

CODE SHEET ORGANIZATIONS

Final

This code sheet will be filled out by the local teams, one sheet for each news organization. It is clear that the organizational information we collect on this sheet tends to be sensitive for most media organizations, which may lead to difficulties in terms of access. However, since the organizational context is critical for the understanding of journalistic cultures, national teams should employ all means to gather the relevant data according to the code sheet. Information may be gathered via internet, databases and other public sources. Telephone inquiry may be another feasible method of data collection. In most cases, however, researchers will employ public sources for certain types of information (ownership structure, circulation, etc.) and make phone calls to the respective news organizations for other information (size of editorial staff, etc.).

Note on terminology:

- A *Media outlet*: The sampled newspaper, magazine, news agency, television newscast (e.g. “BBC News”) or radio news program.
- B *Medium*: The communication channel through which the media outlet is distributed. For newspapers, magazines and news agencies, the medium is identical with the media outlet. For television and radio news, it is the TV/radio channel/station in which the media outlet is programed (e.g. “BBC News” is the media outlet, BBC One the medium).
- C *Editorial organization*: The organizational unit that produces the sampled media outlet (e.g. the newsroom or editorial office/department).
- D *Media organization*: The larger corporate body within which the editorial organization operates. It is usually a media company or similar institutional structure (e.g. the BBC).

A Media outlet

OUTLET	1. Name of media outlet, as sampled:		
OAUFSIZE	2. The media outlet’s audience size: <i>[Print media: circulation in sold copies. If newspapers publish on weekdays and weekends with different circulation, calculate the total number of copies during an average week and divide it by the total number of days of active distribution. News agencies: skip this question. Television and radio: average ratings of the sampled news program.]</i>	
		No information available	77
		Information refused	99
OLANGUAG	3. The media outlet’s language of publication:		
OLEANING	4. The media outlet’s political leaning: <i>[Please codify to the best of your knowledge.]</i>		
		Left from center	1
		Right from center	2
		No political leaning/neutral	3

B Medium

MEDIUM	5. Name of medium:			
COMPETE	6. Number of other media directly competing with the medium: <i>[Count only media of similar type (e.g. only national quality dailies) that compete for the same audience in the same market.]</i>		
		No information available	77	
		Information refused	99	
REVSADS REVSSBSC REVSSALE REVSSBSD REVSOOTH REVSOOTH1	7. The medium's revenue structure: <i>[Please indicate, based on data and/or to the best of your knowledge, the medium's sources of revenue. You can select more than one.]</i>		Yes	No
		Advertising	<input type="checkbox"/>	<input type="checkbox"/>
		Subscription	<input type="checkbox"/>	<input type="checkbox"/>
		Sales	<input type="checkbox"/>	<input type="checkbox"/>
		Subsidies <i>[from the state, political parties etc.]</i>	<input type="checkbox"/>	<input type="checkbox"/>
		Others, please specify:	<input type="checkbox"/>	<input type="checkbox"/>
REVMAIN	8. The medium's main source of revenue: <i>[Please indicate based on data and/or to the best of your knowledge. Select only one.]</i>	Advertising	1	
		Subscription	2	
		Sales	3	
		Subsidies	4	
		Others	5	
		REVADSHR	9. The medium's share of revenue that is derived from advertising: <i>[Please indicate based on data and/or to the best of your knowledge.]</i>	No revenues at all from advertising
Up to one quarter of the overall revenues (<= 25 percent)	2			
Up half of the overall revenues (26 – 50 percent)	3			
Up to three quarters of the overall revenues (51 – 75 percent)	4			
More than three quarters but not all of the overall revenues (76 – 99 percent)	5			
All revenues come from advertising	6			

C Editorial organization

EOWORK	<p>10. Organization of editorial workflow:</p> <table border="1"> <tr> <td data-bbox="347 271 1353 331">Predominantly functional organization <i>[In typical Anglo-saxon newsrooms the main distinction is made between editor, reporter and commentator roles.]</i></td> <td data-bbox="1361 271 1420 331">1</td> </tr> <tr> <td data-bbox="347 331 1353 392">Predominantly divisional organization <i>[Other newsrooms are structured along specialized beats, desks or departments, such as politics and sports.]</i></td> <td data-bbox="1361 331 1420 392">2</td> </tr> <tr> <td data-bbox="347 392 1353 452">Mixed organization <i>[Both types are equally represented, with an emphasis on "equally".]</i></td> <td data-bbox="1361 392 1420 452">3</td> </tr> <tr> <td data-bbox="347 452 1353 488">No information available</td> <td data-bbox="1361 452 1420 488">77</td> </tr> <tr> <td data-bbox="347 488 1353 524">Information refused</td> <td data-bbox="1361 488 1420 524">99</td> </tr> </table>	Predominantly functional organization <i>[In typical Anglo-saxon newsrooms the main distinction is made between editor, reporter and commentator roles.]</i>	1	Predominantly divisional organization <i>[Other newsrooms are structured along specialized beats, desks or departments, such as politics and sports.]</i>	2	Mixed organization <i>[Both types are equally represented, with an emphasis on "equally".]</i>	3	No information available	77	Information refused	99														
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EOSIZEMA EOSIZEFE	<p>11. Total size of journalistic workforce in the editorial organization: <i>[Only journalists should be included, defined as those who have at least some responsibility for the editorial product. Reporters, editors and commentators are clearly journalists. Camera operators, for instance, may count as journalists only if they have some autonomy in their work, e.g. in deciding over angle and zoom. To get an equivalent measurement, journalists must be counted in full-time equivalents. A journalist working part-time, with a 50-percent contract, counts only 0.5. Code "7777" for no information available and "9999" for information refused.]</i></p> <table border="1"> <tr> <td data-bbox="347 741 1018 801">Male journalists</td> <td data-bbox="1026 741 1420 801">.....</td> </tr> <tr> <td data-bbox="347 801 1018 862">Female journalists</td> <td data-bbox="1026 801 1420 862">.....</td> </tr> </table>	Male journalists	Female journalists																				
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EOOUTLNO	<p>12. Number of media outlets being produced by the editorial organization: <i>[Sometimes news organizations produce more than one media outlet within the same organizational structure, e.g. a newspaper and an online news portal, or a news magazine and a tv newscast.]</i></p> <table border="1"> <tr> <td data-bbox="1026 958 1353 994">No information available</td> <td data-bbox="1361 958 1420 994">77</td> </tr> <tr> <td data-bbox="1026 994 1353 1030">Information refused</td> <td data-bbox="1361 994 1420 1030">99</td> </tr> </table>	No information available	77	Information refused	99																				
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EOOUTLNP EOOUTLMG EOOUTLTV EOOUTLRD EOOUTLOL EOOUTLOT	<p>13. What other kinds of media outlets are produced?</p> <table border="1"> <tr> <td data-bbox="347 1115 898 1151">Newspapers</td> <td data-bbox="906 1115 1018 1151"></td> <td data-bbox="1026 1249 1353 1285">No information available</td> <td data-bbox="1361 1249 1420 1285">77</td> </tr> <tr> <td data-bbox="347 1151 898 1187">Magazines</td> <td data-bbox="906 1151 1018 1187"></td> <td data-bbox="1026 1285 1353 1321">Information refused</td> <td data-bbox="1361 1285 1420 1321">99</td> </tr> <tr> <td data-bbox="347 1187 898 1223">Television programs</td> <td data-bbox="906 1187 1018 1223"></td> <td></td> <td></td> </tr> <tr> <td data-bbox="347 1223 898 1258">Radio programs</td> <td data-bbox="906 1223 1018 1258"></td> <td></td> <td></td> </tr> <tr> <td data-bbox="347 1258 898 1294">Online news</td> <td data-bbox="906 1258 1018 1294"></td> <td></td> <td></td> </tr> <tr> <td data-bbox="347 1294 898 1330">Others</td> <td data-bbox="906 1294 1018 1330"></td> <td></td> <td></td> </tr> </table>	Newspapers		No information available	77	Magazines		Information refused	99	Television programs				Radio programs				Online news				Others			
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EOPOLICY	<p>14. Is there any editorial policy? <i>[Editorial policies refer to the general scope and political angle of coverage. While some media outlets lean to the political left or political right, others do not have such a general political orientation.]</i></p> <table border="1"> <tr> <td data-bbox="347 1451 898 1487">Yes</td> <td data-bbox="906 1451 1018 1487">1</td> <td data-bbox="1026 1451 1353 1487">No information available</td> <td data-bbox="1361 1451 1420 1487">77</td> </tr> <tr> <td data-bbox="347 1487 898 1523">No</td> <td data-bbox="906 1487 1018 1523">2</td> <td data-bbox="1026 1487 1353 1523">Information refused</td> <td data-bbox="1361 1487 1420 1523">99</td> </tr> </table>	Yes	1	No information available	77	No	2	Information refused	99																
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EOEDRULE	<p>15. Are there any codified and written editorial rules to direct their journalists in dealing with ethical problems?</p> <table border="1"> <tr> <td data-bbox="347 1630 898 1666">Yes</td> <td data-bbox="906 1630 1018 1666">1</td> <td data-bbox="1026 1630 1353 1666">No information available</td> <td data-bbox="1361 1630 1420 1666">77</td> </tr> <tr> <td data-bbox="347 1666 898 1702">No</td> <td data-bbox="906 1666 1018 1702">2</td> <td data-bbox="1026 1666 1353 1702">Information refused</td> <td data-bbox="1361 1666 1420 1702">99</td> </tr> </table>	Yes	1	No information available	77	No	2	Information refused	99																
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EOOMBUD	<p>16. Does the the editorial organization employ a News Ombudsman? <i>[News Ombudsmen are part of the international structure of a newsroom, they are generally employees of the news organization. They promote journalistic integrity by investigating complaints on behalf of readers, viewers and listeners.]</i></p> <table border="1"> <tr> <td data-bbox="347 1832 898 1868">Yes</td> <td data-bbox="906 1832 1018 1868">1</td> <td data-bbox="1026 1832 1353 1868">No information available</td> <td data-bbox="1361 1832 1420 1868">77</td> </tr> <tr> <td data-bbox="347 1868 898 1904">No</td> <td data-bbox="906 1868 1018 1904">2</td> <td data-bbox="1026 1868 1353 1904">Information refused</td> <td data-bbox="1361 1868 1420 1904">99</td> </tr> </table>	Yes	1	No information available	77	No	2	Information refused	99																
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D Media organization

	17. Media organization's form of ownership: <i>[Please code ownership information in the "percentage" column. If a media organization is entirely state-owned, code "100" for the corresponding row and "0" for all others. As media organizations increasingly show mixed patterns of ownership, split the 100 percent accordingly. Code "777" for no information available and "999" for information refused.]</i>		
			Percent
OWN_PUBL	Publicly owned <i>[usually the public broadcasting, such as the BBC, NPR or ARD.]</i>	
OWN_STAT	State-owned	
OWN_PRIV OWN_PRIN	Private, chain or group owned → <i>name of group/chain</i>
OWN_FMLY OWN_PMLN	Private, family owned → <i>name of family</i>
OWN_INDY	Private, independently owned	
OWN_OTHE OWN_OTHN	Other → <i>name</i>
			<u>100</u>

MTRADED	18. Are shares of the media organization publicly traded at stock markets?			
	Yes	1	No information available	77
	No	2	Information refused	99

FIELD NOTES

DATE_DST	E1 End of data compilation: (format: dd.mm.yy)
ORGNOTES	E2 Additional comments: