

**UNITED STATES DEPARTMENT OF STATE**  
**ECA JOURNALISM AND MEDIA PROGRAM EVALUATION SURVEY**

*Dear Alumni, Thank you for taking the time to participate in our survey. The purpose of this evaluation is to help us evaluate the program you undertook and to understand the impact the program has had on your professional development, knowledge and skill sets and how you have used or shared what you learnt on the program in your daily job and/or with colleagues and peers. Please be assured of the confidentiality of the answers you provide. All data will be aggregated and this will be completely anonymous. Thank you for your help.*

**Privacy Act and Paperwork Reduction Act Statements:**

The information solicited on this survey is requested pursuant to the Government Performance and Results Act of 1993 (P.L. 103-62) and the Mutual Educational and Cultural Exchange Act of 1961, as amended, also known as the Fulbright-Hays Act (22 U.S.C. 2451, et seq.). In order to ensure that the U.S. Department of State's international exchange programs meet statutory program requirements (22 U.S.C. 2460(c)), the Department's Bureau of Educational and Cultural Affairs (ECA) regularly monitors the programs, gathers data about program accomplishments, and evaluates selected ones. ECA uses the information collected to inform program design, management, and funding. All personal information that is collected through surveys is considered confidential. All responses are coded to ensure the confidentiality of individual responses. Data collected under this study will not be shared, sold, or used for fundraising purposes. Survey data and findings will be used only in an aggregate form for the express purposes of fulfilling the data needs of the outcome assessment. Responses to this survey are voluntary.

Public reporting burden for this collection of information is estimated to average fifteen (15) minutes to respond to this survey, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An Agency may not conduct or sponsor, and respondents are not required to respond to, a collection of information unless it displays a valid OMB control number. Please send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to: A/GIS/DIR, Room 2400, SA-22, U.S. Department of State, Washington, D.C. 20522-2202.

**1. Which Journalism and Media program did you attend?**

IVLP	Citizen Exchange	Murrow

**2. In what year did you attend the program?**

Before 2001	2001	2002	2003	2004	2005	2006	Since 2006

**3. What were your primary objectives for attending the program ?(Multi-code)**

Objective	Choose all that apply
To apply best practices from journalism in the US and to improve the professionalism of media at home	
To improve my skills as a journalist	
To learn more about the United States people, society, and culture.	
To increase my contacts in the media and to network with other American media professionals	
To learn more about the US government, politics and policies,	
To learn how a free press works in a democracy like the US	
To understand freedom of the press laws and how reporters protect their rights.	
Other reasons (please specify)_____	

**4. To what degree did the program meet your objectives? Please indicate by choosing one of the following measures.**

Completely met expectation	Met expectation to a good extent	Met expectation to a small extent	Did not really meet expectation	Did not meet expectations at all

**5. Which best describes the main topics and/or themes of your program? Please select ALL that apply from the list below:**

Select all that apply	
Broadcast journalism	
Print Journalism	
Investigative journalism	
Business Journalism	
Media management, entrepreneursh	
Journalism and media ethics and Professional standards	
Alternative Media (Blogs and other outlets outside the mainstream)	
Journalism Education	
New technologies	
Anti-corruption	
Conflict resolution and mitigation	
Religious and ethnic diversity	
Women in society	
Human rights	
Environment	
Economics and business development	
Trade	
Trafficking-in-persons	
Public health (HIV/AIDS awareness)	
Science	
Reporting process	
Media relations with government	
Media relations with businesses	
Media relations with NGOs and Civil Society	
US Government	
Policy Making in the US	
Role of media in a Democracy	
US Society	

**6. Which of the following best describes your professional position/function in your job?**

	At the time of the program	Now
Journalist/Reporter		
Editor		
Editor-in- Chief		
Producer		
Manager		
Journalism Educator		
Other (please specify) _____		

**7. Which best describes the media outlet or employer you work for?**

	At the time of the program	Now
Print newspaper		
Print journal or magazine		
TV		
Radio		
Online Publication		
Wire Service		
Other (please specify) _____		

**8. Which best describes the type of news you usually cover in your job?**

	Select all that apply
Local news	
Regional news (within your country)	
National news	
Regional news (countries in your region of the world)	
International news	
Special focus news (news on specific topics)	
Other (please specify) _____	

9. Which of the following elements of your program did you find to be most useful? Select all that apply.

Citizen Exchange	Select all that apply
Workshops	
Conferences and seminars	
State Department meetings and briefings	
Site visits at national and regional media outlets	
Meetings and panel discussions with state and local politicians	
Meetings and panel discussions with media officials	
Meetings and panel discussions with NGOs	
Interviews with local media	
Interviews with community leaders	
Interviews with subject-matter experts	
Job shadowing	
Mentoring	
Training of trainers	
Cultural events	
Home hospitality	
Other: (please specify) _____	

**OR**

IVLP	Select all that apply
Conferences and seminars	
State Department meetings and briefings	
Site visits at national and regional media outlets	
US journalism school training	
Meetings and panel discussions with state and local politicians	
Meetings and panel discussions with media officials	
Meetings and panel discussions with NGOs	
Interviews with local media	
Interviews with community leaders	
Interviews with subject-matter experts	
Cultural events	
Home hospitality	
Other: (please specify) _____	

**OR**

<b>MURROW</b>	<b>Select all that apply</b>
International Symposium for Journalists (Aspen Institute)	
Schools of Journalism courses and workshops	
State Department meetings and briefings	
Site visits at national and regional media outlets	
Meetings and panel discussions with state and local politicians	
Meetings and panel discussions with media officials	
Meetings and panel discussions with NGOs	
Interviews with local media	
Interviews with community leaders	
Interviews with subject-matter experts	
Cultural events	
Home hospitality	
Closing Symposium	
Other: (please specify) _____	

**10. Of the program elements listed above, which ONE was the most useful to you?**

<b>Citizen Exchange</b>	<b>Select all that apply</b>
Workshops	
Conferences and seminars	
State Department meetings and briefings	
Site visits at national and regional media outlets	
Meetings and panel discussions with state and local politicians	
Meetings and panel discussions with media officials	
Meetings and panel discussions with NGOs	
Interviews with local media	
Interviews with community leaders	
Interviews with subject-matter experts	
Job shadowing	
Mentoring	
Training of trainers	
Cultural events	
Home hospitality	
Other: (please specify) _____	

**OR**

<b>IVLP</b>	<b>Select all that apply</b>
Conferences and seminars	
State Department meetings and briefings	
Site visits at national and regional media outlets	
US journalism school training	
Meetings and panel discussions with state and local politicians	
Meetings and panel discussions with media officials	
Meetings and panel discussions with NGOs	
Interviews with local media	
Interviews with community leaders	
Interviews with subject-matter experts	
Cultural events	
Home hospitality	
Other: (please specify) _____	

**OR**

<b>MURROW</b>	<b>Select all that apply</b>
International Symposium for Journalists (Aspen Institute)	
Schools of Journalism courses and workshops	
State Department meetings and briefings	
Site visits at national and regional media outlets	
Meetings and panel discussions with state and local politicians	
Meetings and panel discussions with media officials	
Meetings and panel discussions with NGOs	
Interviews with local media	
Interviews with community leaders	
Interviews with subject-matter experts	
Cultural events	
Home hospitality	
Closing Symposium	
Other: (please specify) _____	

**11. Can you explain why this element was the most useful of all?**

12. *Has participation in the Journalism and Media program contributed towards any changes in your career?*

Yes		If yes, go to Q 13
No		If no, go to Q 14

13. *If you answered yes, in which of the following ways has your career changed? Please check all boxes that apply:*

Select all that apply	
Job promotion	
New professional responsibilities	
New leadership role	
New career outside the media sector	
New job within the media sector	
Change in journalism focus (e.g. change in stories covered)	
Other (please specify) _____	

14. *For each of the topics and themes below, please indicate the extent to which you increased your knowledge and understanding as a result of participating in the program:*

	Not at all	Some what	A good deal	A great deal	Not applicable
Broadcast Journalism					
Print Journalism					
Investigative Journalism					
Business Journalism					
Media management, entrepreneursh					
Journalism and media ethics and professional standards					
Alternative Media (Blogs and other outlets outside the mainstream media)					
Journalism Education					
New technologies					
Anti-corruption					
Conflict resolution and mitigation					
Religious and ethnic diversity					
Women in society					
Human rights					
Environment					
Economics and business development					
Trade					
Trafficking-in-persons					

	Not at all	Some what	A good deal	A great deal	Not applicable
Public health (HIV/AIDS awareness)					
Science					
Media relations with government					
Media relations with businesses					
Media relations with NGOs and Civil Society					
US Government					
Policy Making in the US					
Role of media in a Democracy					
US Society					

**15. To what extent did the program increase your knowledge and understanding of the following elements of the reporting process?**

	Not at all	Somewhat	A good deal	A great deal	Not applicable
Developing ideas for a report, article or story					
Finding credible sources					
Developing questions for Interviews					
Posing questions					
Analyzing information					
Writing styles and formats					
Editing written articles					
Producing programs for broadcast					

**16. To what extent have you been able to apply the knowledge you gained in the following areas in your work?**

	Not at all	To a small extent	To a good extent	To a great extent	Not applicable
Broadcast journalism					
Print Journalism					
Investigative Journalism					
Business Journalism					
Media management, entrepreneurship					
Journalism and media ethics and professional					

	Not at all	To a small extent	To a good extent	To a great extent	Not applicable
standards					
Alternative Media (Blogs and other outlets outside the mainstream media)					
Journalism Education					
New technologies					
Anti-corruption					
Conflict resolution and mitigation					
Religious and ethnic diversity					
Women in society					
Human rights					
Environment					
Economics and business development					
Trade					
Trafficking-in-persons					
Public health (HIV/AIDS awareness)					
Science					
Developing ideas for a report, article or story					
Finding credible sources					
Developing questions for interviews					
Posing questions					
Analyzing information					
Writing styles and formats					
Editing written articles					
Producing programs for broadcast					
Media relations with government					
Media relations with businesses					
Media relations with NGOs and Civil Society					
US Government					
Policy Making in the US					
Role of media in a Democracy					
US Society					

17. *Since participating in the program, have you written or produced articles or stories on any of the topics and themes listed below? Please choose all that apply.*

<b>Topic/Theme</b>	<b>Please select all that apply</b>
Anti-corruption	
Conflict resolution and mitigation	
Religious and ethnic diversity	
Women in society	
Human rights	
Environment	
Economics and business development	
Trade	
Trafficking-in-persons	
Public health (HIV/AIDS awareness)	
Science	
Journalism Education	
US Government	
Policy Making in the US	
Role of media in a Democracy	
US Society	

18. *Have you kept in touch with any Alumni from your program?*

<b>Yes</b>	<input type="checkbox"/>	<b>If yes, go to Q 19</b>
<b>No</b>	<input type="checkbox"/>	<b>If no, go to Q 20</b>

19. *How often have you kept in touch with other Alumni?*

<b>Frequency</b>	<b>Select one response only</b>
<b>Daily</b>	
<b>Weekly</b>	
<b>A few times a month</b>	
<b>Monthly/Once a month</b>	
<b>A few times a year</b>	
<b>Annually</b>	
<b>Less often</b>	

20. *Have you kept in touch with any US-based Journalism and Media professionals that you met on your program?*

<b>Yes</b>	<input type="checkbox"/>	<b>If yes, go to Q 21</b>
<b>No</b>	<input type="checkbox"/>	<b>If no, go to Q 22</b>

21. *How often have you kept in touch with US-based Journalism/Media Professionals?*

Frequency	Select one response only
Daily	
Weekly	
A few times a month	
Monthly/Once a month	
A few times a year	
Annually	
Less often	

22. *Have you shared your program experience with your co-workers, colleagues, or other media professionals?*

Yes		If yes, go to Q 23
No		If no, go to Q 24

23. *In which of the following ways have you shared your program experience? (Please check all boxes that apply.)*

	Select all that apply
Trained co-workers or colleagues	
Discussed program ideas at local press clubs	
Made presentations to universities/ schools of journalism	
Taught or developed a course at a university or elsewhere	
Developed a website at work	
Set up a professional newsletter	
Wrote for a professional blog	
Created or joined a working group or association for journalists	
Organized meetings/networked	
Wrote articles for professional journals	
Wrote academic books	
Wrote non-academic books	
Other (please specify)_____	

24. *As a direct result of your participation in the program, did you undertake any of the following initiatives at work?*

Initiatives	Select all that apply
Adopted new professional and ethical standards	
Reported on new subjects or fields	
Helped develop new processes for writing or producing articles and stories	
Set up new management practices	
Initiated procedural changes	
Initiated policy changes	
Encouraged more teamwork	
Facilitated collaboration among journalists or reporters	
Acquired better compensation	
Acquired more resources	
Other (please specify) _____	

25. *Thinking about the initiatives you undertook, have they generated any changes in your organization or work environment?*

26. *Thinking about how your co-workers and/or colleagues have reacted to your efforts to share the techniques, practices, and standards you learned about during the program, which ONE of the following statements best describes how they view you now, since your return from the program?*

	Select one response only
I am known as an ‘expert’ in journalism and media techniques, practices and standards, and my colleagues and/or coworkers respect me because of this and often seek my advice.	
I am known as “knowledgeable” in journalism and media techniques, practices and standards, and am respected by my colleagues and/or coworkers because of this, but they do not seek my advice.	
My colleagues do not see me as being more knowledgeable in journalism and media techniques, practices and standards as I hoped they would after finishing the program.	
There has been no change in how my colleagues view me since my return	

from the program	
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27. **Are there any challenges you face in trying to apply what you learned during your program?**

Yes		If yes, go to Q 28
No		If no, go to Q 29

28. **Yes Respondents: If you would like to specify the challenges you face, please do so here, by selecting all that apply. If not, this question is optional.**

	Select all that apply
Finding credible sources for story/article	
Getting access to information necessary for a story	
Receiving requests to limit or refrain from coverage of a particular subject, topic, or event	
Resistance to establishing new professional standards and ethics	
Difficulty replicating the process of reporting learned during the program	
Lack of new technology	
Lack of training in new technology	
Lack of resources	
Difficulty hiring new journalists or staff	
Other (please specify) _____	

29. **Since completing the program, has your organization/institution established linkages with any of the media outlets or institutions you visited during your program?**

Yes		If yes, go to Q 30
No		If no, go to Q 31

30. **YES respondents: Can you please tell us about these linkages and any activities that have taken place through these linkages?**

31. *Thinking about the knowledge and information you gained through the program, please indicate which of the following statements below reflect how you have used what you learned on the program. Please select all that apply:*

<b>I have used the knowledge and information gained on the program to:</b>	<b>Select all that apply</b>
to advocate for freedom of information	
to advocate for print, broadcast or other media reform	
to advocate for the protection of journalists' rights	
to strengthen associations for journalism and media professionals	
to encourage greater access to public records	
to build coalitions	
Other (please specify) _____	
None	

**32. Thinking now about the role and/or function of a journalist, we would like you to rank the following functions in order of importance, where 1 is the most important function and 5 is least important function. Please rank them from 1 to 6.**

*Example: If you believe the most important function is to act as a watchdog and the 2<sup>nd</sup> most important is to advocate for freedom of information, then you will rank 1 and 2 accordingly. Each statement can be ranked from 1 to 6 only.*

	<b>Rank from 1 to 6</b>
To report on current events, without bias or opinion	—
To report the views of government	—
To report the views of political parties	—
To bring attention to societal problems or social ills	—
To act as a watchdog	—
To influence decision makers	—

**33. Finally, do you, as a result of participating in the program, have any suggestions you would like to make for improving the program? Please include any ideas/thoughts you have here:**

## DEMOGRAPHICS SECTION

We would now like to gather some information from you which will help us to analyze the data in different ways. Your personal details will not be attributed to you or used in any reports. It will only be used to determine general demographics of all respondents in the final report, e.g. 52% of respondents were females and 34% were aged 31-40.

**34. GENDER:**

Male	
Female	

35. AGE:

20-30	
31-40	
41-50	
51-60	
61+	

36. COUNTRY OF ORIGIN:

<b>REGION AF</b> <i>(AFRICA)</i>	<b>REGION NEA</b> <i>(NEAR EAST)</i>	<b>REGION EAP</b> <i>(EAST ASIA PACIFIC)</i>	<b>REGION EUR</b> <i>(EUROPE &amp; EURASIA)</i>	<b>REGION SCA</b> <i>(SOUTH &amp; CENTRAL ASIA)</i>	<b>REGION WHA</b> <i>(WESTERN HEMISPHERE)</i>
Angola	Algeria	Australia	Albania	Afghanistan	Antigua and Barbuda
Benin	Bahrain	Brunei	Andorra	Bangladesh	Argentina
Botswana	Egypt	Burma	Armenia	Bhutan	Aruba
Burkina Faso	Iran	Cambodia	Austria	India	Bahamas
Burundi	Iraq	China	Azerbaijan	Kazakhstan	Barbados
Cameroon	Israel	Fiji	Belarus	Kyrgyz Republic	Belize
Cape Verde	Jordan	Indonesia	Belgium	Maldives	Bermuda
Central African Republic	Kuwait	Japan	Bosnia and Herzegovina	Nepal	Bolivia
Chad	Lebanon	Kiribati	Bulgaria	Pakistan	Brazil
Comoros	Libya	Korea, North	Croatia	Sri Lanka	Canada
Democratic Republic of Congo	Morocco	Korea, South	Cyprus	Tajikistan	Cayman Islands
Republic of Congo	Oman	Laos	Czech Republic	Turkmenistan	Chile
Cote d'Ivoire	Qatar	Malaysia	Denmark	Uzbekistan	Colombia
Djibouti	Saudi Arabia	Marshall Islands	Estonia		Costa Rica
Equatorial Guinea	Syria	Micronesia	Finland		Cuba
Eritrea	Tunisia	Mongolia	France		Dominica
Ethiopia	United Arab	Nauru	Georgia		Dominican Republic
Gabon	Emirates	New Zealand	Germany		Ecuador
Gambia	Yemen	Palau	Greece		El Salvador
Ghana		Papua New Guinea	Holy See		Grenada
Guinea		Philippines	Hungary		Guatemala
Guinea-Bissau		Samoa	Iceland		Guyana
Kenya		Singapore	Ireland		Haiti
Lesotho		Solomon Islands	Italy		Honduras

Liberia		Taiwan	Latvia		Jamaica
Madagascar		Thailand	Liechtenstein		Mexico
Malawi		Timor-Leste	Lithuania		Netherlands Antilles
Mali		Tonga	Luxembourg		Nicaragua
Mauritania		Tuvalu	Macedonia		Panama
Mauritius		Vanuatu	Malta		Paraguay
Mozambique		Vietnam	Moldova		Peru
Namibia			Monaco		St. Kitts and Nevis
Niger			Montenegro		St. Lucia
Nigeria			Netherlands		St. Vincent and the Grenadines
Rwanda			Norway		Suriname
San Tome and Principe			Poland		Trinidad and Tobago
Senegal			Portugal		Uruguay
Seychelles			Romania		Venezuela
Sierra Leone			Russia		
Somalia			San Marino		
South Africa			Serbia		
Sudan			Slovakia		
Swaziland			Slovenia		
Tanzania			Spain		
Togo			Sweden		
Uganda			Switzerland		
Zambia			Turkey		
Zimbabwe			Ukraine		
			United Kingdom		

**#XX. How long did it take you to complete this survey? \_\_\_\_\_ minutes.**

*Thank you for your participation.  
Your feedback is greatly appreciated and will help us ensure that these programs are meeting their goals.*