



Shaping our Stories

Media Portrayals of Race in Rochester, NY
November 15, 2021



The logo consists of a red shape resembling a stylized letter 'C' or a wave, with the text 'CAUSEWAVE' in white uppercase letters and 'community partners' in white lowercase letters below it.

CAUSEWAVE
community
partners

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Acknowledgements

This report would not have been possible without the significant effort of a number of individuals and organizations deserving special mention here.

For continued patience, generosity and commitment to delivering the highest-quality data and insights to our community, special thanks to John Geraci, Sue Geraci and Maureen Palmerini of Crux Research.

For the vision to support our continued effort on this important topic, our funders, especially Nancy J. Farrell whose personal passion for the topic is an inspiration to the team.

For key insights, continued passion and hard work, special thanks to former Causewave staffer Rashad Smith who coordinated much of the work presented here.

And for asking tough questions and helping to sort one difficult challenge after another, during some of the most tumultuous and unsettling times in living memory, our thanks go to the Race and Media Steering Committee.



Thank you

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Funders

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ESL Charitable Foundation

For Support of Positive Story Pitching work

Alan Cohen and Nancy Bloom



Background & Context

The Greater Rochester area is home to a diverse group of people with varying racial and ethnic backgrounds. As a result, the city is rich in culture, experiences, and knowledge. This diversity has positively shaped our community in many ways. Still, barriers remain to understanding each other and working together to better our community. Since it is true that for any problem to be solved, it must first be faced, it is crucial to reflect on both root causes and continuing contributions to racial disparities and inequities within our community.

Attitudes towards race are formed based on direct (personal interactions) and indirect (word of mouth and media-communicated) experiences. Perceptions of race influence communities at both structural and personal levels, making it crucial to understand the influence of media within our region.

Causewave has a 71-year history of successfully partnering with local media and nonprofits. Together, we have addressed a wide array of community issues. We remain committed – and are uniquely positioned – to foster conversations that lead to action and positive change.

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In 2018, Causewave Community Partners released *Shaping our Stories: Media Portrayals of Race in Rochester, NY*. This report began the first community-wide conversation about media representations of race. The work introduced community-level data to a discussion that had previously been informed by anecdote. The broad release of the data and continuing conversation has helped our community to understand both how neighbors feel about representations of race in local news and how local media professionals see the issue.

While it was not surprising to learn that BIPOC residents felt local media needed to improve the way they told stories of life in their communities, it was eye-opening to learn how both White residents AND local media professionals agreed with their BIPOC neighbors, on most points we assessed, though usually less strongly.

As we rolled out this data to the community, we were gratified to see many community members eager to engage in conversation about the issue. We were excited with how the report led to in-depth reflection on the part of local media organizations. More than one local newsroom shared with us their use of the report to make significant process and systemic change – necessary to achieve the impact called for in the 2018 report.

And then 2020 happened.

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Widespread street protests occurred in 2,000 cities across the nation, including Rochester. These protests were extensively covered in local media, generating passionate opinion and commentary about the who, what, when and how it was being shared. On September 2, when news of the February homicide of Daniel Prude reached the community, protests ignited again, and lasted for weeks, with nationwide attention and news coverage of what was happening in Rochester.

Some observers have described 2020 as a year of racial reckoning. Evidence of this in Rochester include The Black Agenda Group, which pointed to years of data illustrating disparities in health outcomes along lines of race, and issued a declaration of racism as a public health crisis. By October 2020, 1,270 individuals and 172 organizations had endorsed the declaration, and many matched the endorsement with action plans for change. That same month, 460 organizations and more than 100,000 individuals participated in a learning initiative called the 21-day Racial Equity Challenge, coordinated by the United Way of Greater Rochester and the Finger Lakes. Each of these efforts received extensive media attention, raising levels of awareness across the region.

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It is clearly an understatement to say the time was right to re-issue the study of representations of race in local news. Local residents have had more opportunity to see coverage addressing issues of race than at any time in recent memory, and the level of discussion of concepts like structural racism is unprecedented.

Shaping Our Stories 2021 is presented as a timely installment in an ongoing conversation about how media stories help us understand each other and ourselves. We hope it leads to progress in finding new and better ways to tell our stories in ways that promote healing, unity and growth in our community.

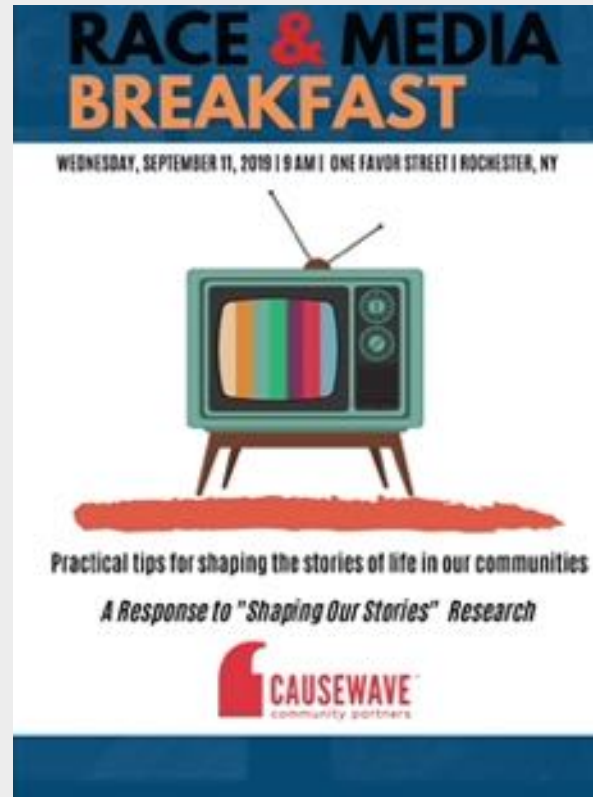


What Causewave has Done

Since the 2018 release of *Shaping Our Stories*, Causewave has taken important measures to utilize the findings from that report. In an attempt to be part of meaningful change in media story-telling, we led three major activities.

Community Conversations regarding the 2018 report findings.

Most notable was the September 2019 Race and Media Breakfast, which included discussion of the 2018 report data and a panel discussion featuring eight current and former journalists, attended by more than 80 community members, ranging from leaders in local news media to concerned citizens.





What Causewave has Done

Building nonprofit capacity.

We organized a capacity building program designed to help nonprofits of and for BIPOC communities to better understand how to identify, package and pitch their news stories to the local news media. 11 nonprofits and one small, black-owned business were matched with 22 volunteers from the Public Relations Society of America. The cohort experienced a series of presentations designed to deepen their understanding and build their skills, culminating in "The Pitch," an evening event where local media attended to learn the stories of the participating organizations including the Puerto Rican Festival, Action for a Better Community, Youth for Christ, 540 W. Main, Memorial AME Zion Church and others.





What Causewave has Done

Pitching positive news.

The 2018 Report clearly described a hunger for more stories that – as eloquently stated by one respondent – tell the stories of life in communities of color – not just the stories of problems. Causewave partnered with two experienced publicists – Rashad Smith and Tianna Manon – to identify, package and pitch stories that featured the BIPOC community telling stories of success, support and work towards a more equitable community. A total of 30 stories were pitched, with at least 19 receiving coverage in at least 29 placements. Topics covered ranged from business to education to volunteer efforts to cultural celebrations to racial equity in health.



An example of a story that was pitched by Causewave.



2021 Study Objective

Shaping our Stories 2021 is presented with the intention of fostering an ongoing conversation that leads to a deeper understanding of representations of race in local media. Storytelling through media is a powerful way to shape our views of others and ourselves. We hope this report can help bridge the gap between news professionals and members of the community, improving the inclusiveness and quality of storytelling about our shared community.

This report builds upon the work begun in 2018, and we sought to both illuminate changes in our community since then, and identify opportunities for positive change in the near future.



Project Design

Shaping Our Stories 2021 is comprised of two polls that showcased important themes surrounding racial perceptions in the media.

1. A Community Poll on attitudes towards how local community members perceive race in local news sources.
2. A Media Poll on how professionals who work for local news sources perceive racial representations in news produced by their own outlet and those across the community.

Community Poll Results





Community Poll Methodology

- The community poll was conducted online by BRX Research between December 8-29, 2020.
- Questionnaire content was developed by Causewave in consultation with a steering committee made up of 17 people from a wide-range of professional backgrounds. This content built on a similar study conducted in 2017. The full questionnaire may be found in the appendix of this report.
- 713 interviews were completed in a 9-county area. Demographic quotas were maintained and the resulting sample closely matched the demographics of the Greater Rochester Area.

This sample included 201 BIPOC respondents:

- 92 Black/African-American respondents
- 63 Hispanic respondents
- 46 of other BIPOC races/ethnicities

NOTE: BIPOC responses are presented in the aggregate, as all audiences other than Black/African American were not represented in enough quantity for segmented analysis.



Community Poll Themes

Survey responses indicate that the White community has moved closer to the opinions of BIPOC residents in many areas over the past three years.

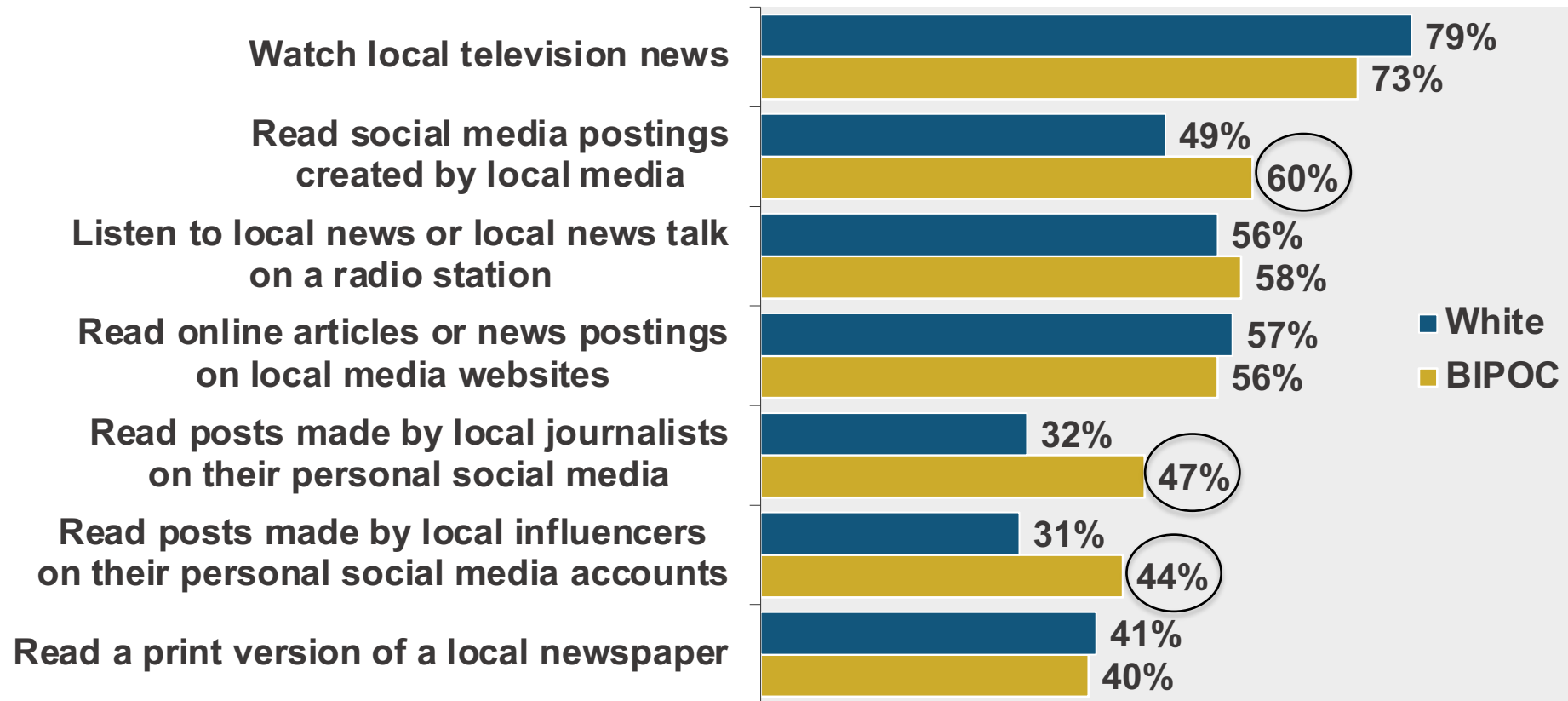
While there appears to be increasing alignment among BIPOC and White residents, large gaps remain on key questions about local news coverage.

A review of specific, race-involved local news stories shows significant gaps in who believes the media is providing trustworthy, unbiased information, across nearly all stories we asked about.

Local TV news is the most frequently-used media

Rochester-area BIPOC are more active in social media than whites

How frequently do you:
% Daily or Weekly



Q210 Qualified Respondents (n=713)

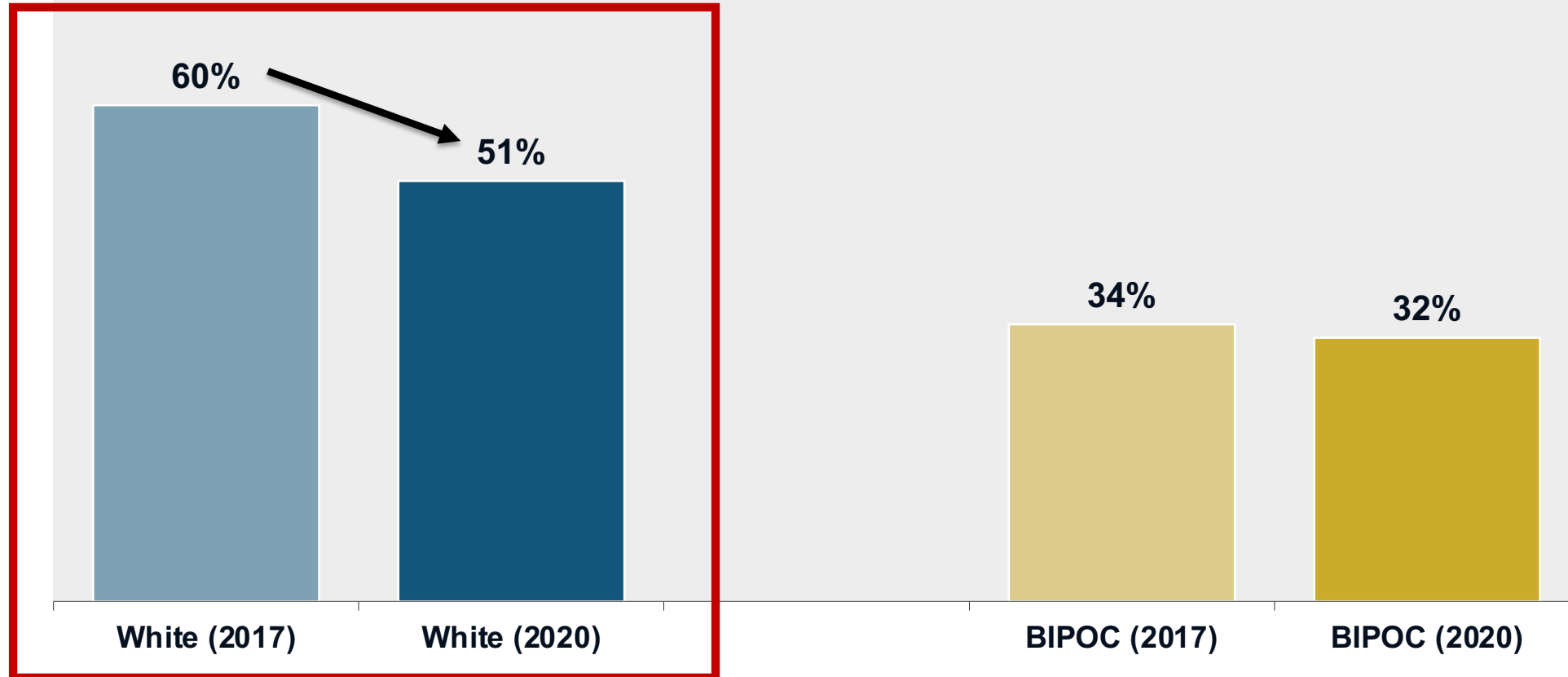
Survey responses indicate that the White community has moved closer to the opinions of BIPOC residents in many areas over the past three years.



Whites have become less likely to feel that the racial/ethnic background of local reporters is sufficiently diverse

The racial/ethnic background of local reporters is sufficiently diverse

% Strongly Agree/Agree



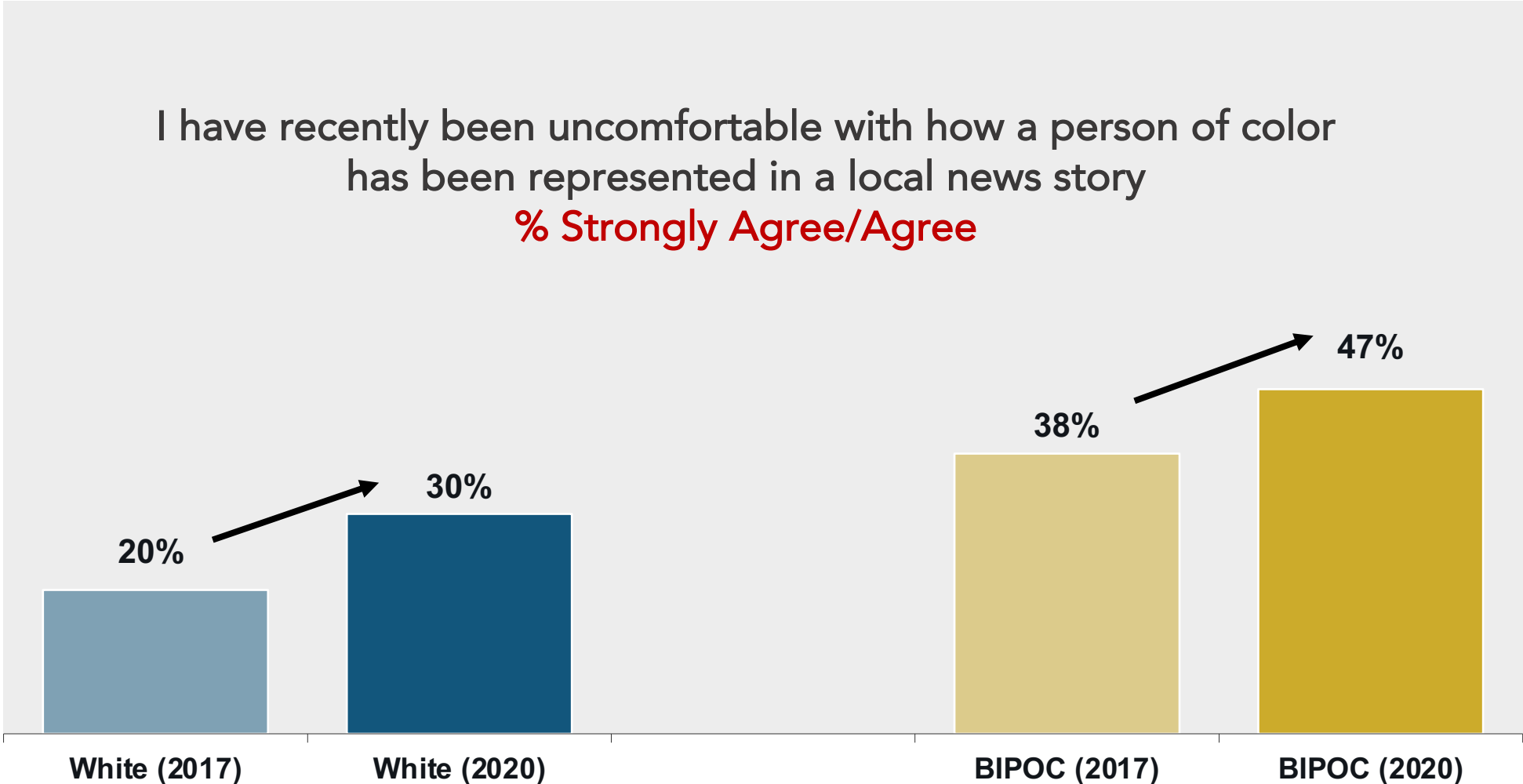
Q400 Qualified Respondents (n=713 in 2020; n=550 in 2017)

Respondents of all backgrounds cite suggestions for ensuring BIPOC stories are covered fairly



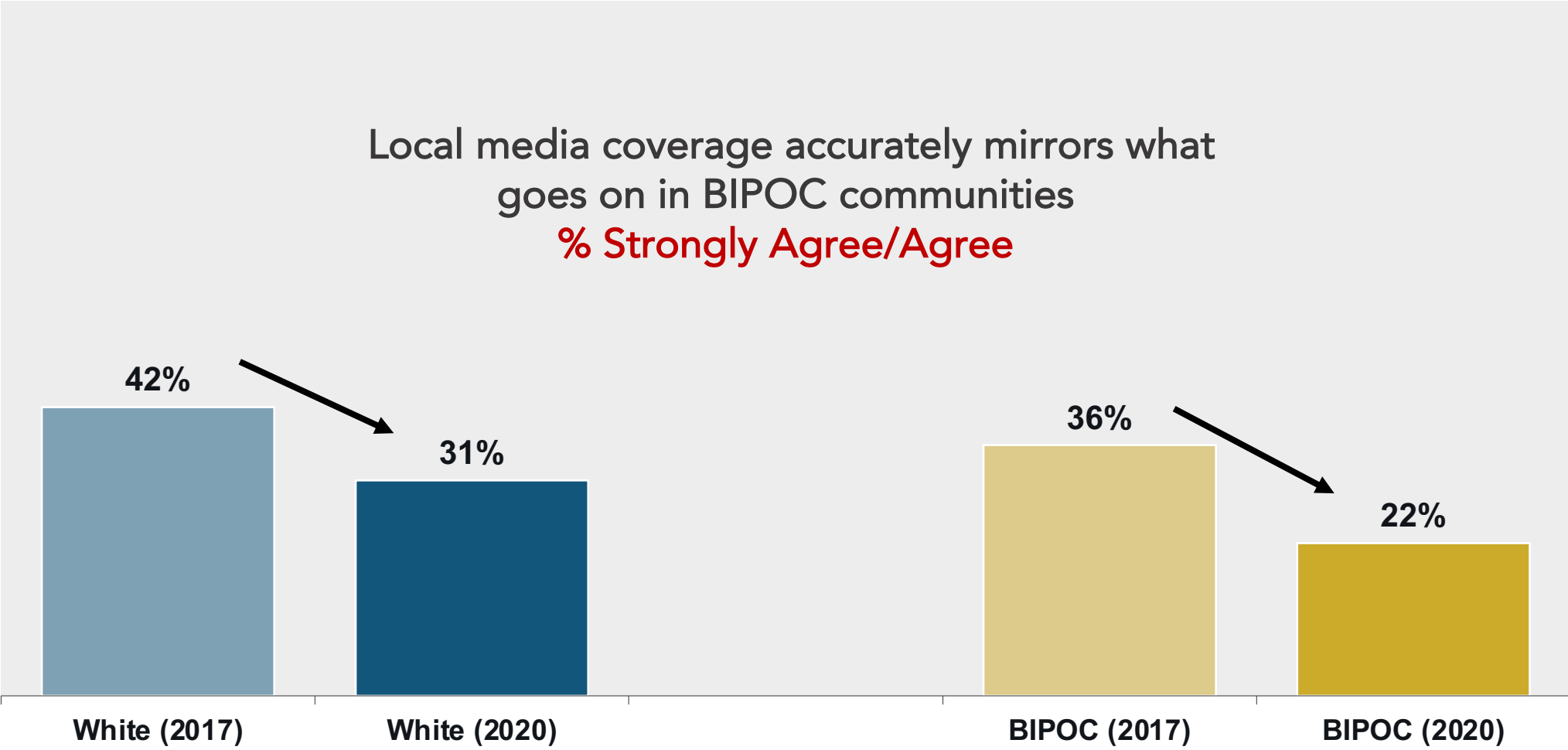
“In your view, what one thing could area news organizations do differently to ensure they cover BIPOC in a fair and balanced manner?”

Rochester-area residents have become increasingly less comfortable with how people of color are represented in local news stories



Q400 Qualified Respondents (n=713 in 2020; n=550 in 2017)

Whites and BIPOC respondents have become less likely to agree that local media coverage mirrors what goes on in BIPOC communities

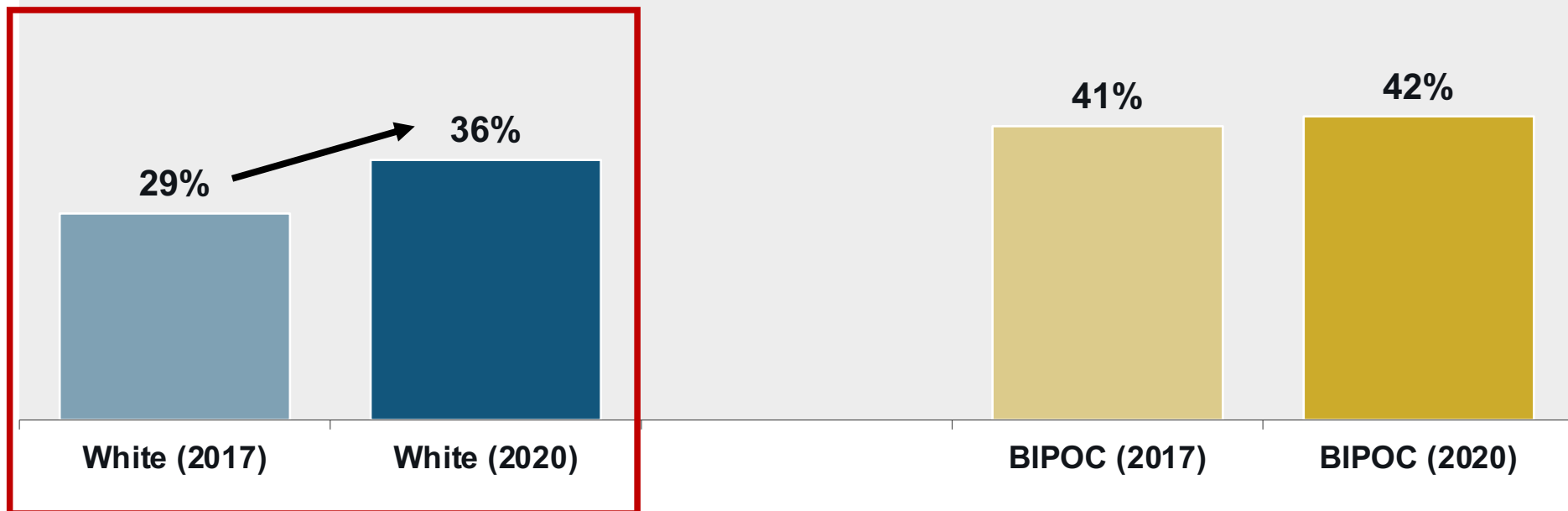


Q400 Qualified Respondents (n=713 in 2020; n=550 in 2017)

Whites have become more likely to notice if stories overstate racial undertones – which may be interpreted as a belief the media are contributing to stereotypes, or quite differently, that the media is introducing racial concepts into stories where they don't belong.

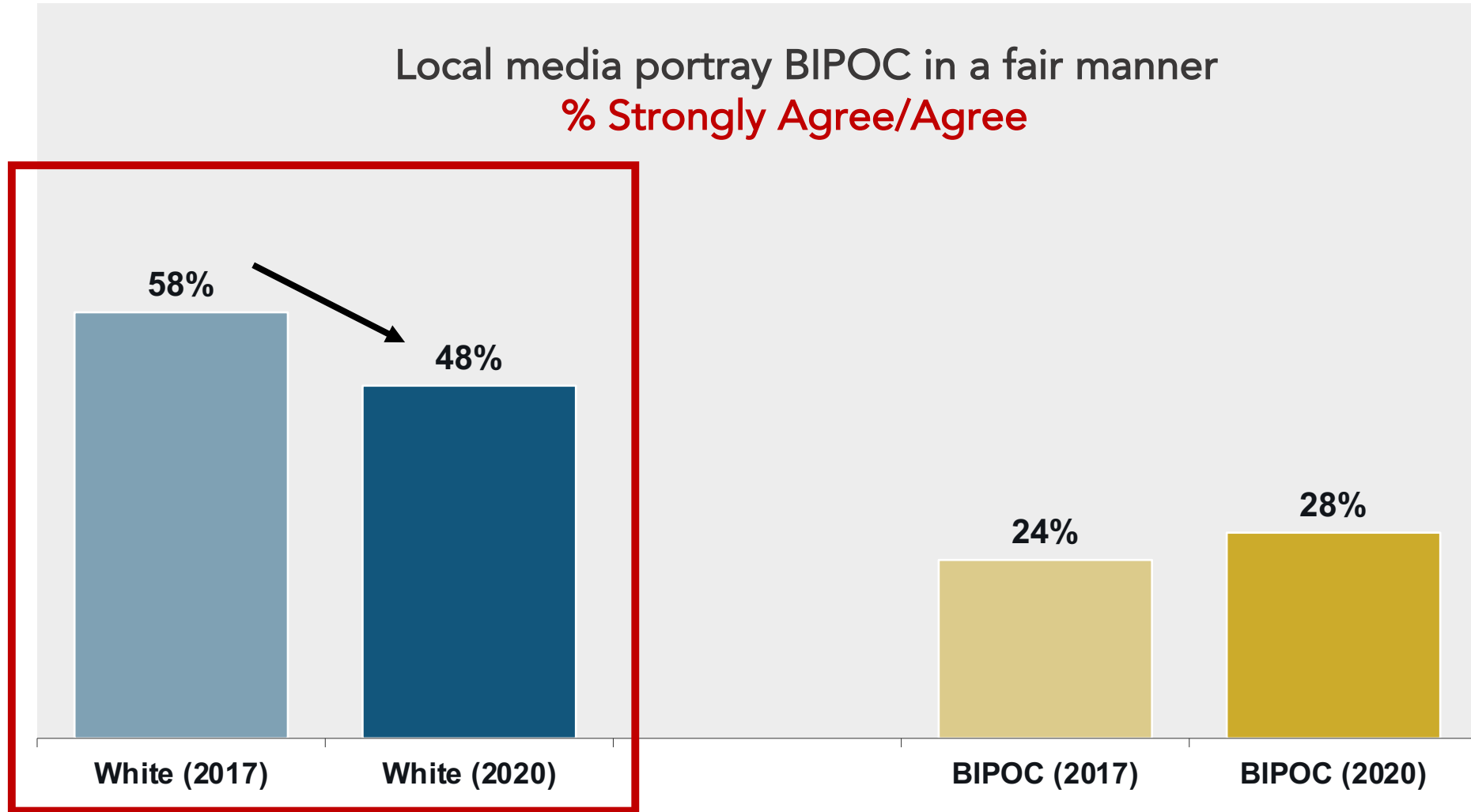
I have recently noticed a local news story that overstated the racial undertones of the situation

% Strongly Agree/Agree



Q400 Qualified Respondents (n=713 in 2020; n=550 in 2017)

Compared to three years ago, whites are less likely to feel that local media are portraying BIPOC fairly

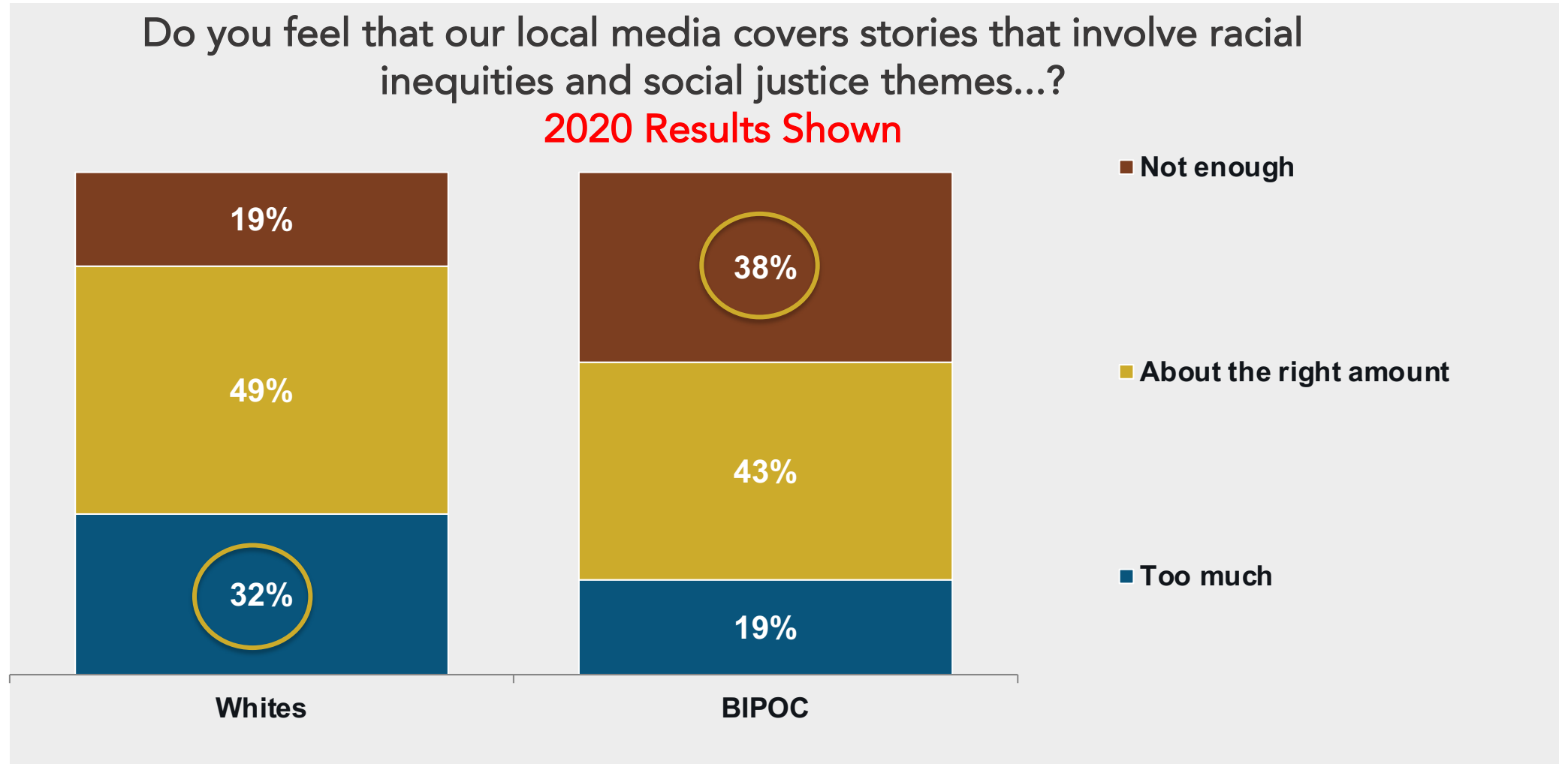


Q400 Qualified Respondents (n=713 in 2020; n=550 in 2017)

While there appears to be increasing alignment among BIPOC and White residents, large gaps remain on key questions about local news coverage.



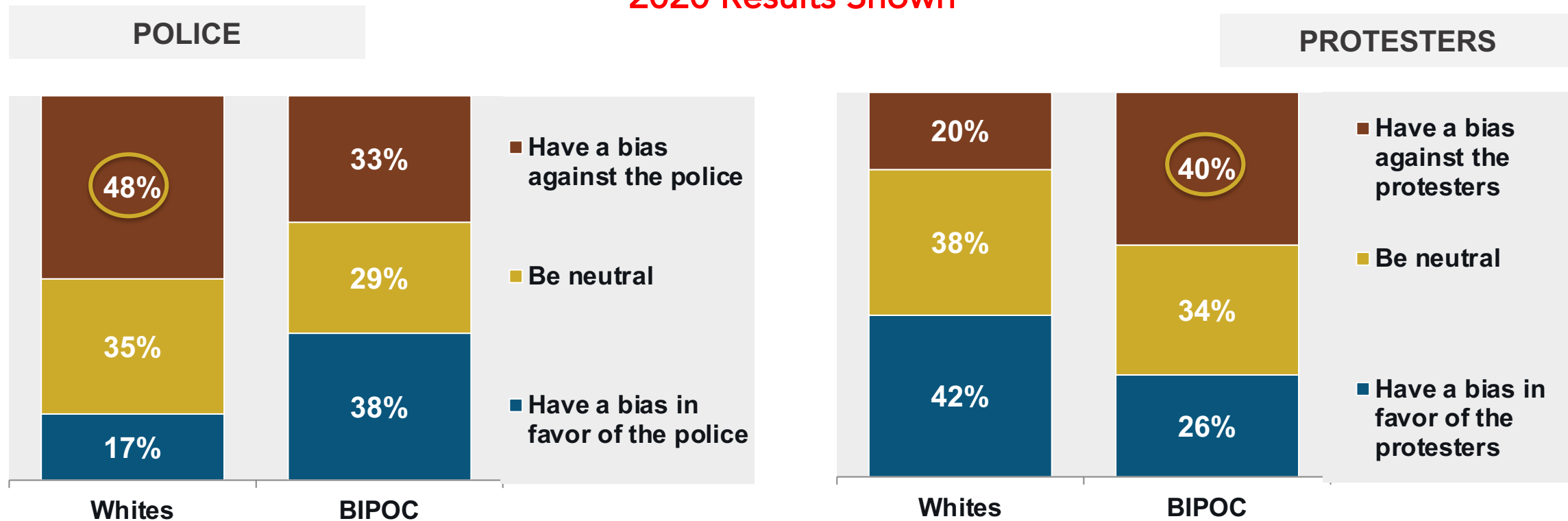
Many whites feel that local media cover stories involving racial inequities/social justice themes too much while many BIPOC respondents feel local media do not cover these stories enough



Whites are likely to feel that stories are biased against the police, while BIPOC respondents are likely to feel stories are biased against protesters

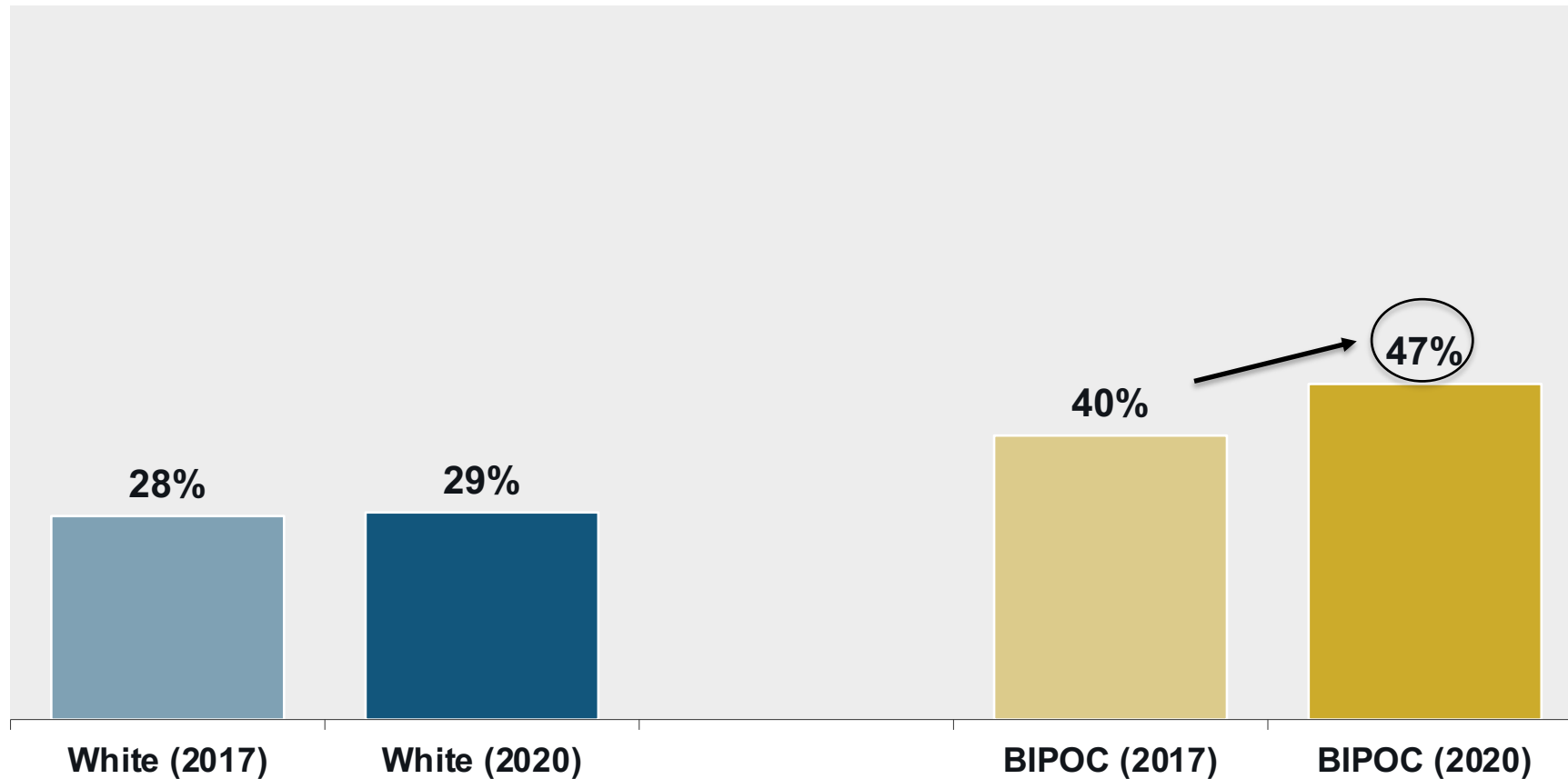
When our local media covers stories that involve racial inequities do these stories tend to...?

2020 Results Shown



About half of BIPOC respondents feel local coverage reinforces stereotypes

Local media coverage reinforces negative stereotypes about BIPOC
% Strongly Agree/Agree



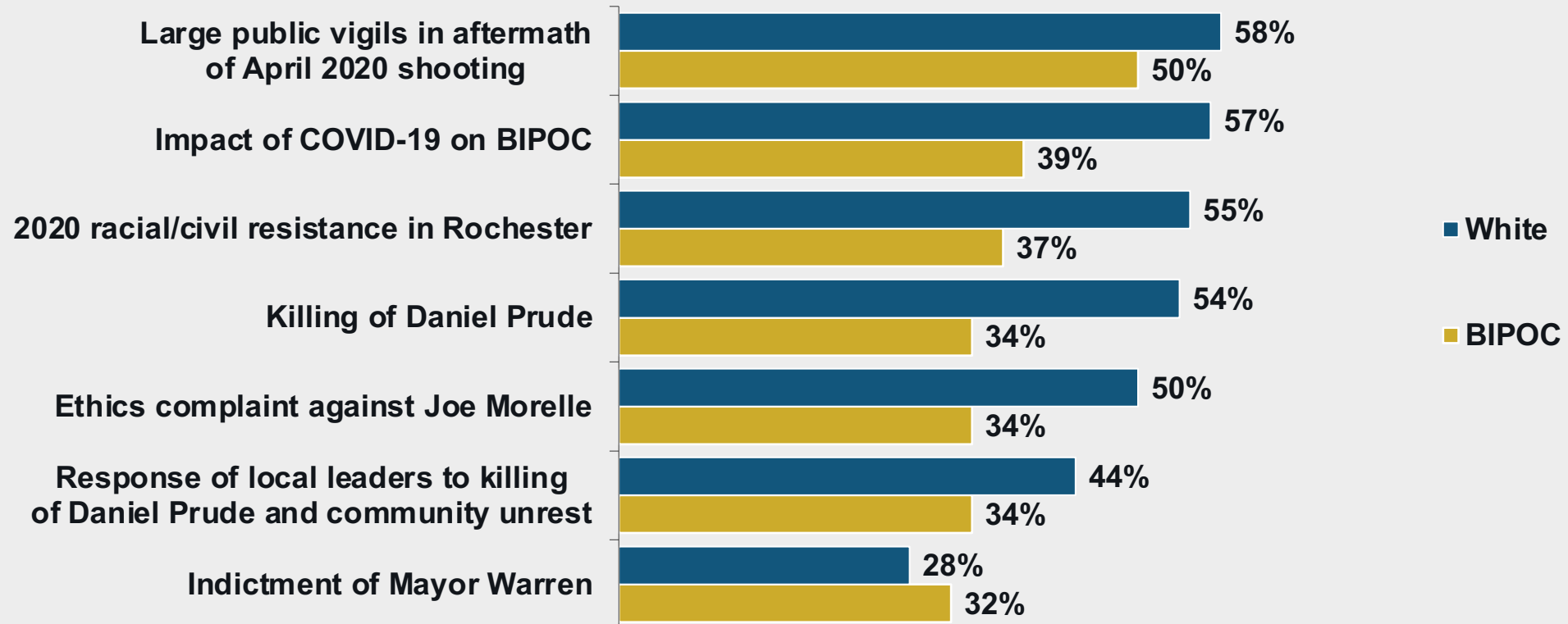
Q400 Qualified Respondents (n=713 in 2020; n=550 in 2017)



A review of specific, race-involved local news stories shows significant gaps in who believes the media is providing trustworthy, unbiased information, across nearly all stories we asked about.

BIPOC respondents are less likely than whites to feel information from local media for local social justice stories is trustworthy

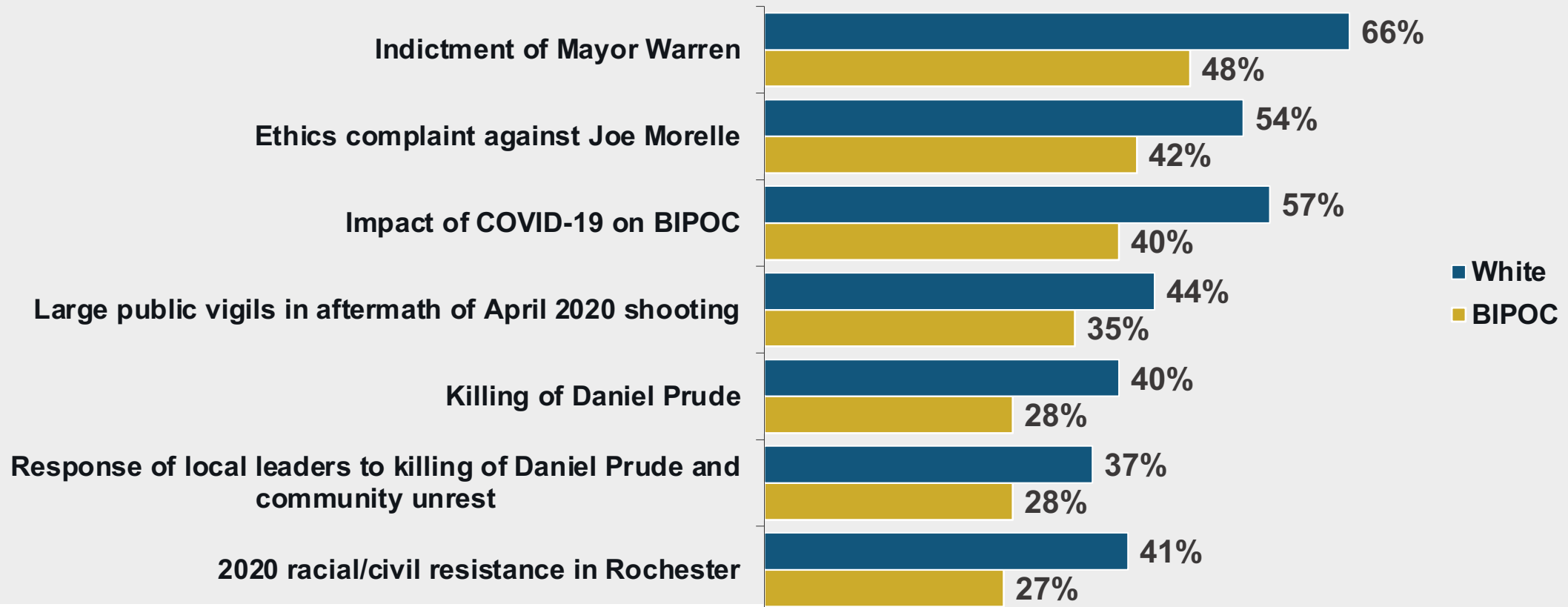
% Feeling the information they get from local media for this story is **very/somewhat trustworthy**



Q630 Those at least somewhat familiar with each story (n varies by story)

BIPOC respondents are less likely than whites to feel local media cover these stories with no bias for or against local communities of color

% Feeling local media has covered the story with no bias for or against local communities of color



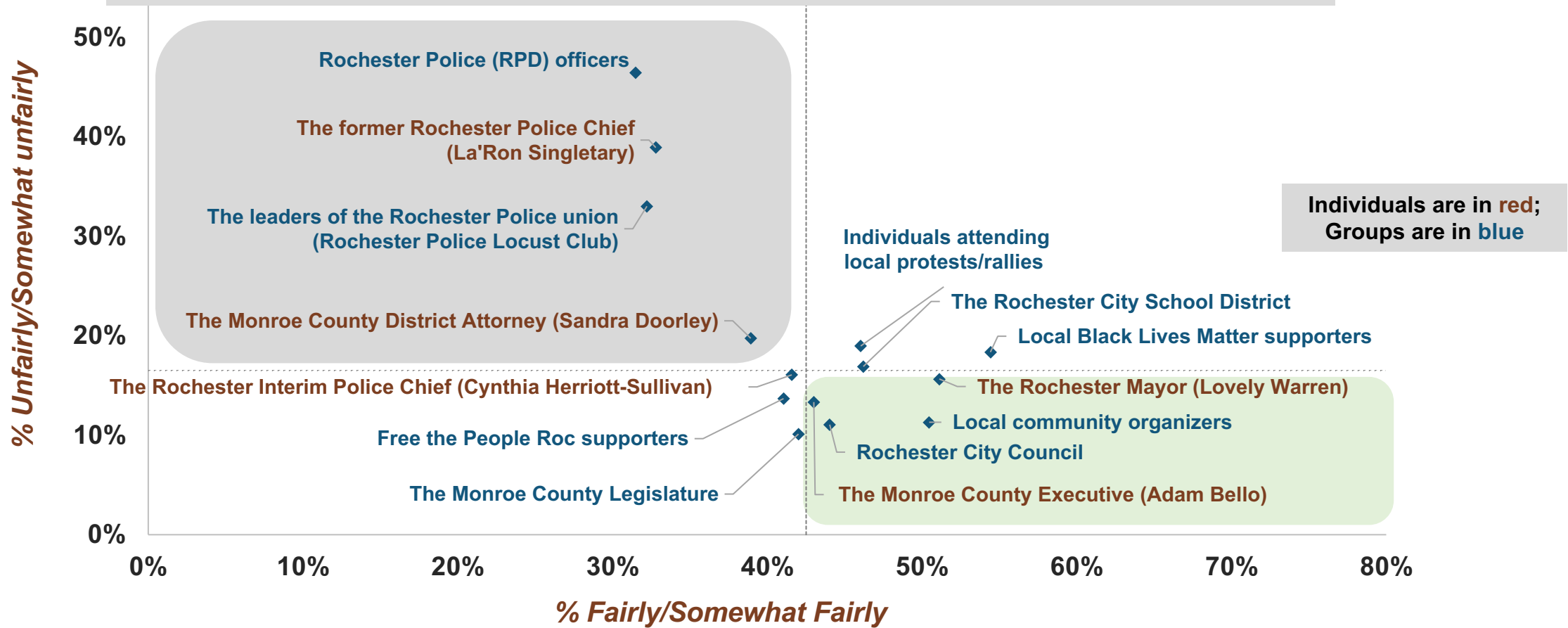
Q640 Those at least somewhat familiar with each story (n varies by story)

Area whites feel that the police and their leaders have been treated relatively unfairly in these stories

How would you describe how our local media characterizes the following individuals or groups in their coverage of stories like these?

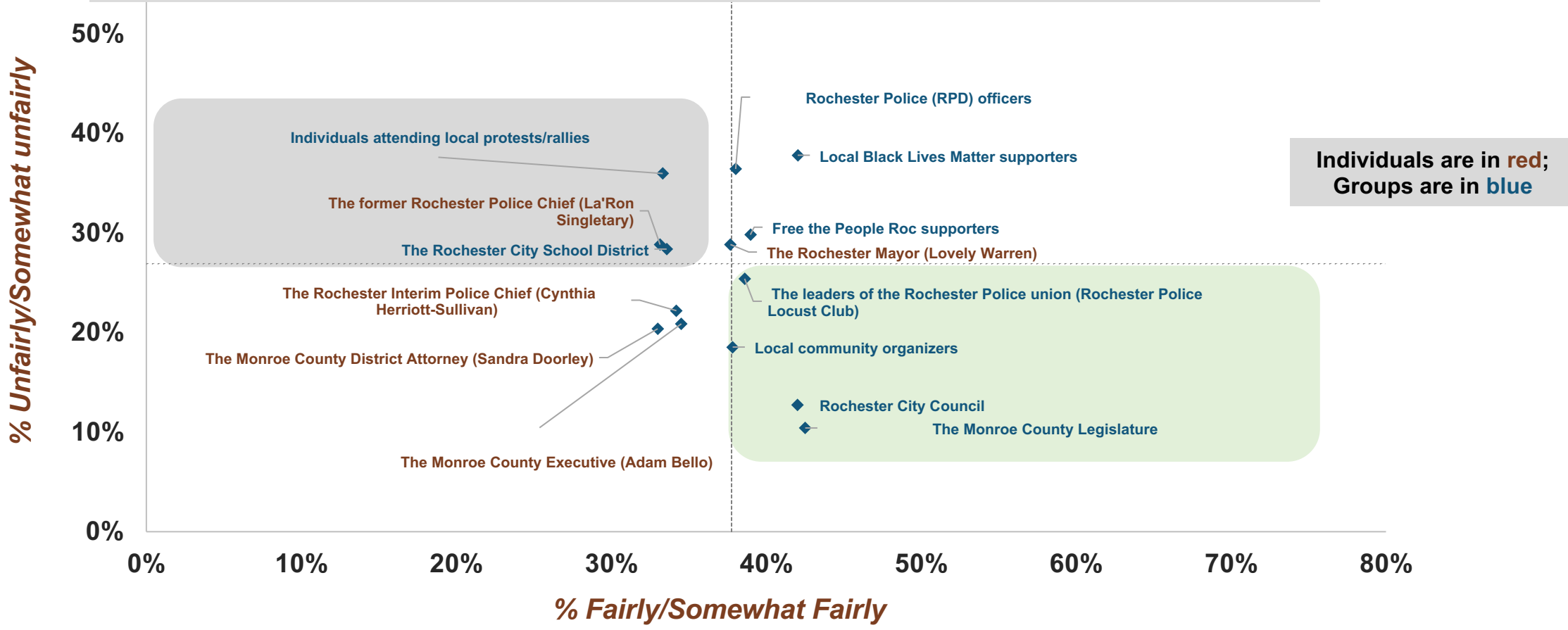
% Very / Somewhat Fairly by % Very / Somewhat Unfairly

Among WHITES



Local BIPOC feel that individuals attending the protests have been treated unfairly and that local government has been treated fairly

How would you describe how our local media characterizes the following individuals or groups in their coverage of stories like these?
% Very / Somewhat Fairly by % Very / Somewhat Unfairly
 Among BIPOC



Q700 Qualified Respondents (n=713 in 2020)



Recommendations from Community Poll

Perceptions we measure today were formed over many years, and they won't change overnight. Changes to structures, processes and systems are required for sustained – vs. episodic – change.

- All respondents want more positive news stories about BIPOC communities, and media who want to serve the entire community should redouble their efforts to address this. Since it is true that what gets measured gets managed, media outlets should evaluate their coverage to assess and improve what they are covering, and how they are covering it.
- Meeting the appetite for more coverage of what's going on in BIPOC communities will require media to have more authentic connection with these communities. This can involve increased diversity in the newsroom, increased presence in more segments of the community and engaging residents in improving news coverage, both before and after a story is shared with the community.

>>MORE>>



Recommendations from Community Poll

- Good news stories may sometimes reinforce stereotypes, but they can also be done well by journalists trained to understand things like the importance of focusing on who is doing the helping, vs who needs the help.
- Good news stories can be pursued with similar vigor as bad news stories - follow-up stories, enterprise reporting, etc. This requires a shift in a journalistic instinct that often values uncovering bad news more than telling stories of success. This shift will require ongoing conversation and vigilance by newsroom leadership.

A professional silver microphone on a stand is positioned on the right side of the frame. The background is a soft, out-of-focus bokeh of various colors including orange, yellow, red, and blue. A white rectangular box is overlaid on the left side of the image, containing the text 'Media Poll Results' in a bold, black, italicized font.

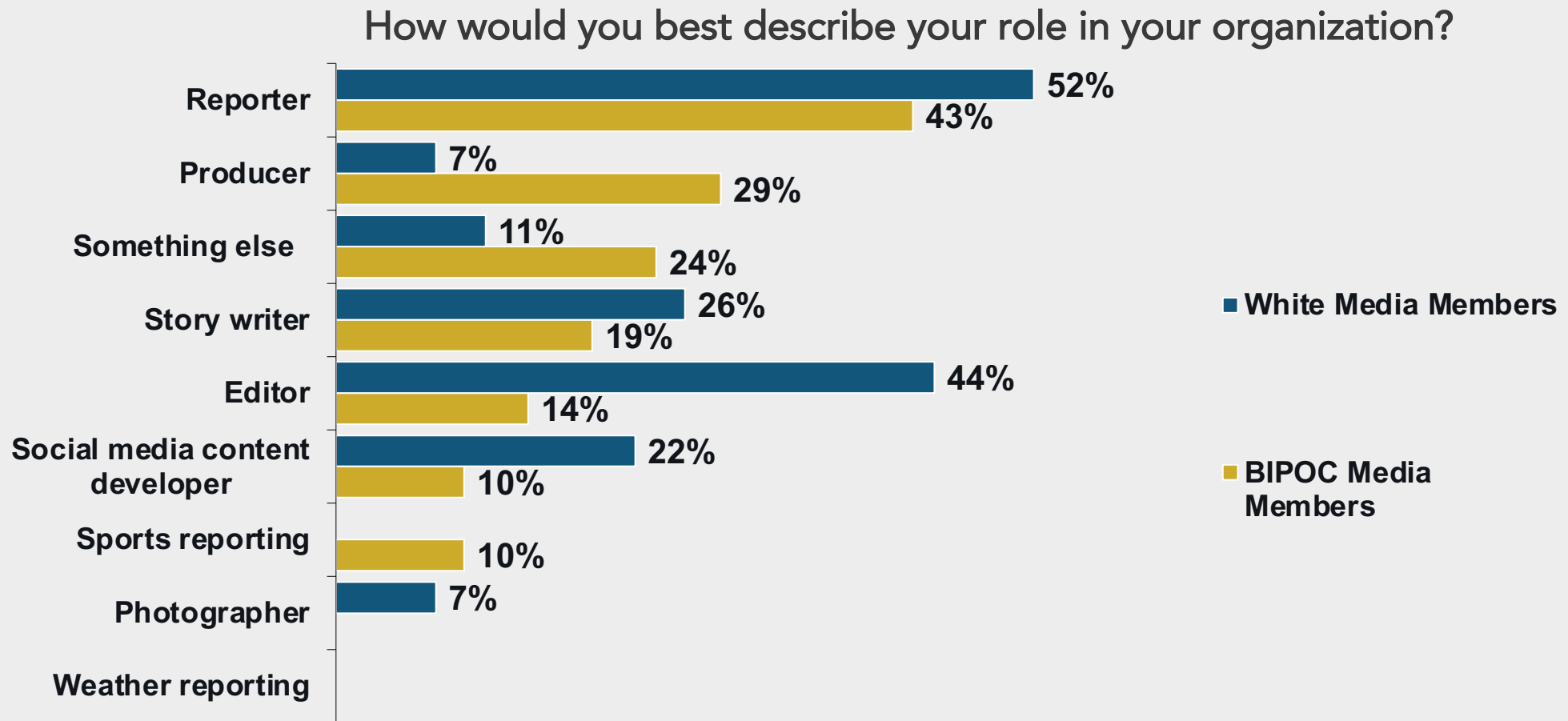
Media Poll Results



Media Poll

- The media poll was conducted online by Crux Research between January 11 and March 11, 2021.
- Area media organizations provided the email addresses of staff who either report news or make editorial decisions.
- 48 local journalists responded:
 - 27 respondents were white; 21 were BIPOC
 - 29 respondents were male; 19 were female
 - 25 were under 40 years old; 23 were 40 or older
- Members of the local media took part from the following organizations:
 - **Print media**: Democrat & Chronicle, Rochester Business Journal
 - **Radio**: Entercom Rochester, WXXI, The Beat 105.5 FM, 97.5 La Mega
 - **TV**: RCTV, WHAM/WHUF-Channel 13/Fox Rochester, WROC Channel 8, WHEC Channel 10, Spectrum News, WXXI
- Media respondents were promised that their responses would not be associated with them individually.

Media respondents came from a range of functions within local news organizations





Media Professional Poll Themes

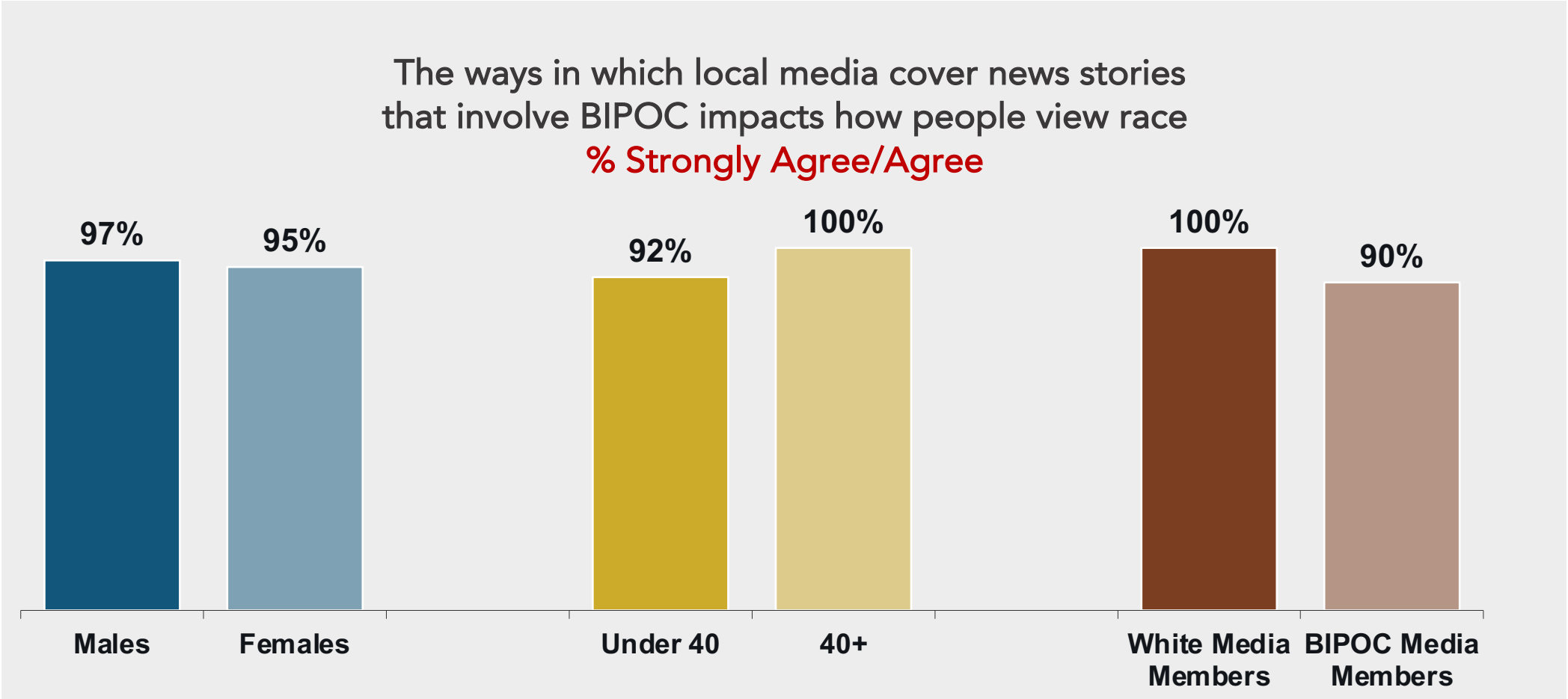
Area journalists are increasingly aware of their responsibility and see more process in place in their organizations to ensure fair coverage of BIPOC communities than they did in 2017.

The perception of these issues among area media members varies considerably depending on their race, with BIPOC journalists being far less comfortable with how their organizations deal with issues surrounding race.

Area journalists are increasingly aware of their responsibility and see more process in place in their organizations to ensure fair coverage of BIPOC communities than they did in 2017.



Rochester-area journalists feel that how local media cover stories impacts how people view race



In 2017, 78% of media professionals agreed / strongly agreed with this statement

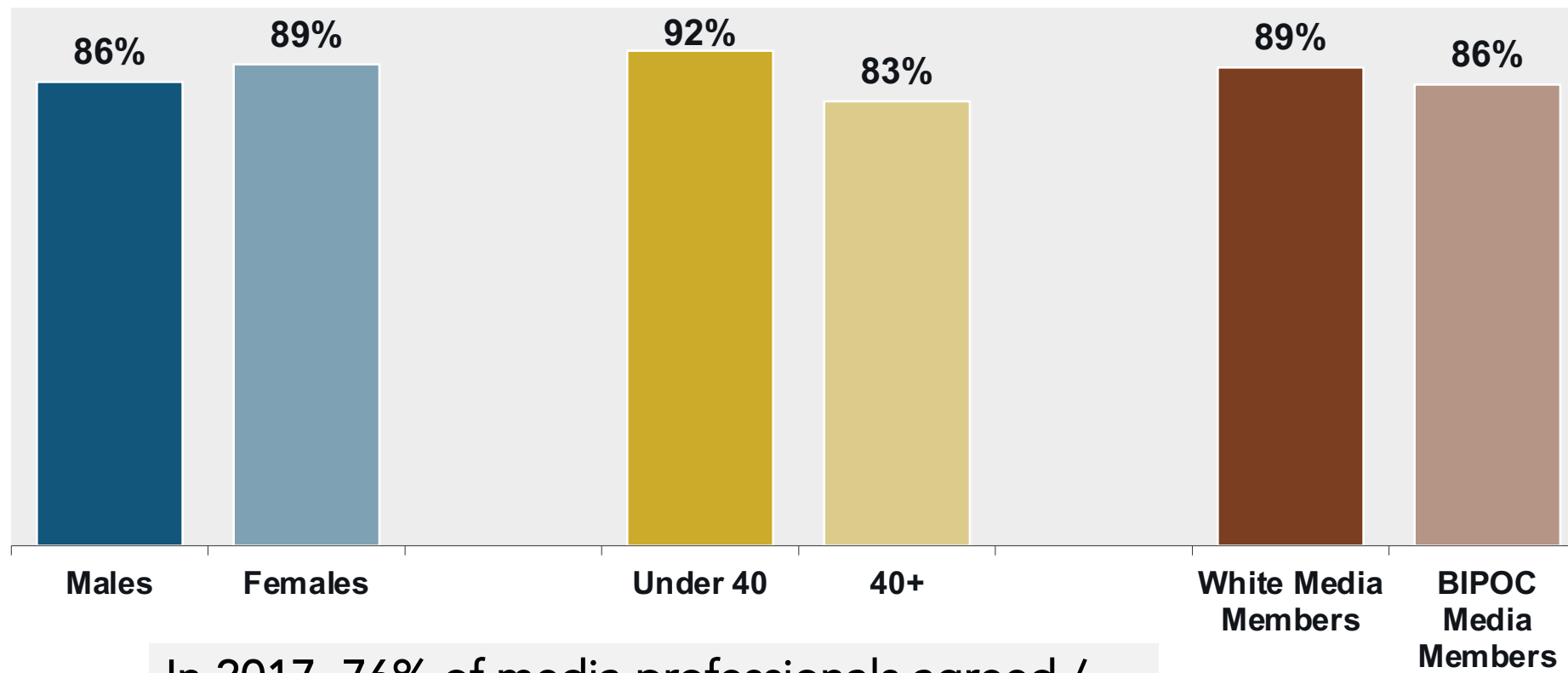


Q400 Rochester-area media (n=49) *Low sample size*

Most area journalists feel they have a responsibility to improve racial/ethnic relations in the community

I have a responsibility to help improve racial/ethnic relations in our community

% Strongly Agree/Agree



In 2017, 76% of media professionals agreed / strongly agreed with this statement



Q425 Rochester-area media (n=49) *Low sample size*

Journalists of all backgrounds cite suggestions for how their organization could improve coverage of BIPOC Communities

Research the History of BIPOC in the area. Find out current, former leaders in the community.

Create outreach networks that cultivate a wide range of story ideas.

Hire more BIPOC reporters and editors.

Invest time in those communities and not focus on metrics.

Think about how they treat the internal BIPOC community. Do they listen? Do they involve them? Empower them to tell their stories? Do they make them feel supported and heard?

Dedicate more resources to internships, reporting etc.

Reaching out to black and brown organizations.

Building trust between communities and media.

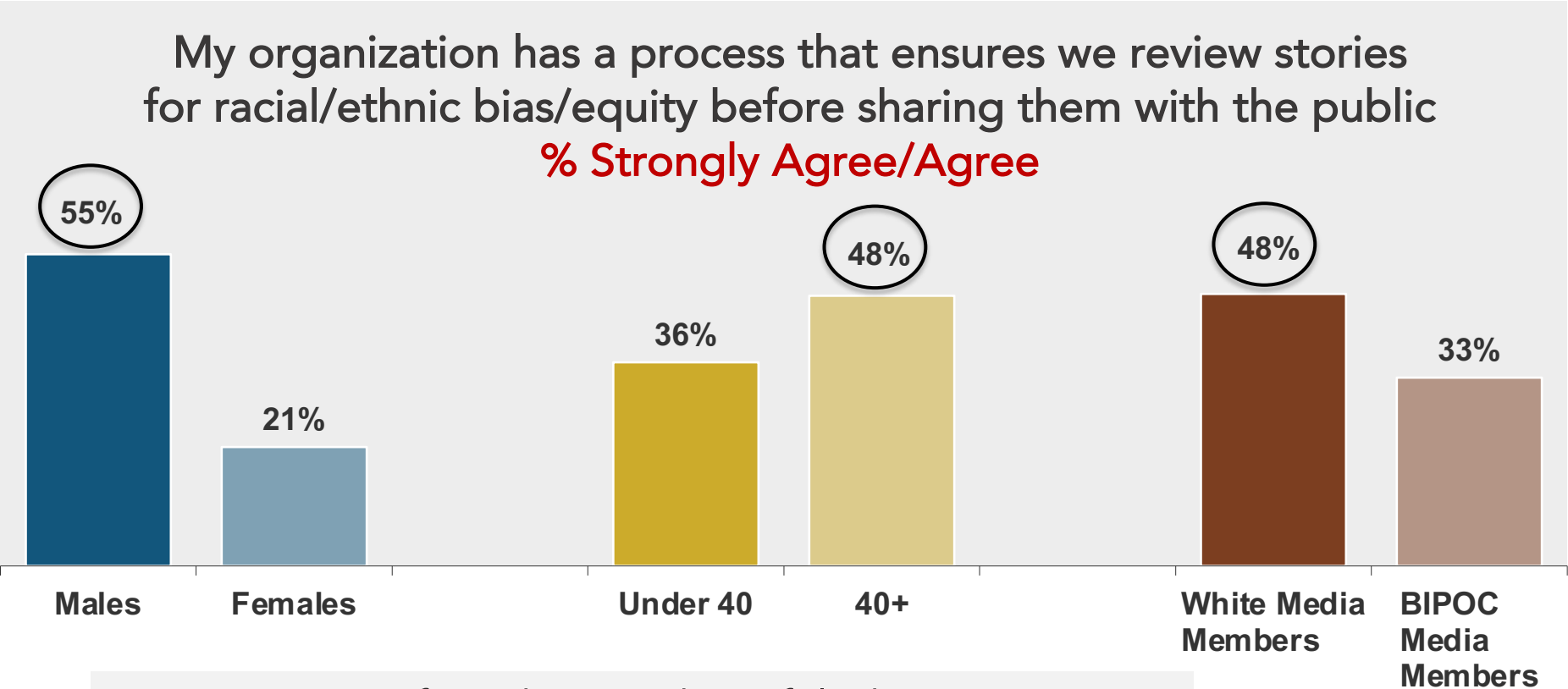
Make sure we tell at least one story a week specifically about BIPOC communities.

To not always try to cover homicides and violent stories. To get away from the ambulance chasing type of reporting and to work on doing in-depth positive stories that could be told over a period of time. Yes, we should know some of the bad things going on in the community, but not every damn thing.

"Suppose your boss came to you and asked for a suggestion on what your organization could do differently to improve your coverage of BIPOC communities. What would you suggest to him/her?"

***Many of the responses were in support of hiring more BIPOC reporters, editors, and staff overall.**

Some journalists say their organization has a process for pre-release review of stories for bias, while others do not agree

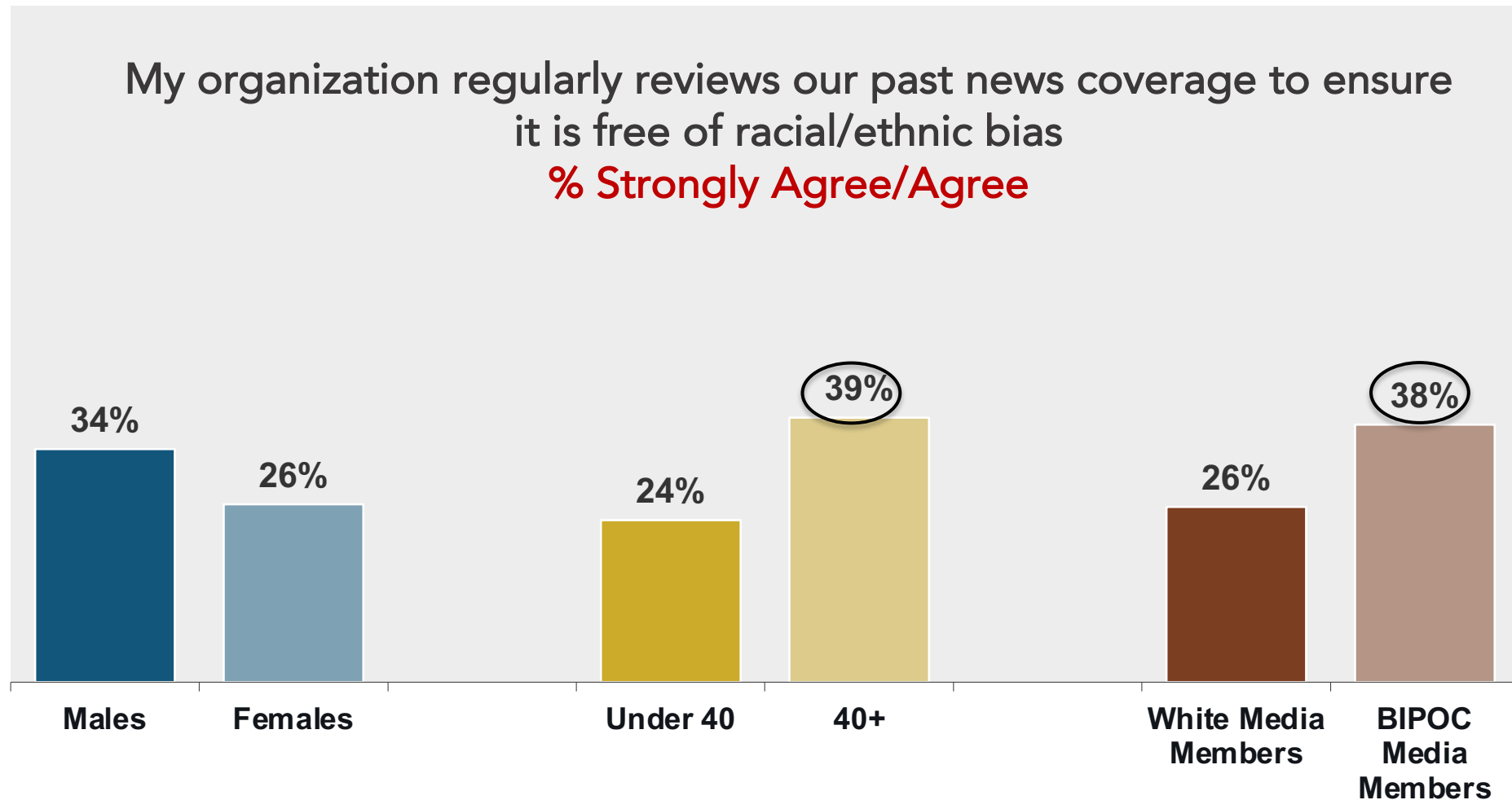


In 2017, 21% of media members felt there was a process in place, while in 2020 42% felt there was a process in place.



Q415 Rochester-area media (n=49) Low sample size

Area journalists are unlikely to say their organization reviews past coverage for bias



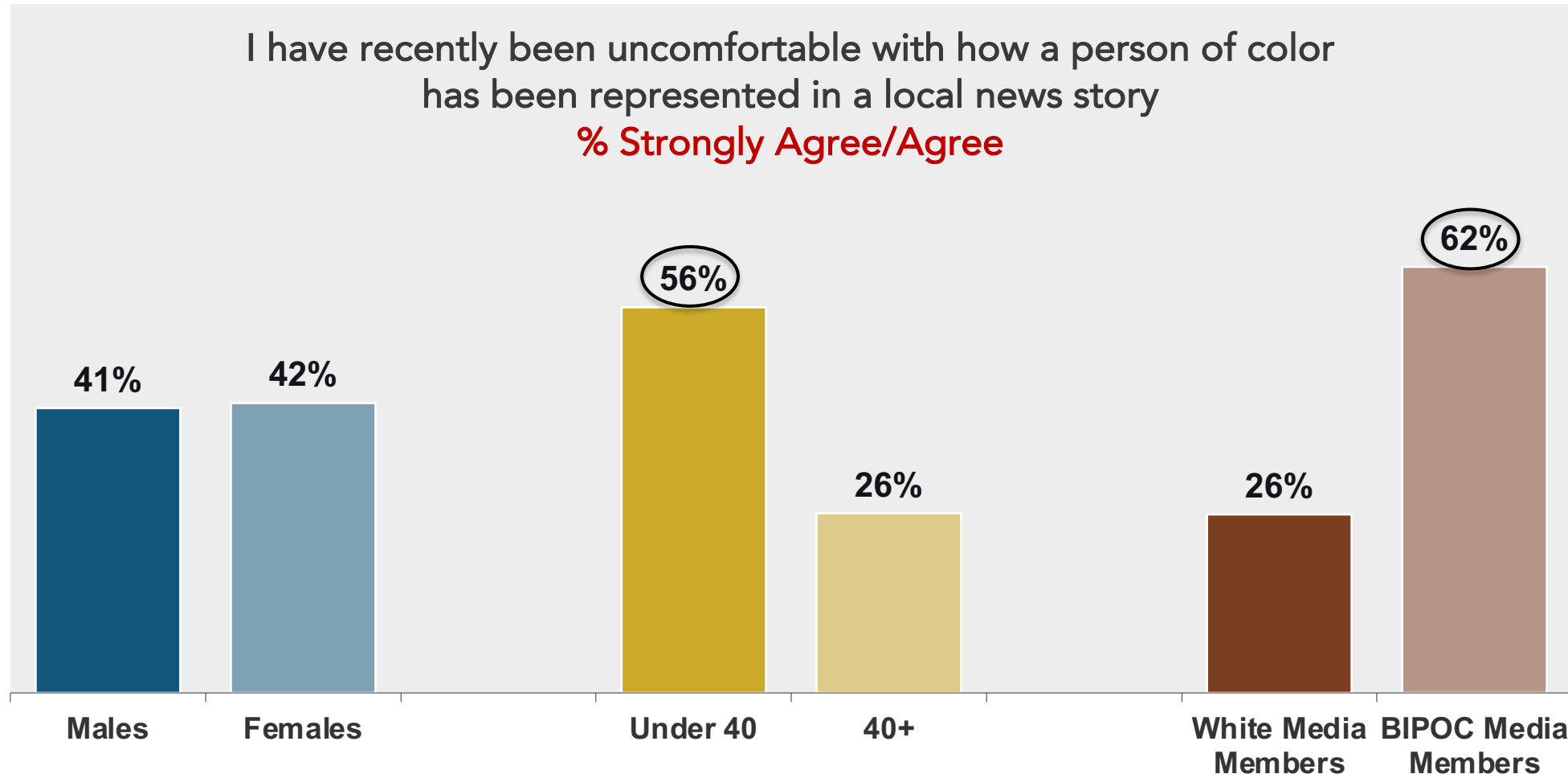
Q415 Rochester-area media (n=49) *Low sample size*

Media Poll

The perception of these issues among area media members varies considerably depending on their race, with BIPOC journalists being far less comfortable with how their organizations deal with issues surrounding race.



Local BIPOC journalists and younger journalists are likely to say they have been uncomfortable with how a person of color has been represented in a story



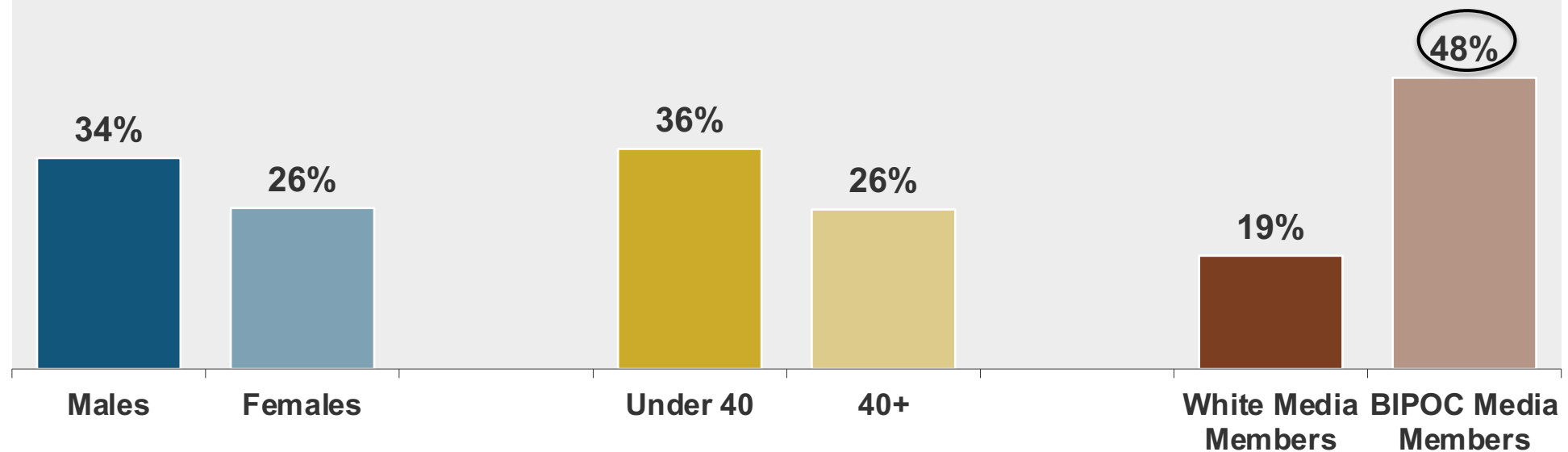
Q400 Rochester-area media (n=49) *Low sample size*

Media Poll

Many BIPOC journalists are uncomfortable with how a BIPOC person or racial/ethnic group has been represented in a story by their organization

In the past year, I have been uncomfortable with how a BIPOC person or a racial/ethnic group has been represented in a story covered by my organization

% Strongly Agree/Agree



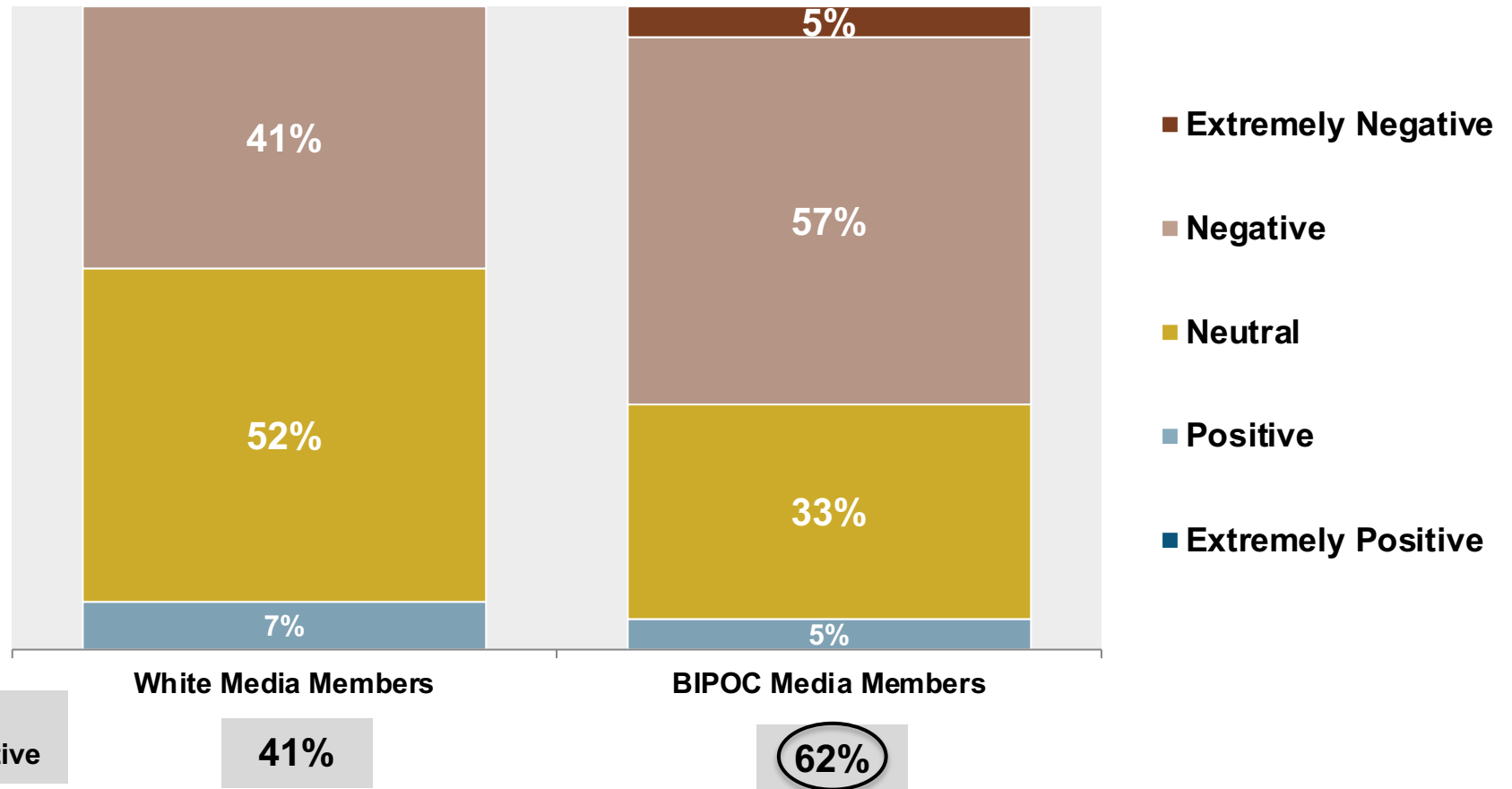
Q425 Rochester-area media (n=49) Low sample size

Media Poll

Many area journalists feel that local BIPOC coverage is negative

Do you feel that coverage of local news stories that involve BIPOC is generally...?

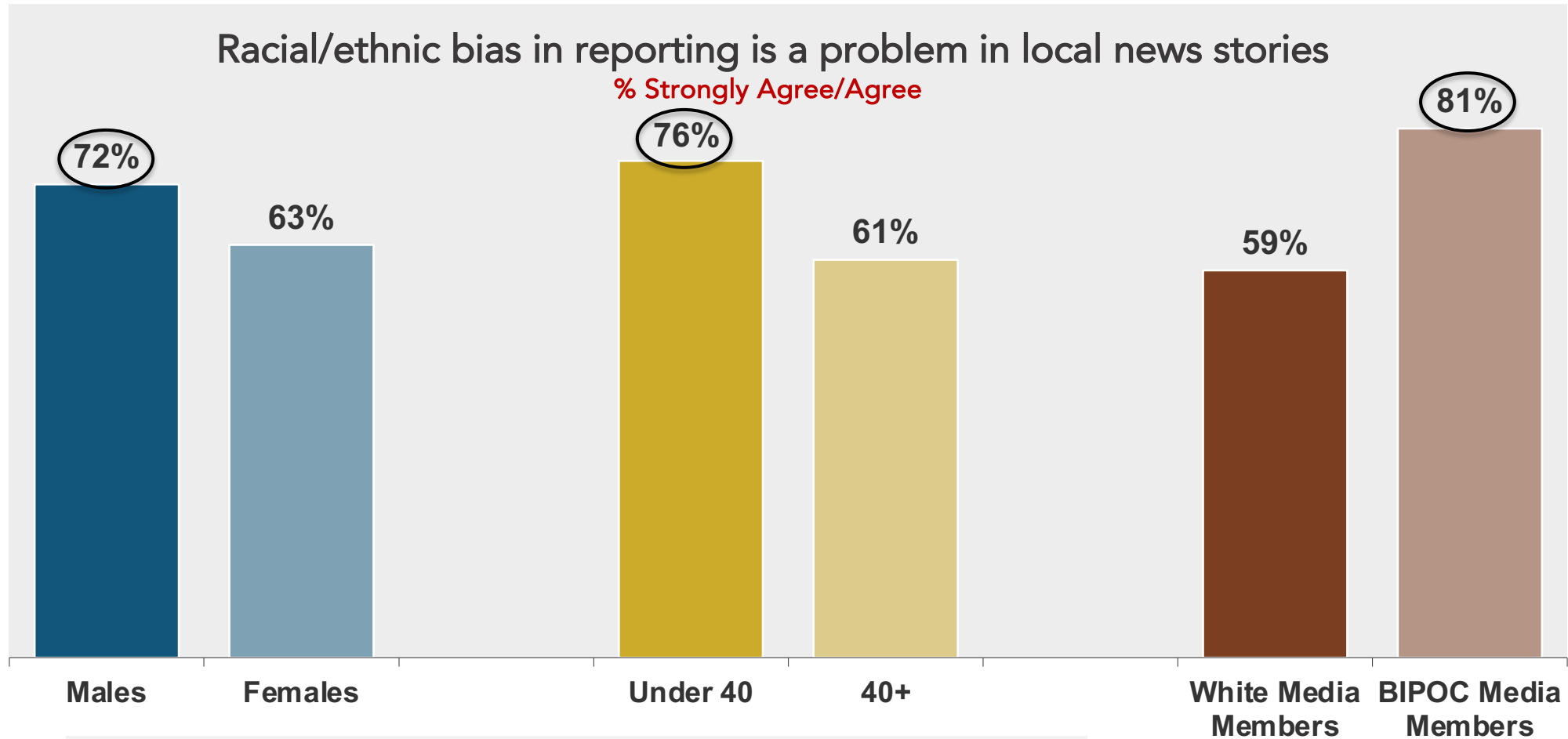
In 2017, 33% of local media professionals felt coverage was negative or extremely negative



Q300 Rochester-area media (n=49) Low sample size

Media Poll

BIPOC journalists and younger journalists are more likely to feel that racial/ethnic bias is a problem in local stories



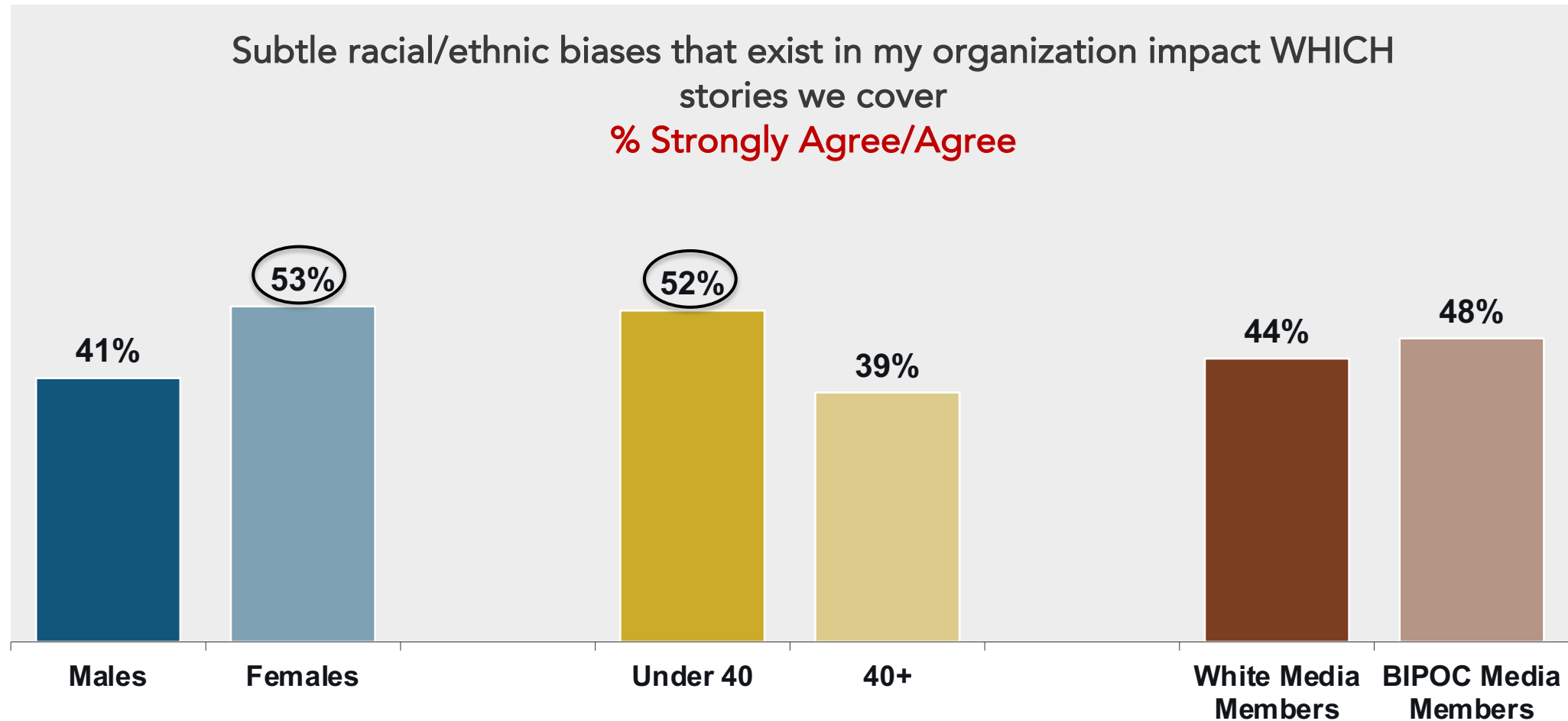
In 2017, 21% of media professionals strongly agreed / agreed with this statement.

Media Poll



Q400 Rochester-area media (n=49) Low sample size

Half of area journalists feel there are subtle biases that affect which stories are covered by their organization



Media Poll



Recommendations from Media Poll

- The lack of diverse voices in leadership – from the anchor desk to the front office – is an urgent issue that causes a variety of problems today, and requires action now and in the long term. Media organizations with leadership development programs should prioritize engaging BIPOC staff. All organizations can develop their diverse staff for leadership roles, recognizing the value of their lived experience.
- Survey data clearly shows BIPOC journalists are much more likely to be uncomfortable with the way communities of color are portrayed by media – even by their own employer. It isn't a surprise then, given the realities of a media market like Rochester, a retention strategy is needed for BIPOC journalists. Building community connections and a sense of ties to ROC may be valuable in getting these professionals to stay longer in our community, as would a clear sense of leadership opportunities and reason to believe their employer is truly dedicated to change. Rather than fearing the loss of a diverse team member to a larger market, media outlets can take a proactive approach – starting with asking how these journalists feel about their work, and what would make them want to stay.
- Journalists of all backgrounds and ages report they need more and better training on how to appropriately cover news stories involving BIPOC. This training is difficult to embed in the life of a news organization, but the return on this investment will be significant.

>>MORE>>



Recommendations from Media Poll

- More seasoned journalists who have made their way to management have the opportunity to engage more BIPOC and younger journalists in decision making roles related to these issues. Older, white male journalists are more likely to say their stations review past stories for bias. By engaging their more diverse colleagues in this process, they are likely to gain valuable perspective and build community credibility.
- Senior journalists can use their connections to help more junior BIPOC coworkers to develop community relationships that lead to good, important stories and perspectives. Formal mentorship programs are likely to aid retention and lead to stronger news organizations.
- Perceptions of race-involved stories indicate a clear need for media to build community trust. Increased diversity at all levels, along with authentic, ongoing community engagement can help.
- Newsroom transparency is an important tool for trust building. Helping community members to understand how news decisions are made and how the newsroom receives and uses feedback will likely lead to greater trust over time.

In Conclusion

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community
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Community change happens when we celebrate the growth being made in our community, while also recognizing that there is still much that needs to be done.

Shaping our Stories 2021 identified significant changes in perceptions of media representations of race in just under three years. Compared to the results of the 2018 report, we found that White residents and BIPOC residents aligned more closely on their perceptions of race in the media in the 2021 report. This is likely due to the broader conversation about race in our community and our nation. It may also represent even more consensus on the need for change – this being at least one issue where we are less divided than we were a few short years ago.

Media professionals who have been working the past two years to improve their representations of race may find little cause for celebration in this report. We know this work is happening on many fronts and its long-term value requires us all to keep at it. In fact, there are positive signs in the data: more media professionals now see it as their responsibility to help improve race relations in our community, and they were more than twice as likely to agree that racial / ethnic bias is a problem in local news than when we asked in 2017.

>>MORE>>

This report highlights some much-needed areas of improvement, including a deep lack of trust between the media and the community. There are no quick fixes to this problem, and progress will feel glacially slow to those used to measuring news cycles in hours. But as the economics of local media continue to change, there is perhaps no greater asset than community trust. Those who are trusted will thrive. Those who aren't will struggle.

A companion struggle with more immediate visibility is seen in the newsrooms themselves. Difficulties recruiting and retaining staff are greater than at any time in memory. This is especially true with respect Rochester's BIPOC journalists, whose lived experience is increasingly seen as highly valued. As this report shows, they are increasingly concerned with the fairness of coverage of BIPOC communities, even by their own newsrooms.

The adage that "change starts at home" may apply here. By engaging in the hard work of improving the recruitment, retention and culture of newsrooms, media organizations may be able to make progress: on both the short-term staffing issues presenting such challenges today AND the long-term work of building community trust through improved storytelling.

>>MORE>>

This report presents a small but significant aspect of the much larger conversation our community is having about race. We encourage leaders in local media to use the data found here to continue these important but difficult conversations in their newsrooms, where daily decisions are having lasting impact on the way we see ourselves and each other. We also encourage community members who are eager for a more equitable Rochester to be in dialog with media professionals – sharing story ideas, and feedback when coverage misses the mark.

The Steering Committee recognizes this is not an easy time to be a news professional. To a passionate, thoughtful journalist, it can feel as though there is no recognition for what is done well and constantly eroding trust in every word they report. But it is simply not an option to give up on the community-sustaining work of inclusive, high-quality storytelling. Without it, our community risks far deeper polarization and greater challenges than we face today.

While it would be easy to be discouraged, we are heartened by much in this report. And we pledge to continue to partner with journalists and the broader community on the unfinished work of leveraging the power of local media to unite us through all of our stories.

<<END>>



Recommendations for Future Action



CAUSEWAVE
community
partners

SM

While it is true that the lion's share of responsibility for positive change rests with those who control the media, there are steps we all can take to better represent our diverse community in local media.

In the 2018 Shaping our Stories report, we highlighted several ways the Media, Nonprofits, Community Members and Causewave could take action for positive change. Those recommendations continue to be relevant today, and are contained in the following pages.

What media can do

- **Step up efforts to build relationships in the community.** News professionals and community members alike suggested getting to know communities of color by spending time there and building relationships as a path to more well-rounded coverage of life here.
- **Regularly invite & discuss community feedback.** While a time-consuming commitment, the process of asking, listening, discussing and acting is one of the most powerful ways for local media to change perceptions.
- **Focus on news-organization-wide diversity.** Many organizations have made progress in diversifying their news staff, but news professionals told us there is still much progress to be made. And this diversity should be a priority in all aspects of news decision making to affect actions large and small. News organizations can step up recruiting of people of color at local colleges and universities and even local secondary schools to improve the diversity of the pipeline.
- **Expand the definition of “news.”** Likely the most challenging of these recommendations is to reconsider what constitutes news. But community members are asking for this, and the media say they feel a responsibility for improving racial and ethnic relations in our community.
- **Look for additional opportunities to share positive news.** Things like limited size of newsroom staff and length of broadcasts present some practical limitations to adding to coverage to meet these community expectations. But news organizations can consider accepting video provided by community organizations and posting additional community content on their websites and in their social media streams, where space is less finite. News organizations can undoubtedly innovate in this area.
- **“Bad news” stories can also have solutions content or follow-up.** Not all news can be positive. But as Fred Rogers suggested, we can help people “look for the helpers” to see the full story, including reasons for hope and optimism. Community organizations offer valid sources for many of our community’s most challenging stories.
- **Build a plan for internal change.** Unless organizations dedicate resources to understanding the issues and implications of this report, it is unlikely meaningful change will happen.
- **Continue the conversation.**

What nonprofit organizations can do

- **Build communications expertise on your staff and board.** For many reasons, the marketing, advertising and public relations fields suffer from a lack of diversity across the nation. This can create an expertise deficit in local organizations that serve communities of color. These organization should prioritize this skill set in order to help tell the full story of life in our community.
- **Cultivate newsworthy positive stories.** Nonprofit organizations are working on some of the toughest issues facing our community, and all have success stories to share. Nonprofits should build the discipline of finding these stories in their daily work, and assessing their news value.
- **Develop a communication plan.** Organizations should see external communication as central to their work, not a luxury. In the same way they might develop a program plan or a financial plan, they should develop a strategic approach to telling their stories.
- **Leverage owned communication channels.** While news media are a critically important news outlet, consumers are diversifying their sources of news, as well. From newsletters to Facebook feeds, nonprofits have a voice they control and should use to tell their stories. Journalists use social media to find news as well, making this channel especially valuable.
- **Build relationships with local journalists.** Just as it is important for journalists to reach out to better understand their community, nonprofit organizations should get to know the people working in newsrooms across the community. By communicating their role in the community, nonprofits can become a resource for improved storytelling.
- **Give feedback to local media when you see specific opportunities for improvement.** Local news organizations cannot improve if they are unaware of mistakes they make. Nonprofits should share feedback professionally, and with an eye toward improvement
- **Continue the conversation.**

What Causewave will do

- **Continue this conversation.** Causewave will host a series of panel discussions in 2022 designed to further explore the issues and recommendations contained in this report. We will leverage the expertise of local community members and journalists to identify and share ways to build community connections, relationships and trust.
- **Partner with interested nonprofits to create communications plans.** Causewave will continue to work with those nonprofit organizations serving our community to help them tell the stories of the helpers. We have raised funds to reduce or eliminate the cost of this capacity building work for many nonprofits.
- **Make Connections.** Causewave pledges to help journalists connect with community members who can help them tell important stories well.
- **Share feedback.** Causewave pledges to share news story feedback we receive from the community with local media, in an effort to improve storytelling.
- **Maintain focus on this issue.** Whether it is by reissuing the perception study after another three years or through other means, Causewave will sustain this effort to achieve the long-term change we all seek.

What all of us can do

- **Continue this conversation.** Conversations about race can be difficult and uncomfortable for many of us. By talking with our friends, family and coworkers about representations of race in media, we deepen our understanding of the issue. By reaching out for civil dialog with those who have different perspectives and experiences, we can deepen our understanding of our community.
- **Expand your consumption of local news.** Many participants in our polls reported a desire for more positive news about our community. By thoughtfully curating our intake of news content, we can satisfy this desire. By thoughtfully sharing such content, we can help others see more of what they truly want to see.
- **Hold news outlets accountable for a broader definition of “news.”** Community members who want news content reflecting the true nature of life in our communities should share this desire with local news professionals. They can also be part of the solution by sharing those stories with the media as they find them.



APPENDICES



Causewave Community Partners

Race and the Media Attitudes

2020 Media Questionnaire - REVISIONS

[ALL QUESTIONS ARE MANDATORY UNLESS OTHERWISE NOTED]
[USE CAUSEWAVE TEMPLATE]

Note: This is a revision document... it outlines the adaptations to the community questionnaire to make it work for the media.

Items/wording highlighted in yellow were in the 2017 study and shouldn't be changed.
Items/wording highlighted in green are new.

SECTION 100: SCREENING AND QUOTA ASSIGNMENT

BASE: ALL RESPONDENTS

Q100 Welcome to our study about the Rochester-area news media.

This survey will ask about local news organizations and your views on how they cover news stories. It should take about 20-25 minutes to complete. This is a market research survey and completely confidential and anonymous. You will not be associated individually with your answers. A summary of study results will be shared with local TV, radio, and print media.

Results will be provided to the leadership of area media organizations but not in a manner that would allow your individual responses to be identified. We will only provide details on groups of respondents of 10 or more. We seek your honest and candid feedback. The confidentiality of your responses is central to the success of this project and we take it seriously.

Thank you for your participation.

Regards,

Todd Butler

President & CEO, Causewave Community Partners

[PLACE NEXT TWO QUESTIONS ON THE SAME SCREEN]

BASE: ALL RESPONDENTS

Q110 Before we begin, we have a few questions about you.
Are you...?

[SINGLE RESPONSE]

- 01 Male
- 02 Female

BASE: ALL RESPONDENTS

Q120 How old are you?

[RANGE: 13/99]
[] Years old

[NQ2-TERMINATE IF UNDER 18]

SECTION 200: MEDIA CONSUMPTION

BASE: MEDIA RESPONDENTS

Q200 The following questions are about local news coverage about the Rochester area.
The Rochester area includes Rochester and the following counties:

- Genesee County
- Livingston County
- Monroe County
- Ontario County
- Orleans County
- Seneca County
- Wayne County
- Wyoming County
- Yates County

Our first questions are about news coverage from local media such as newspapers, local television stations, or local radio stations. These questions are not about news from media that are national in scope.

[INFO-ONLY QN]

BASE: MEDIA RESPONDENTS

Q210 How frequently do you...?

Daily	Weekly	A few times a month	Monthly	Less often
[1]	[2]	[3]	[4]	[5]

[GRID – CAROUSEL IF POSSIBLE]

[RANDOMIZE ORDER]

- 01 Watch local television news (e.g., Channels 8, 10, and 13, WXXI, Spectrum News)
- 02 Listen to local news or local news talk on a radio station (e.g., WHAM, WXXI, WDKX, WXIR, WAYO, The Beat 105.5 FM, etc.)
- 03 Read a print version of a local newspaper (e.g., Democrat & Chronicle, Messenger Post, Rochester Business Journal, City Newspaper, Minority Reporter, etc.)
- 04 Read online articles or news postings on local media websites (DemocratandChronicle.com, 13WHAM.com, etc.)
- 05 Read social media postings created by local media (Facebook, Twitter, etc.)
- 06 Read posts made by local journalists on their personal social media accounts (Facebook, Twitter, etc.)
- 07 Read posts made by local influencers (community leaders, politicians, advocates, social media influencers, etc.) on their personal social media accounts (Facebook, Twitter, etc.)

BASE: MEDIA RESPONDENTS

Q220 Which of these do you consider to be your primary (main) source of local news?

[SINGLE RESPONSE]

[RANDOMIZE ORDER]

- 01 Local television news (e.g., Channels 8, 10, and 13, WXXI, Spectrum News)?
- 02 Local news or local news talk on a radio station (e.g., WHAM, WXXI, WDKX, WXIR, WAYO, The Beat 105.5 FM, etc.)?
- 03 A print version of a local newspaper (e.g., Democrat & Chronicle, Messenger Post, Rochester Business Journal, City Newspaper, Minority Reporter, etc.)?
- 04 Online articles or news postings on local media websites (DemocratandChronicle.com, 13WHAM.com, etc.)
- 05 Social media postings created by local media (Facebook, Twitter, etc.)
- 06 Posts made by local journalists on their personal social media accounts (Facebook, Twitter, etc.)
- 07 Posts made by local influencers (community leaders, politicians, advocates, social media influencers, etc.) on their personal social media accounts (Facebook, Twitter, etc.)
- 08 Something else [ANCHOR]

SECTION 300: OVERALL (DEPENDENT) MEASURES

[PLACE NEXT TWO QUESTION ON THE SAME SCREEN]

BASE: MEDIA RESPONDENTS

Q300 Do you feel that coverage of local news stories that involve Black, Hispanic, Asian, Indigenous or other People of Color (hereafter referred to as BIPOC) is generally...?

[SINGLE RESPONSE]

- 01 Extremely Positive
- 02 Positive
- 03 Neutral/Unbiased
- 04 Negative
- 05 Extremely Negative

BASE: MEDIA RESPONDENTS

Q310 Recently, have local news stories that involve BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) ...?

[SINGLE RESPONSE]

- 01 Become much more positive
- 02 Become slightly more positive
- 03 Stayed about the same
- 04 Become slightly more negative
- 05 Become much more negative
- 06 Not sure

[PLACE NEXT TWO QUESTION ON THE SAME SCREEN]

BASE: MEDIA RESPONDENTS

Q320 Do you feel that coverage of local news stories that involve white people is generally ...?

[SINGLE RESPONSE]

- 01 Extremely Positive
- 02 Positive
- 03 Neutral/Unbiased
- 04 Negative
- 05 Extremely Negative

BASE: MEDIA RESPONDENTS

Q330 Recently, have local news stories that involve white people ...?

[SINGLE RESPONSE]

- 01 Become much more positive
- 02 Become slightly more positive
- 03 Stayed about the same
- 04 Become slightly more negative
- 05 Become much more negative
- 06 Not sure

[PLACE NEXT TWO QUESTION ON THE SAME SCREEN]

BASE: MEDIA RESPONDENTS

Q333 Do you feel that coverage by your organization of local news stories that involve BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) is generally...?

[SINGLE RESPONSE]

- 01 Extremely Positive
- 02 Positive
- 03 Neutral/Unbiased
- 04 Negative
- 05 Extremely Negative

BASE: MEDIA RESPONDENTS

Q336 Do you feel that coverage that you are personally involved in of local news stories that involve BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) is generally...?

[SINGLE RESPONSE]

- 01 Extremely Positive
- 02 Positive
- 03 Neutral/Unbiased
- 04 Negative
- 05 Extremely Negative

[PLACE NEXT TWO QUESTION ON THE SAME SCREEN AND RANDOMIZE THE ORDER OF THEM]

BASE: MEDIA RESPONDENTS

Q340 Can you describe a local news story you have seen recently where:

...A local news organization or media outlet covered BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) in a fair and balanced manner?

[TEXT BOX]

[NON-MANDATORY; NOT CODED]

BASE: MEDIA RESPONDENTS

Q350 ...A local news organization or media outlet **did not** cover BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) in a fair and balanced manner?

[TEXT BOX]

[NON-MANDATORY; NOT CODED]

SECTION 400: ATTITUDINAL MEASURES

BASE: MEDIA RESPONDENTS [SL]

Q400 How much do you agree or disagree with the following statements?
BIPOC stands for Black, Hispanic, Asian, Indigenous or other People of Color

Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Not Sure
[1]	[2]	[3]	[4]	[5]	[9]

[GRID – CAROUSEL IF POSSIBLE, OTHERWISE ON MULTIPLE SCREENS]

[RANDOMIZE ORDER]

[ALWAYS PLACE THE FOLLOWING ITEMS NEXT TO EACH OTHER: 07 AND 08; 13 AND 14]

- 01 Local media cover news stories that reflect the racial/ethnic diversity of our area.
- 02 Local media coverage accurately mirrors what goes on in BIPOC communities.
- 03 The racial/ethnic background of local reporters is sufficiently diverse.
- 04 The ways in which local media cover news stories that involve BIPOC impacts how people view race.
- 05 Local media portray BIPOC in a fair manner.
- 06 Local media coverage reinforces negative stereotypes about BIPOC.
- 07 Local news stories that involve BIPOC focus too much on negative stories (violence, crime, educational problems).
- 08 Local news stories that involve white people focus too much on negative stories (violence, crime, educational problems).
- 09 Racial/ethnic bias in reporting is a problem in local news stories.
- 10 Local media should include more positive news stories involving BIPOC (community organization efforts, leadership advancement, cultural traditions, educational success, etc.).
- 11 Even when local media highlight the accomplishments of BIPOC, they can sometimes reinforce negative racial/ethnic stereotypes.
- 12 I have recently noticed a local news story where race/ethnicity was brought up in a way that reinforced negative racial/ethnic stereotypes.
- 13 I have recently noticed a local news story where race/ethnicity was brought up unnecessarily.
- 14 I have recently noticed a local news story that overstated the racial undertones of the situation.
- 15 I have recently been uncomfortable with how a person of color has been represented in a local news story.

BASE: MEDIA RESPONDENTS

Q410 In your view, what one thing could area news organizations do differently to ensure that they cover BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) in a fair and balanced manner?

[TEXT BOX]

[NON-MANDATORY; NOT CODED]

BASE: MEDIA RESPONDENTS

Q415 How much do you agree or disagree with the following statements?

[GRID – CAROUSEL IF POSSIBLE]

[RANDOMIZE ORDER]

[ALWAYS PLACE THE FOLLOWING ITEMS NEXT TO EACH OTHER: 08 AND 09]

Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Not Sure
[1]	[2]	[3]	[4]	[5]	[6]

- 01 The process my organization uses for determining which stories to cover takes racial/ethnic bias/equity into account.
- 02 My organization has a process that ensures we review stories for racial/ethnic bias/equity before sharing them with the public.
- 03 My organization regularly reviews our past news coverage to ensure it is free of racial/ethnic bias.
- 04 How my organization chooses to cover stories that involve BIPOC impacts how our community views race.
- 05 My organization has a responsibility to help improve racial/ethnic relations in our community.
- 06 My organization places a high priority on portraying BIPOC in an unbiased manner.
- 07 My organization discusses openly how we cover BIPOC in news stories.
- 08 Subtle racial/ethnic biases that exist in my organization impact which stories we cover.
- 09 Subtle racial/ethnic biases that exist in my organization impact how we cover stories.
- 10 My organization’s hiring practices help us recruit a racially/ethnically diverse staff.
- 11 In my organization, the race/ethnicity of a reporter affects which stories he/she is assigned to cover.

BASE: MEDIA RESPONDENTS

Q420 How frequently do the values of your newsroom reflect your own journalistic values when it comes to coverage of issues that relate to BIPOC communities?

[SINGLE RESPONSE]

- 01 My newsroom’s values reflect my values always
- 02 My newsroom’s values reflect my values frequently
- 03 My newsroom’s values reflect my values sometimes
- 04 My newsroom’s values reflect my values rarely
- 05 My newsroom’s values reflect my values never

BASE: MEDIA RESPONDENTS

Q425 How much do you agree or disagree with the following statements?

[GRID – CAROUSEL IF POSSIBLE]

[RANDOMIZE ORDER]

[ALWAYS PLACE THE FOLLOWING ITEMS NEXT TO EACH OTHER: 02 AND 03]

Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Not Sure
[1]	[2]	[3]	[4]	[5]	[6]

- 01 The location/neighborhood where news occurs can sometimes affect whether my organization chooses to cover a story in the first place.
- 02 In the past year, I have been uncomfortable with how a BIPOC person or a racial/ethnic group has been represented in a story covered by my organization.
- 03 In the past year, I have been uncomfortable with how a BIPOC person or a racial/ethnic group has been represented in a story presented by a local news organization other than my own.
- 04 I have a responsibility to help improve racial/ethnic relations in our community.
- 05 I feel like I can recognize my own racial/ethnic biases.
- 06 I would benefit from more specific training on how to appropriately cover news stories involving BIPOC.
- 07 I believe a diverse editorial staff is necessary to reduce biased coverage of BIPOC.
- 08 Looking back at the past year, I would change how I represented a BIPOC person or a racial/ethnic group in a story.
- 09 My organization does a good job at retaining BIPOC journalists.
- 10 My organization does a good job at offering diversity trainings to help all staff tell more fair stories.
- 11 My organization uses community feedback to improve our stories of coverage involving race.

BASE: MEDIA RESPONDENTS

Q430 If you had to describe your organization’s coverage of BIPOC communities in one word, what would it be?

[SMALL TEXT BOX]

[NON-MANDATORY; NOT CODED]

BASE: MEDIA RESPONDENTS

Q440 Suppose your boss came to you and asked for a suggestion on what your organization could do differently to improve your coverage of BIPOC communities. What would you suggest to him/her?

[TEXT BOX]

[NON-MANDATORY; NOT CODED]

SECTION 500: EVALUATION OF NATIONAL MEDIA

BASE: MEDIA RESPONDENTS

Q500 So far in this survey, we have been discussing **local media**. Local media include local news television programs, newspapers, radio stations and social media with primary local stories and will often include national public interest stories.

Now we would like to switch gears and discuss **national media**. National media include national TV networks (ABC, NBC, CBS), cable channels (CNN, FOX news, MSNBC), newspapers (NY Times, USA TODAY, Washington Post) and social media. They cover stories that are of national interest, which sometimes include stories from our area.

[PLACE NEXT TWO QUESTION ON THE SAME SCREEN]

BASE: MEDIA RESPONDENTS

Q510 Do you feel that coverage of national news stories that involve BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) is generally...?

[SINGLE RESPONSE]

- 01 Extremely Positive
- 02 Positive
- 03 Neutral/Unbiased
- 04 Negative
- 05 Extremely Negative

BASE: MEDIA RESPONDENTS

Q520 Recently, have national news stories that involve BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) ...?

[SINGLE RESPONSE]

- 01 Become much more positive
- 02 Become slightly more positive
- 03 Stayed about the same
- 04 Become slightly more negative
- 05 Become much more negative
- 06 Not sure

[PLACE NEXT TWO QUESTION ON THE SAME SCREEN]

BASE: MEDIA RESPONDENTS

Q530 Do you feel that coverage of national news stories that involve white people is generally...?

[SINGLE RESPONSE]

- 01 Extremely Positive
- 02 Positive
- 03 Neutral/Unbiased
- 04 Negative
- 05 Extremely Negative

BASE: MEDIA RESPONDENTS

Q540 Recently, have national news stories that involve white people...?

[SINGLE RESPONSE]

- 01 Become much more positive
- 02 Become slightly more positive
- 03 Stayed about the same
- 04 Become slightly more negative
- 05 Become much more negative
- 06 Not sure

SECTION 600: SPECIFIC LOCAL STORIES
--

BASE: MEDIA RESPONDENTS

Q599 Thank you so much for your participation so far. We know this is a long survey and we still have a little way to go and we greatly appreciate that you have helped us so far. Thanks!

We are now going to switch our attention to specific local stories that involve BIPOC communities.

Once again, we'd like to assure you that your participation in this survey is 100% confidential. You will never be individually associated with your answers in any way, and our release of the results of this poll will only disclose information in broad groupings.

***** BEGIN LOOP *****

BASE: QUALIFIED RESPONDENTS

Q600 Now we would like to get your opinion of the local news coverage of a story. Please read the story summary below carefully.

[THEY WILL SEE ONE OF THESE AT A TIME, GO THROUGH THE SECTION, AND THEN COME BACK TO SEE THE SECOND STORY, ETC.]

- 01 The killing of Daniel Prude: In March 2020, Daniel Prude, an African-American man, was fatally injured after being physically restrained by Rochester, New York police officers.
- 02 Large public vigils held by community members in the aftermath of an April 2020 shooting. Many people were not wearing masks or practicing social distancing, and Mayor Lovely Warren decided to not break up the gatherings.
- 03 The 2020 racial/civil resistance in Rochester: An ongoing wave of racial/civil resistance against systemic racism towards Black people in the United States, notably in the form of police violence against BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color).
- 04 The indictment of Rochester Mayor Lovely Warren: Following the 2017 Rochester mayoral election, in which two of Warren's opponents filed complaints, the New York State Board of Elections found evidence that Warren's campaign violated finance and campaigning laws with her PAC and alleges that the mayor was directly involved. In October 2020, Warren was indicted. Her lawyer has denied the charges.
- 05 The response of local community leaders to the killing of Daniel Prude and community unrest: The role of community leaders (Mayor Lovely Warren, County Executive Adam Bello, Former Police Chief La'Ron Singletary, District Attorney Sandra Doorley, etc.) in response to the death of Daniel Prude and resulting community protests.
- 06 Ethics complaint against Congressman Joe Morelle: Monroe County Legislator Sabrina LaMar filed an ethics complaint with the Office of Congressional Ethics, alleging that Morelle tried to get her fired from her job at RIT after appearing in a video of Congressman Morelle's primary opponent. Morelle denied these claims, but issued an apology.
- 07 The Impact of COVID-19 on BIPOC. The pandemic has had disproportionate impact on BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) in terms of unemployment, hospitalization and death.

BASE: MEDIA RESPONDENTS

Q610 How familiar are you with this story?
[REFERENCE STORY]

[SINGLE RESPONSE]

- 01 Extremely familiar
- 02 Very familiar
- 03 Somewhat familiar
- 04 Not very familiar
- 05 Not familiar at all

BASE: AT LEAST SOMEWHAT FAMILIAR WITH THE STORY (Q610/01=03)

Q620 Do you feel that the local media has ...?
[REFERENCE STORY]

[SINGLE RESPONSE]

[RANDOMIZE OPTIONS 01 AND 03]

- 01 Not covered this story enough
- 02 Covered this story the right amount [ANCHOR]
- 03 Covered this story too much

BASE: AT LEAST SOMEWHAT FAMILIAR WITH THE STORY (Q610/01=03)

Q625 Do you feel that your organization has ...?
[REFERENCE STORY]

[SINGLE RESPONSE]

[RANDOMIZE OPTIONS 01 AND 03]

- 04 Not covered this story enough
- 05 Covered this story the right amount [ANCHOR]
- 06 Covered this story too much

BASE: AT LEAST SOMEWHAT FAMILIAR WITH THE STORY (Q610/01=03)

Q630 How trustworthy is the information you get from local media regarding this story?
[REFERENCE STORY]

[SINGLE RESPONSE]

- 01 Very trustworthy
- 02 Somewhat trustworthy
- 03 Neither trustworthy nor untrustworthy
- 04 Somewhat untrustworthy
- 05 Very untrustworthy

BASE: AT LEAST SOMEWHAT FAMILIAR WITH THE STORY (Q610/01=03)

Q640 Do you feel that the local media has covered this story with...?
[REFERENCE STORY]

[SINGLE RESPONSE]
[RANDOMIZE OPTIONS 01 AND 02]

- 01 A bias IN FAVOR OF local communities of color
- 02 A bias AGAINST local communities of color
- 03 No bias at all [ANCHOR]

BASE: AT LEAST SOMEWHAT FAMILIAR WITH THE STORY (Q610/01=03)

Q645 Do you feel that your organization has covered this story with...?
[REFERENCE STORY]

[SINGLE RESPONSE]
[RANDOMIZE OPTIONS 01 AND 02]

- 01 A bias IN FAVOR OF local communities of color
- 02 A bias AGAINST local communities of color
- 03 No bias at all [ANCHOR]

BASE: AT LEAST SOMEWHAT FAMILIAR WITH THE STORY (Q610/01=03)

Q650 Do you feel that the local media has covered this story with...?
[REFERENCE STORY]

[SINGLE RESPONSE]
[RANDOMIZE OPTIONS 01 AND 02]

- 01 A bias IN FAVOR OF white people
- 02 A bias AGAINST white people
- 03 No bias at all [ANCHOR]

BASE: AT LEAST SOMEWHAT FAMILIAR WITH THE STORY (Q610/01=03)

Q655 Do you feel that your organization has covered this story with...?
[REFERENCE STORY]

[SINGLE RESPONSE]
[RANDOMIZE OPTIONS 01 AND 02]

- 01 A bias IN FAVOR OF white people
- 02 A bias AGAINST white people
- 03 No bias at all [ANCHOR]

BASE: AT LEAST SOMEWHAT FAMILIAR WITH THE STORY (Q610/01=03)

Q660 If you could change one thing about how the local media has covered this story, what would that be?
[REFERENCE STORY]

[TEXT BOX]
[NON-MANDATORY; NOT CODED]

***** END LOOP *****

SECTION 700: FAIRNESS OF LOCAL COVERAGE OF STORIES

BASE: MEDIA RESPONDENTS [SL]

Q700 Think again to local stories that concern racial inequities and social justice, like those we have been discussing.

How would you describe how our local media characterizes the following individuals or groups in their coverage of stories like these?

Very unfairly	Somewhat unfairly	Neutrally	Somewhat fairly	Very fairly	Not sure
[1]	[2]	[3]	[4]	[5]	[6]

[GRID – CAROUSEL IF POSSIBLE]
[RANDOMIZE ORDER]

- 01 Individuals attending local protests/rallies
- 02 Local community organizers
- 03 Local *Black Lives Matter* supporters
- 04 *Free the People Roc* supporters
- 05 Rochester Police (RPD) officers
- 06 The leaders of the Rochester Police union (Rochester Police Locust Club)
- 07 The former Rochester Police Chief (La’Ron Singletary)
- 08 The Rochester Interim Police Chief (Cynthia Herriott-Sullivan)
- 09 The Rochester Mayor (Lovely Warren)
- 10 The Monroe County Executive (Adam Bello)
- 11 The Monroe County District Attorney (Sandra Doorley)
- 12 Rochester City Council
- 13 The Monroe County Legislature
- 14 The Rochester City School District

BASE: MEDIA RESPONDENTS

Q710 When you think of stories that involve racial inequities and social justice themes, how would you compare our local media to the national media?

[SINGLE RESPONSE]
[RANDOMIZE THE FIRST TWO CHOICES]

- 01 The **local** media does a fairer job of presenting these stories
- 02 The **national** media does a fairer job of presenting these stories
- 03 They do an equally fair/poor job [ANCHOR]

BASE: MEDIA RESPONDENTS

Q720 Do you feel that **our local media** covers stories that involve racial inequities and social justice themes...?

[SINGLE RESPONSE]
[RANDOMIZE THE FIRST TWO CHOICES]

- 01 Too much
- 02 Not enough
- 03 About the right amount [ANCHOR]

BASE: MEDIA RESPONDENTS

Q730 When **our local media** covers stories that involve racial inequities do these stories tend to reflect your own views?

[SINGLE RESPONSE]

- 01 Yes
- 02 No

BASE: MEDIA RESPONDENTS

Q740 When **our local media** covers stories that involve racial inequities do these stories tend to reflect the entire range of views that exist?

[SINGLE RESPONSE]

- 01 Yes
- 02 No

BASE: MEDIA RESPONDENTS

Q750 When **our local media** covers stories that involve racial inequities do these stories tend to ...?

[SINGLE RESPONSE]

[RANDOMIZE THE FIRST TWO CHOICES]

- 01 Have a bias in favor of the police
- 02 Have a bias against the police
- 03 Be neutral [ANCHOR]

BASE: MEDIA RESPONDENTS

Q760 When **our local media** covers stories that involve protesters advocating for racial equities do these stories tend to ...?

[SINGLE RESPONSE]

[RANDOMIZE THE FIRST TWO CHOICES]

- 01 Have a bias in favor of the protesters
- 02 Have a bias against the protesters
- 03 Be neutral [ANCHOR]

SECTION 900/1000/1100: DEMOGRAPHICS AND CLASSIFICATIONS NOT ALREADY ASKED
--

BASE: MEDIA RESPONDENTS

Q905 Have you personally been involved in your organization's coverage of the protests/demonstrations that have occurred locally?

[SINGLE RESPONSE]

- 01 Yes
- 02 No

BASE: MEDIA RESPONDENTS

Q920 Have you or any close family member ever been employed by law enforcement?

[SINGLE RESPONSE]

- 01 Yes
- 02 No

BASE: MEDIA RESPONDENTS

Q1050 How would you best describe your role in your organization?
Select all that apply.

[MULTIPLE RESPONSE]

- 01 Reporter
- 02 Editor
- 03 Producer
- 04 Photographer
- 05 Story writer
- 06 Social media content developer
- 07 Weather reporting
- 08 Sports reporting**
- 09 Something else [ANCHOR]

[PLACE NEXT TWO QUESTIONS ON THE SAME SCREEN]

BASE: MEDIA RESPONDENTS

Q1060 How long have you worked in the media/news field in total?
If less than one year, enter zero.

I have worked in the media/news fields about [] years in total.

BASE: MEDIA RESPONDENTS

Q1070 How long have you worked in the media/news field in the Rochester area?
If less than one year, enter zero.

[MAKE SURE THIS ANSWER ISN'T GREATER THAN Q1060]

I have worked in the media/news fields about [] years in the Rochester area.

BASE: MEDIA RESPONDENTS

Q1075 From which of the following groups does your organization use resources to recruit, train, or retain staff, or to improve news coverage?
Select all that apply.

[MULTIPLE RESPONSE][ALPHA ORDER]

- 01 Asian American Journalists Association
- 02 National Association of Black Journalists
- 03 National Association of Hispanic Journalists

-
- 04 Native American Journalists Association
 - 05 Poynter Institute for Media Studies
 - 06 Some other resource (please specify)
 - 07 None of these [EXCLUSIVE][ANCHOR]

BASE: MEDIA RESPONDENTS

Q1080 Are you of Hispanic origin, such as Latin or Central American, Mexican, Puerto Rican, or Cuban?

[SINGLE RESPONSE]

[NON-MANDATORY QUESTION]

- 01 Yes, of Hispanic origin
- 02 No, not of Hispanic origin
- 03 Decline to answer

BASE: MEDIA RESPONDENTS

Q1085 Which of the following categories best describes you?

[SINGLE RESPONSE]

[NON-MANDATORY QUESTION]

- 01 American Indian/Alaskan Native/Native American
- 02 Asian/Asian American
- 03 Black/African American
- 04 Pacific Islander/Hawaiian
- 05 White/European American
- 06 Other race (please specify) [SPECIFY]
- 07 Decline to answer

BASE: MEDIA RESPONDENTS

Q1090 [TRACKING QUOTA: DOES NOT APPEAR TO RESPONDENT]

- 01 White [TRACKING QUOTA]
- 02 Black/African American [TRACKING QUOTA]
- 03 Hispanic [TRACKING QUOTA]
- 04 Other [TRACKING QUOTA]

BASE: MEDIA RESPONDENTS

Q1095 Thank you again for helping us with this survey!

If you have any other comments related to this survey or the topics we asked about, please share them below.

[TEXT BOX]

[NON-MANDATORY; NOT CODED]

[EXIT TO CAUSEWAVE'S HOME PAGE]

Causewave Community Partners
Race and the Media Attitudes
2020 Community Questionnaire

[ALL QUESTIONS ARE MANDATORY UNLESS OTHERWISE NOTED]
[USE CAUSEWAVE TEMPLATE]

Items/wording highlighted in yellow were in the 2017 study and shouldn't be changed.
Items/wording highlighted in green are new.

SECTION 100: SCREENING AND QUOTA ASSIGNMENT

BASE: ALL RESPONDENTS

Q100 Welcome to our study about the Rochester-area news media.

This survey will ask about local news organizations and your views on how they cover news stories. It should take about 15 minutes to complete. This is a market research survey and completely confidential and anonymous. You will not be associated individually with your answers. A summary of study results will be shared with local TV, radio, and print media.

Thank you for your participation.

Regards,

Todd Butler

President & CEO, Causewave Community Partners

BASE: ALL RESPONDENTS

Q105 By clicking yes, you agree to continue to the survey and give your best effort to answer 15 minutes of questions about the topic presented on the previous screen. Those who speed through or otherwise don't give a good effort will not receive credit for taking the survey.

[SINGLE RESPONSE]

- 01 Yes
- 02 No [NQ1 – TERMINATE]
- 03 Not sure [NQ1 – TERMINATE]

[PLACE NEXT TWO QUESTIONS ON THE SAME SCREEN]

BASE: ALL RESPONDENTS

Q110 Before we begin, we have a few questions about you.
Are you...?

[SINGLE RESPONSE]

- 01 Male
- 02 Female

BASE: ALL RESPONDENTS

Q120 How old are you?

[RANGE: 13/99]
[] [] Years old

[NQ2-TERMINATE IF UNDER 18]

BASE: AGES 18-99 (Q120/18-99)

Q130 Do you live in the Greater Rochester NY area?

[SINGLE RESPONSE]

- 01 Yes
- 02 No

BASE: AGES 18-99 (Q120/18-99) WHO LIVE IN GREATER ROCHESTER (Q130/01)

Q140 Which of the following best describes where you live?

[SINGLE RESPONSE]

- 01 Genesee County
- 02 Livingston County
- 03 Monroe County – in the City of Rochester
- 04 Monroe County – outside the City of Rochester
- 05 Ontario County
- 06 Orleans County
- 07 Seneca County
- 08 Wayne County
- 09 Wyoming County
- 10 Yates County
- 11 Somewhere else [NQ3 - TERMINATE]

BASE: QUALIFIED RESPONDENTS

Q150 Are you of Hispanic origin, such as Latin or Central American, Mexican, Puerto Rican, or Cuban?

[SINGLE RESPONSE]

[NON-MANDATORY QUESTION]

- 01 Yes, of Hispanic origin
- 02 No, not of Hispanic origin
- 03 Decline to answer

BASE: QUALIFIED RESPONDENTS

Q160 Which of the following categories best describes you?

[SINGLE RESPONSE]

[NON-MANDATORY QUESTION]

- 01 American Indian/Alaskan Native/Native American
- 02 Asian/Asian American
- 03 Black/African American
- 04 Pacific Islander/Hawaiian
- 05 White/European American
- 06 Other race (please specify) [SPECIFY]
- 07 Decline to answer

BASE: QUALIFIED RESPONDENTS

Q170 [QUOTA ASSIGNMENTS: DOES NOT APPEAR TO RESPONDENT]

[ASSUMING A TOTAL N OF 700, WHICH IS HIGHER THAN LAST TIME]

[COUNTY TARGETS MATCH CENSUS POP PROJECTIONS FOR 2020]

[Q170a]

- 01 White [WTG. TARGET=83% of area population; QUOTA ~ 550 MAX]
- 02 Black/African American [WTG. TARGET=11%; QUOTA ~ 75 MIN, NO MAX]
- 03 Hispanic [WTG. TARGET=7%; QUOTA ~ 35 MIN, NO MAX]
- 04 Other [WTG. TARGET=5%; QUOTA ~ 35 MIN, NO MAX]

[Q170b]

- 01 Genesee County [SOFT TARGET=33]
- 02 Livingston County [SOFT TARGET=37]
- 03 Monroe County – in the City of Rochester [SOFT TARGET=119]
- 04 Monroe County – outside the City of Rochester [SOFT TARGET=314]
- 05 Ontario County [SOFT TARGET=64]
- 06 Orleans County [SOFT TARGET=24]
- 07 Seneca County [SOFT TARGET=20]
- 08 Wayne County [SOFT TARGET=52]
- 09 Wyoming County [SOFT TARGET=23]
- 10 Yates County [SOFT TARGET=14]

SECTION 200: MEDIA CONSUMPTION**BASE: QUALIFIED RESPONDENTS**

Q200 The following questions are about local news coverage about the Rochester area. The Rochester area includes Rochester and the following counties:

- Genesee County
- Livingston County
- Monroe County
- Ontario County
- Orleans County
- Seneca County
- Wayne County
- Wyoming County
- Yates County

Our first questions are about news coverage from local media such as newspapers, local television stations, or local radio stations. These questions are not about news from media that are national in scope.

[INFO-ONLY QN]

BASE: QUALIFIED RESPONDENTS [SL]

Q210 How frequently do you...?

Daily	Weekly	A few times a month	Monthly	Less often
[1]	[2]	[3]	[4]	[5]

[GRID – CAROUSEL IF POSSIBLE]

[RANDOMIZE ORDER]

- 01 Watch local television news (e.g., Channels 8, 10, and 13, WXXI, Spectrum News)
- 02 Listen to local news or local news talk on a radio station (e.g., WHAM, WXXI, WDKX, WXIR, WAYO, The Beat 105.5 FM, etc.)
- 03 Read a print version of a local newspaper (e.g., Democrat & Chronicle, Messenger Post, Rochester Business Journal, City Newspaper, Minority Reporter, etc.)
- 04 Read online articles or news postings on local media websites (DemocratandChronicle.com, 13WHAM.com, etc.)
- 05 Read social media postings created by local media (Facebook, Twitter, etc.)
- 06 Read posts made by local journalists on their personal social media accounts (Facebook, Twitter, etc.)
- 07 Read posts made by local influencers (community leaders, politicians, advocates, social media influencers, etc.) on their personal social media accounts (Facebook, Twitter, etc.)

BASE: QUALIFIED RESPONDENTS

Q220 Which of these do you consider to be your primary (main) source of local news?

[SINGLE RESPONSE]

[RANDOMIZE ORDER]

- 01 Local television news (e.g., Channels 8, 10, and 13, WXXI, Spectrum News)?
- 02 Local news or local news talk on a radio station (e.g., WHAM, WXXI, WDKX, WXIR, WAYO, The Beat 105.5 FM, etc.)?
- 03 A print version of a local newspaper (e.g., Democrat & Chronicle, Messenger Post, Rochester Business Journal, City Newspaper, Minority Reporter, etc.)?
- 04 Online articles or news postings on local media websites (DemocratandChronicle.com, 13WHAM.com, etc.)
- 05 Social media postings created by local media (Facebook, Twitter, etc.)
- 06 Posts made by local journalists on their personal social media accounts (Facebook, Twitter, etc.)
- 07 Posts made by local influencers (community leaders, politicians, advocates, social media influencers, etc.) on their personal social media accounts (Facebook, Twitter, etc.)
- 08 Something else [ANCHOR]

SECTION 300: OVERALL (DEPENDENT) MEASURES

[PLACE NEXT TWO QUESTION ON THE SAME SCREEN]

BASE: QUALIFIED RESPONDENTS

Q300 Do you feel that coverage of local news stories that involve Black, Hispanic, Asian, Indigenous or other People of Color (hereafter referred to as BIPOC) is generally...?

[SINGLE RESPONSE]

- 01 Extremely Positive
- 02 Positive
- 03 Neutral/Unbiased
- 04 Negative
- 05 Extremely Negative

BASE: QUALIFIED RESPONDENTS

Q310 Recently, have local news stories that involve BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) ...?

[SINGLE RESPONSE]

- 01 Become much more positive
- 02 Become slightly more positive
- 03 Stayed about the same
- 04 Become slightly more negative
- 05 Become much more negative
- 06 Not sure

[PLACE NEXT TWO QUESTION ON THE SAME SCREEN]

BASE: QUALIFIED RESPONDENTS

Q320 Do you feel that coverage of local news stories that involve white people is generally ...?

[SINGLE RESPONSE]

- 01 Extremely Positive
- 02 Positive
- 03 Neutral/Unbiased
- 04 Negative
- 05 Extremely Negative

BASE: QUALIFIED RESPONDENTS

Q330 Recently, have local news stories that involve white people ...?

[SINGLE RESPONSE]

- 01 Become much more positive
- 02 Become slightly more positive
- 03 Stayed about the same
- 04 Become slightly more negative
- 05 Become much more negative
- 06 Not sure

[PLACE NEXT TWO QUESTION ON THE SAME SCREEN AND RANDOMIZE THE ORDER OF THEM]

BASE: QUALIFIED RESPONDENTS

Q340 Can you describe a local news story you have seen recently where:

...A local news organization or media outlet covered BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) in a fair and balanced manner?

[TEXT BOX]

[NON-MANDATORY; NOT CODED]

BASE: QUALIFIED RESPONDENTS

Q350 ...A local news organization or media outlet **did not** cover BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) in a fair and balanced manner?

[TEXT BOX]

[NON-MANDATORY; NOT CODED]

SECTION 400: ATTITUDINAL MEASURES**BASE: QUALIFIED RESPONDENTS [SL]**

Q400 How much do you agree or disagree with the following statements?
BIPOC stands for Black, Hispanic, Asian, Indigenous or other People of Color

Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Not Sure
[1]	[2]	[3]	[4]	[5]	[9]

[GRID – CAROUSEL IF POSSIBLE, OTHERWISE ON MULTIPLE SCREENS]

[RANDOMIZE ORDER]

[ALWAYS PLACE THE FOLLOWING ITEMS NEXT TO EACH OTHER: 07 AND 08; 13 AND 14]

- 01 Local media cover news stories that reflect the racial/ethnic diversity of our area.
- 02 Local media coverage accurately mirrors what goes on in BIPOC communities.
- 03 The racial/ethnic background of local reporters is sufficiently diverse.
- 04 The ways in which local media cover news stories that involve BIPOC impacts how people view race.
- 05 Local media portray BIPOC in a fair manner.
- 06 Local media coverage reinforces negative stereotypes about BIPOC.
- 07 Local news stories that involve BIPOC focus too much on negative stories (violence, crime, educational problems).
- 08 Local news stories that involve white people focus too much on negative stories (violence, crime, educational problems).
- 09 Racial/ethnic bias in reporting is a problem in local news stories.
- 10 Local media should include more positive news stories involving BIPOC (community organization efforts, leadership advancement, cultural traditions, educational success, etc.).
- 11 Even when local media highlight the accomplishments of BIPOC, they can sometimes reinforce negative racial/ethnic stereotypes.
- 12 I have recently noticed a local news story where race/ethnicity was brought up in a way that reinforced negative racial/ethnic stereotypes.
- 13 I have recently noticed a local news story where race/ethnicity was brought up unnecessarily.
- 14 I have recently noticed a local news story that overstated the racial undertones of the situation.
- 15 I have recently been uncomfortable with how a person of color has been represented in a local news story.

BASE: QUALIFIED RESPONDENTS

Q410 In your view, what one thing could area news organizations do differently to ensure that they cover BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) in a fair and balanced manner?

[TEXT BOX]

[NON-MANDATORY; NOT CODED]

SECTION 500: EVALUATION OF NATIONAL MEDIA

BASE: QUALIFIED RESPONDENTS

Q500 So far in this survey, we have been discussing **local media**. Local media include local news television programs, newspapers, radio stations and social media with primary local stories and will often include national public interest stories.

Now we would like to switch gears and discuss **national media**. National media include national TV networks (ABC, NBC, CBS), cable channels (CNN, FOX news, MSNBC), newspapers (NY Times, USA TODAY, Washington Post) and social media. They cover stories that are of national interest, which sometimes include stories from our area.

[PLACE NEXT TWO QUESTION ON THE SAME SCREEN]

BASE: QUALIFIED RESPONDENTS

Q510 Do you feel that coverage of national news stories that involve BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) is generally...?

[SINGLE RESPONSE]

- 01 Extremely Positive
- 02 Positive
- 03 Neutral/Unbiased
- 04 Negative
- 05 Extremely Negative

BASE: QUALIFIED RESPONDENTS

Q520 Recently, have national news stories that involve BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) ...?

[SINGLE RESPONSE]

- 01 Become much more positive
- 02 Become slightly more positive
- 03 Stayed about the same
- 04 Become slightly more negative
- 05 Become much more negative
- 06 Not sure

[PLACE NEXT TWO QUESTION ON THE SAME SCREEN]

BASE: QUALIFIED RESPONDENTS

Q530 Do you feel that coverage of national news stories that involve white people is generally...?

[SINGLE RESPONSE]

- 01 Extremely Positive
- 02 Positive
- 03 Neutral/Unbiased
- 04 Negative
- 05 Extremely Negative

BASE: QUALIFIED RESPONDENTS

Q540 Recently, have national news stories that involve white people...?

[SINGLE RESPONSE]

- 01 Become much more positive
- 02 Become slightly more positive
- 03 Stayed about the same
- 04 Become slightly more negative
- 05 Become much more negative
- 06 Not sure

BASE: QUALIFIED RESPONDENTS

Q550 How much do you agree or disagree with the following statements?
BIPOC stands for Black, Hispanic, Asian, Indigenous or other People of Color

Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Not Sure
[1]	[2]	[3]	[4]	[5]	[9]

[GRID – CAROUSEL IF POSSIBLE, OTHERWISE ON MULTIPLE SCREENS]

[RANDOMIZE ORDER]

[ALWAYS PLACE THE FOLLOWING ITEMS NEXT TO EACH OTHER: 07 AND 08; 13 AND 14]

- 01 National media cover news stories reflecting the racial/ethnic diversity of the country.
- 02 National media coverage accurately mirrors what goes on in racial or ethnic groups and communities.
- 03 The racial/ethnic background of national reporters is sufficiently diverse.
- 04 The ways in which national media cover news stories that involve BIPOC impacts how people view race.
- 05 National media portray BIPOC in a fair manner.
- 06 National media coverage reinforces negative stereotypes about BIPOC.
- 07 National news stories that involve BIPOC focus too much on negative stories (violence, crime, educational problems).
- 08 National news stories that involve white people focus too much on negative stories (violence, crime, educational problems).
- 09 Racial/ethnic bias in reporting is a problem in national news stories.
- 10 National media should include more positive news stories involving BIPOC (community organization efforts, leadership advancement, cultural traditions, educational success, etc.).
- 11 Even when national media highlight the accomplishments of BIPOC, they can sometimes reinforce negative racial/ethnic stereotypes.
- 12 I have recently noticed a national news story where race/ethnicity was brought up in a way that reinforced negative racial/ethnic stereotypes.
- 13 I have recently noticed a national news story where race/ethnicity was brought up unnecessarily.
- 14 I have recently noticed a national news story that overstated the racial undertones of the situation.
- 15 I have recently been uncomfortable with how a person of color has been represented in a national news story.

BASE: QUALIFIED RESPONDENTS

Q560 How much do you agree or disagree with the following statements?

Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Not Sure
[1]	[2]	[3]	[4]	[5]	[9]

[GRID – CAROUSEL IF POSSIBLE, OTHERWISE ON MULTIPLE SCREENS]

[RANDOMIZE ORDER]

- 01 Things I see on social media erode my trust in (make me question) news from traditional sources
- 02 I trust news I see on social media more than news I see from traditional sources
- 03 I regularly look to multiple sources to attempt to understand something I hear in the news

SECTION 600: SPECIFIC LOCAL STORIES
--

***** BEGIN LOOP *****

BASE: QUALIFIED RESPONDENTS

Q600 Now we would like to get your opinion of the local news coverage of a story. Please read the story summary below carefully.

[THEY WILL SEE ONE OF THESE AT A TIME, GO THROUGH THE SECTION, AND THEN COME BACK TO SEE THE SECOND STORY, ETC.]

- 01 The killing of Daniel Prude: In March 2020, Daniel Prude, an African-American man, was fatally injured after being physically restrained by Rochester, New York police officers.
- 02 Large public vigils held by community members in the aftermath of an April 2020 shooting. Many people were not wearing masks or practicing social distancing, and Mayor Lovely Warren decided to not break up the gatherings.
- 03 The 2020 racial/civil resistance in Rochester: An ongoing wave of racial/civil resistance against systemic racism towards Black people in the United States, notably in the form of police violence against BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color).
- 04 The indictment of Rochester Mayor Lovely Warren: Following the 2017 Rochester mayoral election, in which two of Warren's opponents filed complaints, the New York State Board of Elections found evidence that Warren's campaign violated finance and campaigning laws with her PAC and alleges that the mayor was directly involved. In October 2020, Warren was indicted. Her lawyer has denied the charges.
- 05 The response of local community leaders to the killing of Daniel Prude and community unrest: The role of community leaders (Mayor Lovely Warren, County Executive Adam Bello, Former Police Chief La’Ron Singletary, District Attorney Sandra Doorley, etc.) in response to the death of Daniel Prude and resulting community protests.
- 06 Ethics complaint against Congressman Joe Morelle: Monroe County Legislator Sabrina LaMar filed an ethics complaint with the Office of Congressional Ethics, alleging the Morelle tried to get her fired from her job at the RIT after appearing in a video of Congressman Morelle’s primary opponent. Morelle denied these claims, but issued an apology.
- 07 The Impact of COVID-19 on BIPOC. The pandemic has had disproportionate impact on BIPOC (e.g. Black, Hispanic, Asian, Indigenous or other People of Color) in terms of unemployment, hospitalization and death.

BASE: QUALIFIED RESPONDENTS

Q610 How familiar are you with this story?
[REFERENCE STORY]

[SINGLE RESPONSE]

- 01 Extremely familiar
- 02 Very familiar
- 03 Somewhat familiar
- 04 Not very familiar
- 05 Not familiar at all

BASE: AT LEAST SOMEWHAT FAMILIAR WITH THE STORY (Q610/01=03)

Q620 Do you feel that the local media has ...?
[REFERENCE STORY]

[SINGLE RESPONSE]

[RANDOMIZE OPTIONS 01 AND 03]

- 01 Not covered this story enough
- 02 Covered this story the right amount [ANCHOR]
- 03 Covered this story too much

BASE: AT LEAST SOMEWHAT FAMILIAR WITH THE STORY (Q610/01=03)

Q630 How trustworthy is the information you get from local media regarding this story?
[REFERENCE STORY]

[SINGLE RESPONSE]

- 01 Very trustworthy
- 02 Somewhat trustworthy
- 03 Neither trustworthy nor untrustworthy
- 04 Somewhat untrustworthy
- 05 Very untrustworthy

BASE: AT LEAST SOMEWHAT FAMILIAR WITH THE STORY (Q610/01=03)

Q640 Do you feel that the local media has covered this story with...?
[REFERENCE STORY]

[SINGLE RESPONSE]

[RANDOMIZE OPTIONS 01 AND 02]

- 01 A bias IN FAVOR OF local communities of color
- 02 A bias AGAINST local communities of color
- 03 No bias at all [ANCHOR]

BASE: AT LEAST SOMEWHAT FAMILIAR WITH THE STORY (Q610/01=03)

Q650 Do you feel that the local media has covered this story with...?
[REFERENCE STORY]

[SINGLE RESPONSE]
[RANDOMIZE OPTIONS 01 AND 02]

- 01 A bias IN FAVOR OF white people
- 02 A bias AGAINST white people
- 03 No bias at all [ANCHOR]

BASE: AT LEAST SOMEWHAT FAMILIAR WITH THE STORY (Q610/01=03)

Q660 If you could change one thing about how the local media has covered this story, what would that be?
[REFERENCE STORY]

[TEXT BOX]
[NON-MANDATORY; NOT CODED]

***** END LOOP *****

SECTION 700: FAIRNESS OF LOCAL COVERAGE OF STORIES

BASE: QUALIFIED RESPONDENTS

Q700 Think again to local stories that concern racial inequities and social justice, like those we have been discussing.

How would you describe how our local media characterizes the following individuals or groups in their coverage of stories like these?

Very unfairly	Somewhat unfairly	Neutrally	Somewhat fairly	Very fairly	Not sure
[1]	[2]	[3]	[4]	[5]	[6]

[GRID – CAROUSEL IF POSSIBLE]
[RANDOMIZE ORDER]

- 01 Individuals attending local protests/rallies
- 02 Local community organizers
- 03 Local *Black Lives Matter* supporters
- 04 *Free the People Roc* supporters
- 05 Rochester Police (RPD) officers
- 06 The leaders of the Rochester Police union (Rochester Police Locust Club)
- 07 The former Rochester Police Chief (La’Ron Singletary)
- 08 The Rochester Interim Police Chief (Cynthia Herriott-Sullivan)
- 09 The Rochester Mayor (Lovely Warren)
- 10 The Monroe County Executive (Adam Bello)
- 11 The Monroe County District Attorney (Sandra Doorley)
- 12 Rochester City Council
- 13 The Monroe County Legislature
- 14 The Rochester City School District

BASE: QUALIFIED RESPONDENTS

Q710 When you think of stories that involve racial inequities and social justice themes, how would you compare our local media to the national media?

[SINGLE RESPONSE]

[RANDOMIZE THE FIRST TWO CHOICES]

- 01 The **local** media does a fairer job of presenting these stories
- 02 The **national** media does a fairer job of presenting these stories
- 03 They do an equally fair/poor job [ANCHOR]

BASE: QUALIFIED RESPONDENTS

Q720 Do you feel that **our local media** covers stories that involve racial inequities and social justice themes...?

[SINGLE RESPONSE]

[RANDOMIZE THE FIRST TWO CHOICES]

- 01 Too much
- 02 Not enough
- 03 About the right amount [ANCHOR]

BASE: QUALIFIED RESPONDENTS

Q730 When **our local media** covers stories that involve racial inequities do these stories tend to reflect your own views?

[SINGLE RESPONSE]

- 01 Yes
- 02 No

BASE: QUALIFIED RESPONDENTS

Q740 When **our local media** covers stories that involve racial inequities do these stories tend to reflect the entire range of views that exist?

[SINGLE RESPONSE]

- 01 Yes
- 02 No

BASE: QUALIFIED RESPONDENTS

Q750 When **our local media** covers stories that involve racial inequities do these stories tend to ...?

[SINGLE RESPONSE]

[RANDOMIZE THE FIRST TWO CHOICES]

- 01 Have a bias in favor of the police
- 02 Have a bias against the police
- 03 Be neutral [ANCHOR]

BASE: QUALIFIED RESPONDENTS

Q760 When **our local media** covers stories that involve protesters advocating for racial equities do these stories tend to ...?

[SINGLE RESPONSE]

[RANDOMIZE THE FIRST TWO CHOICES]

- 01 Have a bias in favor of the protesters
- 02 Have a bias against the protesters
- 03 Be neutral [ANCHOR]

SECTION 900/1000/1100: DEMOGRAPHICS AND CLASSIFICATIONS NOT ALREADY ASKED

BASE: QUALIFIED RESPONDENTS

Q900 Have you participated in any of the protests/demonstrations that have occurred locally?

[SINGLE RESPONSE]

- 01 Yes
- 02 No

BASE: QUALIFIED RESPONDENTS

Q910 Do you have a close friend or family member who has participated in any of the protests/demonstrations that have occurred locally?

[SINGLE RESPONSE]

- 01 Yes
- 02 No

BASE: QUALIFIED RESPONDENTS

Q920 Have you or any close family member ever been employed by law enforcement?

[SINGLE RESPONSE]

- 01 Yes
- 02 No

BASE: QUALIFIED RESPONDENTS

Q930 What is your zip code?
Please enter only the first five digits.

[RANGE: 10000-19999]

□□□□□

BASE: QUALIFIED RESPONDENTS

Q1000 How long have you lived in the Greater Rochester NY area?

[SINGLE RESPONSE]

- 01 5 years or less
- 02 6-10 years
- 03 11-20 years
- 04 21-30 years
- 05 31 years or more

BASE: QUALIFIED RESPONDENTS

Q1010 Do you own or rent your home?

[SINGLE RESPONSE]

- 01 Own
- 02 Rent

BASE: QUALIFIED RESPONDENTS

Q1020 Considering your own income and the income from any other people who help you, how would you describe your family's overall financial situation, would you say you...?

[SINGLE RESPONSE]

- 01 Live comfortably
- 02 Meet needs with a little left over
- 03 Just meet basic expenses with nothing left over
- 04 Don't meet basic expenses

BASE: QUALIFIED RESPONDENTS

Q1030 Which best describes the highest level of education you have completed or the highest degree you have received?

[SINGLE RESPONSE]

- 01 Less than high school
- 02 Completed some high school
- 03 High school graduate or equivalent (e.g., GED)
- 04 Completed some college, but no degree
- 05 Two-year college degree (e.g. associate's degree)
- 06 Four-year college degree (e.g., B.A., B.S.)
- 07 Completed some graduate school, but no degree
- 08 Graduate degree (e.g., M.S., M.D., Ph.D.)
- 09 Not sure

BASE: NOT BLACK (Q160 ne 1)

Q1040 Is there a Black person whom you would consider to be a close personal friend?

[SINGLE RESPONSE]

- 01 Yes
- 02 No

BASE: NOT WHITE (Q160 ne 2)

Q1050 Is there a white person whom you would consider to be a close personal friend?

[SINGLE RESPONSE]

- 01 Yes
- 02 No

BASE: QUALIFIED RESPONDENTS

Q1060 In politics, as of today, do you consider yourself a(n) ...?

[SINGLE RESPONSE]

[RANDOMIZE ORDER]

- 01 Republican
- 02 Democrat
- 03 Independent

BASE: INDEPENDENTS (Q1060/03)

Q1070 Would you say that you ...?

[SINGLE RESPONSE]

[RANDOMIZE ORDER]

- 01 Lean towards being a Republican
- 02 Lean towards being a Democrat
- 03 Don't lean either way [ANCHOR]

BASE: QUALIFIED RESPONDENTS

Q1080 Thank you again for helping us with this survey!

If you have any other comments related to this survey or the topics we asked about, please share them below.

[TEXT BOX]

[NON-MANDATORY; NOT CODED]