for the UK news industry in a century. The internet has violently disrupted the advertising-based business models which have supported almost all print journalism and although new forms of on-line journalism have flourished, enjoying unprecedented reach across global audiences, money has been tight. Regional and local newspapers have been particularly hard hit, with many reducing frequency of publishing and others closing entirely.

This already dramatic pattern of events was made garish by the scandals surrounding phone-hacking, which led in 2012 to the closure of the News of the World, the largest selling UK Sunday newspaper, and to the appointment of a judicial inquiry into the culture, practices and ethics of the press, led by Lord Justice Leveson.

If these pressures were not enough, the UK economy has, since the banking crisis in 2008, been struggling to emerge from recession. Across the whole economy, wages have fallen in real terms.

These are the circumstances in which we decided to ask journalists what they think about the industries in which they work; the training they receive; their pay and working conditions; their hopes and fears; and their personal judgments upon the ethics of their profession. We conducted our research in the closing weeks of 2012.

The survey was intended as a follow-up to one undertaken in 2002, when the dot com bubble had just burst and when the scale of digital disruption to journalism was not anywhere near as extensive as it is today. In 2002, the exercise was funded by a range of bodies interested in the professional quality and training of journalists. The current survey has been made possible by the support of the National Council for the Training of Journalists. We should all be very grateful to the NCTJ for this commitment: a survey conducted in current circumstances was never likely to make comfortable reading, but as journalism makes its adjustment to new technologies, the need for clear thinking about training, skills and professional standards in journalism has never been greater. Without strong, well resourced, well managed and appropriately regulated news media, our democratic way of life is threatened.

Like its predecessor, this research can lay claim to being unique in its time. No other body collects this type of information and opinion from UK journalists. The 2002 survey became the focus of a significant political examination of the social diversity (or lack of it) of recruits into journalism. The new report's findings, which are enhanced by data from other reliable public sources on top of the survey we conducted ourselves, will also be of very wide interest.

What is the picture that emerges? Perhaps most surprisingly, we find no evidence of any dramatic fall in the number of people working as journalists, but we also find that journalists increasingly work in hybrid situations, combining professional journalism work with other activities to which the skills of journalism are relevant. Over a fifth of journalists are now self-employed, a significant increase over the numbers in 2002.

Journalists are also very well educated. Some 82 per cent have a degree and more than a third have a post-graduate qualification. Our survey tells you which subjects they are most likely to have studied at university.

During the decade between the two surveys, the pay of journalists has fallen behind general inflation and behind the overall level of pay inflation in the UK, with today's average journalist salary standing at £27,500 per annum, a fall of 12% in real terms. This weakness in journalists' pay reflects primarily conditions in newspaper journalism. Broadcast salaries are higher and have not fallen behind.

What about social diversity, a subject of much concern following *Journalists at Work 2002*? The answer is that levels of ethnic diversity remain troublingly low, especially for an industry where more than half of those employed work in London and the South East. The parents of journalists tend themselves to work in higher status jobs. Unpaid internships are common and levels of student debt are much higher than ten years ago. On gender, the picture is less troubling: on this report's evidence, women seem to match men in terms of overall numbers and levels of seniority.

Most journalists say they enjoy their jobs, but many also report additional pressures of workload and the demands made by new technologies. Roughly one third express general confidence about journalism's future and asked whether they would recommend journalism as a career to a young person, a bare majority (51%) says: Yes.

In 2002, we did not ask journalists their views on ethics or regulation, but in 2012, these questions were judged inescapable. More than 80% of journalists report that they do not consider themselves under personal pressure to transgress ethical boundaries, but a quarter say that such pressures do exist in newsrooms. Asked about their level of confidence in the current (ie pre-Leveson) regulatory structure of journalism, 29 per cent say they are confident.

There is much in these pages for people inside and outside journalism to consider as we continue to debate the issues covered in *Journalists at Work 2012*.

Ian Hargreaves is Professor of Digital Economy at Cardiff University and a former Editor of the Independent and the New Statesman. Other previous roles include Deputy Editor, Financial Times, and Director, BBC News and Current Affairs.



Journalists at Work and the NCTJ

Joanne Butcher

The National Council for the Training of Journalists commissioned this independent research to better understand and respond to the changes taking place in journalism. This milestone report, with its rich and wide-ranging data and fascinating commentary and conclusions, will help us continue to adapt the industry's training and qualifications for an ever-changing news environment.

The report confirms that over the last decade those working as journalists have seen major changes to the media industry (particularly in newspapers which remains the sector employing the highest proportion of journalists) and intrinsic changes to the way information is gathered and presented. Whilst many of the fundamental aspects of journalism do not change (the ability to recognise, research and present an interesting and accurate news story) other aspects do. This has implications for skills and, because of this, implications for training and standards. We need to continue training our journalists in digital skills to meet the challenges facing the industry.

The dispersion of journalists away from the 'traditional' mainstream media to other sectors and self-employment is a notable change. Rather than working exclusively in print, online or broadcast media, many more journalists are now working across platforms and in a wider range of communication roles. Those who are self-employed will be practising their journalism in a different environment to those working for a newspaper or magazine with the support of an employing organisation. The increasing shift to self-employment brings with it the need for a wider range of skills involved in running a business and pressure to keep journalism skills up-to-date. The majority (63 per cent, nearly two-thirds) of journalists recognise that they need new skills to be fully efficient in their work. There is a need to write for a more diverse range of platforms and outlets and to fill the skills gaps in IT and new media.

The NCTJ was established by the industry and its major strength is its deep-rooted links with employers. We need to be aware that in addition to employers that we know so well, we have to consider how to reach 'new' employers and the self-employed, and to find ways to engage with the 'non-employer' based workforce to ensure that training (and skill levels) meet the needs of the broader definition of our industry.

As a result the patterns of training delivery are changing too. There is a move away from training being related to the current job, being paid for by an employer and being undertaken at work, to training being more related to a job that might be wanted in the future, to being paid for by individuals themselves and being undertaken, in essence, privately and on a voluntary basis outside work.

It is a concern that these shifts in training practice have been accompanied by a growth in the proportion of journalists saying that the training they have undertaken is not as useful when compared with training in 2002. The quality of training has to be maintained, even in the face of industry changes that mean that the delivery mechanisms have changed.

We have more work to increase the social and ethnic diversity of journalists. In the 2012 data 94 per cent of journalists are white compared to 91 per cent of the population. There remains a concern that journalism is an occupation where social class impacts on the likelihood of entering the profession.

To restore public confidence in journalists we must ensure we have high ethical standards. A minority of journalists in the survey feel that they have not had enough training in ethics, and a minority feel that their work contravenes ethical standards. But a quarter of journalists also feel that business pressures mean that ethical boundaries are sometimes not respected. Although these are only minorities, we feel the numbers are still too high. The NCTJ has already taken steps to boost the training of ethics, bringing it more centre stage. Given the current climate, we think that this research supports our decision to make these changes.

But it is not enough that training and qualifications for journalists have a strengthened focus on ethical issues. It is also important that we maximise the number of journalists who we know have been taught and examined to a national standard of professional behaviour. The public needs reassurance that as many journalists as possible understand the ethical issues. An obvious way to do this is to increase as far as possible the proportion of journalists who have a relevant professional qualification (which has at its heart ethical behaviour). In this sense, it is reassuring to see that the proportion holding a journalism qualification has increased over the last 10 years, 63 per cent compared to 58 per cent, and there has been a substantial increase in those with an NCTJ qualification, 73 per cent compared to 64 per cent.

Joanne Butcher is chief executive of the National Council for the Training of Journalists. She is the former chief executive of the Publishing National Training Organisation and director of the Periodicals Training Council



Executive summary

Numbers of journalists in the UK and patterns of employment

Based on national statistics, we estimate that the number of journalists in the UK to be around 60,000. This is likely to be a slight reduction on the number in 2002.

However, the sectoral analysis of the data also suggests that there has been a dispersion of journalists, so that about three-quarters are employed in the 'mainstream' media of newspaper and magazine publishing and broadcasting (compared to nearly nine out of ten in 2002). Significant numbers of journalists are employed as independent journalists, or are retaining their journalistic occupational identity in other sectors such as public relations or media representation.

As in 2002, more than half of the UK's journalists (possibly as many as 60 per cent) are employed in London and the South-east, compared with 29 per cent of all employment.

Personal characteristics of journalists

Journalists tend to be older than the UK workforce as a whole – driven by the fact that the proportion of young people aged under 25 is lower (at four per cent) than for the UK workforce as a whole (13 per cent). This is linked to the need for high-level entry qualifications.

94 per cent of journalists are white – slightly higher than the proportion for the UK workforce as a whole (91 per cent). However, the lack of diversity in journalism is less positive than even this would suggest. The concentration of journalism in London and the South-east and (when not in these areas) in urban centres, where ethnic minorities live in greater numbers, suggests that ethnic minorities are significantly under-represented in journalism.

There is little evidence to suggest that there are issues with sex discrimination in journalism. The national data suggests that there are only slightly more male than female journalists (52 per cent compared to 48 per cent) and there appears to be no difference in the distribution of jobs on a sex basis – women appear to be as likely to occupy the more 'senior' roles of editorial management and section heads as men.

Journalism is a highly-qualified occupation. National data sources suggest that over four-fifths (82 per cent) have a degree or a higher-level qualification, compared to 38 per cent of all those employed in the UK.

Journalism remains an occupation where social class impacts on the likelihood of entering the profession. In 2012, as in 2002, young people entering journalism are likely to need financial support from their families.

Working patterns of journalists

The majority (94 per cent) of journalists who responded to the survey were working, and tended to have lengthy, continuous periods of employment. Amongst those not working, there is some (limited) evidence of sustained unemployment.

National data suggests that just over three-quarters (78 per cent) of journalists work full-time. Women, older people, those with a work-limiting health problem or disability and the self-employed are more likely to work part-time.

National data sources also suggest that 28 per cent of journalists are self-employed. This is higher than suggested by the Journalists at Work survey, which shows 21 per cent self-employed or working for their own company. This is a significant increase since 2002.

Entering the profession

The majority (83 per cent) of new entrants (those who have entered journalism in the last three years) did a period of work experience or worked an internship before gaining their first paid job. Of these:

- The vast majority (92 per cent) were unpaid
- Their work experience or internship lasted an average of seven weeks, although the lengths varied widely from short (lasting 1 – 2 weeks) to 52 weeks.

As well as being highly-qualified, more journalists hold relevant journalism qualifications and these are more likely to be NCTJ-accredited. 63 per cent of journalists hold a journalism qualification (an increase from 58 per cent in 2002). In the majority (73 per cent) of cases the qualification was accredited by the NCTJ – again an increase on 2002 (64 per cent). Journalism qualifications are regarded as being important in helping people get their first job and relevant to the work done in that first job.

72 per cent of new entrants to journalism had debts incurred whilst in education when they started work. This is an increase, but not a particularly large one, on 2002 when it was 68 per cent. However, the size of the debt has increased significantly from an average of £4,750 in 2002 (which would be worth £6,500 if up-rated by inflation to 2012) to £15,000.

Training, learning and development

The majority of journalists (71 per cent) had undertaken some learning activity in the previous 12 months, a fall from the 2002 level of 76 per cent. There is a noticeable shift from formal, taught learning to more informal, self-taught learning activities.

Whilst it was still the case that in the largest proportion of occasions (40 per cent) the employer paid for the training, this was less so than in 2002 (65 per cent). More training was paid for by the individual (30 per cent compared to 15 per cent in 2002) and more training was sourced free (23 per cent in 2012 compared to 14 per cent in 2002).

Journalists were less positive about their learning experiences in 2012 than they were in 2002, with 77 per cent saying the learning was useful compared to 85 per cent in 2002. A higher proportion stated that it was of variable quality (19 per cent compared to 12 per cent). It seems that the move to self-supported, informal learning may have negative impacts on the learning's perceived usefulness.

Working conditions

Journalists react positively to statements that 'journalism is a job that they enjoy doing', that 'it has lived up to their aspirations as a job' and that 'they intend to stay working in journalism'.

Despite this, it is clear that journalists think changes to the industry over the last 10 years have had a substantial impact on their jobs – leading to a need for them to become multi-skilled, to produce output for a more diverse range of platforms and to cope with increased work intensity. Some believe this has led to lower job satisfaction and a lower quality of work. Perhaps because of this, the proportion of journalists who are confident about the future of journalism as a profession (38 per cent) is outweighed by those who are not confident (42 per cent). Only half (51 per cent) would be willing to advise a young person to become a journalist.

Whilst there is a huge range in the 'normal' working week of journalists, the majority of journalists (73 per cent) work longer than the average working week across all occupations in the UK. However, the image of journalists as having a particularly long-hours culture is not supported by the data: the journalist's average working week is 39.4 hours per week, compared to the UK average of 33.1. The average working week has actually declined since 2002 – from 41.6 hours to 39.4 hours – an 'average' change mainly caused by an increase in part-time working. In most cases (82 per cent), journalists thought that their working hours were reasonable – little changed since 2002.

As with hours worked, there is a huge range of salaries, from less than £5,000 per year to more than £100,000. The average salary is £27,500. This is a fall in real terms from the level found in 2002.

39 per cent of journalists feel they are rewarded fairly for their work, 60 per cent that they are not so. This is a substantial change on 2002 when half (50 per cent) believed that they were fairly rewarded.

22 per cent of journalists believe that they have been discriminated against at work – an increase on the 17 per cent in 2002. The main basis for such discrimination is gender, age and family circumstance.

Ethical aspects of journalism

The majority of journalists feel that they have sufficient training in ethical issues – though a significant minority (14 per cent) disagree.

Only a small minority (three per cent) of journalists feel that their personal work does not reflect and respect ethical boundaries. However, a quarter (25 per cent) feel that because of business pressures in the workplace, ethical boundaries are not respected. Journalists seem to recognise that issues exist over application of ethical boundaries within their wider workplace, even if they themselves are not transgressing.

Less than a third (29 per cent) have confidence in the existing system of regulatory procedures on journalism. 27 per cent do not have confidence in these existing procedures.



1 Introduction

1.1 Introduction

The National Council for the Training of Journalists has commissioned this research to provide up-to-date and consistent information on journalism across a range of industry sectors. It is both an update of the 2002 *Journalist at Work* publication, and an exploration of issues that have emerged over the last 10 years.

1.2 Methodology

The main data in this report is based on data produced by an on-line self-completion survey which has been made widely available to journalists across the UK. This has been supplemented where possible with existing data, mainly from the Office for National Statistics' household survey, the Labour Force survey.

The questionnaire was based largely on the one used in the 2002 research, updated where necessary and with new questions added where it was thought to be appropriate. The questionnaire was piloted with practising journalists and amendments made before it was launched.

As with the 2002 research, there is a lack of an adequate sampling frame as there is no central, all-inclusive list of journalists. To avoid sample bias, the survey was made available to all journalists across the UK, via a multiple approach, including:

- Direct approaches to employers asking them to alert their journalistic staff to the existence of the research;
- Emailing a sub-set of National Union for Journalists members, stratified by working status and geographic area;
- Emailing people currently registered with the NCTJ.

These direct approaches were supplemented with promotional activities to encourage journalists to complete the survey. The survey featured on the websites of HoldTheFrontPage.co.uk and Press Gazette. The Society of Editors and the Professional Publishers Association promoted the survey to their members.

Individuals were directed to a web-link, where they could fill in the questionnaire. The questionnaire was hosted by BMG Research, who also cleaned and processed the data.

In total, some 1,067 completed and usable questionnaires were completed. The sample size is sufficient to provide reliable and robust information, particularly as there is no sign of bias in the response pattern. This completed number of questionnaires is comparable to the 1,238 generated in the 2002 research.

1.3 Structure of the report

The remainder of the report is structured such that:

- [Section 2](#) gives a brief overview of journalism in the UK, looking at how jobs are defined, estimates of the numbers of journalists employed and the sectors in which journalists work
- [Section 3](#) gives a profile of journalists in terms of their personal characteristics, qualification levels and social class
- [Section 4](#) examines journalists' working patterns, looking at how long they have been working as a journalist, their current working status, the nature of the working contract and patterns of job changes within the sector
- [Section 5](#) looks at how journalists enter the profession, looking at the role of journalism qualifications, the issue of debt when starting out as a journalist and the extent of work experience and internships. This section is based on the views of new entrants to the journalism profession – those who have entered in the last three years
- [Section 6](#) examines skill needs and learning opportunities for journalists
- [Section 7](#) examines working conditions, including hours of work, income, views of work-life balance and existence of discrimination
- [Section 8](#) discusses journalists views of ethics – the adequacy of training in this area and the ethical standards adhered to in work.

In this report we have the benefit of three sources of data: the 2002 Journalists at Work research, the 2012 research, and data from the Office for National Statistics' Labour Force Survey, from which we have downloaded data (i) for journalists and (ii) for all UK employment. This allows a number of comparisons to be made:

- Between the 2002 and the 2012 research, which enables us to see how the role of journalists has changed over the last decade
- Between the 2012 Journalists at Work survey data and the 2012 LFS journalists' data and the all-UK employment data, to allow us to see where issues relating to journalism differ from that of 'all' employment.

These different comparisons allow a ‘triangulation’ of the data, giving further confidence in the robustness of the survey data, but also allowing an exploration of points of interest – where employment of journalists has changed since 2002 and where employment of journalists differs from the wider UK population.

The report contains many tables and standard reporting conventions have been used so that (i) all percentages have been rounded to whole numbers, which may mean on occasion that percentages do not sum to 100 per cent; and (ii) a ‘*’ indicates that the value is less than 0.5 per cent.

In addition to the quantitative, statistical data journalists were invited to add other comments where they felt appropriate. These have been added into the commentary where it was felt that the comments may further explain, expand or illustrate a point. These are not statistically representative and also tend towards the negative – as a rule people only tend to take time to write in these comments when they feel that a criticism needs to be made. Relatively few comment positively.



2 Journalists in the UK

2.1 Introduction

This section gives an overview of journalism in the UK, looking at how the role of journalism has been defined, estimates of the numbers employed and the sectors in which they work.

2.2 Defining journalism

The main data in this report is based on data produced by an on-line self-completion survey which has been made widely available. We need to be clear about what is meant when we refer to a 'journalist'. An initial indication, the official occupational definition produced by the Office for National Statistics¹, states that the job roles of 'Journalists, newspaper and periodical editors' are to:

'investigate and write up stories and features for broadcasting and for newspapers, magazines and other periodicals, evaluate and manage their style and content and oversee the editorial direction of these types of output and publication'

The tasks associated with this job roles are to:

- Determine subject matter and undertake research by interviewing, attending public events, seeking out records, reviewing written work, attending film and stage performances etc
- Write articles and features and submit draft manuscripts to newspaper, magazine, periodical or programme editor
- Select material for broadcast or publication, check style, grammar, accuracy and legality of content and arrange for any necessary revisions
- Liaise with production staff in checking final proof copies immediately prior to printing.

In essence these job tasks have not changed since the 2002 report, which based the definition on the 2000 Standard Occupational Classification (SOC) codes. There have, however, been, changes in the treatment of journalism within the SOC, namely that:

- The associated occupation of 'broadcasting associate professional' – covering broadcast journalists – has been removed from the classification; and
- Whilst the definition of journalists has remained the same, interestingly the place of journalists within the categorisation has changed. The SOC is a hierarchical classification and an occupation's place within it reflects the skill levels of that job. In the 2000 SOC Journalism was classified at the third level; in the 2010 classification it was elevated to a second order occupation – reflecting a relative increase in the skills and qualifications of the job and the people who do it.

There are issues affecting the SOC classification, as with all such classification systems. The SOC grouping is a wide one, gathering together journalists and editors, and there is no real distinction of hierarchy in the various job categories. All journalists are grouped together, regardless of whether they are relatively new entrants or have many years of experience. Indeed, the SOC listing notes 35 'job roles' which are collectively grouped together to form the single occupational group of 'Journalist, newspaper and periodical editors'. Also, although the SOC definitions have been recently revised, it is difficult for such classifications to keep abreast of a fast-moving occupation like journalism – thus it does not include categories of journalism which have emerged more recently in the online world, such as blogger, news aggregator or data visualiser.

Table 2.1: Job roles in 2010 SOC identifying occupation as Journalist, newspaper and periodical editor

Art editor	Feature writer	Production editor
Broadcast journalist	Freelance writer	Press representative
Columnist	Journalist	Publications officer
Commentator	Listings editor	Radio journalist
Communications officer	Leader Writer	Reporter
Copy editor	Foreign Correspondent	Sub editor
Court reporter	Newspaper correspondent	Sports writer
Critic	Newspaper editor	Technical
Diarist	News editor	correspondent
Editorial director	News writer	Turf correspondent
Editor	Picture editor	Writer
Editorial manager	Political correspondent	

Source: Standard Occupational Classification, 2010, Volume 2: the Coding Index, Office for National Statistics, 2010

¹ The Standard Occupational Classification (SOC) 2010

In addition to these broad occupational definitions, we also have a National Occupational Standard (NOS) for journalists². These standards, part of a suite of NOS for nearly every occupation across the entire workforce, identify the wide range of functions that contemporary journalists may be expected to undertake in different roles throughout the various sectors of the UK media and outline the knowledge and skills required to meet the needs of a converging media environment which is continually changing. The expectation is not that journalists should meet the requirements of every Standard, but that the Standards are a list from which different combinations of knowledge, skills and competencies can be drawn to reflect the requirements of different jobs in journalism, in different sectors, as they evolve over time.

This Journalism NOS is organised around seven key areas of competence relevant to the practice of journalism. Under each of these headings are a number of individual Standards related to that area. These are:

Industry context and the market:

Understanding the industry, consumers and audiences:

- understanding the practice of journalism in the UK media;
- understanding the market, consumers and audiences for editorial content

- designing and producing page layout;
- managing the print production process;
- contributing to the design and development of a website;

Knowledge, ideas and research:

Maintaining general & specialist knowledge; creativity, generating ideas and working to a brief; research, interviewing skills, covering events:

- maintaining up-to-date general and specialist knowledge;
- contributing to creativity and innovation in journalism;
- originating and developing ideas for editorial content;
- working to a brief for editorial content;
- undertaking research and gathering information;
- covering events;
- preparing for and conducting interviews;
- taking and using shorthand;
- reporting on government and politics in the UK

Law, regulation and ethics:

Complying with the law, with regulatory codes and guidelines, and organisational ethics:

- complying with the law;
- complying with media regulation and organisational codes of conduct

Content delivery:

Design and production; editing copy, audio, and visual images – photographic and video; using broadcast studios; developing voice skills; evaluating editorial content:

- editing copy;
- managing digital images;

Content creation:

Writing for all platforms; creating copy; originating photographic images, video and audio:

- writing for print;
- writing for radio and audio;
- writing for TV and video;
- writing for online distribution;
- writing headlines for print;
- writing promotional material for editorial content;
- taking photographs;
- recording audio material;
- recording video material;
- acquiring content for publication;
- preparing for location reporting

² Full details of the National Occupational Standards for Journalists can be found at http://www.creativeskillset.org/uploads/pdf/asset_15030.pdf?1.

Managing one's own work:

Working with others; networking and maintaining contacts; seeking commissions; marketing yourself and working as a freelancer:

- developing productive working relationships with colleagues;
- networking and communicating with external contacts;
- creating and pitching content for freelance commission;
- managing and marketing oneself as a freelancer
- editing audio material;
- editing video material;
- editing material for online distribution;
- delivering content from a radio or TV studio;
- developing voice and presentation skills;
- evaluating the success of editorial content

Working Safely:

Health & safety; risk assessment; working in hostile environments

- making sure one's own actions reduce risks to health and safety;
- conducting a health and safety risk assessment of a workplace;
- developing procedures to safely control work operations;
- working in challenging or hostile environments

However, it is clear that whatever the changing media environment there are some constants in terms of what employers expect of journalists:

- The ability to write with clarity, accuracy and flair
- Curiosity and a broad general knowledge
- The skills to communicate effectively with a wide range of different people

These skills are critical and will remain so, whatever the content or platform.

The 2012 Journalists at Work (JaW) Survey also asked respondents to identify what they did by asking what job title they used to describe their job. We have grouped these job titles into broader types, which also partly reflect seniority. Of course, collapsing a wide range of job titles into a relatively small number of broad groupings is never a perfect exercise, but allows a useful summary list that can be the basis for further analysis. We have grouped the job titles given into six broad groups:

- **General management:** as in 2002, a small group who have senior management roles
- **Editorial management:** one of the largest groups (again as in 2002), containing those who have a degree of overall editorial management
- **Section heads:** a smallish group of journalist who are responsible for a section
- **Reporters and writers,** who are the largest single group (nearly half, 46 per cent, of all respondents) and who have been split into two groups which are:
 - Writers and reporters for newspapers and magazines: those who work in publishing media, writing and reporting for newspapers, magazines and books. This is the largest single group (34 per cent of the survey respondents)
 - Broadcast reporters: reporters who work mainly in the media of TV and radio
- **Production:** those involved in the production of newspapers, books and magazines or 'behind camera/microphone'. A particularly large sub-group within this group are photographers, who form 5 per cent of the survey respondents
- **Other:** any jobs that do not fit in the above categories.

Table 2.2: Job titles of respondents

	JaW 2002	JaW 2012
	%	%
General management	1	1
Editorial management	28	33
Section heads	6	2
Writers and reporters – newspapers and magazines	35	34
Broadcast reporters	13	12
Production (including photographers)	16	11
Other	2	1

Source: *Journalists at Work surveys 2002 and 2012*

Note: unweighted sample sizes are 1,238 and 1,067 respectively

There is no difference in the distribution of jobs on a sex basis – women appear to be as likely to occupy the more ‘senior’ roles of editorial management and section heads as men. However, as would be expected, the older the respondent, the more likely it is that they will hold one of these editorial/management roles.

2.3 Estimating the numbers of journalists

As was noted in the 2002 report, estimating the number of journalists in the UK is problematic. A ‘safe’ estimate reconciling these two sources put the number of journalists in the UK at that time as being in the region of 60,000 – 70,000. This was based on adjusting national data sources at that time, which estimated that there were 115,000 journalists in the UK, but which was considered by industry sources to be an over-statement.

Coming forward to 2012 the problems of estimating the number of employed journalists have lessened. Changes to the coding framework used in the occupational definitions means that the definition of those working as journalists is much more tightly defined. In 2002 the occupation group included ‘authors, writers or journalists’, whilst the 2012 definition excludes ‘authors’ and ‘writers’ which would have been included in the 2002 data. This means that the estimates we can derive from national data sources are likely to be more accurate. These data sources³ estimate that there are 62,000 journalists in work and we see no reason for doubting the accuracy of this number.

This may jar with the anecdotal perception of the number of journalists in the UK, and particularly since this would suggest that the number of journalists has not declined since 2002 by as much as imagined. However, whilst we believe that the number of journalists may have only declined slightly since 2002, other evidence suggests that their employment has become more widely dispersed away from the mainstream publishing centres – this is discussed further in section 2.4 below. Rather than a collapse in the total numbers of journalists, what we see is more of a change in their status. We see increased numbers working outside what some would consider ‘mainstream journalism’ balanced by increases in other sectors. Some of these jobs are predominantly in on-line journalism and many more are in forms of journalism which might be best thought of as being hybrid: involving the journalist in a range of tasks, some of which are closer to public affairs or public relations, others which combine with activities such as teaching journalistic skills in universities. The survey also shows a continued growth of part-time and self-employment among journalists.

It should be noted that our study does not focus on the related occupation of public relations professionals, who are responsible for activities that promote the image and understanding of an organisation and its products or services. This will involve tasks including the writing, editing and effective distribution of press releases, newsletters and other public relations material. Many people who have trained and worked as journalists do make the transition to work as PR professionals – but they are not classified as such in the national statistics. These national statistics show that there are 38,000 of these, though the proportion who are ‘journalists’ is not known.

³ *The Labour Force Survey, 2012*, produced by the Office for National Statistics

What is clear is that the forecasts of the likely growth in the number of journalists made in the 2002 research have proved to be wrong. The forecasts used at that time⁴ suggested that the broader occupational group of which journalists forms a part (media associate professionals) was set to grow at 2.5 per cent per year, suggesting that by 2010 employment of journalists would have increased by 20,000. The actual outcome has been, as best as we can tell, that the number of journalists has stayed roughly constant. Generic forecasts, such as those used here, are not (and indeed are not capable of being) specific enough to take account of changes in specific industry sectors – and these clearly did not take into account the impact of digital developments on the publishing sector, of changes in the journalism profession and, more recently, the recession, all of which have impacted (mostly negatively) on employment patterns of journalists.

The Working Futures forecasts have been updated⁵. Again, these forecasts cannot be disaggregated to the level of ‘journalists’ per se, and we can only see the wider occupation group within which they are embedded – business, media and public service professionals.

The extent to which the experience of this broader occupational group is relevant to that of the more specific occupational group of journalists is debatable. Employment of business, media and public service professionals increased between 2000 and 2010, from 1,286,000 to 1,591,000, an increase of some 304,000 (or 24 per cent). This is, as we have discussed above, a period when we think that the number of journalists has at best been stable or possibly declined. It has almost certainly not increased by a quarter. However, taking this into account, the forecasts for this wider occupational group are that employment of business, media and public service professionals will increase from 1,591,000 to 1,881,000 (an increase of 290,000 or 18 per cent). Whilst this is a less optimistic forecast than the rates of increase experienced between 2000 and 2010, it is still a more ‘bullish’ forecast than may be the reality for journalists.

2.4 Sector

Journalists work across a number of sectors. In broad terms these are (obviously) the publishing and broadcasting media, but there is also a wider spread of sectors and a degree of sub-divisions within each of these, not to mention new areas of on-line publishing, such as blogging platforms.

Looking first at the national data sources (the Labour Force Survey) we see what could be thought of as an expected distribution of employment. The highest proportion (45 per cent) is employed in publishing – either newspaper publishing (24 per cent) or journal and periodical publishing⁶ (21 per cent). However, a significant proportion (16 per cent of all journalists, 14 per cent of full time and 25 per cent of part-time journalists) are employed within a sector defined as ‘Artistic Creation’⁷ – these people will therefore also be self-employed. Minorities are also engaged in broadcasting (six per cent) – either radio (four per cent) or TV broadcasting (two per cent) – and in PR and communication or media activities (five and two per cent respectively). It is of note, however, that nearly a fifth of all journalists (17 per cent) do not work in any of these ‘traditional’ sectors and work elsewhere across the economy. What we may be seeing here is the impact of new categories of journalism, including on-line journalism services provided within trade groups and business.

There is a difference between the sectoral distribution of full and part-time workers, with those working full-time more likely to work in newspaper and journal/periodical publishing and those working part-time to be more likely to be employed across other sectors of the economy.

⁴ Projections of occupations and qualifications, 2000/2001, Institute of Employment Research, 2001

⁵ *Working Futures 2010-2020 Main Report*, Wilson R. A and K Homenidou K, UKCES Evidence Report 41, December 2011

⁶ The industry would probably call this sector ‘magazine publishing’

⁷ This sector includes activities of ‘independent journalists’ as well as activities of ‘individual writers, including fictional and technical writing’

Table 2.3: Sectoral employment of journalists, national data sources

		All journalists	Full-time	Part-time
58.11	Book publishing	5	5	4
58.13	Publishing of newspapers	24	25	21
58.14	Publishing of journals and periodicals	21	23	14
58.19	Other publishing	4	4	6
60.10	Radio broadcasting	2	2	*
60.20	Television programming and broadcasting activities	4	4	2
70.21	Public relations and communication activities	2	1	6
73.12	Media representation	5	6	1
90.03	Artistic creation	16	14	25
	All other sectors	17	15	21
	Total	62,000	48,000	14,000

Source: Labour Force Survey, ONS

When we compare this to the data from the JaW survey⁸ we see that the two data sources confirm the main employment sectors in newspaper publishing (40 per cent) and magazine publishing (18 per cent), and also the importance of employment outside these areas more widely across the economy (17 per cent). The greater concentration of employment found in the 'traditional' areas of publishing in this data as compared to the LFS is probably due to the means of alerting individuals to the survey – which was via employers within these sectors.

The change from 2002 shows that (proportionately) employment has:

- Increased in these 'Other' sectors and in on-line publishing
- Held up in newspaper publishing (even though actual levels of employment may have gone down) and television
- Decreased in magazine publishing and radio.

⁸ The groupings, and the terminology used to describe them, is comparable, but not identical in the LFS and the JaW Survey. However, the main groups are identifiable, even in the case of Publishing of journals and periodicals which has a different title (the industry would probably call this sector 'magazine publishing'), and the JaW data can give greater degree of breakdown.

Table 2.4: Main employment sector

Sector	2002	2012
Newspapers	41	40
Regional/local newspapers	30	30
National newspapers	11	10
Magazines	25	18
Business magazines	15	8
Consumer/leisure magazines	8	6
Other magazines	2	5
Radio	11	6
Regional/local radio	7	3
National radio	4	2
Television	10	10
National TV	6	5
Regional TV	4	4
Cable/satellite TV	*	1
On-line	4	8
Other	4	17
Independent production company	2	1
Books	1	3
Public relations & corporate communications	1	7
Other	2	2
Answered more than one sector	4	*
No answer	1	*

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 1,238 for 2002 and 1,067 for 2012

It may be considered surprising from the above data that working on-line has not grown more than it seems to have done. This is because the data above shows only the main sector for the individual journalists: respondents were asked to nominate any sectors in which they worked and then the single main one.

The trend over the last decade therefore seems to be (i) only a marginal reduction in the absolute number of people who regard themselves working as journalists and (ii) a dispersion of the sectors in which they work – with more working outside the ‘mainstream’ areas of newspaper and magazine publishing.

Whilst the majority (59 per cent) of journalists stated that they only worked in a single sector, 41 per cent worked in more than one, and identified the other sectors. This ‘any’ sector data shows a different pattern to that of the ‘main’ sector data. Whilst the largest proportion still name newspaper publishing (56 per cent) and magazine publishing remains important, we can see that over a quarter (26 per cent) of journalists work on-line for at least a proportion of their time.

Table 2.5: Employment by 'main' and 'any' sector

Sector	Main	Any
Newspapers	40	56
Regional/local newspapers	30	36
National newspapers	10	20
Magazines	18	43
Business magazines	8	15
Consumer/leisure magazines	6	15
Other magazines	5	13
Radio	6	13
Regional/local radio	3	7
National radio	2	5
Television	10	17
National TV	5	8
Regional TV	4	7
Cable/satellite TV	1	2
On-line	8	26
Other	17	36
Independent production company	1	3
Books	3	9
Public relations & corporate communications	7	13
Other	2	10
Answered more than one sector	*	n/a
No answer	*	*

Source: *Journalists at Work Survey 2012*

Note: unweighted base is 1,067

2.5 Geographical employment patterns

It is known that the media industries are disproportionately located in London and the South-east, and this is confirmed by all available data. The LFS data shows that 60 per cent of journalists work in London and the South-east, compared with only 29 per cent of all employment. This is confirmed by the JaW2012 data, which suggests that half of responding journalists work in London (37 per cent) and the South-east (13 per cent).

Comparing the JaW results from 2002 to 2012 shows that very little has changed: journalism is a profession disproportionately located in London and the South-east, much as it was in 2002 when 55 per cent of journalists were located in the same two regions.

Table 2.6: Geographic location of journalism employment %

	All UK employment (LFS)	UK journalists (LFS)	JaW 2002	JaW 2012
South-east	14	14	11	13
South-west	9	7	7	6
London	15	46	44	37
West Midlands	8	5	5	5
East Midlands	7	3	1	4
East of England	9	5	2	4
Yorkshire and the Humber	8	5	4	5
North-west	11	4	8	7
North	4	1	3	3
Scotland	8	7	7	10
Wales	4	2	3	2
Northern Ireland	3	1	3	2
Prefer not to say/no answer	-	-	-	3

Source: Labour Force Survey, ONS and Journalists at Work Surveys 2002 and 2012

Note: unweighted bases for JaW surveys are 1,238 for 2002 and 1,067 for 2012

Employment patterns do vary significantly by sector: journalists working outside London are much more likely to work in regional and local newspapers, those working in London are more likely to work in national newspapers, business magazines, on-line or for a news agency. The North-west has a higher proportion of journalists working in radio (both national and regional/local) and national TV.

The existence of regional and local newspapers has been a bulwark against this concentration because (naturally) they were based in the localities they reported on. If these local and regional newspapers are in decline does it mean that there will be additional concentrations in London and the South-east? National newspapers tend to be based in London and the South-east, as does the preponderance of national TV and radio (notwithstanding the relocation of some BBC activities to Salford). The enduring power of this clustering tendency in journalism is evident in the survey's finding that of the 273 journalist who report on-line to be their main sector of work, 43 per cent work in London and 17 per cent in the South-east.

Table 2.7: Geographic location of journalism employment

	All	South East	South West	London	West Mid'nd	East Mid'nd	East of Engl'd	Yorks & Humber	North West	North	Scot	Wales	NI
Regional local newspapers	30	41	42	2	50	51	59	52	46	43	40	63	46
National newspapers	10	4	5	20	2	4	0	2	4	0	11	0	0
Business magazines	8	7	5	13	4	4	11	0	3	4	4	4	0
Consumer/leisure mag's	6	3	8	7	10	4	5	8	4	4	6	0	0
Other magazines	5	7	6	7	2	0	3	2	4	0	1	0	4
Regional/local radio	3	1	9	0	0	9	5	6	8	14	3	8	13
National radio	2	0	0	4	0	0	0	0	8	0	2	4	0
National TV	5	3	0	7	0	0	3	0	9	4	5	8	4
Regional TV	4	4	3	1	6	2	0	10	3	21	8	4	13
Cable or satellite TV	1	0	0	3	0	0	0	2	0	0	0	0	0
On-line	8	5	6	12	10	7	3	2	7	0	7	0	4
Books	3	7	0	3	2	0	0	2	1	0	2	0	8
PR and/or corporate comms	7	8	6	7	10	11	5	6	4	4	8	8	4
News agency	3	3	0	6	4	2	0	2	1	0	1	0	0
Other	5	8	9	6	0	4	5	6	0	7	4		4
Base	1,067	143	64	391	50	45	37	50	76	28	106	24	24

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases for JaW surveys are 1,238 for 2002 and 1,067 for 2012

2.6 Summary

Based on national statistics, we estimate that the number of journalists in the UK to be around 60,000. This is likely to be a slight reduction on the number in 2002.

However, the sectoral analysis of the data also suggests that there has been a dispersion of journalists, so that about three-quarters are employed in the 'mainstream' media of newspaper and magazine publishing and broadcasting (compared to nearly nine out of ten in 2002). Significant numbers of journalists are employed as independent journalists, or are retaining their journalistic occupational identity in other sectors such as public relations or media representation.

As in 2002, more than half of the UK's journalists (possibly as many as 60 per cent) are employed in London and the South-east, compared with 29 per cent of all employment.



3 Personal characteristics of journalists

3.1 Introduction

It is often said that the way that journalists represent the world may be influenced to some extent by their own backgrounds and this has become the subject of some discussion. This section examines the personal characteristics of journalists.

3.2 Personal characteristics

In looking at personal characteristics we have two data sources (the LFS and the JaW) and so we need to make comparisons within each data source – in the LFS between journalists and the rest of those in work in the UK and in the JaW over time – and then between the JaW and the LFS to see if there are differences in the samples.

Looking initially at the LFS data we can see that in many respects the distribution of characteristics between journalists and all those in employment are similar – roughly equal proportions with a health problem or disability (six per cent for all those in employment, five per cent for journalists), similar proportions who are married (70 per cent and 67 per cent respectively), similar proportions of men and women (52 per cent against 54 per cent for all employment). Differences of note in the LFS data are that:

- Journalists are older than the UK workforce as a whole – four per cent are under 25 compared to 13 per cent for the whole UK workforce. This will be related to the fact that journalism has become a predominantly graduate-only entry profession, and in many cases a postgraduate entry. Because of this, people will not be able to start work until they are beyond 21 and possibly older – and this will raise the age structure compared to other employment where work can still be entered from the age of 16 onwards;
- Journalists are less ethnically diverse than the workforce as a whole – 95 per cent are white compared to 91 per cent overall. This is particularly surprising given that we might expect journalists to have a higher proportion of non-whites because they are predominantly located either in London or other urban centres where the proportion of people from ethnic minorities is much higher. For example, the 2011 Census⁹ data suggests that 59.8 per cent of London's population is white, with 18.5 per cent being Asian/Asian British and 13.3 per cent Black/African.

The data from the 2012 Journalism at Work Survey shows a very similar age distribution to that for journalists from the LFS – which is reassuring for our sampling approach. Three per cent are aged below 25 (compared to four per cent as shown in the LFS), 33 per cent are aged 50 and over. However, there is clearly a difference between the age structures of the survey respondents of the 2002 and 2012 surveys, with the 2002 survey having a higher proportion of young people. This could be due to two reasons:

- The 2002 survey had a disproportionately higher response rate from younger people; or
- The age structure of the journalism profession has changed between 2002 and 2012. This could be because with the changes in the industry fewer young people are being successful in entering the industry and so the sector is slowly ageing.

On the information we have available, we cannot tell which is the main reason and the comparisons between the 2002 and 2012 surveys do need to be seen in this light.

⁹ 2011 Census: Key Statistics for England and Wales, March 2011, Office for National Statistics Statistical Bulletin, 2012

Table 3.1: Personal characteristics of journalists

	All UK employment (LFS)	UK journalists (LFS)		JaW 2002	JaW 2012
Age			Age		
Under 25	13	4	19 - 21	2	*
25-29	11	14	22 - 24	12	3
30-39	22	32	25 - 29	23	12
40-49	26	20	30 - 34	18	14
50 and over	28	31	35 - 39	14	12
			40 - 49	19	27
			50 - 59	11	20
			60+	2	13
Sex			Sex		
Men	54	52	Men	51	57
Women	46	48	Women	49	42
Ethnicity			Ethnicity		
White	91	95	White	96	94
Asian/Asian British	1	1	Asian/Asian British	1	1
Black/Black British	4	1	Black/Black British	1	1
Chinese	2	1	Chinese	*	*
Other	0	1	Other	2	4
Marital status			Marital status		
Married or in long term relationship	67	70	Married or in long term relationship	41	69
Not married or in long term relationship	33	30	Not married or in long term relationship	59	31
Dependent children			Dependent children		
None	64	68	None	77	72
1 or 2	32	29	1 or 2	20	26
3 or more	4	4	3 or more	3	3
Health problems/disabilities			Health problems/disabilities		
Have health problem/disability	6	5	Have health problem/disability	3	8
Do not have health problem/disability	94	95	Do not have health problem/disability	97	92

Source: Journalists at Work Surveys 2002 and 2012 and Labour Force Survey, 2012

Note: unweighted bases are 1,220 for 2002 and 1,067 for 2012

The main variation in this data (shown by JaW 2012 data) is the inter-relationship with gender. Women are, on average, younger than men: 21 per cent of women are aged 18-29 compared to 10 per cent of men. Correspondingly, more than half of men (61 per cent) are aged 40 and over compared to 45 per cent of women.

3.3 Qualification level

Previous research has shown that journalism is a profession where a degree, and increasingly, a postgraduate degree is the entry-level requirement. Comparison of the changing definitions underpinning the Standard Occupational Classification for journalists highlights this clearly with the change from a stipulation in the 1990 classification that ‘entry is possible with GCSEs/SCEs, although holders of higher academic qualifications are also recruited. Some qualifications require postgraduate qualifications’ through to that for the 2010 classification which notes that ‘entrants usually possess a degree or equivalent qualification. A variety of postgraduate diplomas is available’.

Pre-entry postgraduate vocational qualification is an important characteristic of journalism and is becoming more prevalent. Courses tend to be approved by the National Council for the Training of Journalists (NCTJ), the Broadcast Journalism Training Council (BJTC) and the Periodicals Training Council (PTC).

This high level of qualifications held is certainly shown by the national data, in that:

- the LFS data shows that 82 per cent of people working as journalists have a degree (Level 4) or a higher-level qualification (Level 5), compared to 38 per cent across all employment in the UK;
- the JaW 2012 data shows relatively fewer with these very high-level qualifications, but still show journalists to be very highly-qualified: 73 per cent are qualified to Level 4 and above, 22 per cent at Level 3.

Table 3.2: Qualification levels of journalists

	All UK employment (LFS)	UK journalists (LFS)	JaW 2002	JaW 2012
Level 5	9	22	43	34
Level 4	29	60	55	39
Level 3	19	10	1	22
Level 2	18	4	1	3
Below Level 2 or no qualifications	25	4	1	2

Source: Labour Force Survey, ONS and Journalists at Work Surveys 2002 and 2012

Note: unweighted bases for JaW surveys are 1,238 for 2002 and 1,067 for 2012

The 2012 JaW survey shows that the clearest relationship with regard to qualifications is with age. If we ignore the very youngest age bands (who are still often in the process of acquiring qualifications), we can see that the likelihood of holding higher-level (Level 4) qualifications decreases significantly with age. Thus, 95 per cent of those aged 25 - 29 are qualified to Level 4 or above, as are 89 per cent of those aged 30 - 34, 85 per cent of those aged 35 - 39, 77 per cent of those aged 40-49, 59 per cent of those aged 50 - 59, and 47 per cent of those aged over 60.

Amongst the 35 per cent who have postgraduate (Level 5) qualifications and 66 per cent who hold an undergraduate (level 4) degree, it is of interest to see how many hold specific journalism qualifications and what other subject areas were studied. As can be seen, at undergraduate level, journalism qualifications are not common (held by only 10 per cent of journalists with qualifications at this level), unlike postgraduate degrees of which more than half are in journalism. Common subject areas at undergraduate level are English/world literature (23 per cent), social studies (16 per cent) and history and philosophy (12 per cent). There are relatively few with science degrees (five per cent at undergraduate and postgraduate level) and with business-related qualifications (two per cent at undergraduate level, three per cent at postgraduate level).

Table 3.3: Subject area of undergraduate and postgraduate degrees

	Undergraduate	Postgraduate
Journalism	10	53
Non-journalism, of which	90	47
Science	5	5
Social studies (including economics, sociology, politics, etc)	16	8
Law	3	2
Business & administration studies	2	3
Mass communication (including information services, publicity studies, media studies, publishing)	7	5
Languages	6	1
History & philosophy	12	4
Creative arts & design (including fine art, design studies, music, drama, creative writing, etc)	5	7
English/world literature	23	3
Other	10	10

Source: *Journalists at Work Survey 2012*

Note: unweighted bases are 706 for undergraduates and 376 for postgraduates

3.4 Social class

One of the clearest findings from the 2002 report was the impact of social class on the likelihood of working as a journalist. Whilst it had often been anecdotally considered that new entrants to the profession were coming from a restricted and relatively small section of society, the 2002 research was the first to quantify it and provide evidence. New entrants were found to be much more likely to have a parent from one of the highest occupational bands than would be expected given the distribution of employment across the economy.

This finding has been given far greater emphasis by the publication of the ‘Milburn Report’¹⁰, which used the 2002 Journalism at Work report as one of its foundation stones. It found that:

‘journalism has shifted to a greater degree of social exclusivity than any other profession’

The new data does not change this picture. The occupation of a parent shows a similar distribution to that in 2002¹¹, with higher (than would be expected) proportions in higher level occupations: particularly managers and directors (17 per cent compared to 10 per cent of all employed in the UK) and professionals (48 per cent compared to 19 per cent across the UK). Relatively few new entrants have parents from lower occupational groups – only three per cent have parents in the lowest, unskilled occupations (process, plant and machine operatives and elementary occupations, compared to 17 per cent across the entire economy).

¹⁰ *Fair Access to Professional Careers: A progress report by the Independent Reviewer on Social Mobility and Child Poverty*, Cabinet Office, May 2012

¹¹ Comparisons between JaW 2002 and 2012 cannot be exact due to changes in the SOC coding framework in the intervening period.

Table 3.4: occupation of new entrants' parents and of all employed in the UK

	JaW 2002	JaW 2012	Occupational distribution of all employed in the UK
Managers, directors and senior officials	21	17	10
Professionals	47	48	19
Associate professional and technical	16	7	14
Administrative and secretarial	5	17	11
Skilled trades	4	5	11
Caring, leisure and other service	1	2	9
Sales and customer services	4	3	8
Process, plant and machine operatives	1	1	6
Elementary occupations	2	2	11

Source: *Journalists at Work Surveys 2002 and 2012 and Labour Force Survey 2012*

Note: unweighted bases are 313 for 2002 and 107 for 2012

This data seems to reinforce the concerns raised in 2002¹¹ – that the increasing need for a postgraduate qualification, for which grants are extremely rare, and the increased use of unpaid work placements have led to a situation where would-be journalists tend to need family financial support to fund courses or a period of unpaid work, with the implication that young people not in these circumstances continue to be deterred from becoming journalists.

Indeed Milburn notes that:

‘Without a single representative or regulatory body, responsibility for bringing about change ... sits with organisations’ boards, senior staff, editors and human resources teams. Our sense is that current efforts are fragmented and lacking in any real vigour. Journalism, with some honourable exceptions, does not seem to take the issue of fair access seriously’

One of these honourable exceptions has been the Journalism Diversity Fund, which has been helping to increase both social and ethnic diversity in the industry, through the provision of bursaries for training. The Journalism Diversity Fund is an industry fund, with financial contributions from the Newspaper Licensing Agency, the Scott Trust, Associated Newspapers and BSkyB, and has expanded since its inception from its newspaper base to all media. Since the first bursaries were awarded in 2006/7, 137 students have received funding to help their pre-entry training and living expenses.

3.5 Summary

Journalists tend to be older than the UK workforce as a whole – driven by the fact that the proportion of young people aged under 25 is lower (at four per cent) than for the UK workforce as a whole (13 per cent). This is linked to the need for high-level entry qualifications.

94 per cent of journalists are white – slightly higher than the proportion for the UK workforce as a whole (91 per cent). However, the lack of diversity in journalism is less positive than even this would suggest – the concentration of journalism in London and the South-east and (when not in these areas) in urban centres, where ethnic minorities live in greater numbers, suggests that ethnic minorities are significantly under-represented in journalism.

Journalism is a highly-qualified occupation. National data sources suggest that over four-fifths (82 per cent) have a degree or a higher-level qualification, compared to 38 per cent of all those employed in the UK.

There remains concern that that journalism is an occupation where social class impacts on the likelihood of entering the profession. As in 2002, young people entering journalism are likely to need financial support from their families.



4 Working patterns of journalists

4.1 Introduction

This section examines journalists' working patterns, looking at how long they have been working as a journalist, their current working status, the nature of their contract on which they work and the patterns of job change within the sector.

4.2 Current working situation

Employment situation

The majority of journalists (94 per cent) who responded to the survey were working at that time, with only six per cent stating that they were not.

This result is similar to the 2002 result and may be seen as surprising given the depth of the current recession and the changes that have impacted on the industry over the last decade. As in 2002, this may be influenced by the nature of communication of the survey, which was (mainly) via employers. The only journalists who were not currently working would have been those who received notification via the NUJ's list of members, or who saw it via media publicity.

Table 4.1: Current working status

	JaW 2002	JaW 2012
Working	96	94
Not working	2	6
Not answered	2	0

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 1,238 for 2002 and 1,067 for 2012

Those respondents who were in work had been in work for a long period of time. More than half (53 per cent) had been in continuous work for more than five years, with a further 17 per cent having been in continuous work for between two and five years.

Table 4.2: Length of current or last period of continuous work

	JaW 2002	JaW 2012
Less than 6 months	5	5
6 months but less than a year	6	3
12 months or more, but less than 2 years	12	5
Two years or more, but less than 5 years	23	17
More than 5 years	54	53
Not answered	2	2

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 1,238 for 2002 and 1,067 for 2012

Amongst the minority who were not working, a third (33 per cent) had last worked more than a year ago and a further 14 per cent more than six months ago. Unlike the 2002 survey, this suggests some (limited) evidence of sustained unemployment. This is supported by the work of Nel¹² which suggests that amongst journalists who had been laid off, less than a quarter (23 per cent) had found full-time work, with a further 20 per cent having found part-time work. 42 per cent were still looking, with the remainder (15 per cent) now doing 'something else'. Of those who had found work, Nel suggested, only a minority had found employment as a full-time journalist and many of these had left the country to do so. Alternative work choices to journalism varied, but the most common options were public relations or marketing. Unlike in 2002, the possibility of sustained unemployment, or of being forced to leave the profession, appears to be real.

¹² *Laid off: what do UK journalists do next?*, Francois Nel, University of Central Lancaster, 2010

Full and part-time work

The LFS data shows us that just over three-quarters (78 per cent) of journalists work full-time, with 22 per cent working part-time. This varies considerably according to personal circumstance, such that:

- Women are more likely to work part-time than men (29 per cent compared to 16 per cent)
- Apart from the very young (those under 25), the older the individual the more likely they are to work part-time – 13 per cent of those aged 25 - 29, compared to 34 per cent of those aged 50 and over)
- Those with a work-limiting health problem or disability are more likely to work part-time than those that do not have (42 per cent compared to 21 per cent)
- Those who are married are more likely to work part-time than those who are single (25 per cent compared to 15 per cent).

There is a clear relationship with the nature of the employment contract. Those who are permanent employees are most likely to work full-time, the self-employed most likely to work part-time (just under half, 49 per cent).

Table 4.3: Proportion working full and part-time by status

	Full-time	Part-time
All	78	22
Sex		
Male	84	16
Female	71	29
Age		
Under 25	82	18
25-29	87	13
30-39	88	12
40-49	71	29
50 and over	66	34
Health/disability		
Have work-limiting health problem/disability	58	42
No work-limiting health problem/disability	79	21
Marital status		
Married or in long-term relationship	75	25
Not married or in long-term relationship	85	15
Contract status		
Permanent employee	89	11
Temporary/contract employee	72	28
Self employed	51	49

Source: Labour Force Survey 2012

The majority of those who are working part-time are working the number of hours that they want – 83 per cent state that they would not want to work more hours if they were available, with only 17 per cent stating that they would do so.

The reasons those working part-time gave for doing so support this – 81 per cent did not want a full-time job, whilst eight per cent were also in education. Relatively few are working part-time because they could not find a full-time job.

Table 4.4: Reasons for working part-time

Did not want full-time job	81
Student or at school	8
Ill or disabled	1
Could not find full-time job	10

Source: Labour Force Survey

Data from the Journalists at Work survey shows a lower rate of part-time working than that suggested by the LFS data – 13 per cent compared to the 22 per cent. This is probably due to the relative under-sampling in those who are working outside the ‘mainstream’ press corps who, as we have seen, are more likely to be working part-time. What the data does show, however, is a substantial increase in the rate of part-time working – more than doubling from six per cent in 2002 to 13 per cent in 2012.

Table 4.5: Full and part-time working

	JaW 2002	JaW 2012
Part-time (28 hours per week or less)	6	13
Full-time (29 hours per week or more)	94	87

Source: Journalists at Work Surveys 2002 and 2012

Note: unweighted bases are 1,238 and 1,064 respectively

Note: values are mean values.

4.3 Nature of contract

It remains the case that a key issue in the management of skills in the industry is the use of freelancers. All research in this area has suggested that the use of freelance staff by businesses is almost universal.

The LFS data certainly shows that self-employment is a more common phenomenon in journalism than across the economy as a whole, with 28 per cent of journalists being self-employed as opposed to 14 per cent of all in employment. As a result of this, the proportion of journalists who are employed as a permanent employee is much lower than for the economy as a whole – 68 per cent as opposed to 81 per cent.

Table 4.6: Contract of status

	All UK employment (LFS)	Journalists (LFS)
Permanent employee	81	68
Temporary/contract employee	5	4
Self-employed	14	28

Source: Labour Force Survey, ONS

It was considered that the 2002 JaW survey under-represented the extent of freelance working (at four per cent, plus the three per cent working for their own company) – probably because of the means of distributing the questionnaire through employers, which may have excluded freelancers. However, the 2012 survey shows a much bigger proportion (21 per cent) who are ‘self-employed’ – either as a freelance (12 per cent) or working for their own company (nine per cent).

Table 4.7: Contract status

	JaW 2002	JaW 2012
Permanent contract	81	66
Fixed term contract	6	5
Trainee	3	1
Working for own company	3	9
Freelance contract of less than one year	3	10
Freelance contract of more than one year	1	2
Volunteer on an unpaid basis	*	1
Work placement	*	*
Other	1	6
Not answered	1	*

Source: *Journalists at Work Surveys 2002 and 2012*

Note: *unweighted sample sizes are 1,238 and 1,066 respectively*

The nature of contract varies considerably by job title and by the main sector of employment.

In terms of job title, section heads are almost all working on permanent contracts. Editorial management, broadcast reporters and production staff are more likely to be on permanent contracts – as opposed to writers/reporters where just half have such contracts. Writers and reporters are more likely than all other types of staff to be working for their own company or on a freelance basis.

Journalists working in the radio and television sectors are most likely to be working on permanent contracts, those for magazines least likely (54 per cent of journalists in this sector have a permanent contract).

Table 4.8: Contract status and job title and main sector

	Permanent contract	Fixed term contract	Working for own company	Freelance	Other	Base
All	66	5	9	11	8	1,067
Job title						
Editorial management	84	2	3	8	3	350
Section heads	96	4	0	0	0	23
Writers/reporters (newspapers & magazines)	51	3	14	16	16	358
Broadcast reporters	73	9	3	11	3	127
Production	72	12	4	9	3	68
Other	44	8	23	14	10	131
Main sector						
Newspapers	77	1	5	8	9	425
Magazines	54	4	15	18	9	194
Radio	80	8	0	10	2	61
Television	81	9	3	6	1	109
On-line	60	6	8	17	8	84
Other	45	8	19	15	14	181

Source: *Journalists at Work Survey 2012*

Note: *unweighted sample size is 1,067*

Respondents who work in 'General management' excluded from the table above because sample size is too small.

The two categories of freelance workers have been combined to form a single category

In terms of personal characteristics,

- There is little difference in contract status by gender
- The older journalists get, the more likely they are to be working either for their own company or freelance
- Those with disabilities are slightly less likely to be working on a permanent contract, more likely to be working for their own company or as a freelance
- There is little difference in contract status according to ethnicity.

Table 4.9: Contract status and job title and main sector

	Permanent contract	Fixed term contract	Working for own company	Freelance	Other	Base
All	66	5	9	11	8	1,067
Sex						
Men	65	5	11	11	9	604
Women	66	5	8	13	8	446
Age						
Under 24	65	12	3	0	21	34
25 - 29	79	6	3	6	6	114
30 - 39	77	5	5	8	5	249
40 - 49	70	3	8	15	4	257
50 - 59	62	4	11	13	10	194
60+	39	5	24	15	17	129
Existence of disability						
Has work-limiting disability	52	4	13	15	16	82
No work-limiting disability	68	5	9	11	8	954
Ethnicity						
White	67	4	9	12	8	969
Non-white	65	8	10	8	10	62

Source: Journalists at Work Survey 2012

Note: unweighted sample size is 1,067

Respondents who work in 'General management' excluded from the table above because sample size is too small.

The two categories of freelance workers have been combined to form a single category

4.4 Other occupations

A new question area for the 2012 research asked if journalists also had any other occupation. This was prompted by anecdotal evidence that with the increase in part-time working journalists may have been forced to take on other work to supplement their incomes. The data shows that over a third (34 per cent) work in another job as well as being a journalist.

Table 4.10: Whether work in other occupation than journalist

	JaW 2012
Yes	34
No	66

Source: *Journalists at Work Survey 2012*

Note: unweighted base is 1,064

The extent to which this varies is perhaps less than we might expect. Journalists whose jobs are in editorial management are less likely to have another job (27 per cent), as do those who are section heads (30 per cent). Those whose job title is classed as 'Other' are more likely (49 per cent). In terms of sector, those working on-line or in 'Other' are more likely to have another job (40 and 46 per cent respectively), those in newspapers and television less so (29 and 27 per cent respectively).

These additional jobs vary widely. There are some clusters of related occupations, such as education, PR and journalism-related. Examples of such work are shown below:

- Education: college lecturer (in journalism), on-line journalism tutor, tutor, trainer in blogging, writing workshop leader, university lecturing, etc
- Public relations: corporate publications, press officer, media relations
- Journalism-related: copy writing, publisher, chief sub-editor, editorial librarian, writer/author
- Media-related: Photographer, documentary film maker, screenwriter, wedding photographer, etc
- General administration roles: public sector official, administration assistant, building services administrator
- Miscellaneous job roles: bar manager, barman, part-time waiter, working in a supermarket, wood-yard assistant

4.5 Number of stories worked on

To gain a better view of work patterns, journalists were asked how many stories they worked on during a day. The responses show a wide range – from those replying none to a maximum of 80. There are a large number of respondents who replied that they did not know or that this question was not applicable to their work and so we also show the proportions with these removed from the base.

Half of all respondents worked on fewer than four stories a day, with a small minority (six per cent) saying they worked on none, nearly a quarter (24 per cent) one to two stories, and a fifth (20 per cent) three or four stories. The median number of stories worked on per day is three, the mean is eight, though again the mean value is skewed upwards by a small number of high values.

Table 4.11: Number of stories worked on during an average day

	JaW 2012	
	All	Adjusted to remove DK's & N/A's
None	5	6
1 to 2	18	24
3 to 4	15	20
5 to 6	13	17
7 to 8	6	8
9 to 10	8	10
11 to 20	6	7
21 to 30	3	4
31 to 40	1	1
41+	2	3
Don't know	4	n/a
Not applicable	19	n/a
Total	100	100

Source: *Journalists at Work Survey 2012*

Note: *unweighted base is 1,064*

4.6 Summary

The majority (94 per cent) of journalists who responded to the survey were working, and tended to have lengthy, continuous periods of employment. Amongst those not working, there is some (limited) evidence of sustained unemployment.

National data suggests that just over three-quarters (78 per cent) of journalists work full-time, with 22 working part-time. Women, older people, those with a work-limiting health problem or disability and the self-employed are more likely to work part-time.

National data sources also suggest that 28 per cent of journalists are self-employed. This is higher than suggested by the Journalists at Work survey, which shows 21 per cent self-employed or working for their own company. This is a significant increase over 2002.



5 Entering the profession

5.1 Introduction

This section looks at how journalists enter the profession: how the respondents heard about their first job, the role of journalism qualifications, the issue of debt when starting out as a journalist and views that new entrants have of the profession.

5.2 First jobs

The most common way of hearing about their first job was via an advertisement (28 per cent of respondents), followed by individuals making contact with employers (23 per cent), directly from employers (18 per cent) and from a friend or relative (nine per cent).

These responses are very similar to the responses in the 2002 survey. Slightly fewer had heard about their job via a direct approach to an employer (23 per cent compared to 28 per cent in 2002) and (as would be expected) a higher proportion had heard via the internet (four per cent compared to one per cent in 2002), though this is by no means a major information route.

Table 5.1: How journalists heard about their first job

	JaW 2002	JaW 2012
Advertisement	30	28
Made contact/wrote to companies	28	23
Directly from an employer	18	18
From a friend/relative	9	11
General word of mouth	5	5
From careers service/advisor	4	3
Via the internet	1	4
From an agency	1	1
Through a trade union	*	*
Other means	5	7

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 1,238 and 1,067 respectively

The most common entry point for journalists is as a trainee (45 per cent), either on a formal scheme (32 per cent) or as a trainee but not on a formal scheme (13 per cent). 26 per cent entered directly into a journalist's job.

Again, there are only a few differences between the 2002 and 2012 answers. The main difference is the significant increase in the proportion who state that their first job was as a freelance.

Table 5.2: Mode of entry into first job

	JaW 2002	JaW 2012
Trainee on a formal scheme	31	32
Trainee but no scheme	13	13
Directly into a journalist's job	27	26
Directly into a non-journalist's job	5	5
Through work experience	10	10
As a freelance	5	12
On a research contract	1	1
Other	*	2
Not answered	8	*

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 1,238 and 1,067 respectively

The mode of entry into the first job does vary by the journalist's (current) sector of work. Journalists who are working in newspapers are more likely to have entered on a formal training scheme (46 per cent) and less likely to have entered directly into a journalist's job (19 per cent). Those working in the magazine sector are less likely to have entered via a formal training scheme, and more likely to have entered their first job directly as a journalist or as a freelance. Those working in radio are less likely to have entered via a formal scheme (20 per cent), but more likely to have entered via work experience (21 per cent). Those working on-line are more likely to have entered directly into a journalist's job, less likely to have done so via a formal training scheme.

Table 5.3: Mode of entry into first job by main sector of work, JaW 2012

	All	Newspapers	Magazines	Radio	Television	On-line
Trainee on a formal scheme	32	46	16	20	29	24
Trainee but no scheme	13	14	10	11	15	13
Directly into a journalist's job	26	19	37	21	23	32
Directly into a non-journalist's job	5	4	8	3	6	6
Through work experience	10	8	9	21	15	7
As a freelance	12	8	19	16	9	14
On a research contract	1	*	1	0	2	0
Other	2	1	1	7	1	4
Not answered	*	*	0	0	0	0
Base	1,067	425	194	61	109	181

Source: Journalists at Work Survey 2012

Those journalists who started their first job within the last three years were asked about internships. The use of internships is now very common – 83 per cent did a period of work experience or an internship.

Table 5.4: Whether did work experience or internship before getting first paid job as a journalist

	JaW 2012
Yes	83
No	16
Don't know	2

Source: Journalists at Work Survey 2012

Note: base is journalists who started work in the last 3 years. Unweighted bases is 115

In more than four out of five cases (81 per cent) work experience or internship was an unpaid position, with no expenses paid. A tenth (11 per cent) were unpaid, but had expenses reimbursed. Less than one in ten (eight per cent) were paid. This clearly links to the points made earlier (section 3.4) about the need for individuals to be self-financing to be able to enter journalism.

Table 5.5: Whether work experience or internship was paid

	JaW 2012
Paid	8
Unpaid, but with expenses reimbursed	11
Unpaid, no expenses paid	81

Source: *Journalists at Work Survey 2012*

Note: base is journalists who started work in the last 3 years and who had an internship or undertook work experience.

Unweighted base is 95

Those new entrants who had done an unpaid work experience or internship were asked how many weeks they did before they secured their first job as a journalist. Again, there is a wide range of experience: some were very short (one week), a number lengthy (52 weeks). Looking overall, just over a quarter (28 per cent) were a month or less, 17 per cent over 16 weeks. The average length of unpaid experience/internships was seven weeks¹³.

Whilst this situation does suggest significant periods of unpaid work experience is being undertaken by potential entrants to journalism, we do need to bear in mind that these could be multiple experiences of shorter duration, not necessarily a single longer period.

Table 5.6: Length of unpaid work experience or internship

	JaW 2012
1 -2 weeks	6
3 - 4 weeks	22
5 - 8 weeks	24
9 - 12 weeks	22
13 - 16 weeks	9
Over 16 weeks	17
Average (median)	7 weeks

Source: *Journalists at Work Survey 2012*

Note: base is journalists who started work in the last 3 years and who had an unpaid internship or undertook work experience.

Unweighted base is 87

5.3 Role of journalism qualifications

Holding a journalism qualification

Journalists were asked whether they had a journalism qualification and, if so, what this qualification was.

Nearly two-thirds (63 per cent) of journalists hold a journalism qualification, with a further one per cent working towards one. The proportion holding a journalism qualification has increased since 2002 – up from 58 per cent.

¹³ This is the median value. The mean value is 12 weeks, pulled upwards by a small number of lengthy internships/periods of work experience.

Table 5.7: Whether hold a journalism qualification

	JaW 2002	JaW 2012
Hold a journalism qualification	58	63
Working towards a journalism qualification	3	1
Do not hold a journalism qualification	38	35
Not answered/don't know	2	1

Source: Journalists at Work Surveys 2002 and 2012

Note: unweighted bases are 1,238 and 1,067 respectively

There are clear variations in the likelihood of journalists holding a journalism qualification:

- Job title: Section heads (83 per cent) and writers and reporters for newspapers and magazines (70 per cent) are most likely to hold journalism qualifications. Production staff (56 per cent) and 'Other' staff (44 per cent) are least likely;
- Main sector: Journalists working for newspapers (79 per cent) are most likely to hold a journalism qualification, followed by those working in radio (69 per cent). Those working in magazines (41 per cent), on-line (55 per cent) and in 'Other' sectors (51 per cent) are least likely;
- Personal characteristics: Sex, ethnicity and disability do not appear to make much difference in the likelihood of holding a journalism qualification. However, there is a relationship with age: the older the journalist, the less likely of them holding a journalism qualification – thus 87 per cent of those aged 30 - 34 have a journalism qualification compared to 46 per cent of those over 60. Those working towards a journalism qualification tend to be young. This age variation clearly has implications if the aim is to increase the proportion of journalists holding a qualification – engagement is needed with journalists who are older and established if progress is to be made quickly. Just relying on getting new entrants to journalism appropriately qualified will not be sufficient.

Table 5.8: Whether hold a journalism qualification

	Hold a journalism qualification	Working towards a journalism qualification	Do not hold a journalism qualification	Base
All	63	1	35	1,067
Job title				
Editorial management	62	1	36	350
Section heads	83	0	17	23
Writers/reporters (newspapers or magazines)	70	3	27	358
Broadcast reporters	65	0	35	127
Production	56	1	43	68
Other	44	2	51	131
Main sector				
Newspapers	79	2	19	425
Magazines	41	2	56	194
Radio	69	0	31	61
Television	62	0	38	109
On-line	55	4	40	84
Other	51	1	46	181
Age				
Under 24	77	12	12	34
25 - 29	87	4	9	114
30 - 34	74	0	26	131
35 - 39	65	0	35	118
40 - 49	57	*	41	257
50 - 59	56	1	42	194
60 and over	46	1	51	129

Source: *Journalists at Work Survey 2012*

Of those that do not have a qualification, the majority (88 per cent) have never studied for one. 11 per cent have been on a journalism course but did not get the qualification.

This increase in the proportion holding a journalism qualification over the last 10 years is an impressive performance, particularly given that the sector which is most engaged with journalism qualifications is the newspaper sector. If this sector continues to decline, qualification penetration in all other sectors will need to increase if the proportion holding journalism qualifications is to be maintained or strengthened.

The role of journalism qualifications is particularly important at a time when public confidence in journalism is in question, as a result of the scandals which led to the establishment of the Leveson inquiry. The survey's findings with regard to training in ethical issues, along with the evidence provided of journalists' own views about current regulatory machinery designed to support high standards, point to matters of serious concern.

Accreditation of courses

The respondents who had got a journalism qualification, were working towards one or had been on a course but did not get the qualification were asked who approved or accredited the qualification or course.

By far the most common qualification is the NCTJ which accounts for nearly three-quarters (73 per cent) of the qualifications – a substantial increase on the 2002 research (64 per cent).

Table 5.9: Accreditation body

	JaW 2002	JaW 2012
National Council for Training of Journalists	64	73
Internal company scheme	9	6
Periodicals Training Council	8	2
Broadcast Journalism Training Council	7	7
National Vocational Qualification	6	4
Overseas, non-UK qualification	3	3
Other	6	10
Not answered/don't know/none of the above	1	5

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 812 and 726 respectively

Since the 2002 research the National Vocational Qualification has ceased to be offered as a qualification and is no longer available. The four per cent who have the qualification will be those who obtained the qualification before its demise.

Importance and relevance of qualifications

In 2002, the majority (72 per cent) of those who held a journalism qualification placed a high importance on the role that it played in getting them started in journalism. This has increased – in the 2012 survey 80 per cent of respondents thought the qualification played an important part in them getting them getting their first job. A fifth of journalists did not feel that qualifications played an important role.

Table 5.10: Importance of qualification in getting started in work as a journalist

	JaW 2002	JaW 2012
Very important	49	57
Important	23	23
Not very important	12	10
Not at all important	13	9
Don't know	4	1

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 812 and 726 respectively. Bases are those journalists who have a journalism qualification

Those respondents who noted that the journalism qualification they held was important in them getting started in work as a journalist were asked why.

For some, the qualification (or working towards one) is a pre-requisite – the employers use the holding of such a qualification as a sifting mechanism:

‘Applicants not accepted who were not on accredited course.’

‘Job was on condition I passed the NCTJ pre-entry.’

‘Required by the newspaper – contract was conditional to my passing the NCTJ prelims.’

‘It is the industry standard qualification. I would not be able to get a job in local journalism without it.’

For others, the importance was not the qualification itself, but the skills that were gained whilst studying for the qualification:

‘I was required to have shorthand, a knowledge of the law, an understanding of the workings of local government and confidence in writing complex copy (eg from court reports) from day one.’

‘Shorthand is very important as is the law training so I could report from court confidently.’

‘It covered the four key areas: law, shorthand, news reporting and public affairs. Without them you are a risk to your editor and yourself. You must have these skills to do the job.’

‘Provided basic but key skills in shorthand, media law and newswriting.’

And for others, the qualification was vital to progression once employment had been entered:

‘All promotions depended on it as did pay scales.’

‘I did not get a pay rise until I passed all the exams.’

However, as always, the role of a qualification needs to be seen in context. Whilst holding a qualification may be necessary, on its own it will not be sufficient.

Similarly the majority of journalists who hold a qualification, or are working towards one, believe that the skills that they learnt whilst gaining the qualification are relevant to their work, with 54 per cent stating they are very relevant and 34 per cent relevant (88 per cent in total). Only one in ten states that they believed the qualification not to be relevant.

The proportion of people thinking their qualification to be relevant has increased between 2002 and 2012, from 82 to 88 per cent.

Table 5.11: Relevance of qualification to work as a journalist

	JaW 2002	JaW 2012
Very relevant	47	54
Relevant	35	34
Not very relevant	11	9
Not at all relevant	4	2
Don't know	4	*

Source: Journalists at Work Surveys 2002 and 2012
Note: unweighted bases are 812 and 726 respectively

Similarly to the importance, the relevance is based around the skills that the qualification has given:

‘Knowledge of the law and public affairs news writing and shorthand are things that I need in my everyday work.’

‘The law aspect of the prelims is essential, I feel, in order for me to carry out my day-to-day job and not something I believe I would have such a sound knowledge of had it not been for those qualifications.’

‘So much of what I learned then I still use today.’

Although, as with all qualifications, the skills learned during that process are not the end of the learning process:

‘I learned things like shorthand, news writing and interview skills but I don’t think anything can truly prepare you for what the job involves!’

‘On-the-job experience is much more important but NCTJ does give you a good grounding on which to build.’

To gauge a relative view from journalists of the perceived value of different qualifications, respondents were asked ‘if you were advising a young person on entry to the profession, which of the following would you recommend?’. The route most commonly rated as the most favourable was a journalism course at postgraduate level (ranked as most favourable by 31 per cent of respondents), followed by an entry position with in-house training (26 per cent) and a general university degree (21 per cent). The least favoured entry routes were direct entry without a journalism qualification (39 per cent thought this the least favourable of the options) and a commercial journalism course (24 per cent).

Table 5.12: Ranking of various entry routes into journalism

JaW 2012		
	% ranking as the most favourable	% ranking as least favourable
Journalism course at postgraduate level	31	6
Entry position with in-house training	26	1
General university degree	21	10
Journalism course at undergraduate level	9	8
Direct entry without journalism qualification	7	39
Journalism course at further education college	6	8
Commercial journalism course	5	24

Source: Journalists at Work Survey 2012

Note: unweighted base is 853, all those who felt able to answer

Respondents believe that it is important that the course is accredited or provided by a recognized body – 91 per cent.

Table 5.13: Importance that any course is accredited

JaW 2012	
Very important	62
Fairly important	28
Not very important	6
Not at all important	3
Don't know	1

Source: Journalists at Work Survey 2012

Note: unweighted base is 1,053

5.4 Debt when starting work

In 2002, just over two-thirds (68 per cent) of journalists who had started in the previous three years had debts incurred as a result of their time in education, including first degrees, postgraduate degrees and diplomas.

In 2012 this had increased, but only slightly. 72 per cent of new entrants in the 2012 survey had debts when they started work.

Table 5.14: Existence of debt when started work

	JaW 2002	JaW 2012
Yes	68	72
No	30	28
Prefer not to say	2	*

Source: *Journalists at Work Surveys 2002 and 2012*

Note: bases are those who have entered journalism in the last 3 years. Unweighted bases are 339 and 115 respectively

In 2002 the survey showed a considerable range in the level of the debt – from a relatively minimal £300 to the highest level of £25,000, with a median value of £4,750. If this was up-rated with the rate of inflation, this would suggest an average level of debt of £6,505 in 2012.

The actual level of debt revealed in this survey is much greater. The range of debt spans a minimum of £1,750 through to a maximum of £50,000. The average (median) level of debt is £15,000¹⁴. So whilst the proportion of new entrants who have a debt is much the same, those that have debts owe much more.

Table 5.15: Level of debt when started work

	JaW 2012
Up to £5,000	8
£5,001 - £10k	20
£10,001 - £15k	24
15,001 - £20,000	26
£20,001 - £25,000	14
More than £25,000	8

Source: *Journalists at Work Survey 2012*

Note: unweighted bases are 74

Comparable data on levels of debt across all students is available from ‘FutureTrack’¹⁵, research which is following a cohort of students from UCAS application to first job in order to build a ‘real time’ picture that reveals their circumstances. This suggests that, on average, around a third of students expected to owe £20,000 or more when they graduated from university.

5.5 Views of entry into journalism

The new entrants (those who have entered in the last three years) were asked to give their views of the openness and receptiveness of journalism as a profession¹⁶. If we adopt the protocol that scores one to three are agreement, and eight to 10 disagreement, we can see that in 2002, just over a quarter (27 per cent) agreed with the statement that ‘journalism is an open and receptive profession’, with 18 per cent disagreeing. The majority (54 per cent) gave a score in the middle ratings, reflecting the level of doubt about its accessibility. The mean value of 5.2 also reflects this.

The 2012 survey shows results which are very similar. 30 per cent agreed that the profession is an open and receptive one, 18 per cent disagreed. The majority (52 per cent) gave a middle ranking, resulting in a mean score of 5.1.

¹⁴ The mean value is £15,784.

¹⁵ FutureTrack is funded by the Higher Education Careers Service Unit, with the research being conducted by Kate Purcell and colleagues at the Warwick Institute for Employment Research. Details can be found at http://www.hecsu.ac.uk/assets/assets/documents/Futuretrack_Summary_2012_Student_Finance.pdf

¹⁶ Which is, of course, a skewed measure, since it is the views of those individuals who have managed to enter journalism. Of interest would, of course, be the views of those who were interested in entering journalism but have failed to do so.

Table 5.16: Views of entry into the profession: agreeing with statement ‘journalism is an open, receptive profession’

	Agree completely					Disagree completely					Mean
	1	2	3	4	5	6	7	8	9	10	
JaW 2002	5	5	17	12	21	10	13	12	2	4	5.2
JaW 2012	4	8	18	17	14	10	11	11	2	5	5.1

Source: Journalists at Work Surveys 2002 and 2012

Note: bases are those who have entered journalism in the last 3 years. Unweighted bases are 339 and 115 respectively

Whilst available sample sizes are small and some care needs to be taken with the results, the data does indicate that the averages on this score vary by job title and sector. Those in editorial management are more likely to agree that journalism is an open and receptive profession, those in production and ‘Other’ job titles less so. Those journalists working in newspapers are more likely to agree, those in television less so.

Table 5.17: Agreement/disagreement that journalism is an open and receptive profession: mean scores by job title and main sector

	Mean score	Base
All	5.1	115
Job title		
Editorial management	4.1	18
Writers/reporters (newspapers or magazines)	5.0	67
Broadcast reporters	4.8	10
Production	6.2	12
Other	6.6	8
Main sector		
Newspapers	4.7	63
Magazines	5.5	21
Radio	5.0	6
Television	5.8	8
On-line	5.0	9
Other	5.7	7

Source: Journalists at Work Surveys 2002 and 2012

Note: bases are those who have entered journalism in the last 3 years. Unweighted bases are 339 and 115 respectively

5.6 Summary

The majority (83 per cent) of new entrants (those who have entered journalism in the last three years) did a period of work experience or worked an internship before gaining their first paid job. Of these:

- The vast majority (92 per cent) were unpaid
- Their work experience or internships lasted an average of seven weeks, although the lengths can vary widely from short (lasting 1 - 2 weeks) to 52 weeks.

As well as being highly-qualified, more journalists hold relevant journalism qualifications and these are more likely to be NCTJ-accredited. 63 per cent of journalists hold a journalism qualification (an increase from 58 per cent in 2002). In the majority (73 per cent) of cases the qualification was accredited by the NCTJ – again an increase on 2002 (64 per cent). Journalism qualifications are regarded as being important in helping people get their first job and relevant to the work done in that first job.

72 per cent of new entrants to journalism had debts incurred whilst in education when they started work. This is an increase on 2002 (when it was 68 per cent) but not a particularly large one. However, the size of the debt has increased significantly from an average of £4,750 in 2002 (which would be worth £6,500 if up-rated by inflation to 2012) to £15,000.



6 Training, learning and development

6.1 Introduction

This section examines skill needs and learning opportunities for journalists. It covers:

- Learning activities that have been undertaken in the last year and the nature of these learning activities
- The perceived need for new skills and whether they have been able to access learning to address these skills needs
- The overall support that journalists feel they have in order to access learning.

6.2 Learning activities undertaken

The respondents were given a long list of possible learning activities and asked whether in the last 12 months they had undertaken any of these related to their work. The full list is shown in the table below.

Overall, 71 per cent of journalists had undertaken some form of learning in the past 12 months. The most common learning activities are self-learning – trying to improve knowledge or teaching oneself a skill without taking part in a taught activity (44 per cent) or keeping up to date in types of work done without taking part in a taught course (35 per cent). Following this is more formal learning – a taught course designed to help work-related skills (26 per cent). As in 2002, perhaps the most striking finding from the table is that despite the breadth and range of learning activities offered, 29 per cent had done no learning in the last 12 months.

Comparing the two surveys, two differences can be noted:

- A slightly higher proportion doing no learning activities at all (29 per cent compared to 26 per cent)
- More noticeable, a shift from formal taught learning activities to informal, self-taught learning activities. Thus, the most common learning activity in 2002 was a taught course developing work-related skills – by 2012 these had been overtaken by self-taught learning activities.

Journalists are not the only individuals to suffer a decline in training activity. There is some evidence to suggest that the level of participation in learning may be declining¹⁷, with an across the workforce decline in the average levels of job-related training through much of the 2000s, and that levels have returned to 1993 levels. This will have been exacerbated by the current recession as a common feature of economic downturn is a reduction in training activity.

Table 6.1: Learning activities during the last 12 months

<i>Multiple response</i>	JaW 2002	JaW 2012
A taught course meant to lead to a qualification	10	7
A taught course designed to help develop skills that may be used in a job	44	26
Evening class	6	4
Learning which has involved working on own from a package of materials	8	9
Studying for qualifications without taking part in a taught course	3	3
Supervised training whilst doing a job	23	18
Keeping up to date with developments in type of work done without taking part in a taught course	33	35
Tried to improve knowledge about anything or teach oneself a skill without taking part in a taught course	36	44
None of the above	24	29

Source: Journalists at Work Surveys 2002 and 2012

Note: unweighted bases are 1,238 and 1,067 respectively

Section heads appear to be less likely to receive training than the average (39 per cent had received training), although the sample size for this occupational group is relatively small so this finding does need to be treated with some care. In terms of sector, journalists working mainly in newspapers are the least likely to receive training – 63 per cent had done so in the last year.

¹⁷ Mason G and Bishop K, *Adult training, Skills Updating and Recession in the UK: the implications for Competitiveness and Social Inclusion*, LLAKES Research paper 10, 2010

Table 6.2: Variation in extent of learning activities during the last 12 months

	Training undertaken	No training undertaken	Base
All	71	29	1,067
Job title			
Editorial management	68	32	350
Section heads	39	61	23
Writers/reporters (newspapers or magazines)	70	30	358
Broadcast reporters	76	24	127
Production	76	24	68
Other	79	21	131
Main sector			
Newspapers	63	37	425
Magazines	72	28	194
Radio	79	21	61
Television	73	27	109
On-line	79	21	84
Other	80	20	181

Source: *Journalists at Work Survey 2012*

Note: unweighted base is 1,067 respectively

6.3 Nature of the learning activity

As at the 2002 survey, the learning undertaken was, in the main, related to the respondent's current or previous job. But 45 per cent had undertaken the learning for their own personal interest and development – a substantial increase on the finding in the 2002 survey.

Table 6.3: Reason for learning

Multiple response	JaW 2002	JaW 2012
Related to your current or previous job	84	79
Related to a job that you might want to do in the future	14	30
For your own personal interest or development	23	45

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 906 and 744 respectively.

Base: all those who have undertaken some training activity in the last 12 months

The learning covered a range of topics. As with 2002 the most common is the generic area of professional skills (65 per cent), with 35 per cent having undertaken learning in Information technology, a third (33 per cent) technical training (new equipment and machinery) and 29 per cent training in personal development.

Table 6.4: Coverage of the learning activities

<i>Multiple response</i>	JaW 2002	JaW 2012
Professional skills	71	65
Information technology	27	35
Technical (new equipment/machinery)	29	33
Personal development	32	29
Business/management	19	18
Health and safety	11	8
Other	2	14

Source: *Journalists at Work Surveys 2002 and 2012*

Note: *unweighted bases are 906 and 744 respectively*

It remains the case that the most common source of funding for the training is the employer – in 40 per cent of cases. However, there has been a substantial increase in the incidence of training being paid for by the individual (30 per cent) and in the training being supplied free (23 per cent). This is consistent with what would be expected in the period – employer-funded training reduces in a recession and both employers and individuals are more likely to seek free training in a period when resources are stretched.

Table 6.5: Paying for learning

<i>Multiple response</i>	JaW 2002	JaW 2012
Your employer	65	40
You personally	15	30
Your family	2	1
Grant from body/trust	1	2
Supplied free – no costs involved	14	23
Other	1	4

Source: *Journalists at Work Surveys 2002 and 2012*

Note: *unweighted bases are 906 and 744 respectively*

As in 2002, the most common place for learning activity was at work (41 per cent), but there has been a substantial decline in this (down from 51 per cent) and a decline in the proportion of learning events taking place at a training provider (down from 22 to 13 per cent). There has been an increase in the proportion of learning events taking place at home (18 to 28 per cent).

Table 6.6: Where the learning activity took place

	JaW 2002	JaW 2012
At work	51	41
Training provider	22	13
At home	18	28
College of further education	7	4
University	6	6
Somewhere else	4	8

Source: *Journalists at Work Surveys 2002 and 2012*

Note: *unweighted bases are 906 and 744 respectively*

For the majority of individuals, the amount of time spent on learning activities is relatively short. Excluding those who could not give a response, 29 per cent had spent 1-2 days on training and a further 30 per cent had spent 3-5 days. The median value of number of training days is 5 days¹⁸.

The comparison with the 2002 data suggests a slight decrease in training activity, with slightly more at the lower end of the scale – 59 per cent had done 5 days or less of training in 2012 compared to 55 per cent in 2002 – and fewer at the top end – 14 per cent had done 21 or more days of training compared to 20 per cent in 2002.

Table 6.7: Number of days spent on learning

	JaW 2012		JaW 2002	
	All	Excluding don't knows	All	Excluding don't knows
1 - 2	23	25	28	29
3 - 5	27	30	28	30
6 - 10	15	16	16	17
11 - 20	8	9	9	10
21+	17	20	14	14
Don't know	10	n/a	5	n/a

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 906 and 744 respectively

Base is all respondents who had undertaken some learning activity in the last 12 months

It remains the case that the majority of respondents who had undertaken learning thought that it had been useful – 35 per cent said that it had been very useful and 43 per cent fairly useful. However, there has been a slight decline in the proportions who thought the learning activity useful (79 per cent compared to 85 per cent in 2002) and there has been an increase in the proportion who think that it had been of variable quality (19 per cent, increased from 12 per cent in 2002).

It is probably reasonable to link the increase in 'variable quality' to the changes in the way that training and learning has been delivered – particularly the increase in the proportion reporting that the training had been free, the increase in training not being done at work and the increase in the proportion stating that it had been done at home. Whilst the trend to a different mode of training delivery would no doubt be a more economical way to deliver training, it may be that saving money has led to lower satisfaction with the quality of that learning.

Table 6.8: Views of usefulness of the learning activity

	JaW 2002	JaW 2012
Very useful	42	35
Fairly useful	43	42
Of variable quality	12	19
Not very useful	1	3
Not at all useful	1	1
Don't know	1	2

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 906 and 744 respectively

Base is all respondents who had undertaken some learning activity in the last 12 months

¹⁸ The mean value is higher at 11 days, but this value is skewed by a small number of respondents who have spent high numbers of days on training activities.

6.4 Learning new skills

Need for new skills

The majority (63 per cent) of respondents in 2012 believe that there are new, or additional, skills that they require in order to be more efficient in their work. This is a slight increase on the 60 per cent who reported that they needed new or additional skills in the 2002 survey.

As in 2002, there is an interesting difference in employer and individual views on the existence of skills gaps. The 2002 report noted that whilst 60 per cent of individual journalists reported a need for new or additional skills, industry research amongst employers noted that the overwhelming majority (97 per cent) reported that there were no skills gaps amongst their editorial employees. This situation has not changed. Whilst there has been no additional specific research amongst publishing employers to examine skills issues of journalists, UK-wide research¹⁹ indicates that such skill deficiencies amongst existing staff remain rare – it is estimated that around five per cent of employees across the UK suffer from them.

Once again, we are left with the conflicting views that whilst employers think that nearly all their staff are fully proficient at their jobs, nearly two-thirds of individual journalists think they need new or additional skills to be fully efficient. Possible reasons are that journalists are not just thinking about the skill needs of their current job, but are looking to the future, to the next job, while employers are focused on making sure that the current job is being delivered satisfactorily.

Table 6.9: Whether new or additional skills are required to improve efficiency

	JaW 2002	JaW 2012
Yes, new or additional skills required	60	63
No	38	37
Don't know/not answered	2	1

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 1,238 and 1,067 respectively

The proportion of journalists who feel that they need new skills varies from a low of 59 per cent of Editorial management to 69 per cent of those in production jobs. In terms of main sector, it varies from 58 per cent of those working in television (58 per cent) to 70 per cent in the 'Other' sector.

¹⁹ Davies B, Gore K, Shury J, Vivian D, Winterbotham M & Constable S, *UK Employer Skills Survey, 2011*, UK Commission for Employment and Skills, Evidence Report 45, July 2012

Table 6.10: Whether new or additional skills are required to improve efficiency: variation

	Yes	No	Base
All	63	37	1,067
Job title			
Editorial management	59	40	350
Section heads	65	35	23
Writers/reporters (newspapers or magazines)	64	35	358
Broadcast reporters	60	40	127
Production	69	31	68
Other	65	34	131
Main sector			
Newspapers	59	41	425
Magazines	65	34	194
Radio	66	34	61
Television	58	42	109
On-line	65	35	84
Other	70	30	181

Source: Journalists at Work Survey 2012
 Note: unweighted bases is 1,067

Individuals who believed that they had need of new or additional skills were asked what these skills were. As may be expected, the list is long and in some cases very specific. We have grouped the skills into broad areas and these are shown below. The most common skills areas needed are for IT and new media skills (39 per cent), production, design and photography skills (20 per cent), and journalistic skills (16 per cent).

Table 6.11: Nature of new or additional skills required to improve efficiency

	JaW 2002	JaW 2012
IT and new media skills	27	39
Journalistic skills	30	16
Production, design and photography skills	10	20
Law	8	2
Business and management skills	16	12
Other	8	7

Source: Journalists at Work Surveys 2002 and 2012
 Note: unweighted bases are 746 and 669 respectively
 Base: all respondents who have a need for new or additional skills

A more detailed breakdown of these skills areas shows the areas where new skills are needed. The highest proportion report new skills are needed in the areas of IT and new media – website and website development and social media, plus general IT skills. Significant numbers require additional ‘production’ skills, including video, photography and design. However, significant proportions also mention the basic journalism skills essential to the job.

Table 6.12: Nature of new or additional skills required to improve efficiency

JaW 2012

IT and new media skills	39
Website and website development	14
Social media	12
IT (general)	13
Journalistic skills	16
Digital/web journalism	2
Shorthand	4
NCE/NCTJ	*
General journalism	9
Production, design and photography skills	20
Video	8
Photography	3
Design	9
Law	2
Business and management skills	12
Sales	2
Financial	1
General business and management	8
Other	7

Source: *Journalists at Work Survey 2012*

Note: unweighted base is 669

Base: all respondents who have a need for new or additional skills

It is clear from the research that there is a continuing change in the skills needed to be an effective journalist. These include the need for multi-skilling, the need to write for a more diverse range of platforms and outlets. Nearly two-thirds of journalists responding to the survey recognised that there were new or additional skills that they needed in order to be more efficient at their work.

The skills gaps reported by journalists include IT and new media skills as well as the on-going need for development of journalistic skills. However, there may also be skills that journalists do not know that they need yet. The increased shift to self-employment brings with it the need for a new range of skills to make a success of running one's own business.

Accessing learning to address new skill areas

As in 2002, the majority of respondents (63 per cent) who believed that they required new or additional skills had tried to undertake learning to address this need.

Table 6.13: Whether had tried to undertake learning to address the new or additional skills

	JaW 2002	JaW 2012
Yes, tried to undertake learning	64	63
No	34	35
Don't know/not answered	2	2

Source: Journalists at Work Surveys 2002 and 2012

Note: unweighted bases are 746 and 656 respectively

Base is all respondents who have new or additional skill requirements

Those that had tried to access learning were asked if they had faced any barriers in doing so. Nearly all had done so, with the most common barriers being employer-related – either finding it difficult to take time off (42 per cent) or because the employer was unwilling to pay for the training (26 per cent). Increased percentages report what could be termed as ‘supply’ issues – either the fees being too high (34 per cent), a lack of suitable courses or training (31 per cent), or bad timing of course provision (24 per cent). Others report some difficulties with information – 22 per cent report difficulties assessing quality or relevance of the training and 17 per cent faced a lack of information about the training.

Table 6.14: Existence of barriers in obtaining the skills required

<i>Multiple response</i>	JaW 2002	JaW 2012
Employer-related reasons		
Difficult to take time off	44	42
Employers not prepared to pay for training	24	26
Possible loss of earnings	9	14
Supply issues		
Fees too high	20	34
Lack of suitable courses/training	24	31
Bad timing of the courses/training	23	24
Courses/training difficult to get to	9	14
Information issues		
Difficulty assessing quality or relevance of course/training	19	22
Lack of information about courses/training	21	17
Domestic/personal reasons		
	9	16
Other		
	2	7
No barriers	6	11

Source: Journalists at Work Surveys 2002 and 2012

Note: unweighted bases are 474 and 424 respectively

Base is all respondents who have new or additional skill requirements who have tried to access learning and who faced barriers

Preference for location of learning

Most respondents would prefer to undertake their learning on a course away from work (56 per cent) or at work itself (47 per cent). A quarter (25 per cent) would prefer to do the learning at home.

Table 6.15: Preference for location of learning

Multiple response	JaW 2002	JaW 2012
A course away from work	55	56
At work	60	47
At home	16	25
On an attachment or placement	28	22

Source: Journalists at Work Surveys 2002 and 2012

Note: unweighted bases are 746 and 424 respectively. Base is all those who had tried to undertake learning

6.5 Overall support for learning

As in 2002, the majority of respondents believe that the volume and quality of provision of training in the UK is sufficient:

- 61 per cent think that the volume of available training is about right, with a further seven per cent considering it excellent; and
- 57 per cent think that the quality of training is about right, with a further six per cent considering it excellent.

However, again as in 2002, there are substantial minorities who are dissatisfied with the training supply and these should not be overlooked. A third (33 per cent) believe that the volume of training is inadequate and over a third (37 per cent) that the quality of learning is inadequate.

Table 6.16: Views on volume and quality of provision of learning

Multiple response	JaW 2002	JaW 2012
Volume of learning provision in the UK		
Excellent	9	7
About right	60	61
Inadequate	31	33
Quality of learning provision in the UK		
Excellent	10	6
About right	50	57
Inadequate	40	37

Source: Journalists at Work Surveys 2002 and 2012

Note: unweighted bases are 1,104 and 992 respectively

Bases have been adjusted to remove those respondents who were unable to give a response

Looking at their own management, the balance of respondents (when adjusted to remove those who do not have an employer) was positive, with 56 per cent saying that their management was helpful (17 per cent ‘very helpful’ and 39 per cent ‘helpful’) as against 44 per cent saying that their management had been unhelpful.

Although the balance remains positive, the position has slightly worsened since the 2002 survey, with the proportion saying that their management has been helpful falling from 61 per cent in 2002 to 56 per cent in 2012, and the proportion saying ‘unhelpful’ increasing from 39 per cent to 44 per cent.

Table 6.17: Supportiveness of management in obtaining learning

	JaW 2002		JaW 2012	
Very helpful	19	20	12	17
Helpful	39	41	28	39
Not very helpful	24	28	19	27
Not helpful at all	10	11	12	17
Do not have an employer	6	n/a	27	n/a

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 746 and 424 respectively. Base is individuals who have tried to undertake some learning

6.6 Summary

The majority of journalists (71 per cent) had undertaken some learning activity in the previous 12 months, a fall from the 2002 level of 76 per cent. As well as this, there is a noticeable shift to more informal, self-taught learning activities between 2002 and 2012 and a shift away from formal, taught learning.

Whilst it is still the case that in the largest proportion of occasions (40 per cent) the employer paid for the training, this is less so than in 2002 (65 per cent). More of the training is paid for by the individual (30 per cent compared to 15 per cent in 2002). Also, more training is sourced free (23 per cent in 2012 compared to 14 per cent in 2002).

Journalists were less positive about their learning experiences in 2012 than they were in 2002, with 77 per cent saying the learning was useful compared to 85 per cent in 2002. A higher proportion stated that it was of variable quality (19 per cent compared to 12 per cent). It seems that the move to self-supported, informal learning may have negative impacts on the perceived usefulness of the learning.



7 Working conditions

7.1 Introduction

This section examines working conditions including hours of work, income, work-life balance and existence of discrimination.

7.2 Views of journalism as a job

The majority of new entrants to journalism view their chosen profession in a positive light. We can see that:

- the majority (81 per cent) agree with the statement that ‘journalism is a job I enjoy doing’, with only three per cent disagreeing. These positive ratings are higher than in 2002, when 78 per cent agreed with this statement and six per cent disagreed. Accordingly the mean score has decreased from 2.7 to 2.4;
- the majority of new entrants continue to agree that ‘journalism has lived up to my aspirations as a job’ – with 61 per cent agreeing and nine per cent disagreeing. This is again more positive than in 2002, when 55 per cent agreed with this statement, and eight per cent disagreed; and
- the majority of new journalists agree that they ‘intend to stay working in journalism’ (68 per cent) with fewer than a tenth (seven per cent) not intending to do so. These figures are less positive than 2002, when 74 per cent of new entrants intended to stay in journalism.

Table 7.1: Views of journalism

	Agree completely										Disagree completely										Mean
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
Journalism is a job I enjoy doing																					
JaW 2002	35	25	18	7	5	2	3	1	2	3	3	2	1	0	0	0	0	0	0	0	2.7
JaW 2012	39	22	20	9	6	2	0	0	1	2	3	2	1	0	0	0	0	0	0	0	2.4
Journalism has lived up to my aspirations as a job																					
JaW 2002	16	18	21	15	9	9	5	3	2	3	3	2	1	0	0	0	0	0	0	0	3.8
JaW 2012	10	28	23	9	11	4	7	2	3	4	3	2	1	0	0	0	0	0	0	0	3.7
I intend to stay working in journalism																					
JaW 2002	36	20	18	5	4	3	3	3	3	5	5	4	3	2	1	1	1	1	1	1	3.1
JaW 2012	40	15	13	5	16	3	1	4	1	2	2	1	1	0	0	0	0	0	0	0	2.9

Source: *Journalists at Work Surveys 2002 and 2012*

Note: base is all those who started first job in journalism in the last 3 years. Unweighted bases are 319 and 115 respectively

Nevertheless, it is clear that journalists believe that the changes in the industry over the last 10 years have had significant effects on their own jobs. 83 per cent think that they have had to become more multi-skilled, needing to be able to perform a wider range of tasks. Two-thirds (67 per cent) now produce output for a wider range of outlets and have to write across different platforms. Two-thirds (65 per cent) also note that work intensity has increased, with a need to develop more stories.

Clearly this has impacted on work satisfaction and job quality for a significant proportion of journalists: 43 per cent report lower job satisfaction, 41 per cent that their job has been de-skilled and 38 per cent that they now produce a lower quality of work.

Table 7.2: How changes in the industry over the last 10 years have impacted

	Impact on respondents job
Increased need for multi-skilling – eg need to widen range of tasks	83
More diverse range of outlets – need to be able to write across different platforms	67
Increased work intensity – eg need to develop more stories	66
Lower job satisfaction	43
De-skilled research activities – eg more reliance on PR companies	41
Produce a lower quality of work	38
Other, including:	11
<i>Fewer jobs/job insecurity</i>	2
<i>Lower morale</i>	1
<i>Lower pay</i>	3
Don't know/not answered	5

Source: *Journalists at Work Survey 2012*

Note: unweighted base is 1,067

The extent of anxiety over the changes in the sector can perhaps be better shown by including some verbatim comments from journalists:

‘Life is more stressful and is generally not as fun as it was when I started. We’ve lost too many staff and have to take on too much work.’

‘The changes have decimated the job market – the abundance of cheap “citizen journalists” means publishers ‘do not need’ to pay for qualified staff.’

‘The breadth of stories covered is narrower as reporter numbers reduced (especially foreign correspondents).’

‘Heavier (relentless) workload, because of ridiculously low staffing levels.’

‘Lowered the quality of newspapers/no job security/less camaraderie.’

Though not all who noted a change were negative:

'Improved technology means I can do more, quicker, with less time faffing around doing boring technical things.'

'Increased opportunities. More satisfaction.'

Possibly as a result of these changes in the last 10 years, journalists do not feel, on balance, positive about the future of journalism as a profession. Whilst 38 per cent feel confident (10 per cent very confident, 28 per cent fairly confident), these are outweighed by the 42 per cent who are not confident.

Table 7.3: Confidence in the future of journalism as a profession

	JaW 2012
Very confident	10
Fairly confident	28
Neither optimistic nor pessimistic	19
Not very confident	32
Not at all confident	10

Source: *Journalists at Work Survey 2012*

Note: unweighted bases is 1,064

This level of confidence varies by job and by sector, such that:

- Job title: Section heads are the least confident about the future of journalism (with a negative 30 percentage points), followed by writers and reporters (- 10 percentage points). Broadcast reporters and production staff are most positive (+ 23 percentage points);
- Main sector: It is only the newspaper sector which is, on balance, negative about the future of journalism as a profession. All other sectors have a net positive balance, with journalists working in television (+ 28 percentage points) and radio (+18 percentage points) being most positive.

Table 7.4: Variation in the confidence in the future of journalism as a profession

	Confident	No confident	Confidence score	Base
All	38	42	-4	1,067
Job title				
Editorial management	39	43	-4	350
Section heads	26	56	-30	23
Writers/reporters (newspapers or magazines)	36	46	-10	358
Broadcast reporters	49	26	+23	127
Production	49	26	+23	68
Other	29	51	-22	131
Main sector				
Newspapers	32	53	-21	425
Magazines	40	36	+4	194
Radio	46	28	+18	61
Television	54	26	+28	109
On-line	41	34	+17	84
Other	40	38	+2	181

Source: *Journalists at Work Survey 2012*

Note: unweighted base is 1,067 respectively

Because of this, we should not be surprised when we see that only a half (51 per cent) of current journalists would advise a young person to enter journalism. 47 per cent would not do so.

Again, the main variation is by job title and sector, with journalists working in the newspaper sector feeling less positive, those in the radio and television sectors more so.

Table 7.5: Whether would advise a young person to become a journalist

	Yes	No	Base
All	51	47	1,067
Job title			
Editorial management	47	51	350
Section heads	43	57	23
Writers/reporters (newspapers or magazines)	54	46	358
Broadcast reporters	59	40	127
Production	57	40	68
Other	46	50	131
Main sector			
Newspapers	44	55	425
Magazines	50	46	194
Radio	64	36	61
Television	59	38	109
On-line	54	44	84
Other	57	41	181

Source: *Journalists at Work Survey 2012*

Note: unweighted base is 1,067 respectively

7.3 Hours of work

Across the UK, the 'average' working week for all occupations is 33.1 hours. For men it is 37.0 and for women 29.1. For people who work full-time, average hours are 39.1 per week (40.1 for men, 37.4 for women). For part-time workers, the average is 18.1 hours (17.7 for men, 18.3 for women).

Table 7.6: Employees' average hours, UK, 2012

	All	Men	Women
All employees	33.1	37.0	29.1
Full-time employees	39.1	40.1	37.4
Part-time employees	18.1	17.7	18.3

Source: Annual Survey of Hours and Earnings, 2012 Provisional Results, Office for National Statistics

Note: values are mean values.

The average number of hours worked for journalists in the 2012 survey was 39.4 – less than the 2002 average of 41.6. This is not surprising in itself – the average number of hours worked for all employees as shown in the ASHE survey has also declined over the decade (from 35.1 in 2002 to the current 39.1 hours), and generally reflects the increase in the proportion of staff who are working part-time (six per cent in 2002 and 13 per cent in 2012). The proportion working very long hours (more than 46 hours) has stayed almost static – 23 per cent in 2002 and 21 per cent in 2012.

However, as in 2002, the majority of journalists responding to our survey worked longer hours than the 'average' UK figure of 33 hours per week – 73 per cent worked for 36 hours per week or more.

Table 7.7: Hours normally worked

	JaW 2002		JaW 2012	
		Cumulative		Cumulative
Up to 28 hours	6	6	13	13
29 - 35 hours	8	14	14	27
36 - 40 hours	39	53	37	64
41 - 45 hours	24	77	15	79
46 - 50 hours	16	93	13	92
51 - 70 hours	7	100	8	100
Average	41.6		39.4	

Source: Journalists at Work Surveys 2002 and 2012

Note: unweighted bases are 1,238 and 1,064 respectively

Note: values are mean values.

Section heads work the longest hours – at over 43 hours per week, some four hours or so longer than the overall average. Journalists working in newspapers and television work the longest average hours at 40.6.

Table 7.8: Variation in average hours worked

	Average hours worked	Base
All	39.4	1,067
Job title		
Editorial management	40.7	350
Section heads	43.3	23
Writers/reporters (newspapers or magazines)	38.0	358
Broadcast reporters	38.8	127
Production	40.2	68
Other	38.7	131
Main sector		
Newspapers	40.6	425
Magazines	37.7	194
Radio	38.3	61
Television	40.6	109
On-line	37.4	84
Other	38.6	181

Source: Journalists at Work Survey 2012

In the majority of cases these hours are considered to be reasonable, with only 17 per cent of respondents thinking them unreasonable.

This is broadly similar to the views of hours of work in 2002. From this data it does not appear that journalists have become increasingly dissatisfied with their working hours.

Table 7.9: Views on hours of work

	JaW 2002	JaW 2012
Reasonable	85	82
Unreasonable	14	17
Prefer not to say	1	*

Source: Journalists at Work Surveys 2002 and 2012

Note: unweighted bases are 1,238 and 1,067 respectively

7.4 Income

The range of journalists' income varies from less than £5,000 per year to more than £100,000, with a median level income of £27,500²⁰. Seven per cent journalists earn less than £10,000, 12 per cent less than £15,000 and 22 per cent less than £20,000.

These figures are, of course, higher than those which were produced in the 2002 survey - there are 10 years of inflation to take into account (even in a period of historically low inflation). Government statistics suggest that in order to compare 2002 to 2012 accurately we need to factor an increase of 36% to take account of this inflation. So, if the median salary of £22,500 paid in 2002 had increased at the same rate of inflation over the period the median salary in 2012 should be £30,815. Thus, the current median income is some 12 per cent below what it might have been if the 2002 figure had increased in line with inflation.

However, it is only fair to point out that wages and incomes of all occupations over the same period have also failed to keep pace with inflation. The average income from wages and salaries across all occupations in 2002 was £25,916. If this had increased at inflationary rates, this would have increased to £35,493, when in fact it increased only to £32,715, some eight per cent less.

In summary, journalism salaries have increased, but at a rate lower than inflation. This is in common with salaries of all occupations, but the rate of increase in journalist's salaries has been less than that across the economy.

Table 7.10: Income levels

	JaW 2002		JaW 2012	
		Cumulative		Cumulative
Less than £5,000	1	1	3	3
£5,000 - £7,499	*	1	2	5
£7,500 - £9,999	2	3	2	7
£10,000 - £12,499	7	10	2	9
£12,500 - £14,999	8	18	3	12
£15,000 - £19,999	16	34	10	22
£20,000 - £24,999	17	51	15	37
£25,000 - £29,999	11	62	13	50
£30,000 - £39,999	17	79	21	71
£40,000 - £49,999	9	88	12	83
£50,000 - £74,999	7	95	9	92
£75,000 - £100,000	1	96	2	94
More than £100,000	*	97	1	95
Prefer not to say	3	100	5	100
Median level	£22,500		£27,500	

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 1,238 and 1,064 respectively

²⁰ In giving average values for income we have used a median value because this avoids the distorting impact of a few, high values that would occur if we used the mean. If we used the mean, the average value for salaries would be £31,963.

There are clear variations in the average salary levels, much in ways that would be expected. In terms of job characteristics:

- Editorial management, broadcast reporters and production staff receive the highest average salaries (at £35,000); writers and reporters for newspapers and magazines receive the least (£22,500);
- Journalists working in television receive the highest average salaries (£45,000); those working for newspapers the lowest (£22,500); and
- Journalists working in London receive the highest average salaries (£35,000): those in regions outside London and the South-east the lowest: those in the Midlands, Yorkshire and the Humber, the North, Scotland, Wales and Northern Ireland show an average of £22,500. The North-west has a higher average salary level (£27,500), a level bolstered by the slightly higher proportion of broadcast reporters in that region.

Table 7.11: Variation in average (median) salary levels and job characteristics

	Average salary (£s)	Base
All	27,500	1,067
Job title		
Editorial management	35,000	350
Section heads	27,500	23
Writers/reporters (newspapers or magazines)	22,500	358
Broadcast reporters	35,000	127
Production	35,000	68
Other	22,500	131
Main sector		
Newspapers	22,500	425
Magazines	27,500	194
Radio	35,000	61
Television	45,000	109
On-line	35,000	84
Other	27,500	181
Region		
South-east	27,500	64
South-west	27,500	143
London	35,000	391
West Midlands	22,500	50
East Midlands	22,500	45
East of England	22,500	37
Yorkshire and the Humber	22,500	50
North-west	27,500	76
North	22,500	28
Scotland	22,500	106
Wales	22,500	24
Northern Ireland	22,500	24

Source: *Journalists at Work Survey 2012*

In terms of personal characteristics:

- Male journalists receive a higher average salary than women (£35,000 compared to £27,500)
- Average salaries increase steadily with age, from £17,500 for those aged under 24 to £35,000 for those aged between 35 and 59, and then decrease slightly for those aged over 60
- There is no difference in average salaries by ethnicity
- Journalists without a disability have a higher average salary than those who do.

Table 7.12: Variation in average (median) salary levels and personal characteristics

	Average salary (£s)	Base
Sex		
Men	35,000	604
Women	27,500	446
Age		
Under 24	17,500	34
25 - 29	22,500	114
30 - 34	27,500	131
35 - 39	35,000	118
40 - 49	35,000	257
50 - 59	35,000	194
60 +	27,500	129
Ethnicity		
White	27,500	969
Non-white	27,500	62
Disability		
With disability	22,500	82
No disability	27,500	954

Source: Journalists at Work Survey 2012

In 2002, there was a roughly equal split between journalists who thought they were fairly rewarded for their work and those that thought they were not. In 2012, the situation has worsened, with only 39 per cent stating that they feel that they are fairly rewarded and 60 per cent that they are not.

Table 7.13: Views of income

	JaW 2002	JaW 2012
Fairly rewarded	50	39
Not fairly rewarded	48	60
Don't know/not answered	2	1

Source: Journalists at Work Surveys 2002 and 2012

Note: unweighted bases are 1,238 and 1,067 respectively

It is not surprising that in a decade when journalists' pay, especially in newspapers, has fallen behind not only general inflation but also the general rate of increases in remuneration in the labour market, many journalists feel that they are not fairly rewarded for their work. Levels of satisfaction, naturally, tend to be closely related to levels of pay received.

Those expressing satisfaction with their pay are thus likelier to be working in television and on-line. London-based journalists express higher levels of satisfaction than those in other regions, though 46 per cent of journalists in Wales think they are fairly rewarded for their work (compared with 39 per cent overall), perhaps indicating relatively lower wages generally in this part of the UK, as well as a relatively larger broadcasting sector.

The clear point to note is that dissatisfaction stands out in one sector in particular – the newspaper sector. Here 30 per cent feel that they are fairly rewarded for their work, with 70 per cent thinking that they are not. It is perhaps no surprise that average salaries in newspapers are the lowest of all sectors.

Table 7.14: Variation in views of income by job characteristics

	Views of whether fairly rewarded for work		Average salary (£s)	Base
	Yes	Yes		
All	39	60	27,500	1,067
Job title				
Editorial management	43	57	35,000	350
Section heads	39	61	27,500	23
Writers/reporters (newspapers or magazines)	32	67	22,500	358
Broadcast reporters	43	57	35,000	127
Production	54	46	35,000	68
Other	37	63	22,500	131
Main sector				
Newspapers	30	70	22,500	425
Magazines	47	52	27,500	194
Radio	41	59	35,000	61
Television	50	50	45,000	109
On-line	52	45	35,000	84
Other	41	59	27,500	181
Region				
South-east	42	56	27,500	64
South-west	31	69	27,500	143
London	51	49	35,000	391
West Midlands	28	72	22,500	50
East Midlands	36	64	22,500	45
East of England	24	76	22,500	37
Yorkshire and the Humber	30	70	22,500	50
North-west	26	74	27,500	76
North	29	71	22,500	28
Scotland	33	67	22,500	106
Wales	46	54	22,500	24
Northern Ireland	21	79	22,500	24

Source: Journalists at Work Survey 2012

Men are more likely to feel they are fairly rewarded for their work than women (41 per cent compared to 37 per cent), but men also enjoy higher average salaries.

With the exception of the youngest age group (those aged under 24) the proportion who feel they are fairly rewarded increases with age, from 31 per cent of those aged 25 – 29 to 48 per cent of those aged 60 and over. This is more or less in line with the rise in average salaries.

Those without work-limiting disabilities are more likely to believe that they are fairly rewarded for their work than those with such disabilities (40 per cent compared to 28 per cent). Again, this is in line with salary levels.

Table 7.15: Variation in views of income by personal characteristics

	Views of whether fairly rewarded for work		Average salary (£s)	Base
	Yes	No		
Sex				
Men	41	59	35,000	604
Women	37	62	27,500	446
Age				
Under 24	52	48	17,500	34
25 - 29	31	69	22,500	114
30 - 34	38	62	27,500	131
35 - 39	36	64	35,000	118
40 - 49	37	63	35,000	257
50 - 59	44	56	35,000	194
60 +	48	50	27,500	129
Ethnicity				
White	39	61	27,500	969
Non-white	40	58	27,500	62
Disability				
With disability	28	71	22,500	82
No disability	40	59	27,500	954

Source: *Journalists at Work Survey 2012*

7.5 Work-life balance

The concept of the need for a work-life balance is one that has been accepted for some time and involves the use by employers of a variety of policies that attempt to accommodate family and working life.

A majority of journalists (58 per cent) did think that this was important to their employer (with 20 per cent thinking it very important). But 41 per cent did not think this was an issue of importance for their managers. The data suggests that journalists believe that work-life balance is becoming less important to their employers, with the proportion thinking that managers believe it is an important issue falling (from 62 per cent in 2002 to 58 per cent in 2012) and the proportion that it is not important increasing (from 34 to 41 per cent).

Table 7.16: Importance to manager on balance between work and the rest of personal life

Multiple response	JaW 2002	JaW 2012
Very important	22	20
Fairly important	40	38
Not very important	24	24
Not important at all	10	17
Not answered	4	1

Source: *Journalists at Work Surveys 2002 and 2012*

Note: base is journalists who had an employer. Unweighted bases are 1,238 and 859 respectively

7.6 Discrimination at work

In the 2002 research, 17 per cent of journalists thought that they had suffered some form of discrimination at work. In 2012 this has increased to 22 per cent.

Table 7.17: Whether have ever suffered discrimination at work

	JaW 2002	JaW 2012
Yes	17	22
No	66	60
Not answered	15	18

Source: *Journalists at Work Surveys 2002 and 2012*

Note: unweighted bases are 1,238 and 1,067 respectively

Patterns of discrimination reflect personal characteristics, such that:

- Women are twice as likely as men to report discrimination at work (30 per cent compared to 15 per cent)
- Older journalists are more likely to report discrimination – 27 per cent of those aged 40 – 49 compared to three per cent of those aged 24 and under
- Non-white journalists are more than twice as likely as white journalists to report discrimination (47 per cent compared to 20 per cent)
- Those with disabilities are more than twice as likely as those without disabilities to report discrimination (43 per cent compared to 20 per cent).

Table 7.18: Whether have ever suffered discrimination at work

	Yes	No	Not answered	Base
All	60	22	18	1,067
Sex				
Men	15	69	15	604
Women	30	48	21	446
Age				
24 & under	3	85	12	34
25 - 29	10	68	22	114
30 - 34	16	66	18	131
35 - 39	20	69	10	118
40 - 49	27	54	18	257
50 - 59	25	58	16	194
60 +	22	60	17	129
Ethnicity				
White	20	62	18	969
Non-white	47	36	18	62
Disability				
With disability	43	37	21	82
No disability	20	63	17	954

Source: Journalists at Work Survey 2012

In half (51 per cent) of the cases, the basis of the discrimination is gender. Almost a third (30 per cent specified discrimination on the basis of age (an element not separately identified in 2002) and 20 per cent on the basis of family circumstance.

Table 7.19: Nature of discrimination

Multiple response	JaW 2002	JaW 2012
Gender	59	51
Age	n/a	30
Family circumstances	14	20
Ethnicity	10	14
Physical disability	3	7
Religion	2	6
Other (please specify in the box)	33	27

Source: Journalists at Work Surveys 2002 and 2012

Note: base is all those who believe that they have suffered discrimination at work. Unweighted bases are 210 and 234 respectively

The proportion of types of discrimination classed as ‘other’ here is high and it is probably informative to show the verbatim response so that the reader can understand some of the nature of these:

‘Editor took against me.’

‘Political opinions.’

‘Not a favoured face.’

‘I didn’t play golf and spoke my mind.’

Whether some of these merit being formally classed as ‘discrimination’ will be a matter of opinion.

7.7 Summary

Journalists react positively to statements that ‘journalism is a job that they enjoy doing’, that ‘it has lived up to their aspirations as a job’ and that ‘they intend to stay working in journalism’.

Despite this, it is clear that journalists think changes to the industry over the last 10 years have had a substantial impact on their jobs - leading to a need for them to become multi-skilled, to produce output for a more diverse range of platforms and to cope with increased work intensity. Some believe this has led to lower job satisfaction and a lower quality of work. Perhaps because of this, the proportion of journalists who are confident about the future of journalism as a profession (38 per cent) is outweighed by those who are not confident (42 per cent). Only half (51 per cent) would be willing to advise a young person to become a journalist.

Whilst there is a huge range in the ‘normal’ working week of journalists, the majority of journalists (73 per cent) work longer than the average working week across all occupations in the UK. However, the image of journalists as having a particularly long-hours culture is not supported by the data: the journalist’s average working week is 39.4 hours per week, compared to the UK average of 33.1. The average working week has actually declined since 2002 – from 41.6 hours to 39.4 hours – an ‘average’ change mainly caused by an increase in part-time working. In most cases (82 per cent), journalists thought that their working hours were reasonable – little changed since 2002.

As with hours worked, there is a huge range of salaries, from less than £5,000 per year to more than £100,000. The average salary is £27,500. This is considerably more than in 2002, but has increased at a lower rate than RPI and at a lower rate than the salary increases of other occupations across the UK.

39 per cent of journalists feel they are rewarded fairly for their work, 60 per cent that they are not so. This is a substantial change on 2002 when half (50 per cent) believed that they were fairly rewarded.

22 per cent of journalists believe that they have been discriminated against at work – an increase on the 17 per cent in 2002. The main basis for such discrimination is gender, age and family circumstance.



8 Ethical aspects of journalism

8.1 Introduction

With the production of the Leveson Report, the issue of the ethical behaviour of journalists has moved to the forefront of the debate on the future of journalism. In order to provide some context to this debate, the 2012 survey asked a number of new questions designed to explore the views of journalists on these issues.

Of course, the issue of ethics in journalism is not new. The newspaper and periodical industry has a long-established Code of Practice, framed and revised by the Society of Editors' Code Committee, made up of independent editors of national, regional and local newspapers and magazines. At the time of writing the Press Complaints Commission is charged with enforcing the code, using it to adjudicate complaints. Lord Leveson's proposals have called these arrangements into question, but at the time of the survey and this analysis, no conclusions had been reached. The practical issues facing journalists and their employers, in terms of training and respect for existing rules and institutions, will no doubt have been coloured by this very high-profile debate.

Respondents were asked the extent to which they agreed or disagreed, on a scale of one (agree completely) to 10 (disagree completely), with a series of statements on ethical issues regarding training and practice. We report these on a common basis, namely that responses one to three are classed as agreeing with the statement and responses eight to ten, disagree. Responses four to seven are taken as neither agreeing nor disagreeing.

8.2 Training in ethics

The respondents were asked whether they felt that they had received enough training in ethics. The balance is marginally positive, with 52 per cent agreeing that they have, against 14 per cent stating that they have not and a further 34 per cent giving a more guarded 'central' reply.

Given the central importance of this issue, it is reasonable to question whether an average score of 4.0 is acceptable for the profession.

Table 8.1: Views of training in ethical issues

	Agree completely					Disagree completely					Mean
	1	2	3	4	5	6	7	8	9	10	
Whether have received enough training in the ethics of journalism	27	14	11	8	13	6	7	5	2	7	4.0

Source: *Journalists at Work Survey 2012*

Note: unweighted base is 1,067. Percentages have been adjusted to remove 'don't know responses'

This data gives support to the level of disquiet within the industry about the training of ethics. A review by the NCTJ on the current training of ethics states that, whilst existing in most courses, it is 'too patchy, random and implicit' and that the current syllabus and modules teaching the subject of journalistic ethics should be brought more to the fore in terms of the content taught and examined. As a result of this, the NCTJ has brought forward proposals to improve the teaching of ethics within the overall study of journalism²¹.

8.3 Ethical journalism in the workplace

The majority of journalists agree that their personal work in the workplace reflects and respects ethical boundaries – 80 per cent agreeing with the statement and only three per cent disagreeing, with an average of 2.4. Clearly, most journalists feel that they, personally, understand and adhere to appropriate ethical standards.

However, there is some concern that more widely across the workplace business pressures may mean that ethical boundaries are sometimes not respected. Whilst the balance of respondents disagrees with this statement (ie most believe that ethical standards are respected), a significant minority takes the opposite view. Thus whilst 47 per cent do not agree that ethical standards are sometimes not respected, a quarter of journalists (25 per cent) think there are occasions when they are.

²¹ Updating the Diploma in Journalism, NCTJ, 2012

Table 8.2: Views of ethical behaviour in the workplace

	Agree completely										Disagree completely										Mean
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
My work as a journalist reflects and respects ethical boundaries	46	23	11	6	6	3	3	1	1	1											2.4
Business pressures in my workplace mean that ethical boundaries are sometimes not respected	9	7	9	7	11	4	6	10	11	24											6.3

Source: Journalists at Work Survey 2012

Note: unweighted base is 1,067. Percentages have been adjusted to remove 'don't know responses'

8.4 Confidence in existing regulatory procedures

Given current circumstances, it is perhaps no surprise that there are mixed feelings about the robustness of the existing regulatory procedures. Less than a third (29 per cent) agree that they have confidence in the existing procedures, whilst 27 per cent state that they do not have such confidence. The average of 5.4 reflects the largest proportion (44 per cent) that neither agrees nor disagrees.

Table 8.3: Confidence in existing regulatory procedures

	Agree completely										Disagree completely										Mean
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
I have confidence in the existing regulatory procedures on journalism	10	9	10	8	20	7	9	9	5	13											5.4

Source: Journalists at Work Survey 2012

Note: unweighted base is 1,067. Percentages have been adjusted to remove 'don't know responses'

Journalists in the newspaper sector are most positive about the existing regulatory procedures for journalists, with an average score of 4.7. Some 41 per cent of journalists in this sector agree that they have confidence in the existing regulatory procedures (compared to 29 per cent overall) and 20 per cent disagree (compared to 27 per cent overall).

Journalists working in the on-line sector (mean score 6.4), the 'Other' sector (6.3) and magazines are those who have the least confidence in the existing regulatory procedures.

Table 8.4: Confidence in existing regulatory procedures

	Agree completely										Disagree completely	
	1	2	3	4	5	6	7	8	9	10	Mean	
All (%)	10	9	10	8	20	7	9	9	5	13	5.4	
Main sector												
Newspapers (%)	14	15	12	7	19	5	8	8	3	9	4.7	
Magazines (%)	5	4	7	12	21	6	10	8	8	16	6.1	
Radio (%)	8	8	16	8	20	10	7	11	5	7	5.1	
Television (%)	11	6	13	15	17	6	11	9	2	7	5.0	
On-line (%)	6	4	7	4	18	12	10	8	7	21	6.4	
Other (%)	6	3	6	7	22	9	10	10	8	18	6.3	

Source: *Journalists at Work Survey 2012*

Note: unweighted base is 1,067. Percentages have been adjusted to remove 'don't know responses'

8.5 Summary

The majority of journalists feel that they have sufficient training in ethical issues – though a significant minority (14 per cent) do not agree.

Only a tiny minority (three per cent) of journalists feel that their personal work does not reflect and respect ethical boundaries. However, a quarter (25 per cent) feel that because of business pressures in the workplace, ethical boundaries are sometimes not respected.

Fewer than a third (29 per cent) have confidence in the existing system of regulatory procedures on journalism. 27 per cent do not have confidence in these procedures.

Annex 1: Job titles of respondents

In the report we have grouped together a wide range of job titles into a series of summary jobs, such as 'general management', section heads', and so on. It is of use to present in more detail some of the actual job titles that respondents gave underneath each of those heading so that readers can see how this grouping process has worked. It is not a complete list of all job titles, but indicative of the analytical process we have undertaken.

General management

- Publisher
- Publishing Director

Editorial management

- Editorial Director
- Editor
- Acting Editor
- Deputy editor
- Head of editorial
- Content editor
- Online editor
- Picture editor
- News Editor
- Assistant editor
- Digital Editor
- Sub-editor
- Chief sub-editor
- Managing Editor
- Web editor
- Sports editor
- Legal Editor

Section heads

- Chief Reporter
- Head of News
- Director of Photography
- Chief sports writer

Writers & reporters (newspaper and magazines)

- Senior Reporter
- Crime Reporter
- Reporter
- Senior features writer

- Staff reporter
- Senior political reporter
- Junior reporter
- Sports reporter
- Journalist

Broadcast reporters

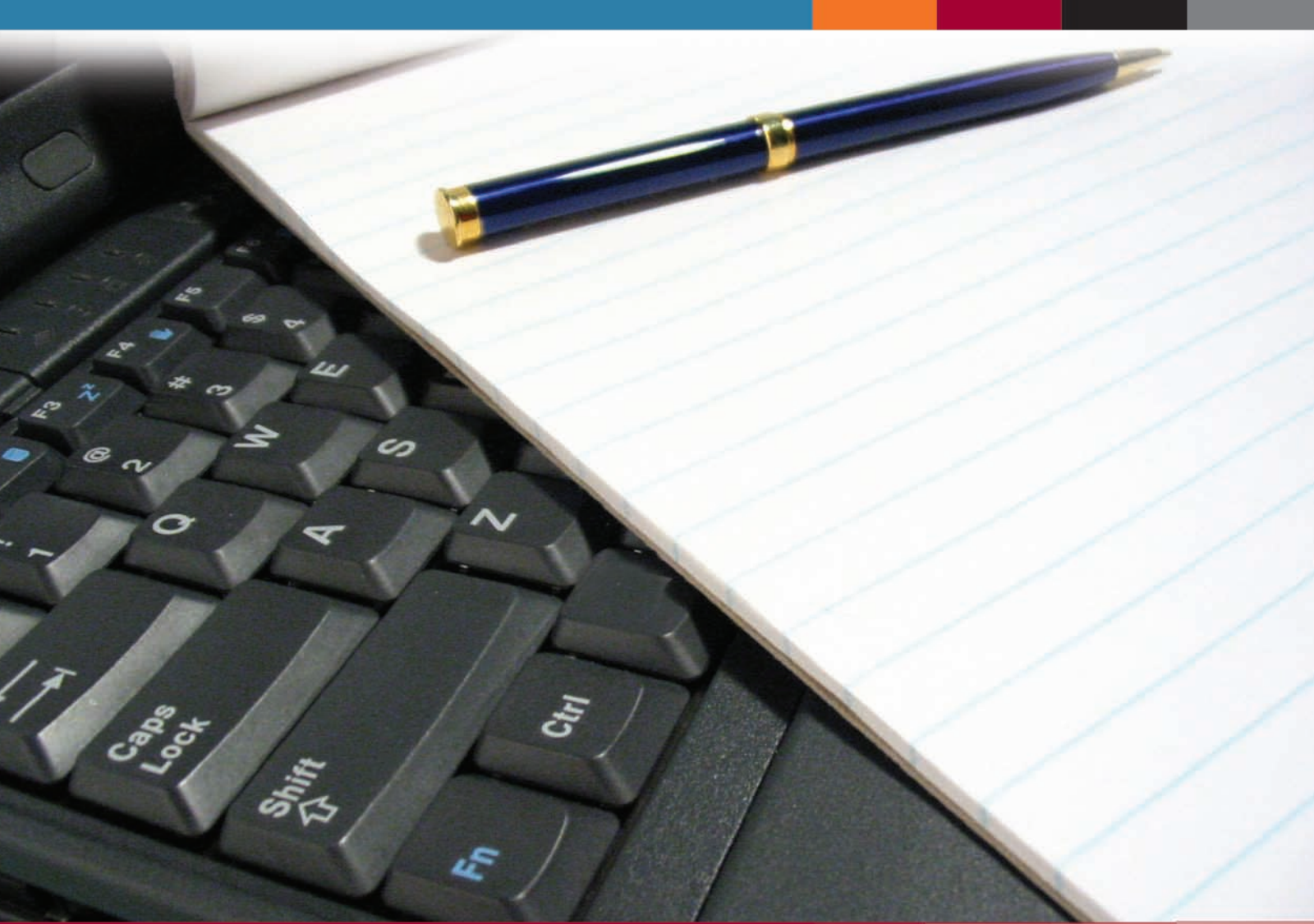
- Broadcaster
- Broadcast Journalist
- Video Journalist

Production (including Photographers)

- Television Producer
- Video producer
- Broadcast Assistant
- Producer
- Radio Producer
- Assistant Producer
- Photographer
- Press Photographer
- Senior Photographer

Other

- Training provider
- Communications Officer
- Media Consultant
- Head of Training
- Media consultant
- Editorial trainer
- Analyst
- Senior media manager
- Media Manager
- PR consultant
- Account manager



The 2012 questionnaire

Journalists at work questionnaire 2012

1. What job title do you normally use to describe the job that you do? Please write in:

2. Which sectors do you currently work in?

- Regional/local newspapers
- National Newspapers
- Business magazines
- Consumer/leisure magazines
- Other magazines
- Regional/Local radio
- National radio
- National TV
- Regional TV
- Cable or satellite TV
- On-line
- Books
- Public relations
- Independent production company
- Other (please specify)

3. Which sector do you currently work mainly in? (please tick one only)

- Regional/local newspapers
- National Newspapers
- Business magazines
- Consumer/leisure magazines
- Other magazines
- Regional/Local radio
- National radio
- National TV
- Regional TV
- Cable or satellite TV
- On-line
- Books
- Public relations and/or Corporate communications
- Independent production company
- News agency
- Other (please specify)

4. Are you actually working at the moment?

- Yes If Yes, please go to question 6
- No If No please continue with question 5

5. When did your last contract/period of work finish?

- Within the last month
- One month or more, but less than three months ago
- Three months or more, but less than six months ago
- Six months or more, but less than twelve months ago
- Twelve or more months ago

6. Which of the following best describes your current or most recent employment? (Tick one only)

- Permanent contract
- Fixed term contract
- Trainee
- Working for your own company
- Freelance, with a temporary contract of 364 days or less
- Freelance with a temporary contract of 365 days or longer
- Work placement
- Volunteer on an unpaid basis
- Other

7. How long have you been in continuous work or (if not working at the moment) how long did your last period of continuous employment last?

- Less than 6 months
- Six months or more but less than 12 months
- 12 months or more but less than two years
- Two years or more, but less than five years
- More than five years but less than 10 years
- More than 10 years

8. How many hours per week do/did you normally work? (please write in)

9. Do/did you consider your hours of working? (Tick one only)

- Reasonable
- Unreasonable

10. Do/did you work in any other occupation other than as a journalist?

- Yes If Yes, please go to question 11
- No If No please continue with question 12

11. What is/was your other job (please write in)

12. In what year did you start your first job in journalism? (please write in)

13. How did you hear about your first job?

- Advertisement
- Directly from an employer
- Made contact/wrote to companies
- Through a Trade Union
- From an agency
- From a friend/relative
- From careers service/advisor
- Via the internet
- General word of mouth
- Other

14. Did you enter journalism as a (Tick one only)?

- Trainee on a formal training scheme
- Trainee, but with no formal scheme
- Directly into a journalist's job
- Directly into a non-journalist's job
- Through work experience
- As a freelance
- On a research contract
- Other

15. Think about your last four jobs (including internal job moves but not including your current job), which sectors were these in? (If you have not had four previous jobs, then give information for as many jobs as you have had).

- Regional/local newspapers
- National Newspapers
- Business magazines
- Consumer/leisure magazines
- Other magazines
- Regional/Local radio
- National radio
- National TV
- Regional TV
- Cable or satellite TV
- On-line
- Books
- Public relations
- Independent production company
- Journalism training
- Non-journalistic job
- No previous job

16. Have you got a journalism qualification?

- Yes If 'yes', please go to question 18
- Working towards one If 'working towards one', please go to question 18
- No If 'no' please continue with question 17
- Don't know If 'don't know' please continue with question 17

17. Have you been on a journalism course but did not get the qualification?

- Yes If 'yes', please continue with question 18
- No If 'no' please go to question 23
- Don't know If 'don't know' please go to question 23

18. Who was this approved or accredited by..?

(Tick as many as apply)

- Broadcast Journalism Training Council (BJTC)
- National Council for Training of Journalists (NCTJ)
- Periodicals Training Council (PTC)
- National Vocational Qualifications (NVQ)
- Internal company scheme or diploma
- Overseas, non-UK qualification
- None
- DK/can't recall
- Other (please write in name of body)

19. How important was this qualification or course in your getting started in work as a journalist..? (Tick one only)

- Very important
- Important
- Not very important
- Not at all important
- DK/can't recall

20. Why do you say this? (Please write in)

21. How relevant has the qualification or course been to your work as a journalist..? (Tick one only)

- Very relevant
- Fairly relevant
- Not very relevant
- Not at all relevant

22. Why do you say this (Please write in)

23. If you were advising a young person on entry to the profession, which of the following would you recommend, in rank order (with one being the most favourable and seven the least):

- General university degree
- Journalism course at postgraduate level
- Journalism course at undergraduate level
- Journalism course at Further Education college
- Commercial journalism course
- Entry position with in-house training
- Direct entry without journalistic qualification

24. How important is it that the course is accredited or provided by a recognised body (eg NCTJ/BJTC/PTC/Skillset)

- Very important
- Fairly important
- Not very important
- Not at all important

PREVIOUS LEARNING ACTIVITIES

25. During the last 12 months have you taken part in any of the following activities related to your work..? (Tick each that applies)

- A taught course that was meant to lead to a qualification
- A taught course designed to help you develop skills that you might use in a job
- Evening classes
- Learning which has involved working on your own from a package of materials provided to you
- Studying for qualifications without taking part in a taught course
- Supervised training while actually doing a job (eg when a manager or experienced colleague has spent time helping you to learn or develop skills as you do specific tasks at work or by personal coaching)
- Spent time keeping up to date with developments in the type of work that you do without taking part in a taught course eg by reading books, manuals or journals or by attending seminars
- Tried to improve your knowledge about anything or teach oneself a skill without taking part in a taught course
- None of the above

If none of the above, please go to question 32. If you have undertaken any of the activities please continue with question 26

Please give details of the last main area of learning activity that you have taken part in the last 12 months:

26. Was this activity you have taken part in...?

- Related to your current or previous job
- Related to a job that you might want to do in the future
- For your own personal interest or development

27. What did the learning activity cover? (Tick as many as apply)

- Professional skills
- Business/management
- Personal development
- Technical (new equipment/ machinery)
- Information technology
- Health and safety
- Other

28. Who mainly paid for the learning activity?

- Your employer
- You personally
- Your family
- Grant from body/trust
- Supplied free – no costs involved
- Other

29. Where did the activity take place?

- College of Further Education
- University
- Training provider
- At work
- At home
- Somewhere else

30. How many days would you estimate that you spent on this activity in the last year?

Number of days (please write in) _____

31. Has the learning activity been..?

- Very useful
- Fairly useful
- Of variable quality
- Not very useful
- Not at all useful

SKILL DEVELOPMENT

32. Are there any new or additional skills that you require in order to be more efficient in your work?

- Yes *If 'yes', please continue with question 33*
- No *If 'no' please go to question 36 and continue*

33. What are these skills areas? Please write in:

Area 1 _____
 Area 2 _____
 Area 3 _____

34. Have you tried to undertake learning in any of the areas described above?

Yes If 'yes', please continue with question 35
 No If 'no' please go to question 36

35. Have you experienced any of the following barriers in obtaining the learning in the skills that you think you require? (Tick all that apply)

Lack of suitable courses/training
 Fees too high
 Difficult to take time off
 Courses/training difficult to get to
 Bad timing of the courses/training
 Possible loss of earnings
 Lack of information about courses/training
 Difficulty assessing quality or relevance of course/training
 Employers not prepared to pay for training
 Domestic/personal reasons
 (Other)

36. How supportive is your manager in helping you get the learning that you think you need to develop your career?

Very helpful
 Helpful
 Not very helpful
 Not helpful at all
 Do not have an employer

37. Would you prefer any learning that you undertake to be (Tick all that apply):

At work
 On an attachment or placement
 A course away from work
 At home

44. Could you tell us whether you agree with the following statements, using the scale of one to ten, where one is 'agree completely' and ten is 'disagree completely'?

	Agree completely										Disagree completely									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
I have received enough training in the ethics of journalism.																				
My work as a journalist reflects and respects ethical boundaries.																				
Business pressures in my workplace mean that ethical boundaries are sometimes not respected.																				
I have confidence in the existing regulatory procedures on journalism.																				

38. Thinking about the issues of education and training in journalism generally, do you think that in Britain the (i) volume and (ii) quality of provision is: (Tick in each column)

	Volume	Quality
Inadequate	<input type="checkbox"/>	<input type="checkbox"/>
About right	<input type="checkbox"/>	<input type="checkbox"/>
Excellent	<input type="checkbox"/>	<input type="checkbox"/>

WORKING AS A JOURNALIST

39. How many stories do you work on during a day?

40. How do you think the changes in the industry over the last 10 years have affected your job? (Tick all that apply)

Increased work intensity – eg need to develop more stories
 Increased need for multi-skilling – eg need to wider range of tasks
 More diverse range of outlets – need to be able to write across different platforms
 De-skilled research activities – eg more reliance on PR companies
 Produce a lower quality of work
 Lower job satisfaction
 Other (please specify)
 Don't know

41. And how have the changes in the industry over the last 10 years affected the role of journalists within your company?

42. How confident are you about the future of journalism as a profession?

Very confident
 Fairly confident
 Neither optimistic nor pessimistic
 Not very confident
 Not at all confident

43. Would you advise a young person to become a journalist?

Yes
 No

NEW ENTRANTS TO JOURNALISM

45. Have you started work with debts that have been incurred as a result of your time in education? This may include your degree and any postgraduate degrees or diplomas

Yes *If 'yes', please continue with question 46*
 No *If 'no' please go to question 47*

46. How much was your debt when you started work? (please write in)

47. What is/was your parent/s main job? (if none, please note so. If either parent has retired, please give their main job when they worked.)

Father _____
 Mother _____

48. Could you tell us whether you agree with the following statements using the scale of one to ten, where one is 'agree completely' and ten is 'disagree completely'.

	Agree completely										Disagree completely									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Journalism is an open, receptive profession																				
Journalism has lived up to my aspirations as a job																				
Journalism is a job I enjoy doing																				
I intend to stay working in Journalism																				

49. Did you do work experience or work on an internship before you got your first paid job as a journalist?

Yes *If 'yes', please continue with question 50*
 Yes *If 'no' please go to question 52*
 Don't know *If 'don't know' please go to question 52*

53. Have you ever suffered disadvantage at work because of discrimination?

Yes *Go to Q54*
 No *Skip to Q55*
 Don't know *Skip to Q55*

50. Was this paid or unpaid?

Paid *If 'paid', please continue with question 52*
 Unpaid, but with expenses reimbursed *If 'unpaid' please go to question 51*
 Unpaid, no expenses paid *If 'unpaid' please go to question 51*

54. If YES, what was the basis of this discrimination? (Tick as many as apply)

Gender
 Ethnicity
 Age
 Religion
 Family circumstances
 Physical disability
 Other (please specify) _____

51. How many weeks of unpaid work experience/internship did you do before you got your first paid job as a journalist?

EMPLOYER ATTITUDES

52. In your opinion how important is it to your manager that you have a balance between work and the rest of your personal life...?

Very important
 Fairly important
 Not very important
 Not important at all
 Do not have an employer

55. Do you think that you are fairly rewarded for your work?

Yes
 No

BACKGROUND INFORMATION

56. Are you:

- Male
- Female

57. Are you currently:

- Single (never married)
- Married or in a long term relationship
- Divorced
- Widowed

58. How many dependent children do you have living with you? (under the age of 16)

- None
- 1
- 2
- More than 2

59. What was your age last birthday? (please write in)

60. Which, if any, of the following qualifications do you hold? (tick all that apply)

- NVQ in journalism
- NCTJ/NCE Diploma or Certificate
- A postgraduate qualification in journalism
- A postgraduate qualification in another subject
- Please give details of other subject*
- An undergraduate degree in journalism
- An undergraduate degree in another subject
- Please give details of other subject*
- A-Levels
- GCSEs/O Levels
- Other, including industry qualification (please specify)
- No qualifications

61. Please tell us which of the following groups you consider that you belong.

Your answers will help us to learn how diversity policies are working (please tick one only)

White

1. British
2. Irish
3. Eastern European
4. Lithuanian
5. Polish
6. Western European (Not UK or Irish)
7. Albanian
8. Bosnian
9. Gypsy or Irish Traveller or Roma
10. Greek
11. Turkish
12. Any other White background [write in]

Mixed

1. White and Black Caribbean
2. White and Black African
3. White and Asian
4. Asian and Black
5. Other Mixed background [write in]

Asian or Asian British

6. Indian
7. Pakistani
8. Bangladeshi
9. Gurjerati
10. Kashmiri
11. East African Asian
12. Sri Lankan
13. Any other Asian background [write in]

Black or Black British

14. Caribbean
15. African
16. African Somalian
17. Any other black background [write in]

Other ethnic background

18. Chinese
19. Vietnamese
20. Arab (not Yemeni)
21. Afghani
22. Korean
23. Kurdish
24. Iranian
25. Iraqi
26. Yemeni
27. Any other ethnic background [write in]

62. Do you have any health problems or disabilities that limit the type of work that you can do?

- Yes
- No
- Prefer not to say

63. In which of the following nations/regions do you work (tick one only)

- Scotland
- Wales
- Northern Ireland
- England
- North East
- North West
- Yorkshire & the Humber
- East Midlands
- West Midlands
- East of England
- London
- South East
- South West

64. We would like an estimate of your income in order to assess income levels in journalism. Please can you indicate your income from all work for the last financial year for which you have information? (please give earnings before deductions)

- Less than £5,000
- £5,000 - £7,499
- £7,500 - £9,999
- £10,000 - £12,499
- £12,500 - £14,999
- £15,000 - £19,999
- £20,000 - £24,999
- £25,000 - £29,999
- £30,000 - £39,999
- £40,000 - £49,999
- £50,000 - £74,999
- £75,000 - £100,000
- More than £100,000

65. Finally, if you have any other comments that you would like to make about any of the issues covered in this questionnaire please do so in the space below:

66. We may like to contact some individual journalists to discuss some of their responses with them in greater detail. If you are happy for us to do that, please can you say so below and give us contact details. There will be no other contact other than that which is specific to this research project.

No, no further contact

Yes, happy for contact

Contact details (phone no, name.)



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