

SURVEY REPORT



LABOR MARKET IN THE MEDIA

Tirana, March 2019



British Embassy
Tirana



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FROM THE AMERICAN PEOPLE

Labor market in the media

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Authors

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Table of contents

1	INTRODUCTION: PURPOSES OF MEDIA MARKET RESEARCH.....	6
1.1	Underlying reasons for this selection.....	6
2	METHODOLOGICAL CONSIDERATIONS	8
2.1	Sampling.....	8
2.2	Data discretion.....	8
2.3	Media access	9
2.4	Questionnaire content.....	9
3	DATA COLLECTION REPORTING.....	10
3.1	Expectations and realization.....	10
4	SURVEY DATA ANALYSIS	12
4.1	Albanian journalist demographic profile.....	12
4.2	Profession as opposed to training.....	16
	Labor market flexibility	28
4.4	The journalist's social and socio-professional status	33
5	CONCLUSIONS.....	36
	APPENDIX - ADDITIONAL DOCUMENTS	39

List of charts

Chart 1: Type of media	12
Chart 2: Parents birthplace.....	13
Chart 3: Birthplace.....	13
Chart 4: Respondents age.....	14
Chart 5: Respondents by study profile (Bachelor).....	15
Chart 6: Respondents by study profile (Master/ Second Level Degree).....	15
Chart 7: Studies profiling for journalism and communication graduates in the University of Tirana..	16
Chart 8: Employment status by gender, age and education	17
Chart 9: Type of employment contract by gender and age	17
Chart 10: Type of employment contract by type of media	18
Chart 11: Monthly salary for the work carried out in the media by education and age.....	19
Chart 12: Which is your job position category?.....	20
Chart 13: Specific job position.....	20
Chart 14: Content of news prepared during common work by platforms.....	21
Chart 15: Real working time per week (regardless the norm)	22
Chart 16: Number of news prepared on average during one working week.....	23
Chart 17: Ranking of operations from the most to the least time-consuming in a journalist's ordinary working week.....	23
Chart 18: "In your opinion, which journalism area requires more qualifications?"	24
Chart 19: The number of average weekly hours that a journalist dedicates to genuine investigative journalism	24
Chart 20: "During your work as a journalist, do you cover a specific area, or do you alternate from one area to the other based on the editorial office's needs?" by gender and education.....	25
Chart 21: "During your work as a journalist, do you cover a specific area, or do you alternate from one area to the other based on the editorial office's needs?" by media type	25
Chart 22: From 1 to 10, where 1 is "strongly disagree" and 10 is "strongly agree", how much do you agree with each statement? – by gender.....	26
Chart 23: From 1 to 10, where 1 is "strongly disagree" and 10 is "strongly agree", how much do you agree with each statement? – by work experience	26
Chart 24: Satisfaction and skill importance ratio How satisfied are you from skills acquired by education? How much do you value the importance of these skills in order to do your job properly?	27
Chart 25: In order to improve their qualification, journalists benefit the most from	28
Chart 26: "Where did you work before changing your job?"	28
Chart 27: Comparison of experience in the media, within the same media, and as a journalist (throughout the years).....	29
Chart 28: How long after you received your Bachelor Degree did you get employed in the media?– by age.....	30
Chart 29: How long after you received your Bachelor Degree did you get employed in the media?– by type of media.....	30
Chart 30: "Do you currently work at the same media where you worked during your studies?"	31
Chart 31: "Do you cover the same sector, or have you changed it from when you first started working at the media where you currently are?"	31
Chart 32: "If it were in your hand, would you have changed your current workplace?"– by type of media	31

Chart 33: “Which would be your main motivation to change your job?”-by gender	32
Chart 34: “Which would be your main motivation to change your job??”-by age	32
Chart 35: “In which social strata do you think you belong?”- by level of education	33
Chart 36: In which social strata do you think you belong – by work experience	33
Chart 37: “How do you feel in relation with the owners and directors of your media?”	34
Chart 38: “How do you feel in relation with politicians?”	34
Chart 39: “How do you feel in relation with your colleagues?”	34
Chart 40: “Do you consider differences in salaries within the media system as:”	35
Chart 41: “Do you feel that your activity is censored?”	35

1 Introduction: purposes of media market research

This report reflects upon and construes the results of a survey collecting data on journalist labor market in Albania in 2019. As such, the questionnaire was shaped to shed light on the state of the journalists' social and professional status, different typologies of their practices when exercising their profession, and their relationship with other media industry and beyond actors, through respondents' statements. This study took great care in collecting information to measure the gap levels between knowledge acquired in the Journalism and Communication Department in the University of Tirana and the practical and professional competency levels of journalists who have completed their studies at JCDUT. This will of course contribute in assessing the practical usefulness of such acquired knowledge in the media employing former students, i.e. today's journalists. At first, interviews were shaped to target only journalism students working for less than 10 years in the media market, after having completed their studies at the Journalism and Communication Department in the University of Tirana. In the face of on-site hardships of targeting only this group of respondents as a survey sample, it was then decided that the research would not focus merely on tracing the students who graduated in journalism, but would rather extensively include other journalists working in the media, who used to be former students of journalism departments, or other branches at other higher education institutions in the country.

1.1 Underlying reasons for this selection

First and foremost, this selection is related to the hardship encountered in connecting with all the students who graduated in journalism in the University of Tirana and working in the media, due to their post-graduation distribution in the labor market. This hardship becomes even sharper due to the lack of an electronic database recording former students' (now journalists) current and former media they have worked for while making their professional choices. Second, this method has been deemed more appropriate to build a benchmark between journalists with different study profiles. In this regard, it can be stated that we are more interested in the ecosystem journalism students are working in, rather than in their mere opinions in isolation from those of journalists and other media employees, who haven't completed their studies in the Journalism and Communication Department in the University of Tirana.

The selection of an extensive list of media, based on which all potential journalists in the editorial office are surveyed in a census-like manner, enables us to infer on what former journalism students think on the relation between their cultural level, knowledge in the mass communication area and their professional competency as journalists, and what other employees having no relation whatsoever with journalism studies think. This survey-result-based research is concerned with not only shedding light upon current media employee opinions on the labor market, but also upon what awaits future graduates, in order to outline a study profile that may impact the labor market. This may be achieved by getting to know the situation empirically and specifically, and not by making theoretical assumptions.

It is among this survey goals to provide information on the likelihood of Journalism and Communication Department graduates in the University of Tirana to occupy a job in the media, which is closely related to their education. The comparison between the university knowledge structure with the competency range journalists need in the labor market doesn't imply that the latter is the perfect model, and that the aforementioned must be passively subject to it. However, it is widely acknowledged that between the school-acquired knowledge and competency and journalist's professional practice in the workplace there is reasonably a mutual interaction. Considering survey and its follow-up research objectives, journalists from 18 to 40 years old have been selected to be interviewed, thus to include those working and studying simultaneously and those in their 40s, in order to have a fuller overview as possible of the journalists contingent, that will allow us to achieve the goals of this survey.

2 Methodological considerations

2.1 Sampling

Although the surveyors' first request to the editorial office in almost all cases presented was to precisely and officially know the number of journalists in the relevant media, in no case have they been granted with a preliminary media employee list. In other words, the surveyors found it impossible to establish a link between the number of journalists listed and the sampling of respondents foreseen to answer the questionnaire. The number of journalists for every media considered in this survey has been orally collected, based on information exchange with journalists or editorial office managers themselves. Almost in no case has there been an official sealed document from the finance or human resources office, whereby the number of journalists employed is precisely stated. This repeated behavior leads us to be suspicious of the not-so- insignificant informal employment levels in any of the media involved, although in this regard we cannot draw parallels between the media.

Surveyors, i.e. journalism students, were given 32 questionnaires. Notwithstanding our good will to strike a distribution balance between female and male respondents, such equality could not be achieved due to: First and foremost, the editorial offices profile; it is noted that magazines' editorial office staff are predominantly women, while in online portals there is a much higher male employment level. The second factor is bound to questionnaires fill out daytime, because certain journalists of a particular gender have shown a greater availability to be interviewed as they have been present in the editorial office during the business hours. This owes to the fact that in small-scale editorial offices staffing 2-3 journalists, the likelihood to find a combination of both genders of journalists was rather smaller. Another peculiarity worth noting concerns interviewed journalists and editors training- as evidenced by data collected from IDRA, 30-40% of respondents have not pursued journalism studies in the Journalism and Communication Department in the University of Tirana. This is also mirrored by data collected on-site by surveyors.

2.2 Data discretion

Regarding the interviewees data dissemination, considered as a criterion in measuring the interviewees quality of work, we ran into the resistance of the decision-making management teams. This behavioral pattern is also reported from both surveyors who have interviewed their own colleagues, and from those who have interviewed journalists unknown to them before. Generally speaking, their hesitation to respond to the survey questionnaire was much stronger when they were asked to provide information on their salary and their relation with the management, although the survey was completely anonymous, with no personal data such as the phone number provided. This has hampered the work of survey controllers.

We would like to state that refraining from providing information has been much more noticeable. We would like to mention the case of a television sanctioning in the employment contract that no employee is entitled to disclose "sensitive data" such as the salary, because

contracts are journalist-tailored, thus hindering transparency among colleagues and to the public interested for research or other purposes.

2.3 Media access

All student-surveyors reports drafted in the end of their work considered media access to survey journalists as a real challenge. Several editorial offices, especially portals vetoed. The survey team tried to reach them out in person, but in vain. Another issue was time handling to carry out the survey, regardless of the readiness shown by respondents to be available anytime for survey purposes. Thus, we would like to note that this survey was foreseen to be conducted over a 10-day timespan, with one surveyor having in his/her engagement plan six media on average until survey completion. Surveyors difficulty in achieving the objectives can be easily inferred. Therefore, due to hardships emerging during the survey, we have occasionally substituted the media foreseen initially with another.

Since in several media, it was impossible for the journalists to be surveyed in their office desk during their daily routine, we addressed them questionnaires that were filled out in the hallways, as the pre-designated premise. In more than one case, the hallway was the only available premise to carry out the survey due to highly limited spaces, resembling more of a mixture between a hallway and an office. In almost all cases, the surveyors had to obtain top-level approval, i.e. an editor-in-chief's, or owners' to contact the journalists. When approval of more than one link was required, the request seemed to have been lost among the bureaucracy links, since it was unclear whom the approval to survey the journalists resided with.

Here's an interesting finding on the hardship encountered when surveying journalists: The higher the rank of the interviewee in the relevant media, the easier was to contact him/her and vice versa. Occasionally, distrusting grassroots journalists misread the questionnaire for "plotting" because they suspected it was internally ordered, thus viewing the interviewees as their media management "agents". Not quite an insignificant number of journalists wanted to fill out the questionnaire by themselves, like a form, but they were not allowed to do so by the surveyors. It seems like the lowest the journalist ranks in the editorial office hierarchy, the more exposed he/she is to pressure. When contacting the journalist for survey purposes was impossible due to hardships caused by the editorial office, the journalist has been privately contacted, and then the questionnaire has been however filled out in the workplace premises.

2.4 Questionnaire content

About the questionnaire content, interviewers noted that journalists or other editorial office staff not having completed their studies in journalism had a hard time understanding the meaning of the questionnaire. This is quite understandable, since many of data required were substantially and materially related to their experience during their studies at a journalism department, namely Journalism and Communication Department in UoT. Time pressured, some journalists considered the questionnaire to be too lengthy, thus hindering them in performing their tasks during the business hours. They marked that 10 minutes taken of their

time was too much, especially in online media editorial offices with rapid information dissemination rates.

3 Data collection reporting

3.1 Expectations and realization

When deliberating on the media to be reviewed, we compromised that the selected media would be explored in a census-like manner. Due to limited resources, we selected 10 TVs, 10 dailies, 10 radios, 5 magazines and over 20 portals. The traditional media were selected against the criterion of their market positioning, while magazines against their sufficient content production activity. Regarding radios, we tried to select those having a news bulletin, or a particular informative format, while as concerns online portals, we used no filter whatsoever, since as far as we know, there are many of them highly active, while in total there are over 600. Portals are exceptionally important for various reasons. First, they occupy a good part of the employment market, and second they are the most dynamic media, since they don't need much to produce content. Therefore, they generate mobility in the market, which, from a far less critical point of view, can be also called "destabilization". Third, they explore with the technology and are fertile sites absorbing new journalists, especially recent graduates. Fourth, due to a lack of stabilization, these sites are marked by considerable deviations from the university professional norm and are suitable research sites to look at the differences between the university training and market employment.

Lastly, portals are yet unregulated action sites and clearly hardly regulatable, therefore in such sites the element of surprising findings is much powerful than in other media formats. We must bear in mind that in this case, no full compatibility has been required between expectations and what is being generated from the site for the above-mentioned purposes. Let's have a look at some general on-site work data. As illustrated Chart 1, the number of respondents in the television and online media is pretty much the same; journalists in print media editorial offices seem to be few in number due to-of course-the fact that the sampling age did not exceed 40 years old; while magazines and radios are objectively insignificantly represented.

10 TVs, 9 dailies, 16 portals, 5 magazines and 8 radios, i.e. 48 media out of a total of 58 foreseen have been surveyed on-site; approximately 20% of the media have not been surveyed, as shown in Table 1, due to the following reasons:

Some portals with only one administrator, no journalist and an editorial office staffing only 1 person had no address or contact number, while we couldn't access several TVs at all. Thus, we were forced to replace some of them, but the major gap concerns portals. Several questionnaires have been replaced within the same medium, although that media logo wasn't included in the final list, while others were passed on to alternative media, but from questionnaires distribution percentages it can be noted that the real density ratio of relevant media editorial offices journalists has been however observed. Market fragmentation made our work much more difficult, because as shown in Table 1, only one media had more than 20

journalists interviewed, 10% had over 10 journalists, 20 % less than 10, but more than 5, while 70% of the media had only 5 journalists interviewed.

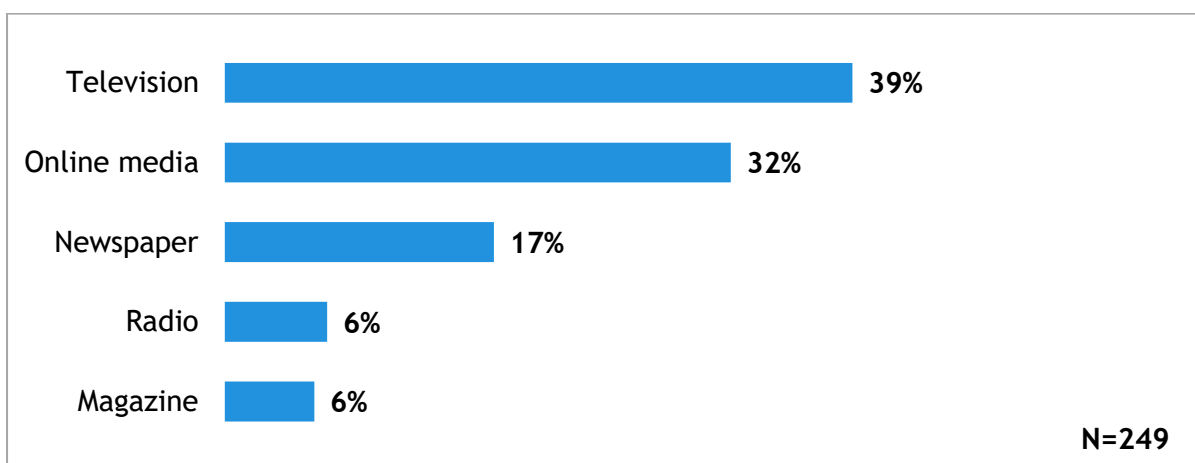
This highly unusual abnormality indicates the functioning difficulty of the media market, but most importantly of the journalists community, who have barely found any common ground to organize themselves and share professional values due to their distribution into completely different professional realities. If the digitalized world is stuffed with too many communication mediums, it should be no surprise to us that all these multiple voices pretend to be media, and what's more to staff educated journalists, but not more often than not amateurs working under the UGC (User Generated Content) status, looking for channels to express themselves.

Table 1: Sampling by specific media

		Gender		Total	Age				Total
		Female	Male		18-25 y.o	26-30 y.o	31-35 y.o	36-40 y.o	
1	RTSH	17	4	21	2	6	9	4	21
2	News 24	7	6	13	3	8	2	0	13
3	Ora News	7	5	12	5	2	4	1	12
4	Klan Tv	5	7	12	2	2	5	3	12
5	Shqiptarja.com	3	8	11	5	3	3	0	11
6	Top Channel	8	2	10	3	2	2	3	10
7	Panorama	6	4	10	2	5	2	1	10
8	ABC News	6	3	9	1	2	2	4	9
9	Report Tv	5	4	9	5	2	0	2	9
10	In TV	6	3	9	6	2	0	1	9
11	Jeta Osh Qef	3	4	7	5	1	1	0	7
12	Panorama Online	2	5	7	5	0	1	1	7
13	Balkan Web	4	2	6	1	1	4	0	6
14	Tirana Today	2	4	6	2	2	1	1	6
15	Birn Albania	2	3	5	1	0	1	3	5
16	Mapo	1	4	5	2	0	0	3	5
17	Gazeta Shqiptare	2	3	5	1	3	1	0	5
18	Gazeta Koha Jone	1	4	5	2	1	0	2	5
19	Konica.al	3	2	5	4	1	0	0	5
20	Syri.net	1	4	5	0	1	2	2	5
21	Standard	3	2	5	3	1	1	0	5
22	Gazeta Shekulli	3	1	4	0	4	0	0	4
23	Express	2	2	4	0	4	0	0	4
24	Politiko.al	3	1	4	3	0	1	0	4
25	Gazeta Tema	1	3	4	2	1	1	0	4
26	Vizion Plus	3	1	4	3	1	0	0	4
27	Albeu.com	0	4	4	3	0	1	0	4
28	TPZ.al	1	3	4	0	2	1	1	4
29	360 Grade	1	2	3	2	0	1	0	3
30	Gazeta Dita	2	1	3	0	0	3	0	3

31	In Radio	1	2	3	1	0	1	1	3
32	Lapsi.al	0	3	3	2	0	0	1	3
33	Dritare.net	3	0	3	3	0	0	0	3
34	Monitor	3	0	3	1	1	0	1	3
35	Opinion.al	2	1	3	2	0	0	1	3
36	Revista Who	2	1	3	2	1	0	0	3
37	Club FM	2	0	2	0	0	2	0	2
38	Living Online	2	0	2	1	1	0	0	2
39	Radio Tirana	1	1	2	0	0	0	2	2
40	Radio Travel	2	0	2	0	2	0	0	2
41	Revista Anabel	2	0	2	2	0	0	0	2
42	Bordo	2	0	2	0	1	1	0	2
43	City Radio	2	0	2	0	2	0	0	2
44	Living Print	2	0	2	0	0	0	2	2
45	Fax News	1	0	1	0	0	1	0	1
46	NRG	1	0	1	0	0	1	0	1
47	Radio Nacional	0	1	1	0	1	0	0	1
48	Top Albania Radio	1	0	1	0	0	1	0	1
Total		139	110	249	87	66	56	40	249

Chart 1: Type of media



4 Survey data analysis

4.1 Albanian journalist demographic profile

Albanian journalists, at least those working in the media surveyed by journalism students team (surveyors) were mainly born in Tirana (see Chart 3). This makes sense to a certain extent, since the selected city for our survey is Tirana. However, other underlying reasons include: 2/3 of the Albanian population reside in Tirana, the greatest number of local and national media are located in this city, and the business model is shifting towards generalization, in which

media are considered as a geographical and thematic concentrate with a financial potential much bigger than other cities'. All of the above have influenced journalists gathering in a census-like manner in the capital.

The majority of journalists were born in Tirana, but not the majority of their parents, because it turns out that they moved to Tirana in the early 90' or later. This leads us to the idea that the majority of surveyed journalists were born in Tirana, but 40% of them come from rural areas, embodying the typology of norms and values as part of their social origin. (see Chart 2)

Chart 3: Birthplace

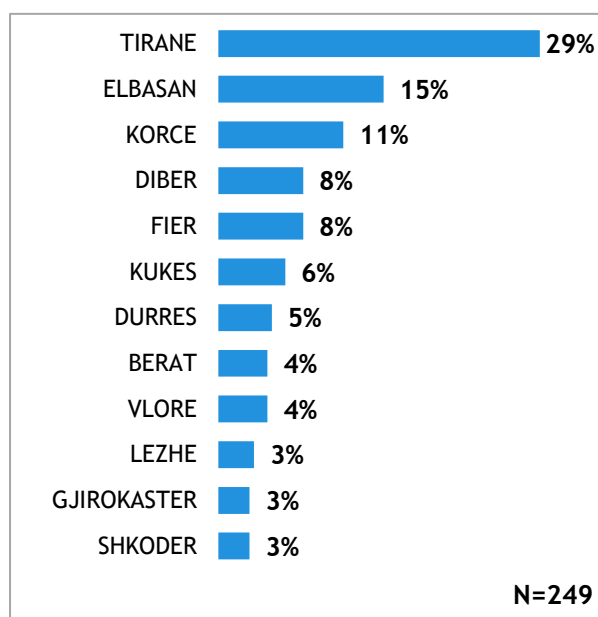
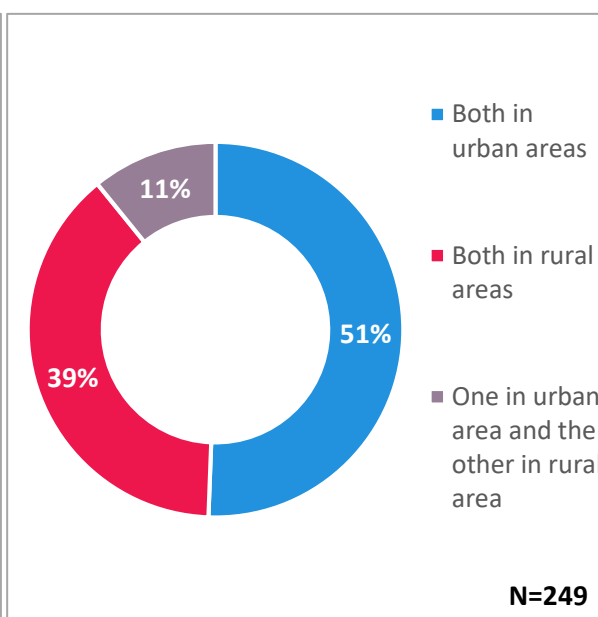
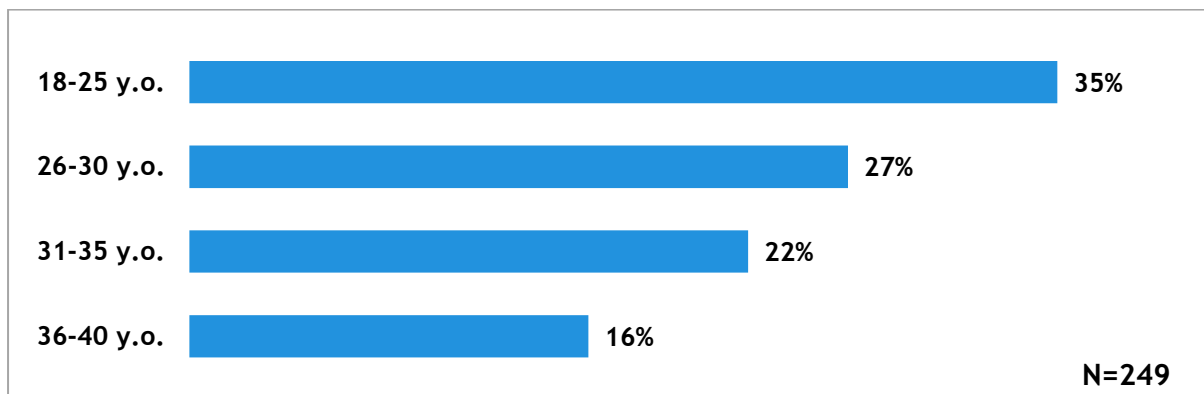


Chart 2: Parents birthplace



More than 60 % of journalists are under 30 years of age, while 80 % are under 35 years of age. Since the number of interviewees was relatively high, these figures speak of a new population in the media market for the selected media, especially for TVs and online media. How can this data be interpreted and what's its impact in the media market? Since the media market is closely related to technology, the latter is highly pursued by youth, given that it provides them with more opportunities to exercise their skills in informatics and beyond. We should also recall that the media market constant renewal may have led youth to stick to it as an employment option. More than 80% are under 35 years of age, including radios, TVs, dailies, magazines, online media, which speaks of a market in mobility, moving towards multimedia editorial offices. (See table 3)

Chart 4: Respondents age

In the beginning of the transition period in Albania, i.e. after 1990, the significant decline of journalists average age was attributed to several political circumstances. A considerable number of journalist working in the media during the communist era resigned immediately. They had been highly exposed to the public by holding ideological and political offices in the framework of the political media system of the dictatorship. Therefore, they found it impossible to keep on exercising the journalist profession, given that the society considered itself as the opposite of dictatorship, i.e. it had certain democratic inspirations. Job positions were occupied by a new generation of journalists with a relatively young average age, the majority of whom had just recently graduated in journalism. As the time lapsed, the media market blossomed. In 1998 and onwards it was further supplemented with the private TVs and radio network, while in 2010 the online portals emerged. Thus, the dynamics of political reasons was complemented with technological developments circumstances. The question is: How can today's young average age be explained?

The circumstances of today's journalists young age can be explained by the media system functioning manner in Albania. Today's media are generally "statement media", i.e. the journalist has to stand with a mike in hand before politicians, officials, or MPs to take their personal or official statements. This task fits more a young rather than a middle-aged journalist, who finds it unsuitable to his/her dignity to play the listener and statement taker job.

On the other hand, knowing that today's media are politicized and perform less in-depth analysis on society, economy, art, and culture, media owners and management find the lack of experienced and specialized journalists with a larger longevity in the labor market not that significant. Quite frequently, instead of an experienced journalist, they look for a younger-aged journalist who is satisfied with web news. Meanwhile, there is also a third factor related to journalists with low salaries, comprising the basis and the largest number of journalists employed-media management find it easier to employ youth considering the journalist profession as a transitional one rather than individuals of a certain age, quite frequently with children and responsible for their families.

More than 60 % of respondents state that they graduated in journalism, with half of them being graduated in the Journalism and Communication Department, at the Faculty of History and Philology in UT. Actually, 80% of journalists surveyed have completed their university studies in human sciences, if journalism was to be included in this field. (See Chart 5 and Chart 6)

An insignificant number of journalists surveyed have completed their university studies in exact sciences, meaning that the conceptual backbone of information in the Albanian media is knowledge of human science with universalizing trends and there is almost no sign at all of technical and engineering science training. As far as we know, the international media have websites, columns or special blogs tackling certain thematic in response to consumers segmented interests in a fragmented media universe. Such a trait however is nowhere to be found in the Albanian media. This is only one side of the coin however, because we shouldn't forget that in the Albanian diaspora there is a distinct lack of content-themed media. Positive developments may be noted when visiting certain websites dedicated to technology, but they are administered by specialists producing information for certain limited audiences rather than by journalists, while divulgative journalists to the wider public are missing.

Chart 5: Respondents by study profile (Bachelor)

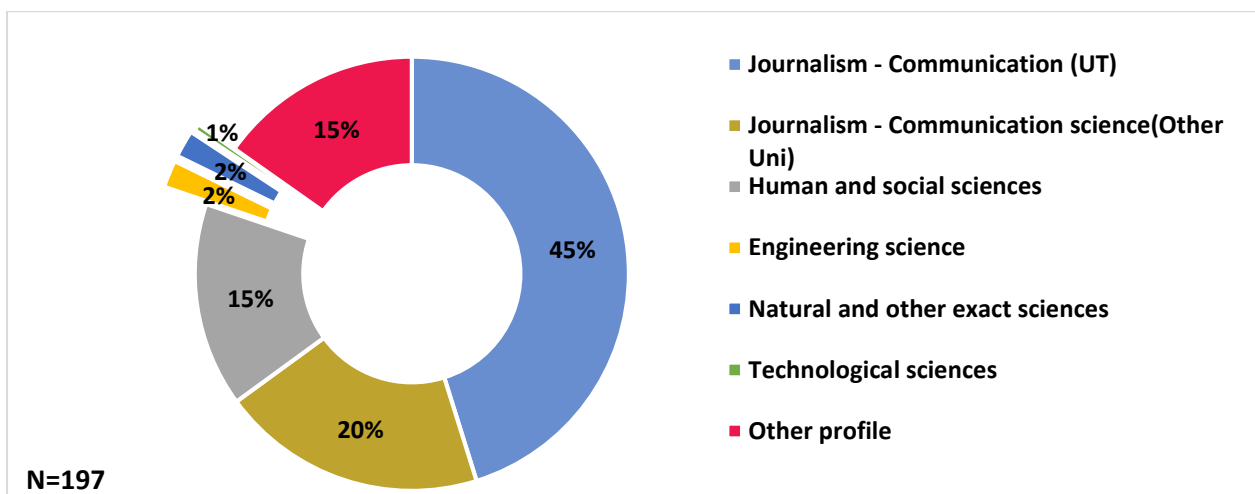
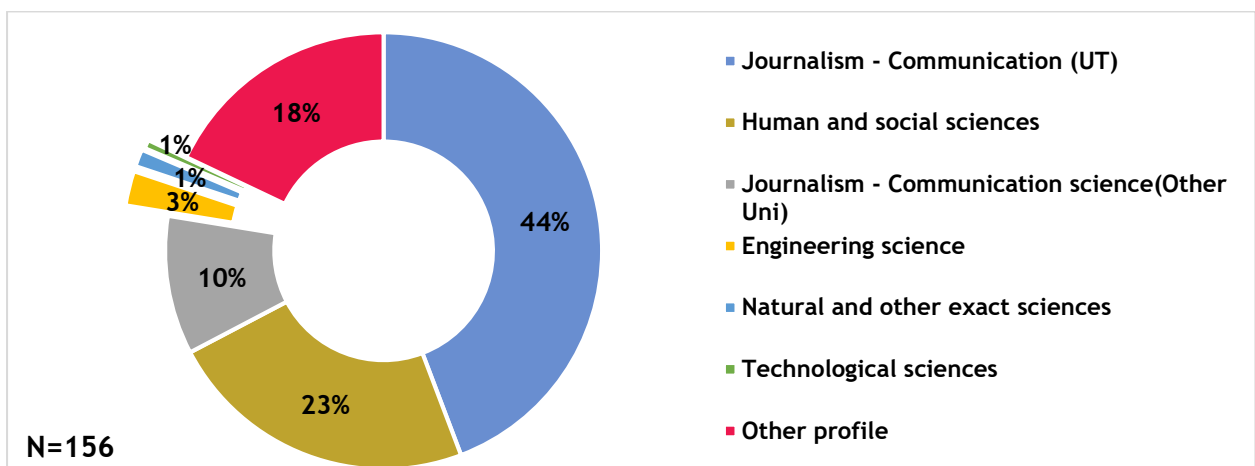


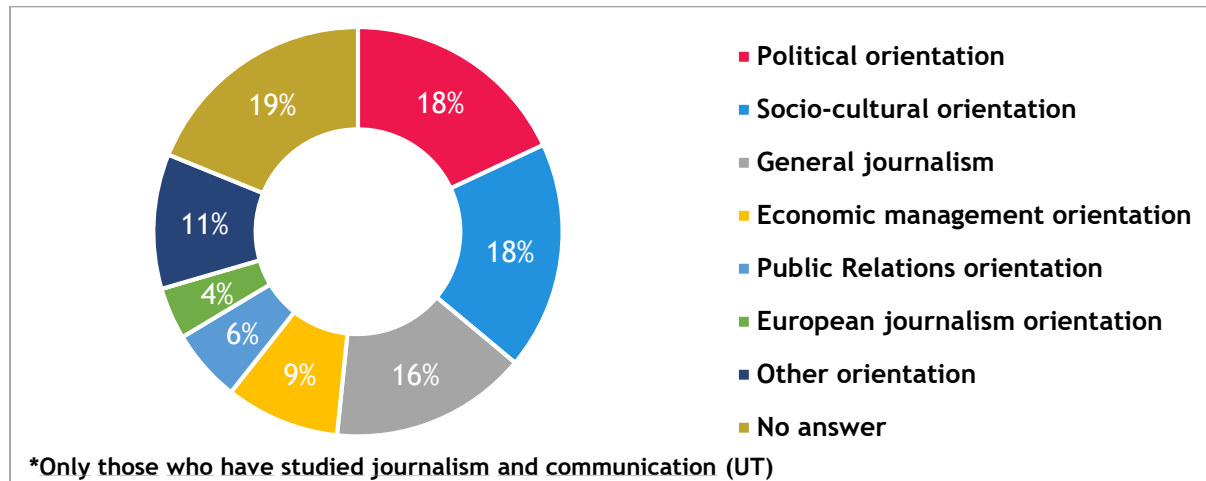
Chart 6: Respondents by study profile (Master/ Second Level Degree)



The Journalism and Communication Department in UT has experimented earlier with students orientation towards profiles, and professional oriented universities to avoid the labor market “cannibalization”, where likes “eat” likes. Thus, it was aimed at lowering somehow the pressure exerted on job positions, by distributing employment opportunities according to journalists professional interests.

Data indicate that (see Chart 7) journalists have carried over a study profile earned through their degrees in their job position, but there is no evidence showing that they have managed to match their authentic interest with the labor market. The profiles ranked as alternatives, regardless if at “Bachelor” or “Master” level, are proportionally represented among interviewees responses. The following figures indicate to what extent does journalists’ university major matches their job position:

Chart 7: Studies profiling for journalism and communication graduates in the University of Tirana



4.2 Profession as opposed to training

The charts below have not been arranged unpurposely one right under the other, although they seem to fundamentally measure pretty much the same thing: the first indicates how the media employee considers him/herself, while Chart 9 forwards more formal alternatives indicating that the number of those with an indefinite term employment contract is larger than of those considering themselves as full time employee. Data show that there are also full time employees that have not entered into an indefinite term employment contract, with 91% of journalists being full time employees and 77% having entered into indefinite term employment contract. Thus, there is a high likelihood for a journalist to be a full time employee having signed an indefinite term employment contract.

The “freelance” percentage is insignificant, thus depicting the image of a market not completely flexible regarding professional performance and freedom to organize work according to personal objectives. Employees engaged in internships are quite few in number, although it is quite understandable to a certain extent, since media have too many needs, but not that much finances to afford an extensive staff recruitment. The more we shift away from traditional media, the more the percentage of employees having signed fixed term employment contracts or service agreements increases. (See Chart 10)

Chart 8: Employment status by gender, age and education

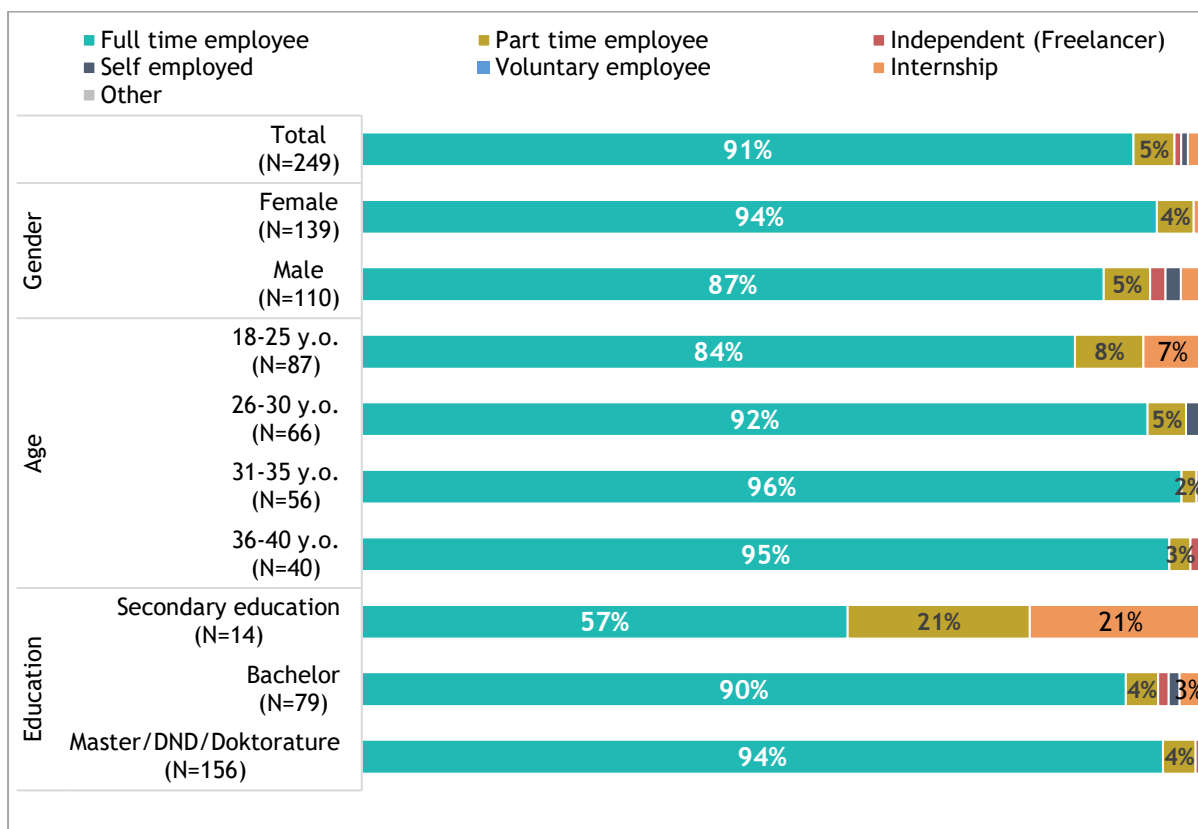


Chart 9: Type of employment contract by gender and age

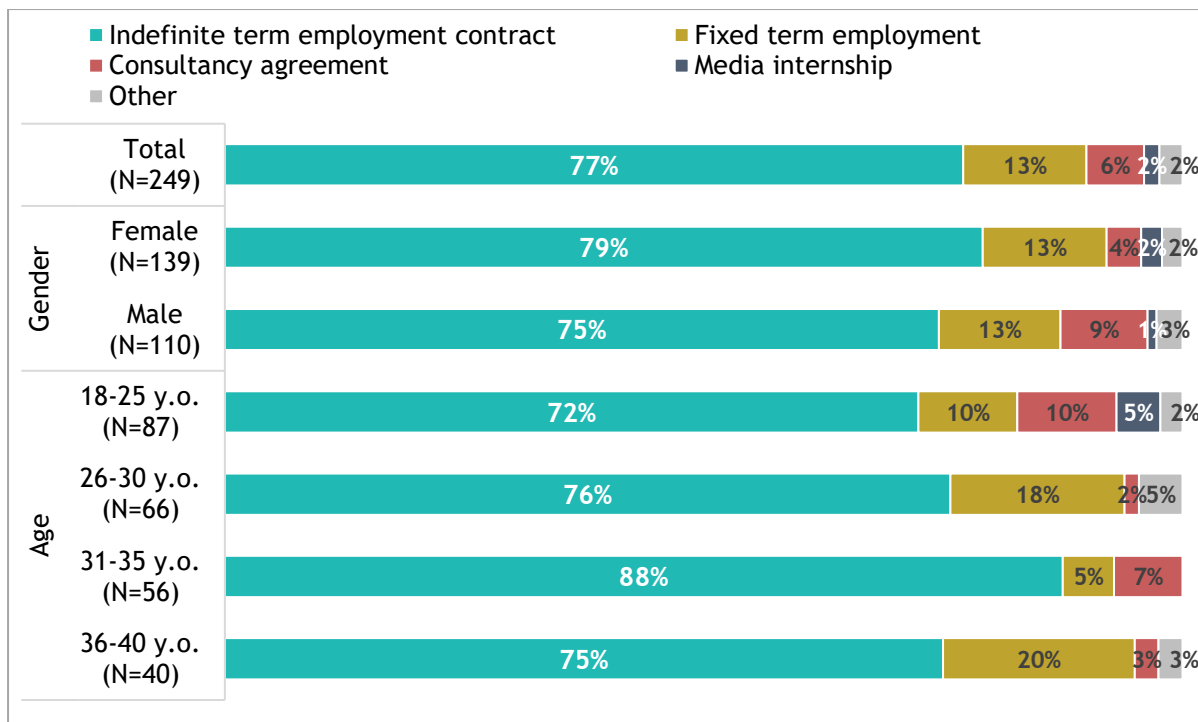
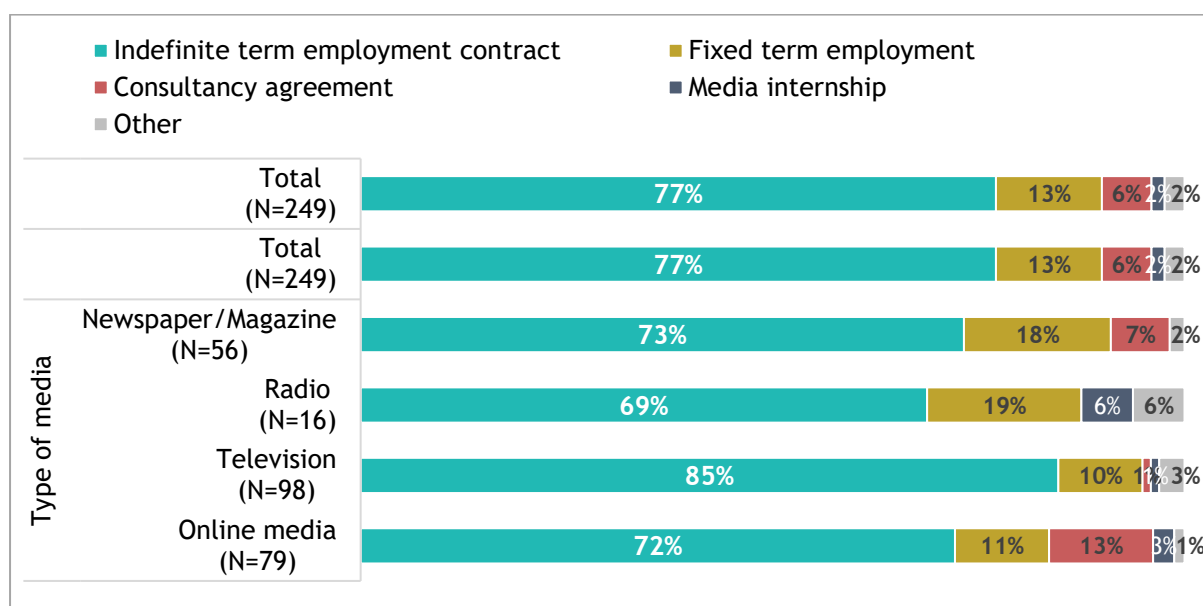
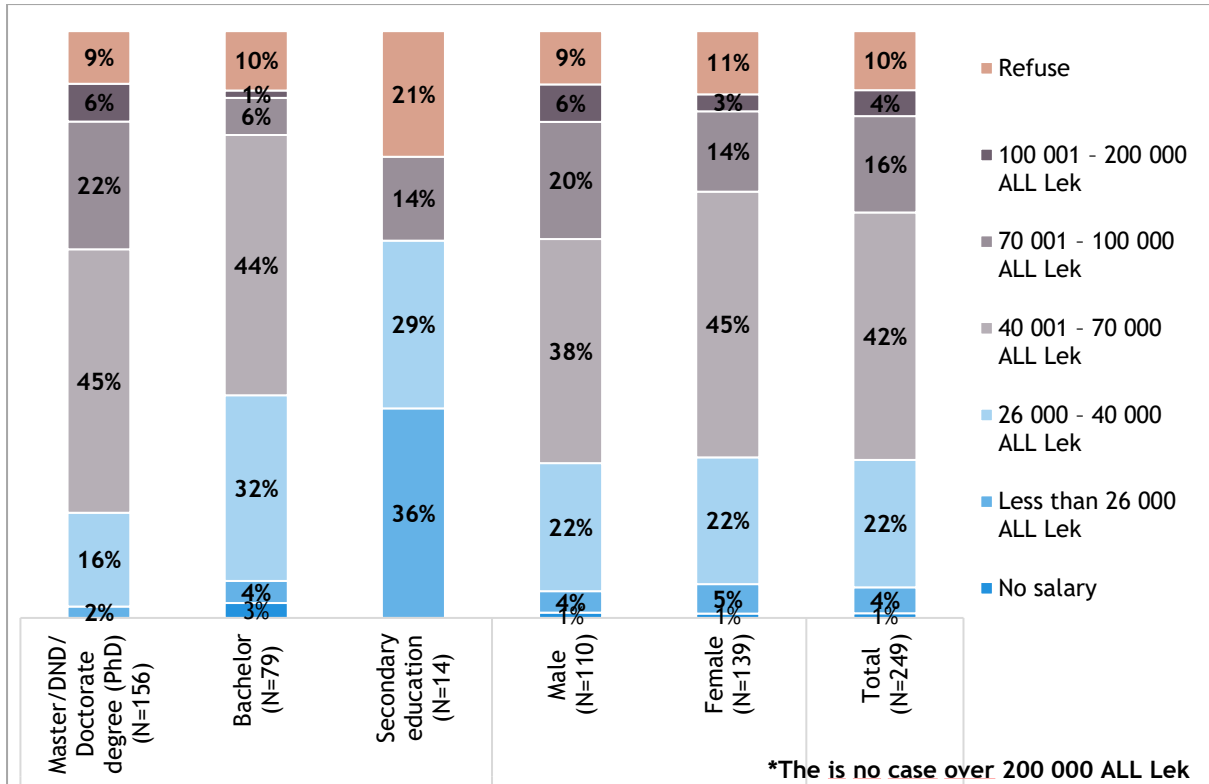


Chart 10: Type of employment contract by type of media



With reference to Chart 11, it is noted that master graduates have a stronger presence in higher salary categories and in the category of journalists with a salary varying from ALL 40,000 to ALL 70,000. It seems that there is a direct connection between the education and the salary level. Males prevail over in percentage when considering the salary categories above ALL 70,000, while females are much more present in middle salary categories varying from ALL 40,000 to ALL 70,000 (see Chart 11). Based on respondents statements, salary differences between males and females are reflected in the job positions, with males being twice more present in top management positions such as “editor” and “media manager”, i.e 40 % as compared to 20% of females. (See Chart 11: Monthly salary for the work carried out in the media by education and age



). The same is confirmed by the question requiring respondents to self-identify their job position in details.

Chart 11: Monthly salary for the work carried out in the media by education and age

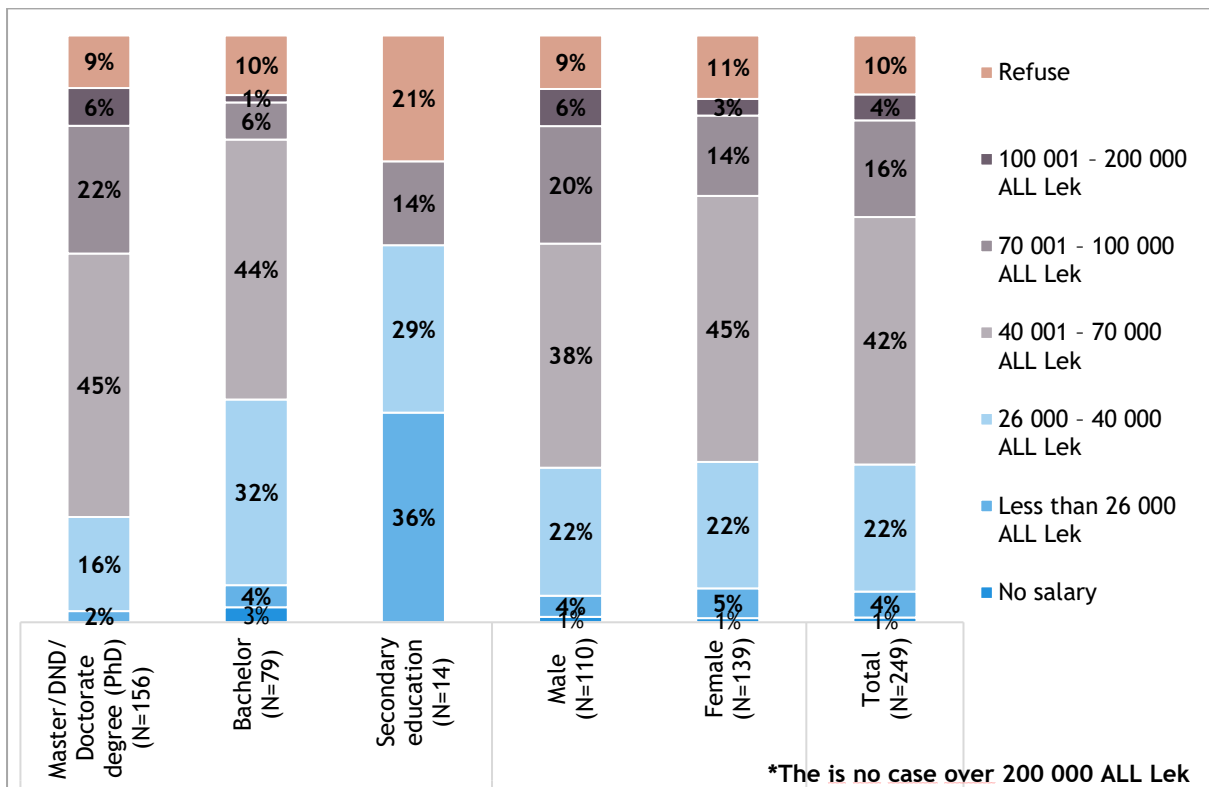


Chart 12: Which is your job position category?

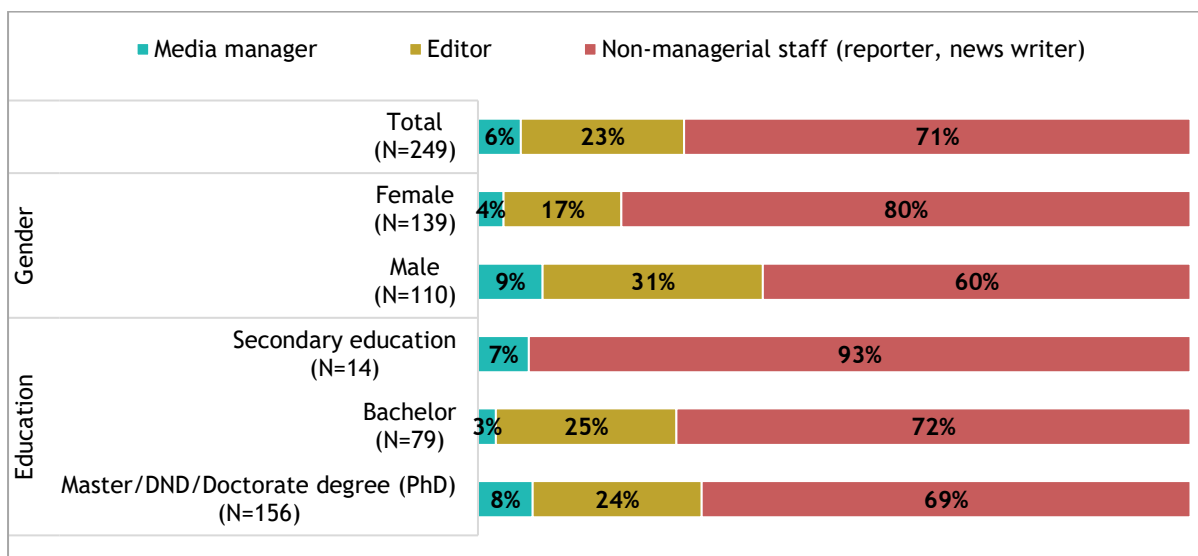
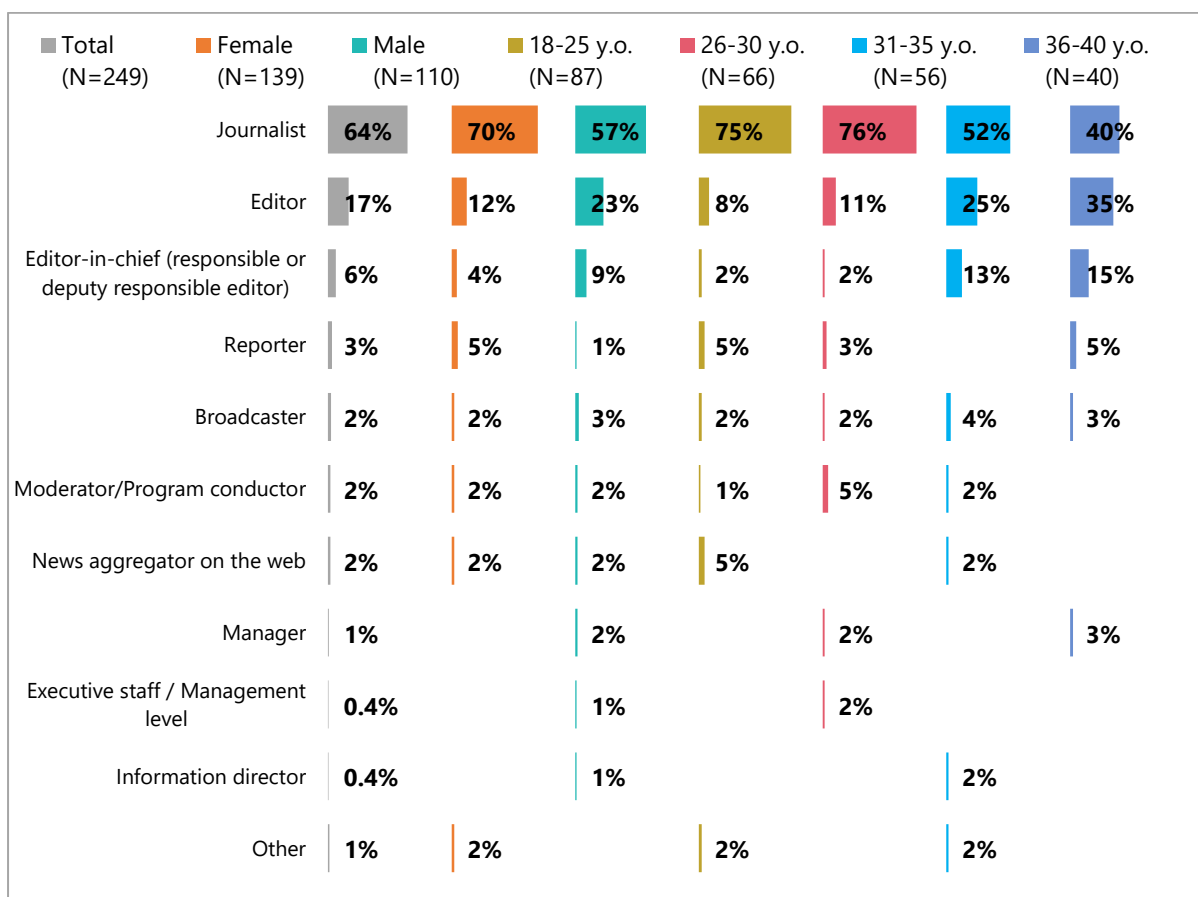


Chart 13: Specific job position

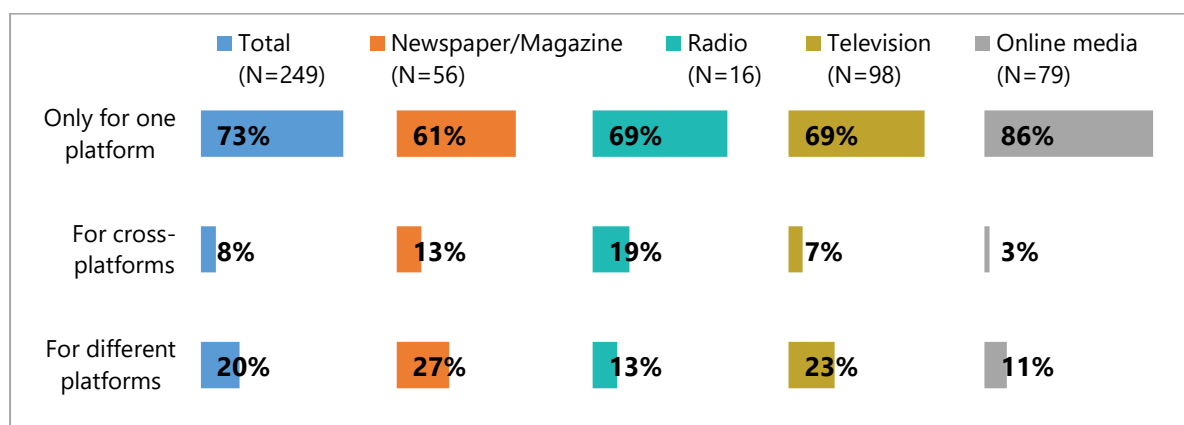


More than 70% of journalists or media staff taking care of content conception, collection and editing state that they are fully loyal to the media employing them when producing such content. Those conceiving a content to label it in more than one platform, i.e. in several platforms simultaneously (a reality known as *inter-media*) are quite few in number. Informative

or other content are produced in a pre-determined manner because they have been conceived to be published in stiff and preferential mediums (see Chart 14).

Due to the type of the media, it can thus be inferred that online media content are multimedia content and are automatically apply to cross-platforms. Actually, such platforms continue to produce content, the model of which is then trafficked by conventional TVs with an outdated content production concept, or when recently produced, they completely ignore the distribution network such as *youtube*, *social media*, *IPTV*, *live streaming* etc. Hence, they are multimedia only with regards to technology, but not in terms of distribution strategy or interaction with the audience.

Chart 14: Content of news prepared during common work by platforms



When asked whether the media they are currently working in has in place any norm regulating the daily or weekly working time, more than 60 % of media employees answered “yes”. But, data shown in Chart 15 below indicate that regardless of the education level, approximately 70% of respondents report working over 40 hours per week, and 10% more than 50 hours per week. Meanwhile, a percentage not to be undermined replied that their working time is undetermined, i.e. no “ceiling” has been set, as they are dependent on the media demands, which in most cases is a breach of Labor Code.

A figure supporting the above-mentioned is the number of news journalists or the editorial office produce in total over a one-week time span. Regardless of the media type, more than 50% of interviewees state that they produce over 20 news per week, an opinion shared by 80% of interviewees in the online media (see Chart 16). Actually, some testimonies reveal that a journalist produces or edits 20 news per day, which brings about the journalist’s professional burn-out and the information process destruction. There are two things of particular concern: There is no limit set in working time regarding a journalist workload, and there is no norm regulating the content production load. In this case, the media looks more like a sort of a workshop, rather than an editorial office.

Journalism in this case resembles to a craft with broken balances, because the working operations are apparently imbalanced, and journalists eventually are left with no regulated status based on all observable legal parameters and indicators. According to respondents' reports, when information collection takes up most of the time, other processes become almost impossible, since journalists' creative skills are used up for information aggregation and not

information processing. When the collection process is not given due priority all the time, a more balanced distribution of priorities regarding profession exercise is achieved. Information in Albania looks more of an endless harvest, since it flows unprocessed, virally and from media to media. Eventually, the journalist pays less attention to the coordinating work, or at least doesn't consider it a due priority, but rather gets absorbed into operations requiring a mix of different skills such as design for e.g. (See Chart 16: Number of news prepared on average during one working week

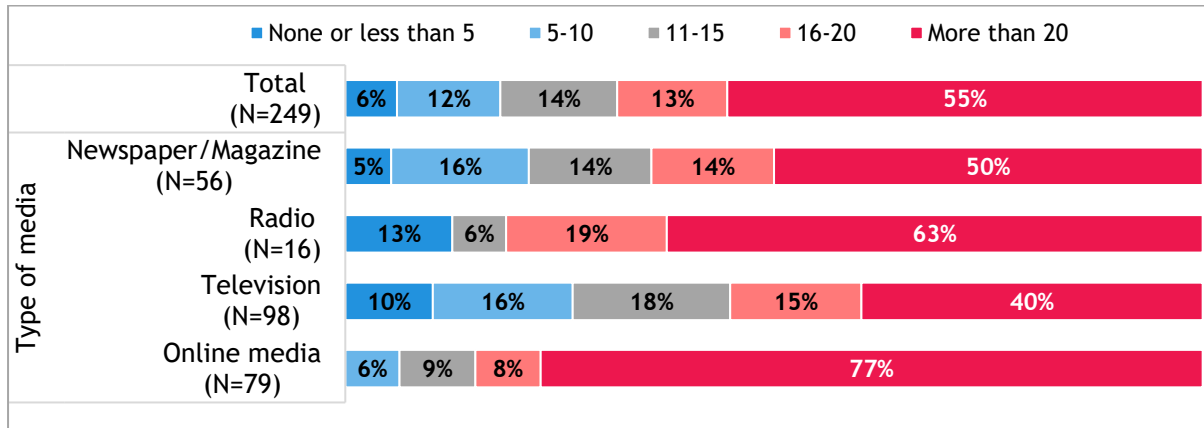


Chart 17)

Chart 15: Real working time per week (regardless the norm)

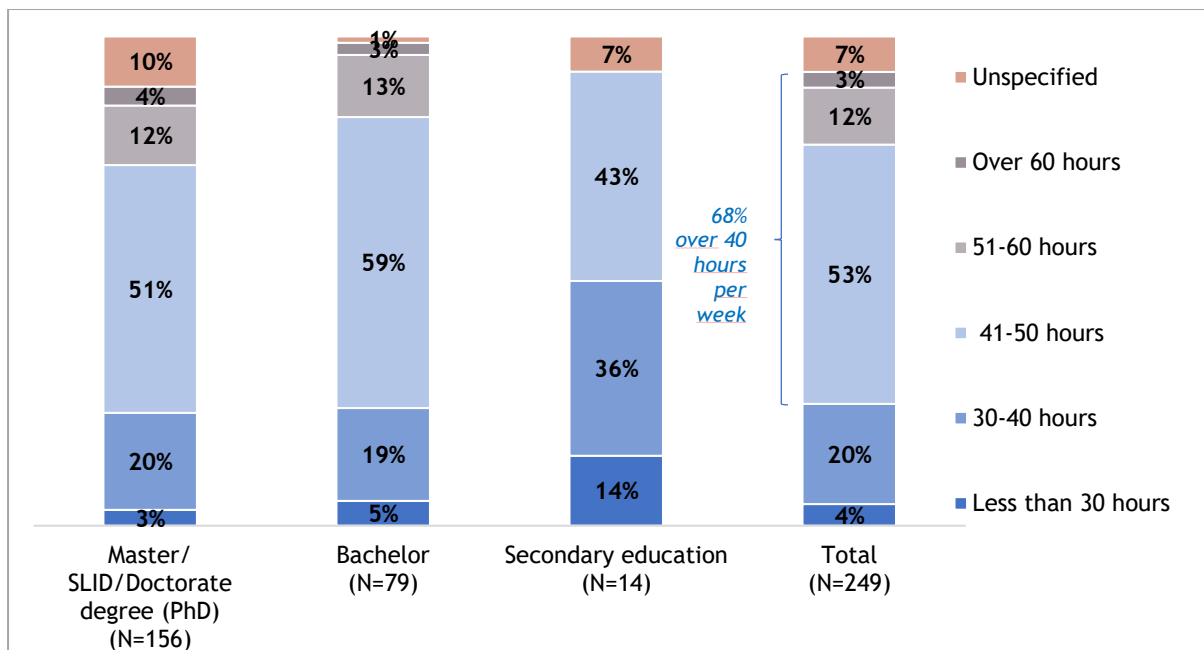


Chart 16: Number of news prepared on average during one working week

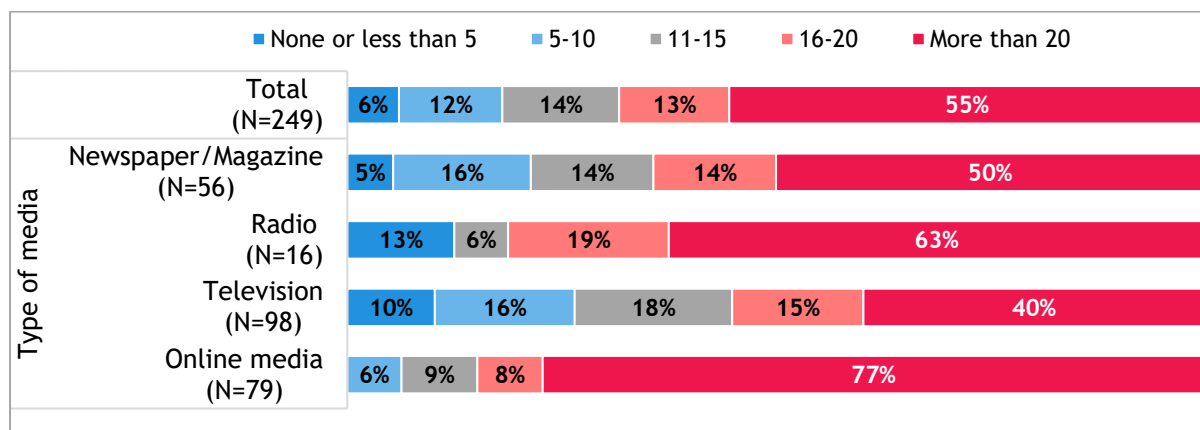
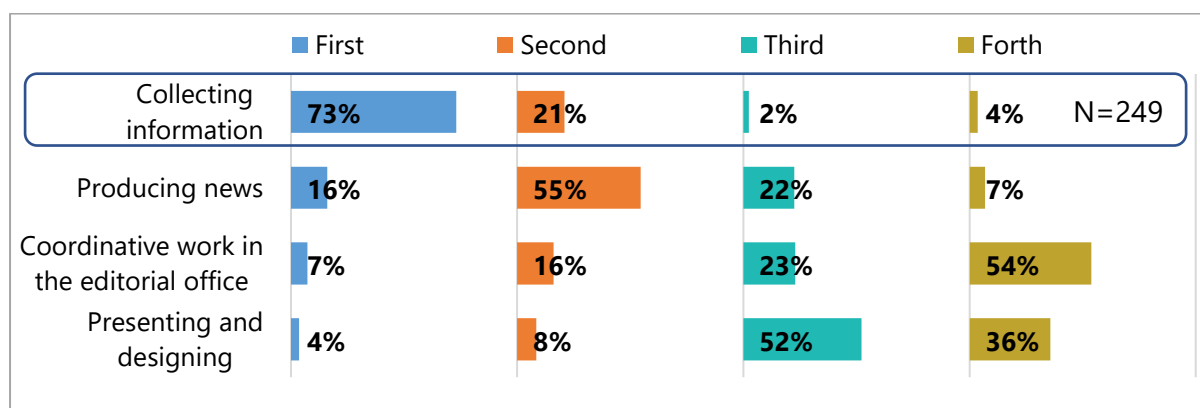


Chart 17: Ranking of operations from the most to the least time-consuming in a journalist's ordinary working week



When editorial staff responsible for content production was asked about which area of journalism craft requires the most qualification, over 60 % of respondents, regardless of their gender, answered “investigative journalism”. Whereas, 30% of respondents answered “economic journalism”; political journalism, chronicle journalism, social journalism, widely practiced in the editorial offices of Albanian media, were not considered as types of journalism that require significant qualifications. (see Chart 18). The conclusion is that the types of journalism craft in relation to content that are practiced less, require more qualification.

When asked about the hours dedicated to investigative journalism in the editorial office, over half of the respondents stated that there was a total lack of hours that could have been made available for investigation, whereas 80% of them, regardless of the type of media they are employed, have selected the answer where they dedicate no more than 5 hours per day for investigation. (See Chart 19). It seems that Albanian journalists do not have the possibility to exercise their profession at the highest levels of journalism, namely investigative journalism; they do that which is easiest, which does not require any efforts, which does not require long investigative hours; they do not uncover the truth hidden from public opinion, they disseminate trivial material, which the public can easily access by other means.

Chart 18: “In your opinion, which journalism area requires more qualifications?”

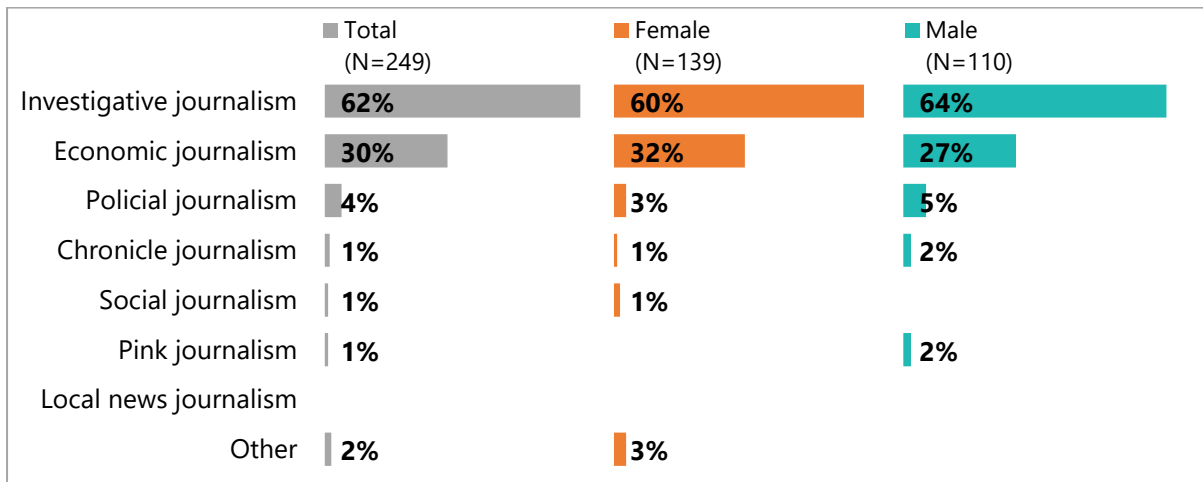
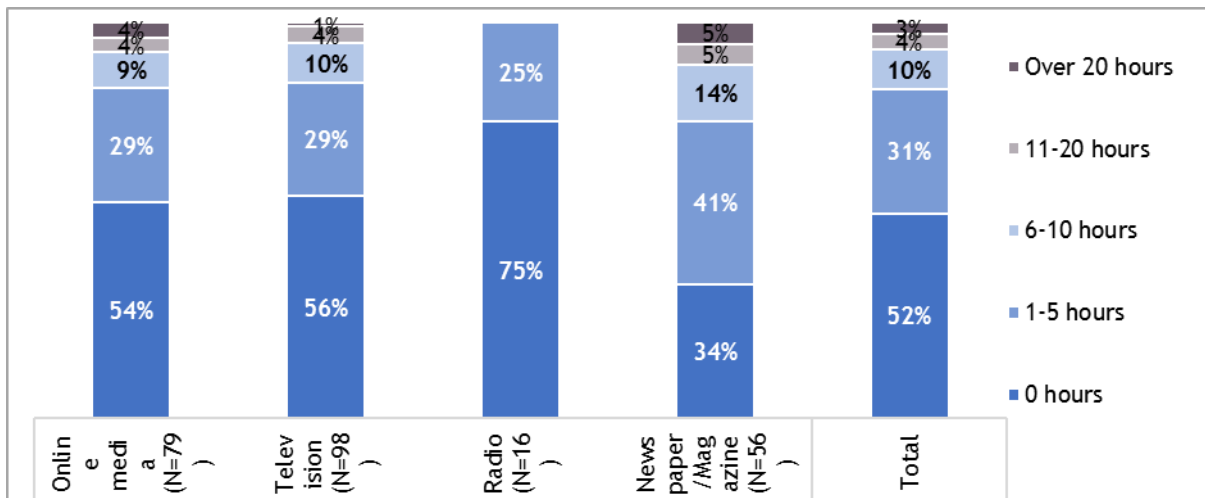


Chart 19: The number of average weekly hours that a journalist dedicates to genuine investigative journalism



Following what we have argued earlier, we may highlight that even though journalists, at least those who graduate from the Department of Journalism and Communication at TU, and specialize in a specific area, it results from the survey, that over 60% of them cover more than one area or write about everything, according to the situation, covering all possible areas based on the needs of the editorial office. (see Chart 20). The same trend is repeated everywhere, irrespective of the reviewed media, and the online media journalist continues the “vices” of the traditional media, covering a little from all areas- but nothing in depth.

It is not by coincidence that the market suffers from the lack of investigative journalism, since it requires professional skills, which cannot be developed in the working environment, where the journalist is not focused and specialized in specific areas or themes and cannot improve his/her skills based on long-term experiences, or is underpaid.

Chart 20: “During your work as a journalist, do you cover a specific area, or do you alternate from one area to the other based on the editorial office’s needs?” by gender and education

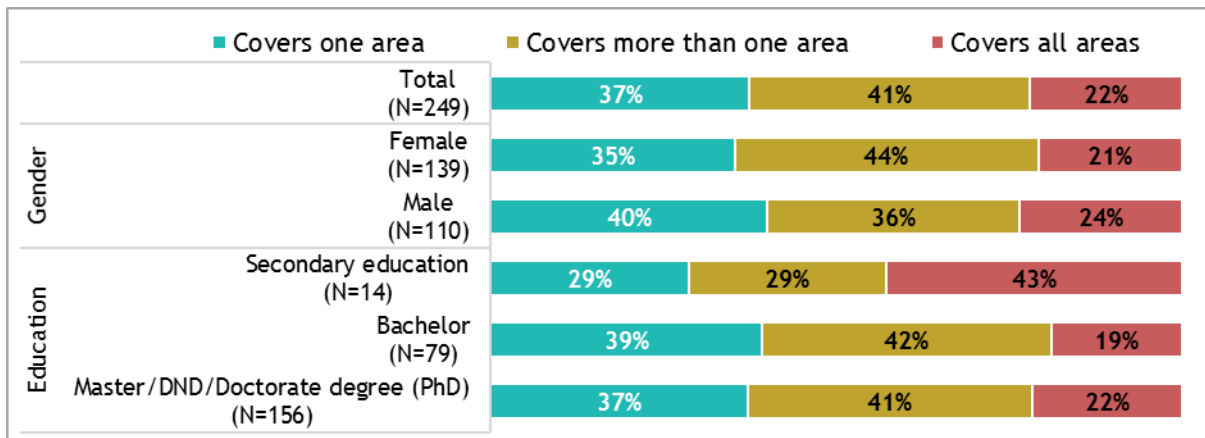
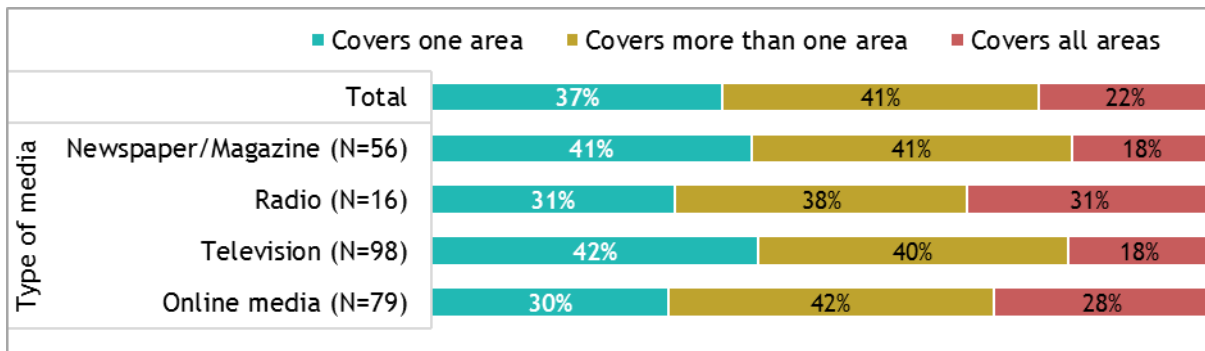


Chart 21: “During your work as a journalist, do you cover a specific area, or do you alternate from one area to the other based on the editorial office’s needs?” by media type



For some questions, the respondents were provided ready statements and were given the choice to score their truthfulness as it related to them. All these statements relate to the respondent’s university studies and have been disaggregated from several aspects. This was done to identify the emphasis. The expected score of the respondents has been designed from 1 to 10, where number “1” indicates the lowest score in correlation of each statement’s truthfulness and number “10” indicates the highest score, thus, showing the highest level of agreement with the related statement. The respondents largely agree with and give a high score to the statement that knowledge acquired during undergraduate studies is important to exercise the journalism craft. But, what stands out the most from the answers is the strong agreement with the statement that postgraduate education, or at least professional qualification, should definitely continue to be pursued, and through well adapted ways, 10 years after the beginning of employment (see Chart 22). There is wide consensus here, which goes beyond gender and the type of media where the respondents work. In fact, it becomes a greater priority with increased experience over time. (see Chart 23). This means that the role of education continues to remain crucial, and the role of universities is not only to provide diplomas for students, but also to draft strategies for continuous education, by keeping contacts with alumni and the market in general.

Chart 22: From 1 to 10, where 1 is “strongly disagree” and 10 is “strongly agree”, how much do you agree with each statement? – by gender.

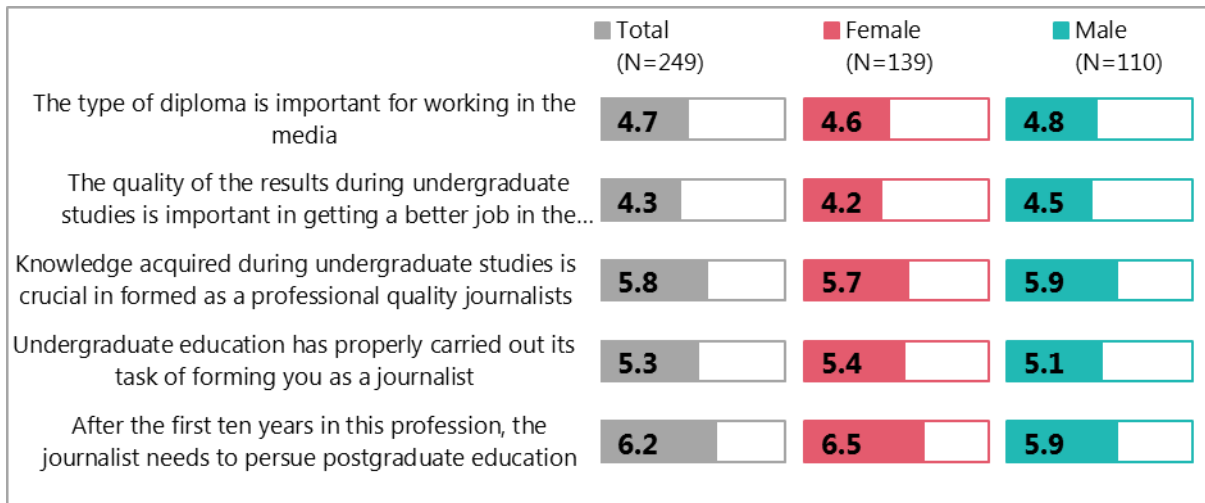
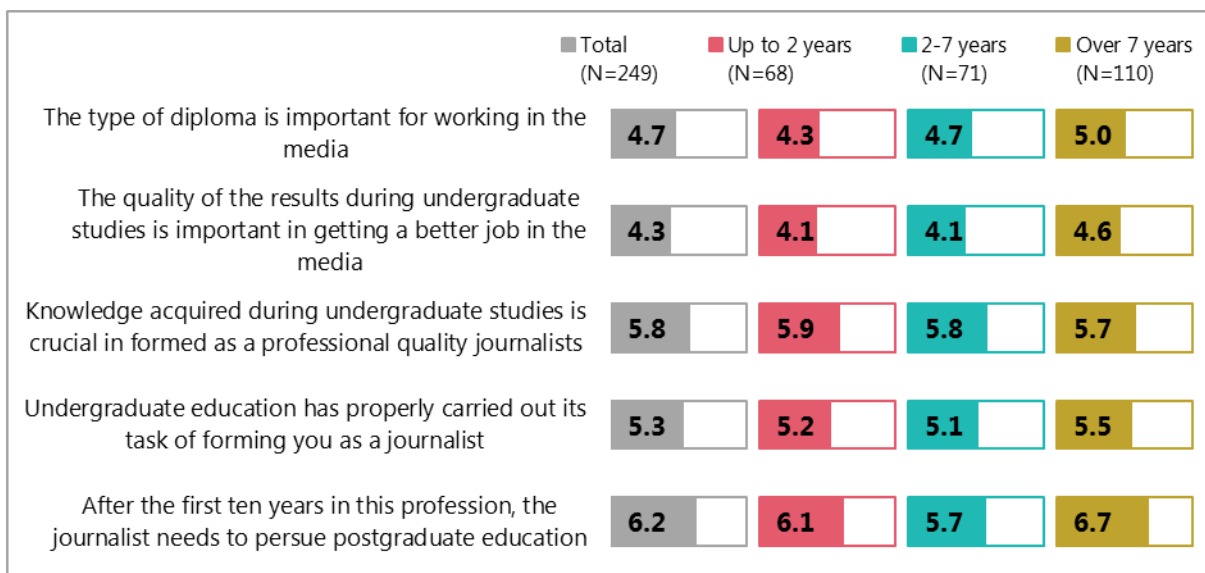


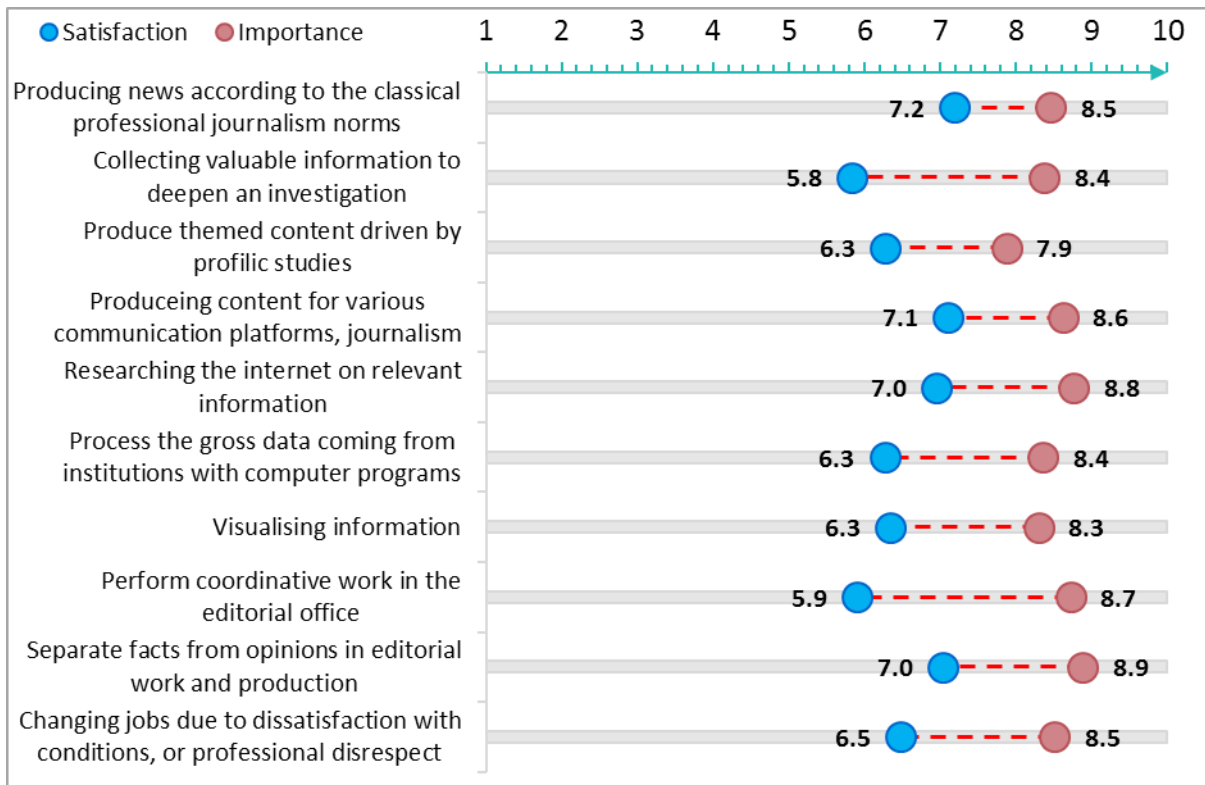
Chart 23: From 1 to 10, where 1 is “strongly disagree” and 10 is “strongly agree”, how much do you agree with each statement? – by work experience



Besides the point-grade scoring system, some of the basic skills that the University is expected to cultivate in the professional training of new journalists are: information collection, news production, visualization, separation of facts from opinion, coordinative work in the editorial office, should undergo a comparative assessment which measures at the same time, the satisfaction level that media staff achieve in their work, and the “universal” importance of these professional principles, despite of how much they have actually materialized. A great difference is noted between desired skills for coordinative work in the editorial office and the satisfaction level, which is shown in lower level compared other skills, which are considered as more fulfilled. The skill to deepen investigative work, is scored the lowest, while at the same time being the most wanted skill. Separation of facts from opinion, which is classified within formative skills, is scored with a 9. The production of themed content, also scores low, even though is not profiled among the most desired skills. (see chart 24)

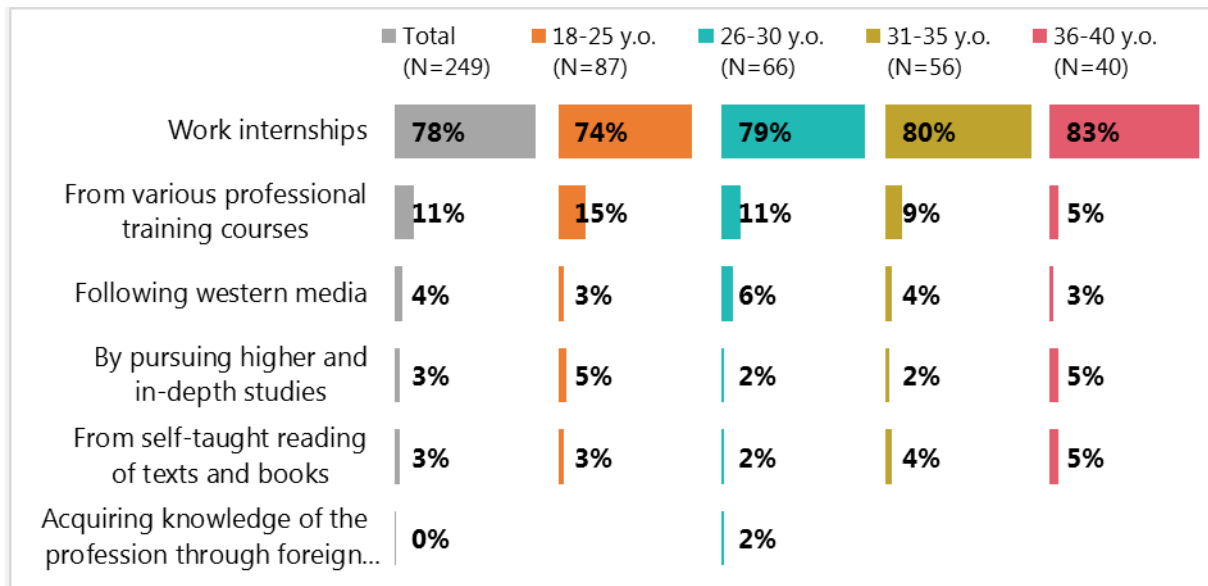
The engagement satisfaction level in coordinative work in the editorial office scores low, whereas the desire to get involved is high. From an initial analysis, we may say that the journalist seems excluded from managerial processes within the editorial offices, which do not pertain only to the financial aspect, but with the work organization, with decision-making about audience approach strategies, thus, to have a multi-tasking journalist, who is a product of converged editorial offices.

Chart 24: Satisfaction and skill importance ratio How satisfied are you from skills acquired by education? How much do you value the importance of these skills in order to do your job properly?



Even though the role of undergraduate knowledge is considered as strong and has an impact in their professional training, journalists are also clear about what can professionally improve them, beyond undergraduate studies. In this case, “work internship” in media seems to be their highest preference (see Chart 25). The role of knowledge acquired during undergraduate studies is confirmed, more than once, as insufficient to provide practical skills, applicable in work operations.

Chart 25: In order to improve their qualification, journalists benefit the most from ...

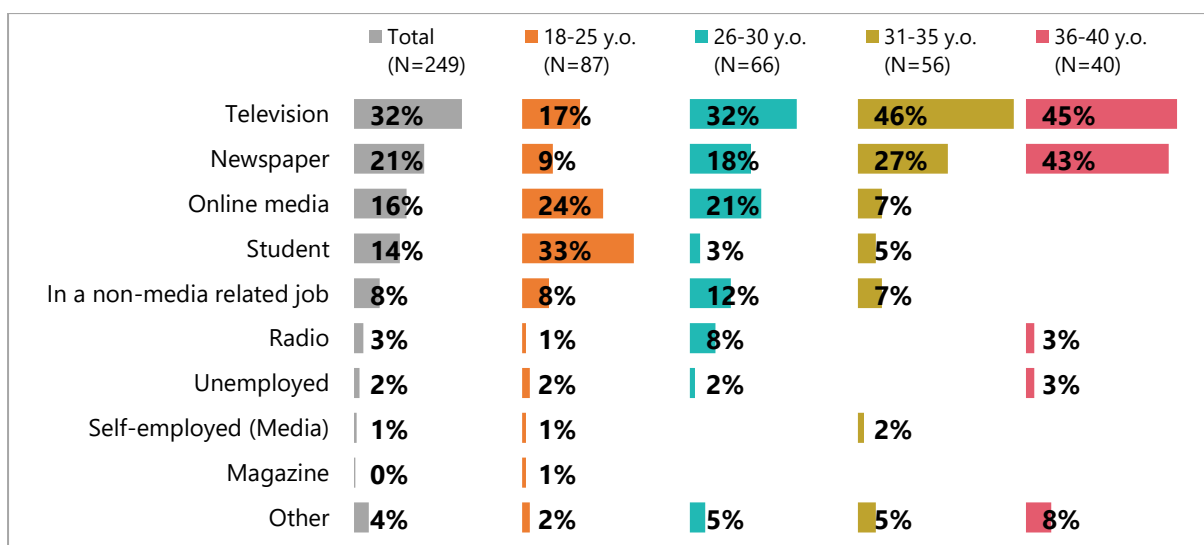


Labor market flexibility

Labor market flexibility is an important aspect as regards to the opportunities provided to professionals who exercise their activity in that market, as well as to the market's sustainability.

The employee's flexibility skill to orient and reorient him/herself in the labor market is displayed in several parameters. For example, it is related to the ability or inability to transit from being a university student to seeking for jobs in the labor market; the ability or inability to change jobs; the ability or inability to keep the same job, etc. The survey data clearly shows that employees are shifting from traditional media to mainly conventional TV and from print newspaper to new types of media (see Chart 26).

Chart 26: "Where did you work before changing your job?"

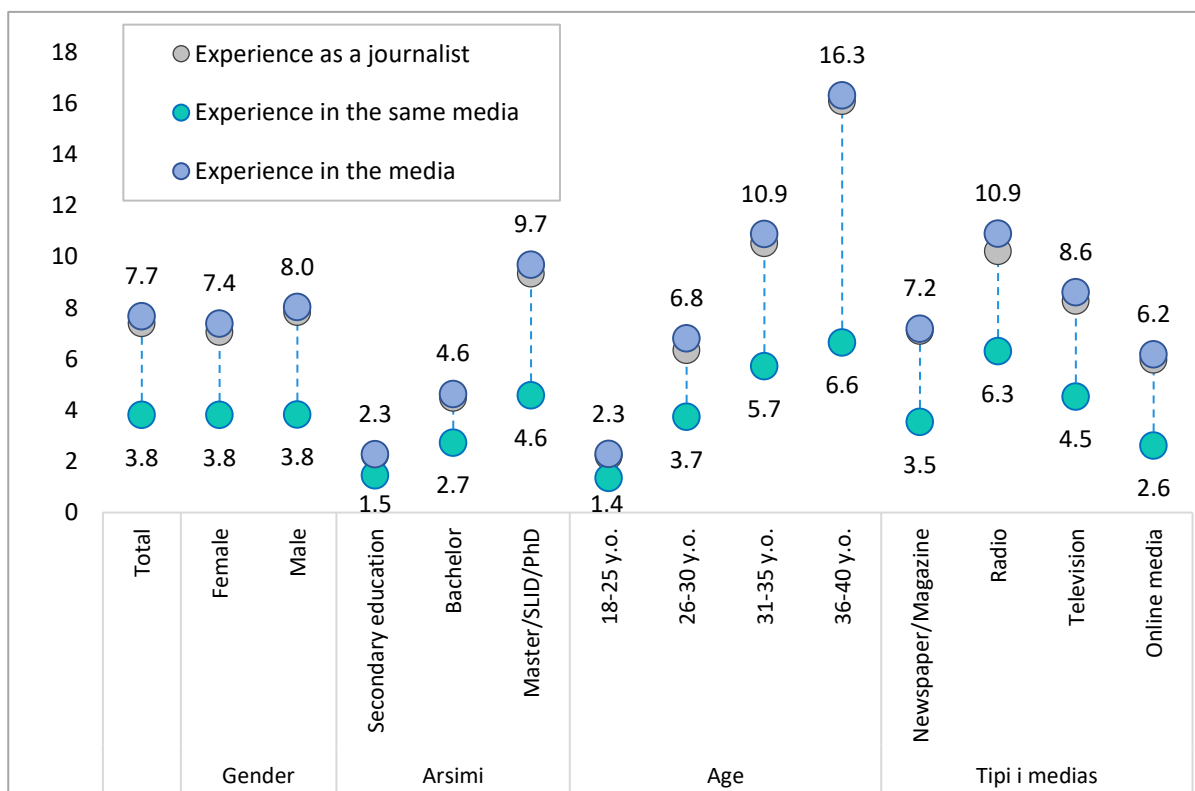


Meanwhile, in order to understand media employee sustainability within the same profession and within the same media outlet, all we need to do is gather the comparative data for the years

during which they have worked in the media, the years they have worked as journalists and the years they have worked within the same media outlet. We find that if in traditional media, the period of stay in the same media outlet is almost repeatedly half of the years spent in the same media; as regards to online media, years of work in the same media outlet equal to 1/3 of work years which respondents state they have been employed for. (see Chart 27).

According to the respondents, and given their seniority, work years in the media result to be higher than work years in a certain media outlet. Although mobility is present in the media market, if we were to make a simple calculation, we could say with certainty that a media employee has spent at least half of his/her career at the same media outlet. The previous has very rare exceptions.

Chart 27: Comparison of experience in the media, within the same media, and as a journalist (throughout the years)



How long had you been graduated for when you found a job in the media? In Chart 28 we notice that the transition period from the recently graduated student status to the media employee is very short. Moreover, a large majority of them, approximately 30% of the respondents, stated that they have worked during their studies, thus undergoing their transition from studies to work during the time that they were studying. The data is interesting because they prove that the older the respondents, the less possible it is that they have worked during their studies. On the other hand, the number of respondents who were employed one year after their graduation, seem to be older. Likewise, graduates are provided with more opportunities for finding a job within the first year of their graduation. (see Chart 28)

Television prevails as an employment opportunity for young journalists, giving them the chance to work during their studies. Newspapers provide the same opportunities. As regards

working within the first year of graduation, the distribution is equal among newspapers, TV and online media. (see Chart 29 Chart 29)

Chart 28: How long after you received your Bachelor Degree did you get employed in the media? – by age

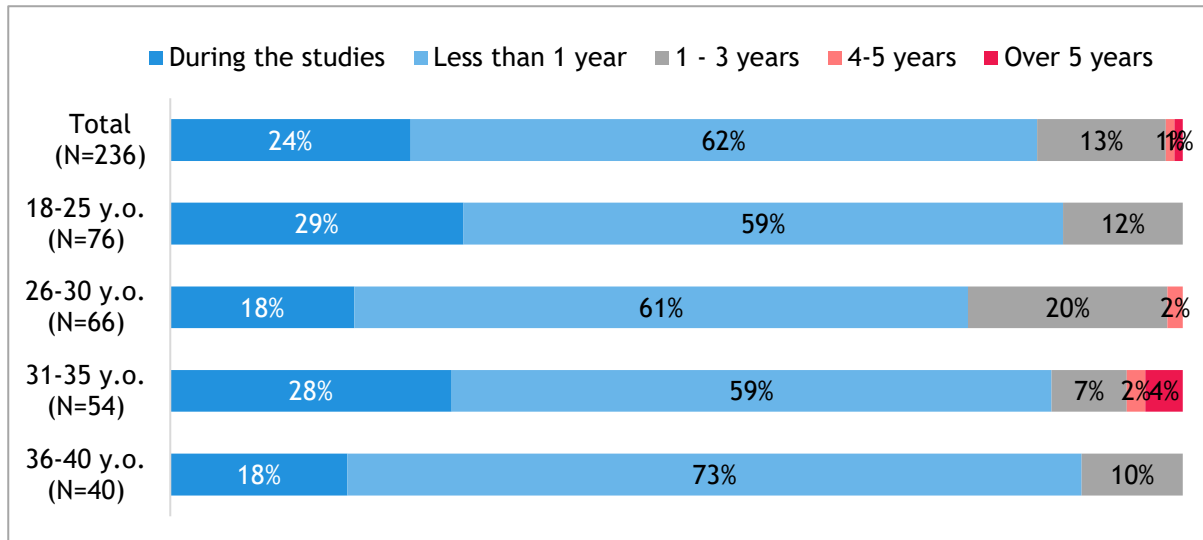
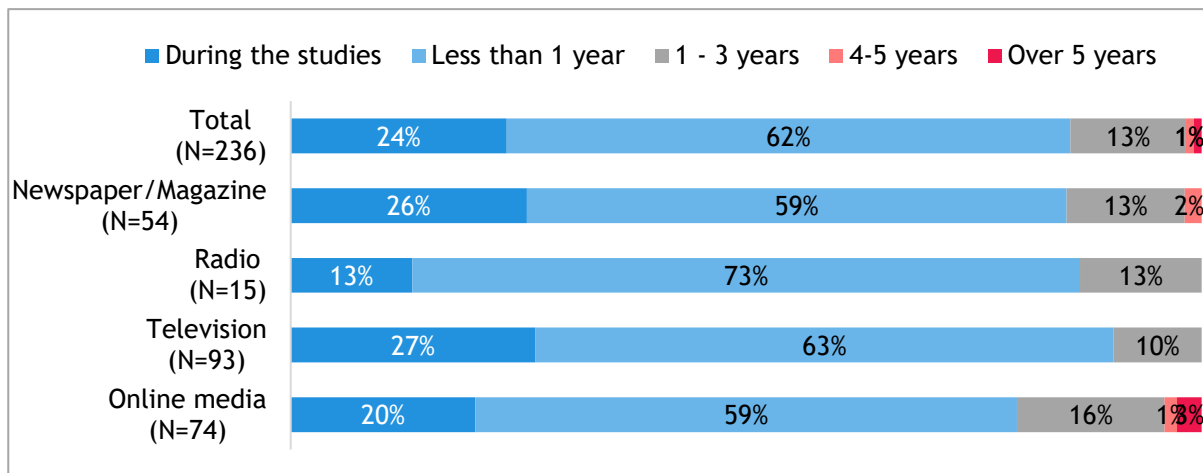


Chart 29: How long after you received your Bachelor Degree did you get employed in the media? – by type of media



It is obvious that the job chosen during studies is not one they aim to be at forever. It is the first chance they get to experiment. There is no doubt that there are cases when this choice is made for pure pragmatic reasons. One of those reasons is that it interests them on the economic aspect for the time being. Although we are not aware of a student's work years at a certain media outlet, it is clear that in general, the sector remains unchanged. However, we cannot distinguish how the transition from media to media has occurred. This will be determined in future researches. The choice a journalism student makes regarding his/her study profile in one of the information areas that the media covers does not determine the sector they will cover when they work as journalists. This is considered a normal practice.

Firstly, due to the fact that a choice made during studies does not determine someone's professional preferences for all his/her life. Secondly, when being offered a job, the journalism

graduate reasonably does what his/her employer suggests and does not refuse such an offer, in exchange of a brief specialization that is done during their studies. Thirdly, it is clear that due to work needs, media outlets do not even take into account university specializations or experiences gained when deciding to change profession. This is very rarely taken into account for a small number of journalists and anchors or maybe for reporters that have established a reputation in a specific area of coverage, such as: latest news (see Chart 31 and Chart 30)

Chart 30: “Do you currently work at the same media where you worked during your studies?”

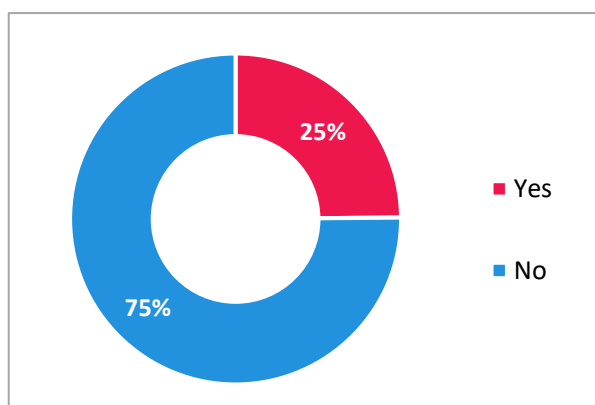
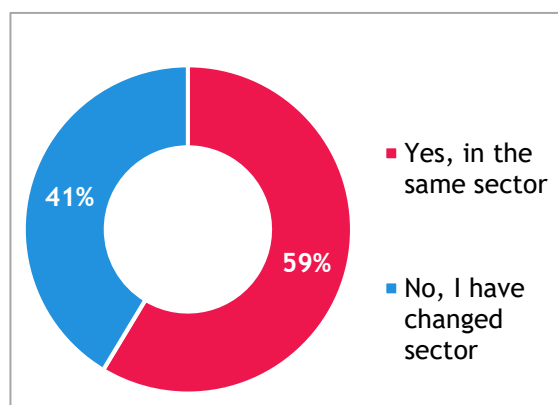
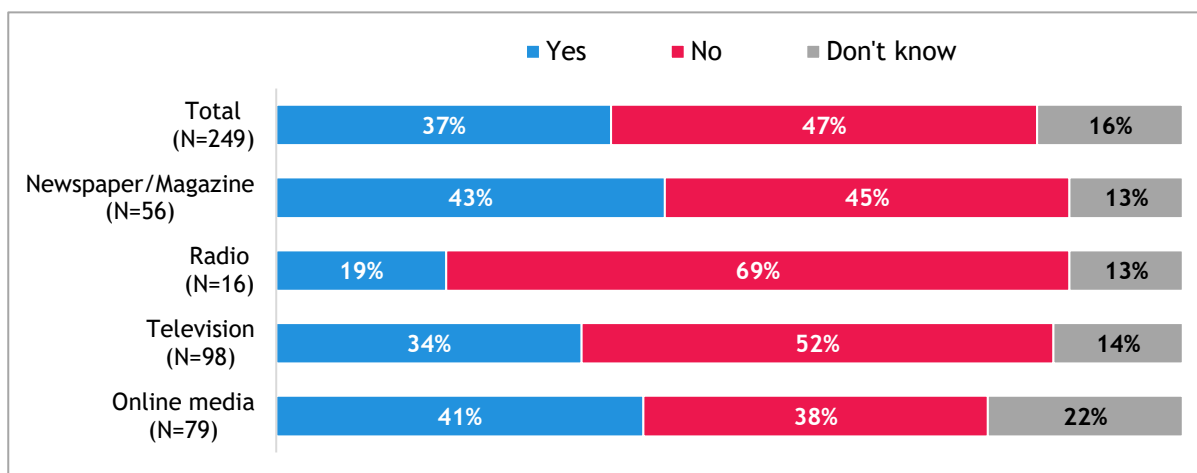


Chart31: “Do you cover the same sector, or have you changed it from when you first started working at the media where you currently are?”



Since the question: “the media sector where journalists work or wish to work in” has been answered to, we will pass on to the next question, which oversees the conditions due to which someone chooses to stay in a job. Question: “If he/she had the chance, would he/she change his/her job?” - approximately 40% answered with “yes”, approximately half of them with “no”, while the remaining part with “I do not know” (see Chart 32). Based on the journalists’ medium of employment, we place an emphasis on the fact that over 40% of the respondents working in online media, are not sure whether they still want to be in that job position, or not. The most “loyal” employees result to be those working at radios, while those working in television and newspapers are in second place.

Chart 32: “If it were in your hand, would you have changed your current workplace?” – by type of media



The following question was asked to the respondents, including those that are “to a degree” loyal to their job: “Why would you quit your current job?” Respondents who express that they are not satisfied with their current job list the desire to earn more money as the main reason for quitting. Many respondents, regardless of gender, list a better job as one of the reasons (see Chart 33). Journalists and media employees from 18-25 y.o. list economic reasons and better working conditions as reasons that would convince them to change their job, while older generations list being appreciated and having a job that they like more as their priority reasons (see Chart 34). Youth is in search of success, while older employees seek more meaningful things.

Chart 33: “Which would be your main motivation to change your job?”-by gender

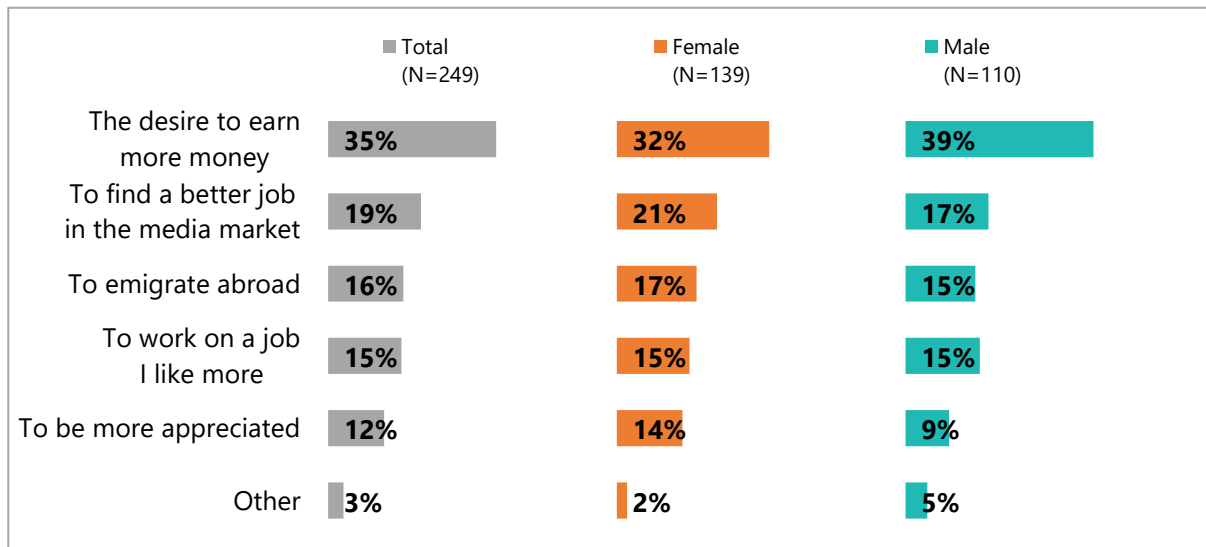
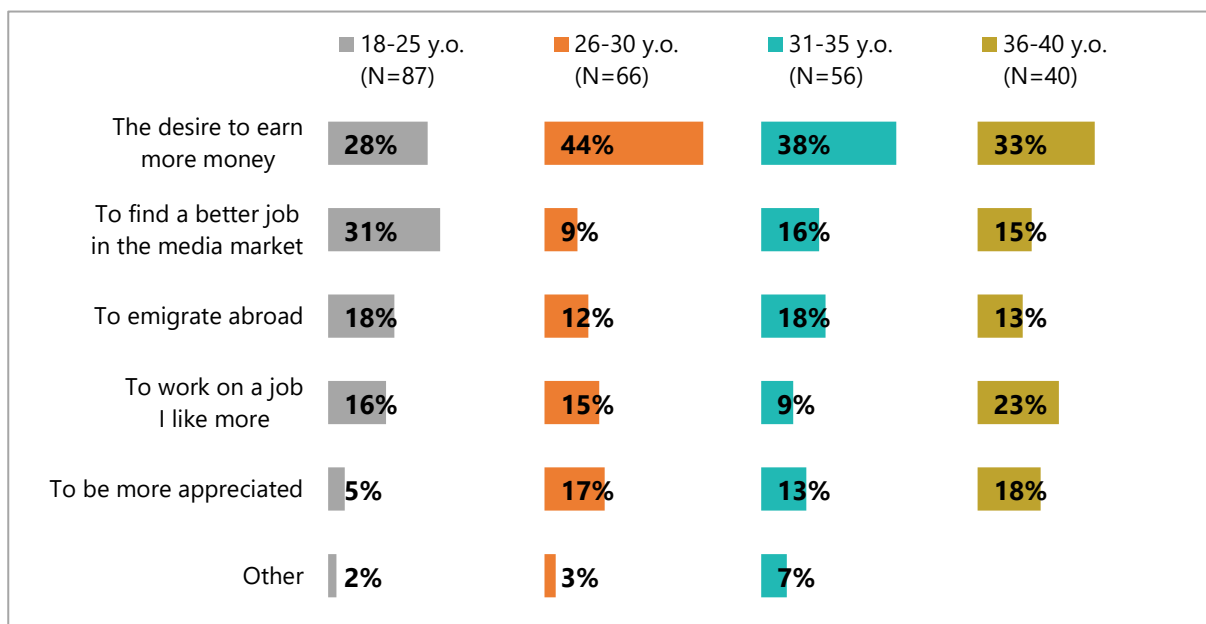


Chart 34: “Which would be your main motivation to change your job??”-by age



4.4 The journalist's social and socio-professional status

When financially or symbolically evaluating themselves, media employees say with confidence that they are part of the medium income strata (see Chart 35). They consider themselves to have medium income, however 20% of them consider themselves to have the same status as the little income strata. Regardless of their work experience, this opinion remains unchanged, on the contrary, it is getting even more reinforced. (see Chart 36)

Chart 35: "In which social strata do you think you belong?" - by level of education

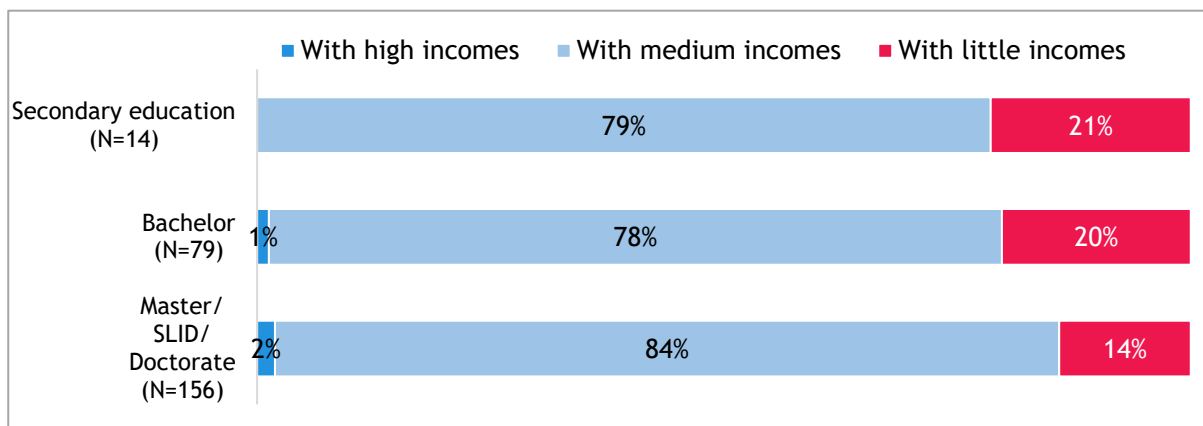
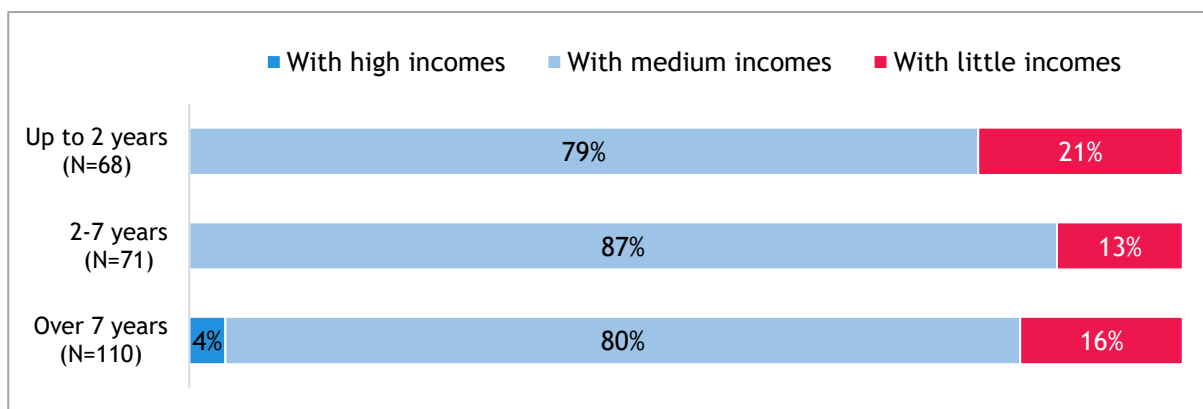


Chart 36: In which social strata do you think you belong – by work experience



Another question was on how the journalist feels in the media system where he/she works, whether his/her dignity is respected in the workplace, and specifically the relation he/she has with the owners of the media where he/she is employed. The answers do not make place for ambiguity, since 60% of respondents state they are appreciated by the owners (see Chart 37). However, journalists express that they are not appreciated enough by politicians. The majority share the opinion that they are thought of simply as employees, and no more than that. They feel that politicians do not consider them to have a special status. A considerable part of them think that politicians consider them as “invisible”, unimportant, as if they do not exist (see Chart 38). It seems that they are appreciated the most by colleagues and a considerable part of them express that their relationship is characterized by solidarity. There seems to be a slight

rivalry among them, however the percentage is much lower than the other alternatives. (see Chart 39)

Chart 37: “How do you feel in relation with the owners and directors of your media?”

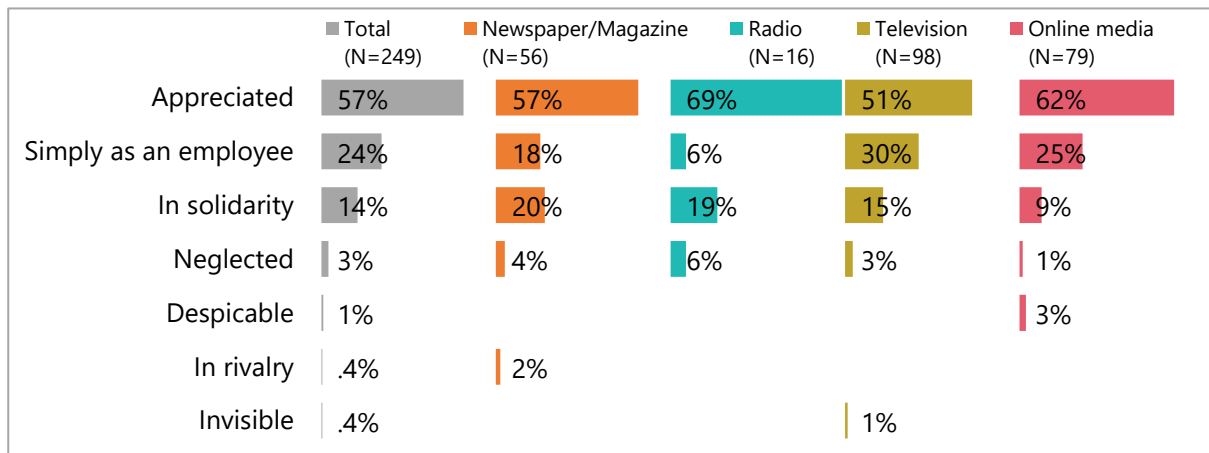


Chart 38: “How do you feel in relation with politicians?”

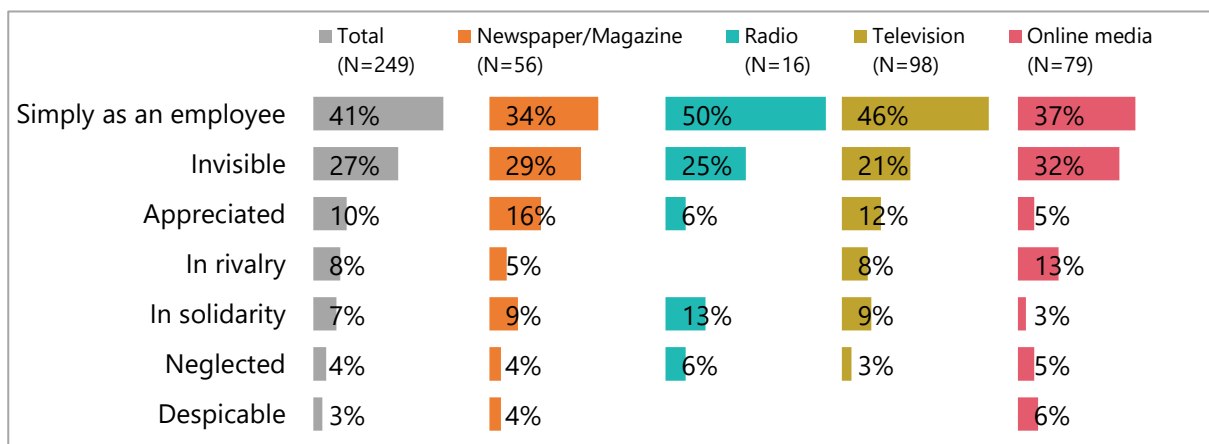
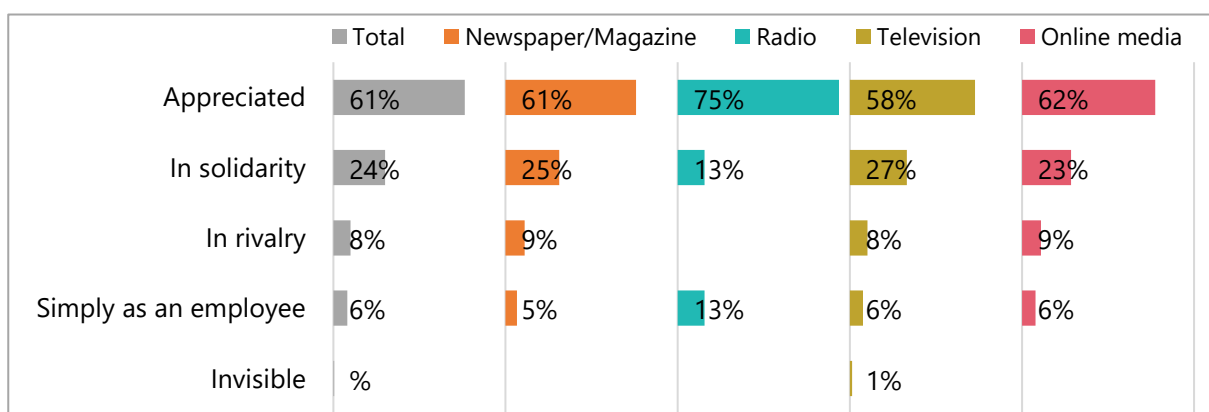


Chart 39: “How do you feel in relation with your colleagues?”



As regards to how journalists financially evaluate themselves in comparison to colleagues who work in the same sector, those who work in television state that they are not satisfied with their salary, when comparing it to what their colleagues earn. Approximately half of the respondents

consider these differences in salaries as “not justified”, while 30% consider them to be normal. (See Chart 40)

In general, journalists express that they are not censored, however, the areas of television and newspaper seem to be slightly censored. 50% of respondents who work at newspapers state that they are “slightly” or “somehow” censored, and the same opinion is shared by 50% of respondents who work in television (see Chart 41). It seems that the agencies censored the most are traditional media, or maybe they are simply the ones where censoring is made more visible. The reason behind this might be the fact that very experienced journalists work for, or journalists who are more skilled in identifying and reporting it.

Chart 40: “Do you consider differences in salaries within the media system as:”

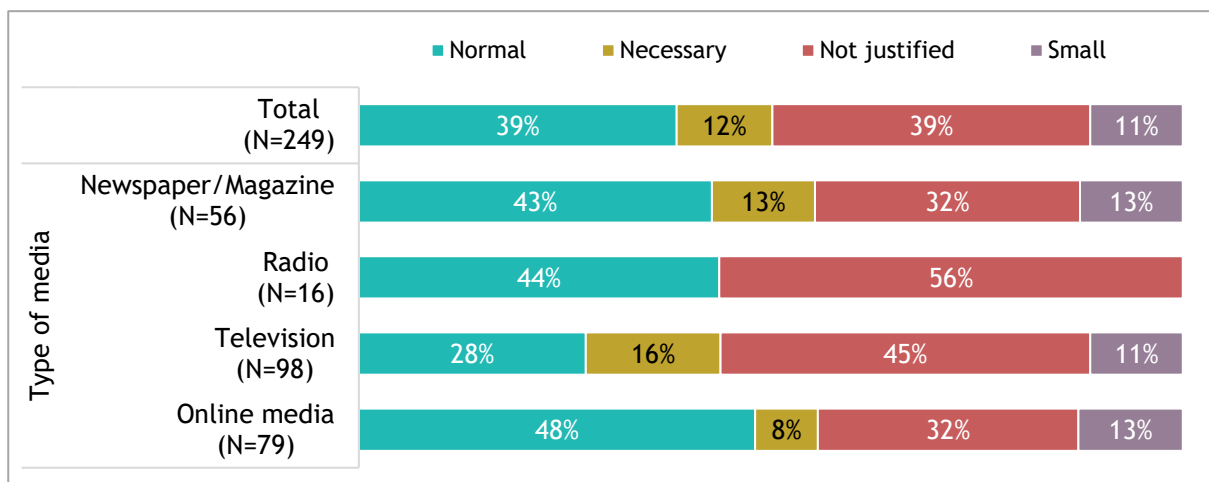
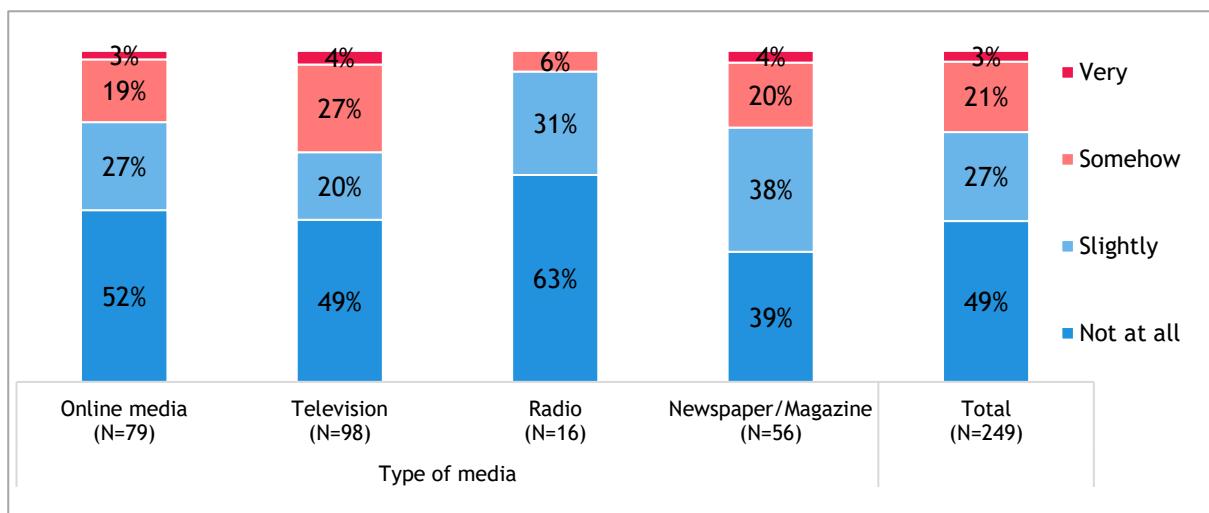


Chart 41: “Do you feel that your activity is censored?”



5 Conclusions

The following conclusions were drawn from the data gathered from the survey on the situation of the labor market for the journalists who have graduated from the Department of Journalism and Communication at UT, compared to other journalists:

- ▶ The professional and social situation of the said journalists, as well of other journalists, is below the expected level for quality journalism, below the criteria for exercising the profession in accordance with contemporary standards, which enable them to be the transmitters of the public opinion.
- ▶ Albanian journalists are virtually deprived from the opportunities to perform investigative journalism. This is due to not only the fact that this type of journalism is currently very expensive and almost impossible to be performed by a commercial or public media, which is completely controlled by the government, but also due to the fact that in the majority of the time, Albanian journalists perform support of mechanical processes, such as aggregating news from the web, or gathering statements given by politicians according to declarative journalism models.
- ▶ Although the Albanian journalist harnesses all the skills for performing quality journalism while he/she is studying, when working in the profession, he becomes a transmitter of information, instead of producing, conceptualizing and creating content. He/she transmits information from the web towards conventional media or web portals, from public relations offices towards the media, or from politicians' statements to the media. Albanian journalists rarely come across with the opportunity to carry out in-depth analyses due to the fact that the few opportunities that exist, are in the hands of a limited number of journalists or analysts who in fact broadcast propaganda in favor of a certain political party, instead of doing what they should be doing, which is journalism.
- ▶ It is clear that the hierarchical focus of media ownership is completed by the journalists' hierarchy pyramid, in which you can find a vast number of reporters and information gatherers, and another group of well-paid employees, who moderate political TV shows, or monopolize analysis columns in newspapers or online portals.
- ▶ The labor market is generally not sustainable, displaying massive transitions from conventional media towards online media, as well as consistent change of job positions.
- ▶ The work performed by Albanian journalists is far from what is required of a journalist who exercises the profession in the digital media conditions. However, he/she is not to be blamed for this. He/she does not work under the conditions which enable interaction with the public, autonomy and the right to broadcast direct on-site news on the web, live reactions while on-site, and categorically to give the public a voice in order to create content. The Albanian journalist is overloaded with work, is obligated to produce a considerable amount of news and not to focus on analyzing the information. His/her

experience profile according to the areas where he/she has worked is not taken into account.

- ▶ Journalists list themselves in the medium income strata as regards to income, however these incomes are measured according to Albania's modest level. Their income hinders them from enriching their culture, traveling, etc., which is in turn reflected in the journalists' cultural level.
- ▶ There are also journalists who feel that they are despised in their workplace and who state that they belong to the little income-poor strata, etc. The journalist feels weak and inferior to the politician who pressures him/her through the owner of the media.
- ▶ Convergences and differences exist among the level and diversity of theoretical knowledge and practical competences that students acquire at the Department of Journalism and Communication at UT and the labor market criteria for well-educated and skilled journalists, which should be analyzed and interpreted. As the survey suggests, the professional practical skills should be enhanced during education. It is true that some of the respondents think that a gap exists between what they have acquired during their education and what their profession practically requires of them. As the survey suggests, the gap between the education level and exercising the profession of a journalist is wide, due to the fact that the journalist performs low difficulty tasks in the labor market, while the range of knowledge he/she acquired during his/her studies, is much larger than that.

The compatibility between the content of education with labor market criteria should not always be considered as positive. This is truer especially in the cases when the labor market criteria for the said profession are lower than the standards that the profession should have at contemporary level. In this case, education should play a role in improving the indicators for exercising the profession.

- ▶ It results that a considerable number of journalists have started their professional commitment during their studies. An emphasis should also be placed on the fact that a vast majority of them professionally become part of media outlets within the first year of their graduation. This is another good example in favor of the conclusion that higher education assists in and enables the favorable inclusion of graduates in the labor market. Meanwhile, it results that journalists think that bachelor studies are sufficient for competing in the journalism labor market, thus leading them towards not choosing to continue with their masters, which is more oriented towards media management, public relations and marketing.
- ▶ The survey data clearly state that education should offer support for the journalists' training some years after finishing their studies. This is considered as a lifelong training. Perhaps such conditions would require that students be informed in detail and during an extended period of time, based on the idea that: Studying at a master program is the journey towards current and future mass communication professions, and not towards report journalism professions. This would be the best guide for helping students choose their desired study levels and cycles.

In conclusion:

- ▶ A grass root journalist should be able to create alliances with powerful actors in control of information, such as: Media outlet owners, high-end and well-paid journalists with leading positions in the media system, powerful politicians and important promoters who buy publishing or editing time and space for their commercials. The journalist who should strengthen the role of the citizen individually or as a public collective opinion, is in a difficult socio-professional situation and has a weak social status. In these conditions and without an essential improvement of the legal framework which regulates the journalist's status and working conditions, we should not keep our hopes up that the journalists will perform their role as guarantors and safeguards of democracy.

Appendix - Additional documents

Questionnaire used

G1; Interview date:	___ / ___ / 2019
G1f; Starting time	___:___
G2; Type of media	1. Newspaper 2. Magazine 3. Radio 4. Television 5. Online media
G3; Media (note the media outlet)	_____

Presentation

Greetings, I am a student of the Department of Journalism and Communication _____, and in cooperation with IDRA, a research institution, we are conducting a research on the journalism labor market in Albanian media. You have been randomly selected, and we ensure you that your answers will be strictly confidential, and the results will be displayed as group results. We would highly appreciate your cooperation. This interview will not take more than 15 minutes of your time.

Do you have any questions? May we start?

D. SOCIO-DEMOGRAPHIC DATA					
D1. Gender			1. Female 2. Male		
D2. Age			_____ years old		
D3. Place of birth					
D3a. Region of birth			1. Berat 7. Korça 2. Dibra 8. Kukës 3. Durrës 9. Lezha 4. Elbasan 10. Shkodra 5. Fier 11. Tirana 6. Gjirokastra 12. Vlora		
D3b. Area of birth			1. Urban area 2. Rural area 3. Urban suburb (Vora, Kamëz)		
D3c. Municipality (according to the reform)			_____		
D3P. Parent's place of birth			1. Both in urban areas 2. Both in rural areas 3. One in an urban area, and the other in a rural area		
D4. Which is the highest educational level or degree that you have obtained?			1. Secondary education 2. Bachelor's degree 3. Second level integrated degree 4. Master's degree 5. PhD 6. Other (specify) _____		
D5. Please tell us which university you have attended and what have you majored in?					
D5a. Bachelor's degree			D5b. Master's degree / SLID		
1.University	2.Profile	3.Year of graduation	1.University	2.Profile	3.Year of graduation

1. U. of Tirana 2. Polytechnic University 3. Agricultural University of Tirana 4. U. of Arts 5. U. of Shkodra 6. U. of Elbasan 7. U. of Korça 8. U. of Gjirokastra 9. U. of Vlora 10. U. of Durrës 11. Another public university 12. Another private university 13. University abroad	1. Journalism - Communication (UT) 2. Journalism-communication sciences (other Uni) 3. Human and social sciences 4. Engineering science 5. Natural and other exact sciences 6. Human sciences, medical sciences 7. Technological sciences 8. Other profile	____ - ____	1. U. of Tirana 2. Polytechnic University 3. Agricultural University of Tirana 4. U. of Arts 5. U. of Shkodra 6. U. of Elbasan 7. U. of Korça 8. U. of Gjirokastra 9. U. of Vlora 10. U. of Durrës 11. Another public university 12. Another private university 13. University abroad	1. Journalism - Communication (UT) 2. Journalism-communication sciences (other Uni) 3. Human and social sciences 4. Engineering sciences 5. Natural and other exact sciences 6. Human sciences, medical sciences 7. Technological sciences 8. Other profile	____ - ____
Profile=1 "Journalism - Communication (UT)", ask: D6. If you have studied journalism at UT, what was your profile?			1. Political orientation 2. Economic management orientation 3. Socio-cultural orientation 4. Public relations orientation 5. European journalism orientation 6. General journalism 7. Other orientation_____		
P. EMPLOYMENT					
P1. What is your employment status?			1. Full time employee 2. Part time employee 3. Independent (Freelancer) 4. Self employed 5. Voluntary employee 6. Internship 7. Other_____		
P2. What type of contract have you signed with your employer?			1. Indefinite term employment contract 2. Fixed term employment contract 3. Consultancy agreement (royalties) 4. Media internship 5. Other_____		
P3. Under which category does your monthly salary (working in the media) fall?			1. Unpaid 2. Less than ALL 26 000 3. ALL 26 000 – 40 000 4. ALL 40 001 – 70 000 5. ALL 70 001 – 100 000 6. ALL 100 001 – 200 000 7. More than ALL 200 000		
P4. Under which category does your job position fall?			1. Media manager 2. Editor		

P4_1. Which is your specific job position?	3. Non-managerial staff (reporter, news writer) 1. Executive Staff/Management level 2. Manager 3. Information director 4. Editor-in-chief (responsible or deputy responsible editor) 5. Editor 6. Journalist 7. Reporter 8. TV show author/ Producer 9. Moderator/Program conductor 10. Speaker 11. Web news aggregator 12. Other (specify) _____																									
P5. During your work you prepare news content:	1. Only for one platform (e.g. Print media, web, radio, television, etc.) 2. Cross-platforms (used simultaneously in several platforms) 3. For different platforms (create content for the web, print media, television, radio, etc.)																									
P6. Do you have a set number of working hours that you need to carry out during a week?	1. Yes 2. No 3. No response																									
P7. Regardless of your work rate, how many hours do you really work in a week?	1. Less than 30 hours 2. 30-40 hours 3. 41-50 hours 4. 51-60 hours 5. Over 60 hours																									
P8. How many news articles do you prepare in a work week?	1. None or less than 5 2. 5-10 3. 11-15 4. 16-20 5. More than 20																									
P9. Please list the following operations from the one that takes up more time to the one that takes up less time during a usual week:																										
<table border="1"> <thead> <tr> <th><i>Column</i></th> <th colspan="4"><i>Assessment</i></th> </tr> </thead> <tbody> <tr> <td>A. Collecting information</td> <td>1. First</td> <td>2. Second</td> <td>3. Third</td> <td>4. Fourth</td> </tr> <tr> <td>B. Producing news</td> <td>1. First</td> <td>2. Second</td> <td>3. Third</td> <td>4. Fourth</td> </tr> <tr> <td>C. Presentation and design</td> <td>1. First</td> <td>2. Second</td> <td>3. Third</td> <td>4. Fourth</td> </tr> <tr> <td>D. Coordinative work in the editorial office</td> <td>1. First</td> <td>2. Second</td> <td>3. Third</td> <td>4. Fourth</td> </tr> </tbody> </table>	<i>Column</i>	<i>Assessment</i>				A. Collecting information	1. First	2. Second	3. Third	4. Fourth	B. Producing news	1. First	2. Second	3. Third	4. Fourth	C. Presentation and design	1. First	2. Second	3. Third	4. Fourth	D. Coordinative work in the editorial office	1. First	2. Second	3. Third	4. Fourth	
<i>Column</i>	<i>Assessment</i>																									
A. Collecting information	1. First	2. Second	3. Third	4. Fourth																						
B. Producing news	1. First	2. Second	3. Third	4. Fourth																						
C. Presentation and design	1. First	2. Second	3. Third	4. Fourth																						
D. Coordinative work in the editorial office	1. First	2. Second	3. Third	4. Fourth																						
P10. Are you in an employment relationship with another media, apart from the one where you are employed full-time?	1. Yes 2. No 3. No response																									
P11. Apart from your job as a journalist, do you have another paid job (not in the media)?	1. Yes 2. No 3. No response																									
P12. Can you give an average of the hours you dedicate to investigative journalism, in the literal meaning of the word?	1. 0 hours 2. 1-5 hours 3. 6-10 hours 4. 11-20 hours																									

	5. Over 20 hours
P13. During your work as a journalist do you cover a specific area, or do you alternate based on the editorial office's needs?	1. Covers one area 2. Covers more than one area 3. Covers all areas
F. WORK AND TRAINING	
F1. Is the job you currently have related to what you have studied for?	1. Yes 2. No 3. Partially
F2. From 1 to 10, where 1 is "strongly disagree" and 10 is "strongly agree", how much do you agree with each statement?	
<i>Statement</i>	<i>Strongly disagree</i> <i>Strongly agree</i>
A. The type of diploma is important for working in the media	1 2 3 4 5 6 7 8 9 10
B. The quality of the results during undergraduate studies is important in getting a better job in the media	1 2 3 4 5 6 7 8 9 10
C. The knowledge acquired during undergraduate studies is crucial in being formed as a professional quality journalist	1 2 3 4 5 6 7 8 9 10
D. Undergraduate education has properly carried out its task of forming you as a journalist	1 2 3 4 5 6 7 8 9 10
E. After the first 10 years in this profession, the journalist needs to pursue postgraduate education	1 2 3 4 5 6 7 8 9 10
F3. In your opinion, which journalism area requires more qualifications?	1. Investigative journalism 2. Political journalism 3. Chronicle journalism 4. Economical journalism 5. Social journalism 6. Pink journalism 7. Local news journalism 8. Other (specify) _____
F4. In order to improve their qualification, journalists benefit the most from:	1. Work internships 2. Professional training courses 3. Higher and in-depth studies 4. Self-taught reading of texts and books 5. Acquiring knowledge of the profession through foreign books and magazines 6. Following western media 7. Other _____
F5. Do you think that in order for a journalist to perform quality work, he/she should be educated:	1. In all areas of knowledge 2. Only in journalism 3. In both
F6. Was studying journalism in your bachelor's your choice?	1. Yes 2. No 3. Partially

SKILLS

Let us focus on the skills that a journalist acquires during his/her studies and that he/she needs to become part of the labor market.

K. How pleased are you with the following skills you have acquired during your studies? The answers can be from 1-10, in which 1 is for not pleased at all and 10 is for very pleased:

R. As regards the importance of these skills, how important are the following skills in performing journalism? Rating is from 1-10, in which 1= not important at all and 10=very important.

Skills	K. Level of satisfaction 1-10	R. Level of importance (1-10)
K1. Producing news according to the classic professional journalism norms (five Ws, inverted pyramid)		
K2. Collecting valuable information to deepen an investigation		
K3. Produce themed content driven by profile studies		
K4. Producing content for various communication platforms, newspapers, tv, online		
K5. Researching the internet on relevant information		
K6. Process the gross data coming from institutions with computer programs		
K7. Visualizing information		
K8. Perform coordinative work in the editorial office		
K9. Separate facts from opinions in editorial work and production		
K10. Changing jobs due to dissatisfaction with the conditions, or professional disrespect		

T. LABOR MARKET FLEXIBILITY

T1. How long have you been working as a journalist?	_____ years
T2. How long have you been working at the same media?	_____ years
T3. How long have you been working in the media?	_____ years (INT: cannot be less than T1)
T4. Before being employed at the current media where you work, did you work at:	1. Online media 2. Newspaper 3. Magazine 4. Television 5. Radio 6. Self-employed (media) 7. Non-media related job 8. Unemployed 9. Student 10. Other _____
T5. (Only if he/she has a university degree) How long after you received your Bachelor's degree did you get employed in the media?	1. Less than 1 year 2. 1 - 3 years 3. 4-5 years 4. Over 5 years

T6. Did you work in the media during your studies?	1. No, never 2. Rarely 3. Sometimes 4. Often 5. Yes, during all my studies
T6_1. Do you currently work at the same media where you worked during your studies?	1. Yes 2. No
T7. Do you cover the same sector, or have you changed it from when you first started working at the media where you currently are?	1. Yes, in the same sector 2. No, I have changed sector
T8. You professionally consider yourself as:	1. Columnist 2. Analyst 3. Editorialist 4. Reporter 5. Investigative journalist 6. Moderator 7. Speaker 8. Editor 9. Television animator 10. Other _____
T9. If it were in your hand, would you have changed your current workplace?	1. Yes 2. No 3. I do not know
T10. Which would be your main motivation to change your job? (Mention one that is more important for you)	1. The desire to earn more money 2. To work in a job I like more 3. To be more appreciated 4. To go abroad 5. To find a better job in the media market 6. Other _____
THE JOURNALIST'S SOCIAL AND SOCIO-PROFESSIONAL STATUS	
S1. In which social strata do you think you belong? (Give only one answer)	1. High income 2. Middle income 3. Little income 4. Poor
S2. How do you feel in relation with the owners and directors of your media? (Give only one answer)	1. Appreciated 2. Despised 3. Neglected 4. In rivalry 5. In solidarity 6. Invisible 7. Simply as an employee

S3. How do you feel in relation with politicians? (Give only one answer)	1. Appreciated 2. Despised 3. Neglected 4. In rivalry 5. In solidarity 6. Invisible 7. Simply as an employee
S4. What about with your colleagues? (Give only one answer)	1. Appreciated 2. Despised 3. Neglected 4. In rivalry 5. In solidarity 6. Invisible 7. As an employee, like all the others
S5. Are you paid for your work on time, or are there delays?	1. Yes, we are always paid on time 2. Yes, we are usually paid on time 3. No, our salaries are generally delayed 4. No, our salaries are always delayed
S6. Do you feel that your activity is censored?	1. Not at all 2. Slightly 3. Somehow 4. Very
S7. Do you feel that your job is at risk?	1. Not at all 2. Slightly 3. Somehow 4. Very
S8. Do you consider differences in salaries within the media system as:	1. Normal 2. Necessary 3. Not justified 4. Small
RN. Respondent's name (Only for verification purposes)	_____
N. Respondent's contact number (Only for verification purposes)	_____
99. No response	
<i>Thank you for your time</i>	
G1p. Interview finish time	_____:_____
SC. Surveyor	_____