

Climate Matters in the Newsroom

National Association of Hispanic Journalists
Member Survey, 2018



**Climate Matters in the Newsroom:
National Association of Hispanic Journalists Member Survey, 2018**

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Table of Contents

Introduction	4
Key Findings	5
Roles of Journalists	9
Which Roles do Journalists Serve?	9
Which Role Is Most Important?	10
Beat Experience and Perceived Relevance of Climate Change	11
Experience Covering Beats	11
Relevance of Climate Change	12
Difference Between Climate Change and Global Warming	13
Is There a Difference?	13
Convinced that Global Warming is Happening	14
Is Global Warming Happening? How sure are you?	14
Perceptions of Local Climate Change	16
Has the Climate Changed?	16
Description of Climate Change Impacts in Region	17
Harmful or Beneficial Impacts	18
Climate Change Mitigation and Adaptation	19
Averting Additional Climate Change	19
Averting Harm from Climate Change	20
Local Climate Change Coverage: Experience, Interest, and Expectations	21
Experience Covering Local Climate Change	21
Frequency of Covering Local Climate Change	22
Describing Local Climate Change-related Stories	23
Interest in Reporting on Local Impacts of Climate Change	24
Interest in Reporting on Local Solutions to Climate Change	25
Interest in Local Climate Change Topics	26
Expected Responses from Management	27
Expected Responses from Audience	28
Impacts of Covering Climate Change	29
Impact on Respondents' Career	29
Impact on Society	30
Obstacles to Covering Climate Change	31
Most Frequent Obstacles to Covering Climate Change	31
Is Downsizing an Obstacle?	33
Is Management an Obstacle?	34
Is Management an Obstacle for Colleagues?	35
Professional Development on Climate Change	36
Trust in Sources of Climate Change Information	37
Change in Trust of Government Institutions?	38

Avoidance of the Terms Global Warming and Climate Change	39
Presenting Opposing Viewpoints: Practices and Attitudes	40
The Practice of Presenting Opposing Viewpoints	41
Attitudes about Presenting Two Sides to a Climate Change Story	42
Additional Beliefs, Attitudes and Experiences with Global Warming	43
Human Activity or Natural Events	43
Perceived Scientific Consensus about Human-Caused Global Warming	44
Personal Experience of Global Warming	45
Personal Importance of Global Warming	46
Worry About Global Warming	47
Personal Harm from Global Warming	48
Understanding the Science of Climate Change	49
Personal Characteristics	50
Age of Respondents	50
Sex of Respondents	51
Race and Ethnicity of Respondents	52
Current Employment by Media Type	53
Primary Medium	54
Profit/Non-Profit Status of Primary Place of Employment	55
Current Position	56
Time Spent in Current Position	57
Length of Residence in Current Area	58
STEM Training	59
Appendix I: Survey Method	60

Introduction

This report provides the initial findings from an online census survey of the National Association of Hispanic Journalists (NAHJ) members conducted as part of the *Climate Matters in the Newsroom* project—a National Science Foundation-funded collaboration between George Mason University, Climate Central, NASA, NOAA, NAHJ and other professional societies—the aim of which is to enable local, science-based reporting on climate change. This survey was designed to identify the needs of journalists who wish to report on climate change as a local issue and the challenges they face in doing so.

The findings presented in this report provide broad insights into NAHJ members' views on journalism, climate change, and, more specifically, local climate change reporting. The survey findings include: (a) members' views about the role of journalists and their impacts on society; (b) understanding of climate change; (c) perspectives on and experience with climate change reporting; (d) obstacles to reporting on climate change; and (e) perspectives and practices of presenting opposing viewpoints in climate change stories. These survey findings will be used to guide the ongoing development and delivery of *Climate Matters* materials, a science-based, localized, informational resource originally developed to help TV meteorologists report on the local relevance of global climate change.

This survey was conducted in early 2018. All 2,047 NAHJ members were invited to participate in this survey via an email sent on January 5th; five additional requests to participate were sent throughout the month. By the end January, when the survey closed, 515 NAHJ members had participated in the survey, yielding a survey participation rate of 25.2%.

This survey and its findings are an important first step in producing localized climate change reporting resources for NAHJ members and other US-based journalists. We would like to recognize the important contributions and partnership of NAHJ board members and staff. Without their help, this survey would not have been possible. We would also like to sincerely thank the 515 NAHJ members who took time out of their busy schedules to participate in this survey. We hope they will find the information in this report enlightening and useful.

Funding for this research was provided by NSF Award #DRL 1713450. Any opinions, findings and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

Notes:

Due to rounding error, the figures in this report do not always total to 100%.
Open-ended responses will be coded and reported at a future date.

Key Findings

About Climate Change Reporting Practices

- Nearly 4 out of 10 NAHJ survey participants had reported on—or supervised journalists reporting on—a local climate change-related story in the prior 12 months. Of those, more than 6 out of 10 reported four or fewer stories during that period, while nearly 4 out of 10 had reported five or more stories.
- Fully 9 out of 10 NAHJ survey participants say they are at least slightly interested in reporting local climate impacts stories, with 4 out of 10 saying they are very interested. Similarly, 9 out of 10 say they are at least slightly interested in reporting local climate solutions stories, with more than 4 out of 10 saying they are at very interested. The majority of NAHJ survey participants say they are interested in covering or supervising a wide range of local climate change stories, including droughts and water shortages, human health, air quality, extreme heat events, extreme precipitation, sea-level rise and coastal flooding, hurricanes and storm surge, the economy, energy, ecosystems, local wildlife, wildfires, transportation, and forests—with 6 out of 10 or more expressing interest in reporting on these topics.
- Over half of NAHJ survey participants receive—or expect—primarily positive responses, or a lack of response, from management when covering or supervising local climate change stories. Nearly 2 out of 10 say they get or expect management responses that are equally mixed between positive and negative, while fewer than 1 out of 10 get or expect primarily negative responses. Another 2 out of 10 don't know what to expect in terms of management response to climate reporting.
- Nearly half of NAHJ survey participants receive—or expect—largely positive responses, or little response, from their audience when covering or supervising local climate change stories, while nearly one-quarter receive audience responses that are equally mixed between positive and negative responses. One out of 10 receive or expect mostly or entirely negative responses from their audience, and 2 out of 10 don't know what audience reactions to expect.
- Nearly 6 out of 10 NAHJ survey participants think that reporting on climate change will be beneficial to their career, while nearly 1 out of 4 participants feel it will have no impact positive or negative; few think that reporting on climate change will be detrimental to their career.
- More than 9 out of 10 NAHJ survey participants think that reporting on climate change will be beneficial to society, with more than 7 out of 10 saying it will be very beneficial.
- Eight out of 10 NAHJ survey participants identify lack of training in climate science as an important obstacle to reporting on climate change, making this their most common obstacle. More than half also identify lack of time for field reporting, lack of time and space in their

news outlet, and lack of role models for climate change reporting as obstacles to climate reporting. Lack of access to experts, lack of access to local sources, lack of access to trusted scientific information, and lack of news management support are also identified as obstacles by one-third of participants, or more.

- Seven out of 10 NAHJ survey participants think downsizing in their news organization has created or exacerbated obstacles to reporting on climate change, with 2 out of 10 saying has occurred “a lot” in their news organization.
- Five percent of NAHJ survey participants say they have experienced at least one instance where management softened or censored a climate change-related story that they had personally reported or supervised, although nearly 3 out of 10 say they don’t know if this has happened to them or not.
- Nearly all NAHJ survey participants see climate change as relevant to a wide range of beats. The beats most likely to be seen as relevant include environment, weather, agriculture, and energy—each of which are seen as very relevant by 9 out of 10 participants, or more. Large majorities also see science and technology, politics, food, investigative reporting, and health and medical as beats very relevant to climate change. Conversely, about 3 out of 10 or fewer think of crime & public safety, religion, arts and entertainment, and sports as very relevant to climate change.
- Well over half of NAHJ survey participants are interested in a range of professional development activities related to climate change reporting. The professional development activities they are most interested in are learning about climate change solutions, followed by crafting local stories about climate change, accessing credible sources for climate change-related stories, and learning about climate change impacts.
- NAHJ survey participants tend to most trust the climate information provided by independent science organizations—including the National Academies of Science, Engineering and Medicine, professional science societies, and universities and colleges. A large minority also trust the United Nations Intergovernmental Panel on Climate Change, science advocacy organizations, and professional journalism societies as sources of information about climate change. In comparison, relatively few trust partisan think tanks (both liberal and conservative) and business advocacy organizations.
- Nearly 6 out of 10 NAHJ survey participants say their trust in U.S. government agencies as sources of information about climate change has decreased over the past 12 months, coinciding with the first year of the Trump administration; few say their trust has increased.
- Fifteen percent of NAHJ survey participants who had covered or supervised climate change stories in the past year say they purposively avoided using the terms global warming or climate change on at least one occasion.

- More than 4 out of 10 NAHJ survey participants who had covered climate change stories during the prior year say they rarely or never presented an opposing view point (i.e., someone not convinced of climate change). Conversely, more than one-quarter say they did so sometimes or often, and nearly 2 out of 10 say they did so almost always or always.
- While nearly all NAHJ members are convinced that human-caused climate change is occurring, many feel that reporting two sides of a climate change story is helpful for one or more reasons. For example, more than 6 out of 10 say that reporting both sides: will enable them to acknowledge that different viewpoints exist; will avoid the appearance of bias; is essential to objective, balanced journalism; and will help maintain their credibility. Nearly half feel presenting two sides of a climate change story is important because the science of climate change is still being debated.

About Views on Climate Change

- Nearly two-thirds of NAHJ survey participants feel they know the science of climate change somewhat, moderately, or very well.
- NAHJ survey participants are more or less equally divided on whether the terms climate change and global warming mean the same thing or different things to them.
- Well over 9 out of 10 NAHJ survey participants think global warming is happening; more than 8 out of 10 say they are very sure or extremely sure.
- Nearly 9 out of 10 NAHJ survey participants think that the global warming that has occurred in the past 50 years is due mostly or entirely to human activity, while about 1 out of 10 thinks it is caused equally by human activity and natural causes; few think it is mostly or entirely due to natural causes.
- Nearly 3 out of 10 NAHJ survey participants are aware that 97% or more of climate scientists think human-caused global warming is occurring; nearly 6 out of 10 think the scientific consensus is greater than 90%. Conversely, about 4 out of 10 say the consensus is less than 90%, and some say it is far less.
- More than 8 out of 10 NAHJ survey participants think that at least some additional climate change can be averted over the next 50 years if mitigation measures are taken worldwide, while 7 out of 10 think a moderate or large amount of climate change can be averted.
- More than 8 out of 10 NAHJ survey participants think at least some harm from climate change can be averted in the United States over the next 50 years if adaptation measures are taken, while more than 7 out of 10 think a moderate or large amount of harm can be averted.
- More than 9 out of 10 NAHJ survey participants agree with the statement “I have personally experienced the effects of global warming,” with half strongly agreeing.

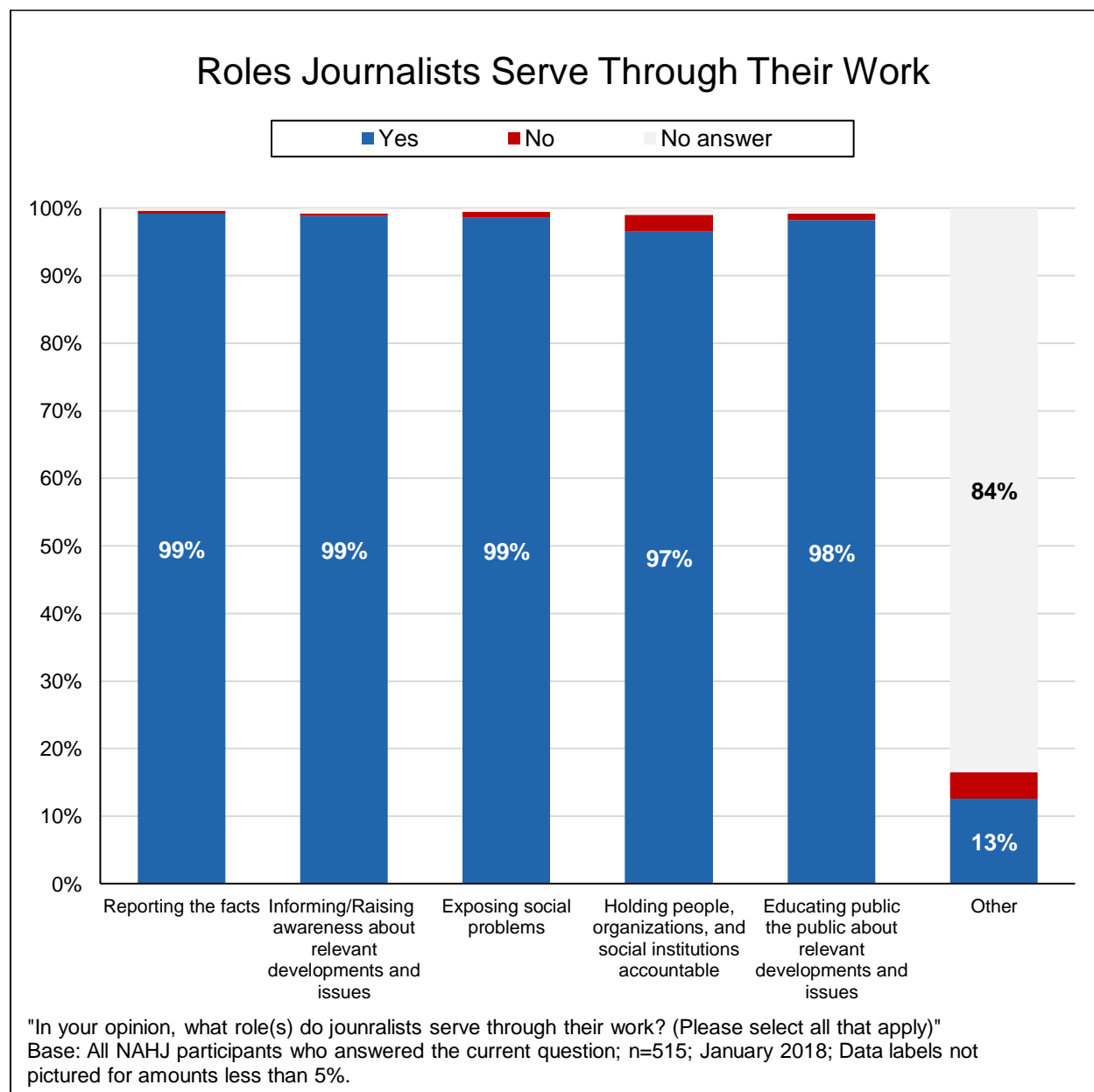
- More than 8 out of 10 NAHJ survey participants say the climate in their region has changed in the past 50 years. Among those who did, nearly two-thirds say the impacts have been primarily or exclusively harmful, while nearly 2 out of 10 say the impacts have been equally mixed between beneficial and harmful, and approximately 2 out of 10 say they don't know. Almost none say the impacts have been primarily or exclusively beneficial.
- NAHJ survey participants who think there have been climate change impacts in their region—whether harmful or beneficial—and those who don't know were asked about the nature of those impacts. More than half say there have been harmful climate change impacts on ecosystems and forests, water resources, coastal property, agricultural resources, and seasonal cycles in their region. In addition, more than one-quarter say there have been mixed impacts—that is, where both positive and negative impacts are occurring—on the economy, tourism/recreation/leisure, seasonal cycles, and energy resources in their region.
- Nearly all NAHJ survey participants say that the issue of global warming is at least somewhat personally important to them; 8 out of 10 say it is very or extremely important to them.
- Nearly all NAHJ survey participants say they are worried about global warming; nearly 6 out of 10 say they are very worried.
- Nearly 9 out of 10 NAHJ survey participants feel they will be personally harmed by global warming, with 8 out of 10 saying they feel they will be harmed a moderate amount or a great deal.

Roles of Journalists

The survey began with general questions about how participants see the role(s) of journalists in society.

Which Roles do Journalists Serve?

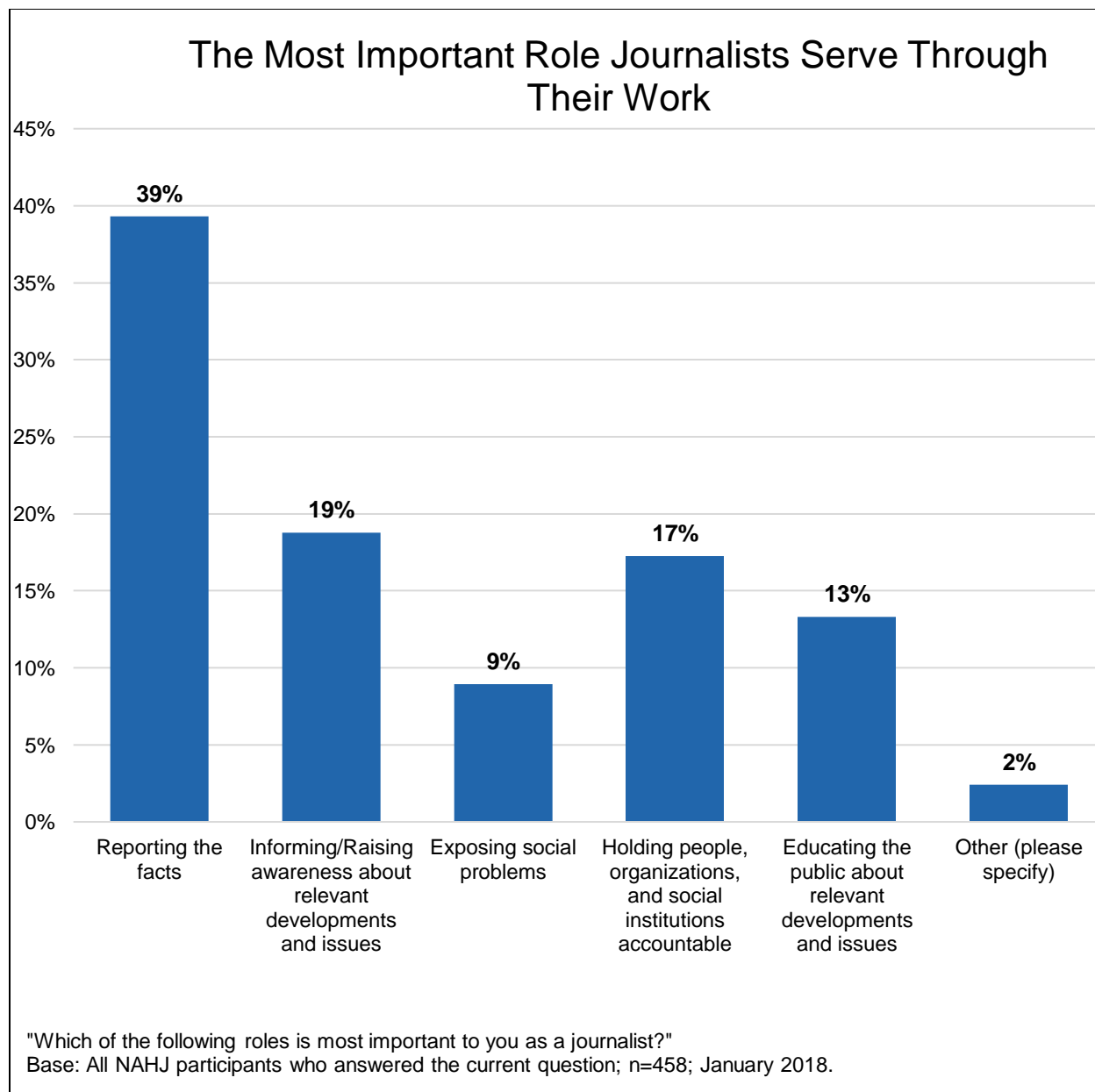
Nearly all NAHJ survey participants feel that journalists serve society through a range of roles from reporting the facts to holding people, organizations, and social institutions accountable.*



* The additional roles that survey participants identified in response to the "Other" are open-ended responses that will be coded and reported at a future date.

Which Role Is Most Important?

NAHJ survey participants hold a wide range of views about which of the roles that journalists play in society is most personally important to them. Nearly 4 out of 10 feel that reporting the facts is most important role they serve through their work. In addition, nearly 2 out of 10 most value their role informing/raising awareness about relevant developments and issues, and another nearly 2 out of 10 most value holding people, organizations, and social institutions accountable. About 1 out of 10 most value educating the public about relevant developments and issues, and another 1 out of 10 most value the role of exposing social problems.

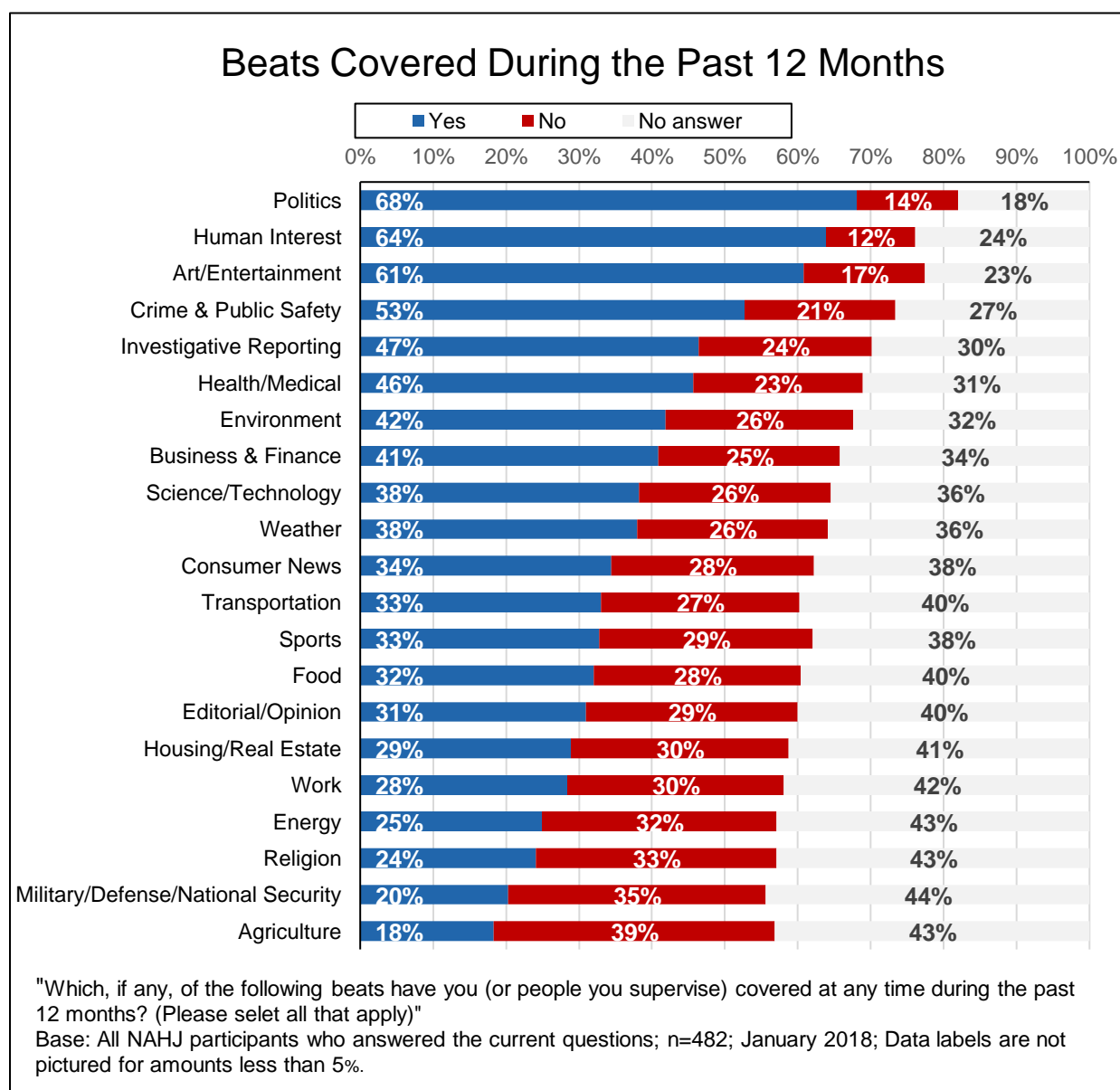


Beat Experience and Perceived Relevance of Climate Change

To get a sense of what kind of story climate change is seen as by journalists, we asked questions about participants' beat experiences, and about the relevance of climate change to various beats.

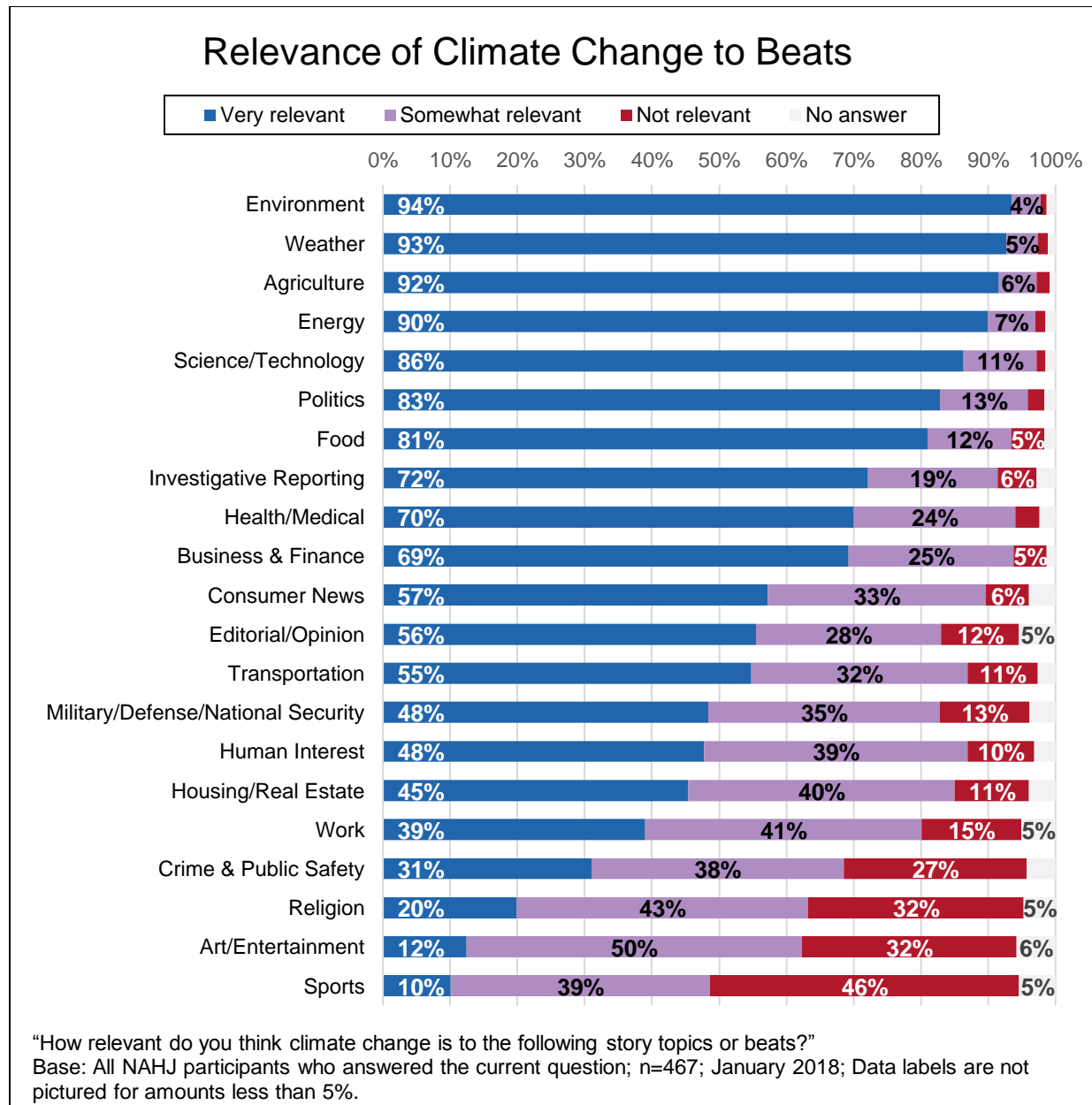
Experience Covering Beats

The most common beats covered by NAHJ survey participants in the past year were politics, human interest, and arts and entertainment—each of which was covered by 6 out of 10 or more participants. Other common beats included crime and public safety, investigative reporting, health and medical, environment, and business and finance—each of which were covered by approximately 4 out of 10 or more participants.



Relevance of Climate Change

Nearly all NAHJ survey participants see climate change as relevant to a wide range of beats. The beats most likely to be seen as very relevant include environment, weather, agriculture, and energy—each of which are seen as relevant by 9 out of 10 participants, or more. Large majorities also see climate change as very relevant to science and technology, politics, food, investigative reporting, and health and medical beats. Conversely, about 3 out of 10 or fewer think climate change is very relevant to crime and public safety, religion, arts and entertainment, and sports beats.



Difference Between Climate Change and Global Warming

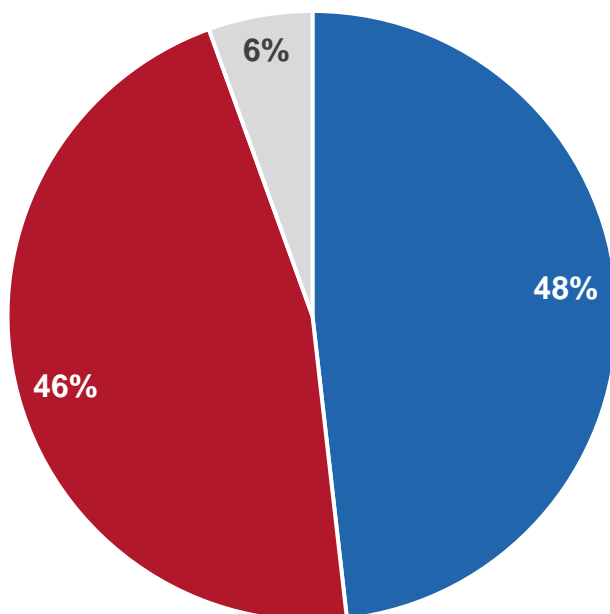
Polling research has shown that the terms global warming and climate change mean largely the same thing to some people, and different things to other people. We asked several questions to determine how NAHJ members see these terms.

Is There a Difference?

NAHJ survey participants are more or less equally divided on whether the terms climate change and global warming mean the same thing or different things to them. Those participants who see global warming and climate change as being different things were asked: "Briefly, how would you describe the difference in meaning between the terms "climate change" and "global warming"?" These open-ended responses will be coded and reported at a future date.

"Global Warming" and "Climate Change": Same or Different Things?

■ Same things ■ Different things ■ Don't know



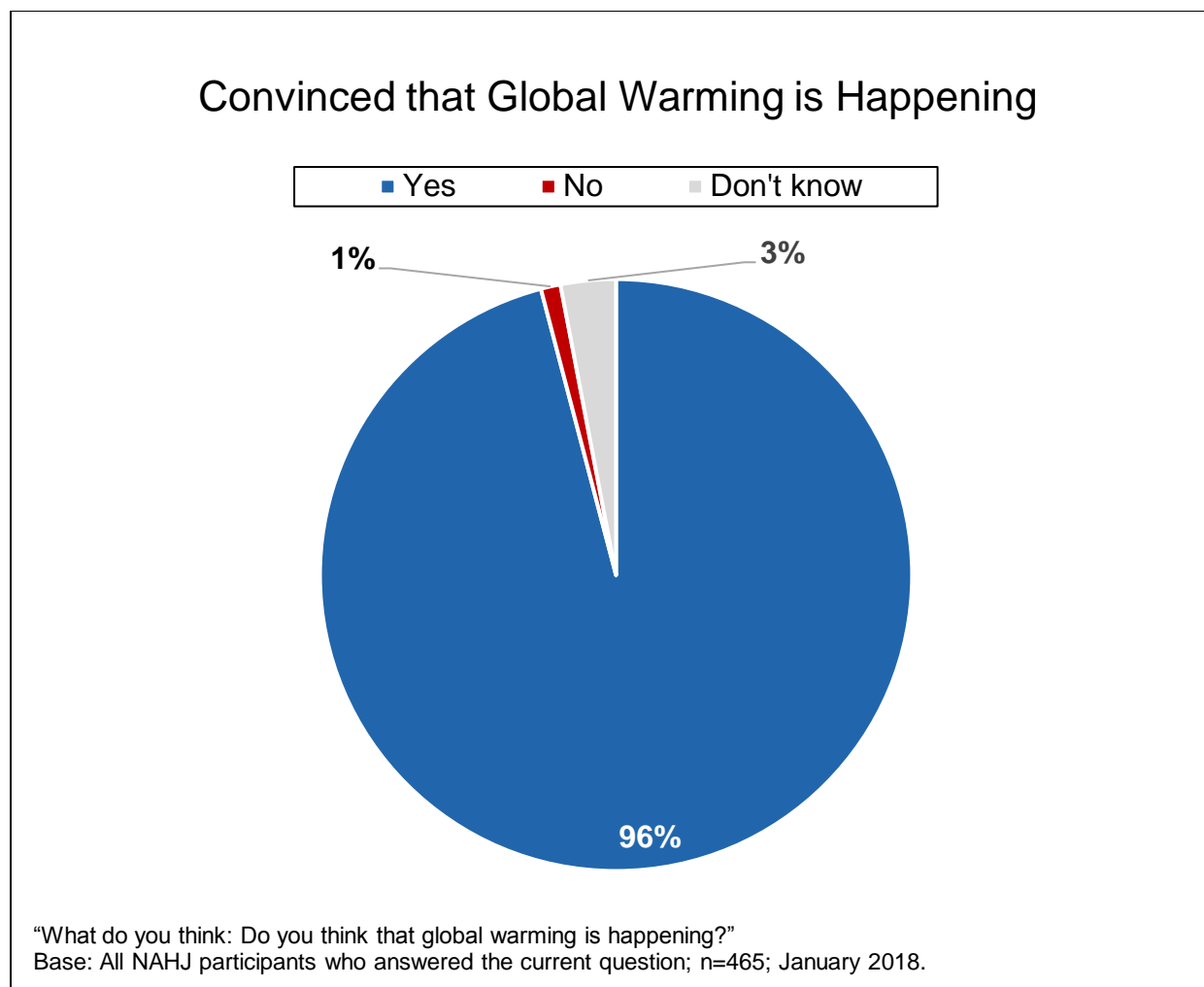
"For you, do the terms "climate change" and "global warming" mean the same thing or different things?"
Base: All NAHJ participants who answered the current question; n=471; January 2018.

Convinced that Global Warming is Happening

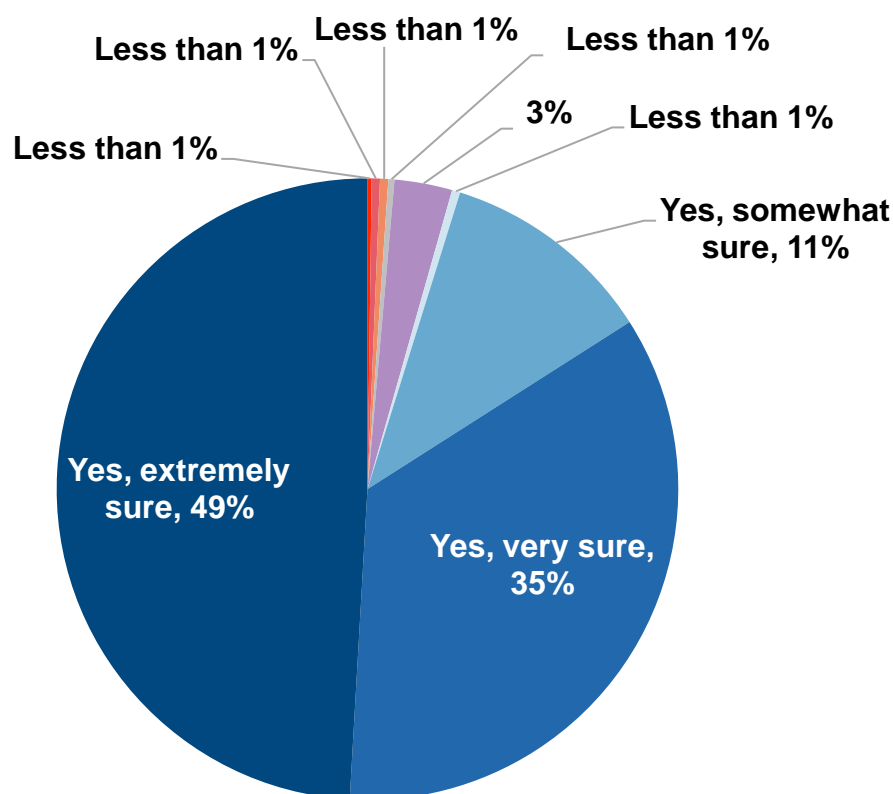
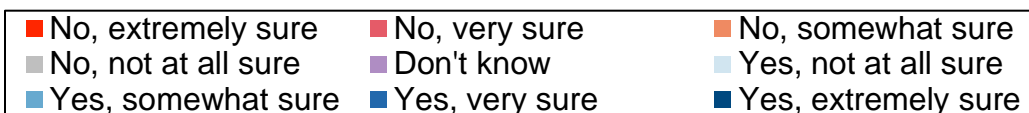
Research has shown that Americans hold a wide range of views about global warming. At various points throughout the survey, we posed questions to NAHJ participants about some of their climate change views that might, or might not, influence their climate change reporting. The most basic of these views is whether or not they think that global warming is happening. Prior research has shown that the vast majority of climate scientists—97% or more—are convinced that human-caused climate change is happening. In fact, the 2014 U.S. National Climate Assessment found that a range of impacts from global climate change are already occurring in every region of the country.

Is Global Warming Happening? How sure are you?

Well over 9 out of 10 NAHJ survey participants think global warming is happening. In response to a follow-up question asking how sure they are, more than 8 out of 10 participants say they are very sure or extremely sure that global warming is happening.



Certainty that Global Warming is Happening



"What do you think: Do you think that global warming is happening?"

"How sure are you that global warming is happening?"

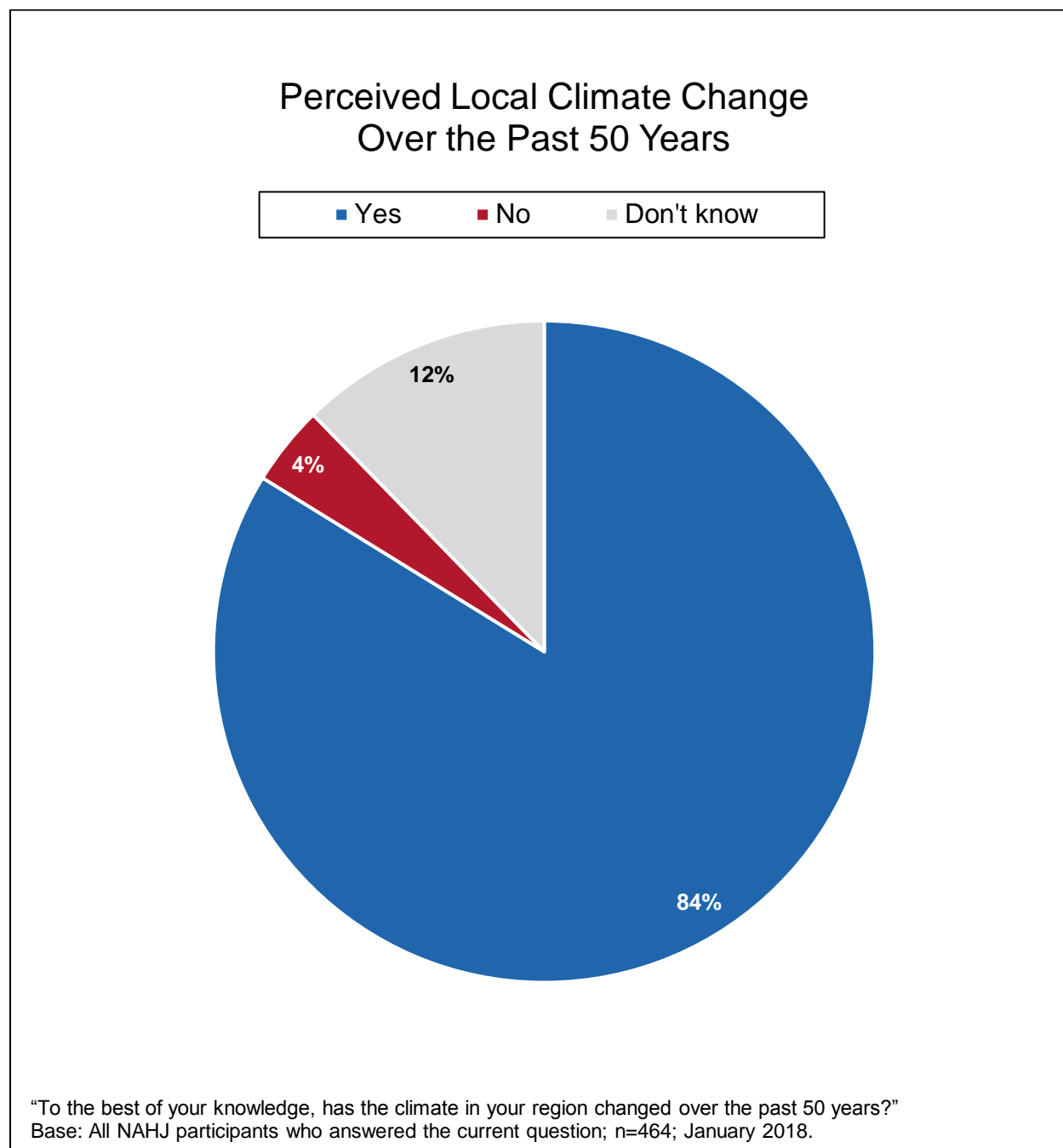
"How sure are you that global warming is not happening?"

Base: All NAHJ participants who answered provided answers to any of the following questions: "Do you think global warming is happening?" "How sure are you that global warming is happening?" or "How sure are you that global warming is not happening?"; n=465; January 2018.

Perceptions of Local Climate Change

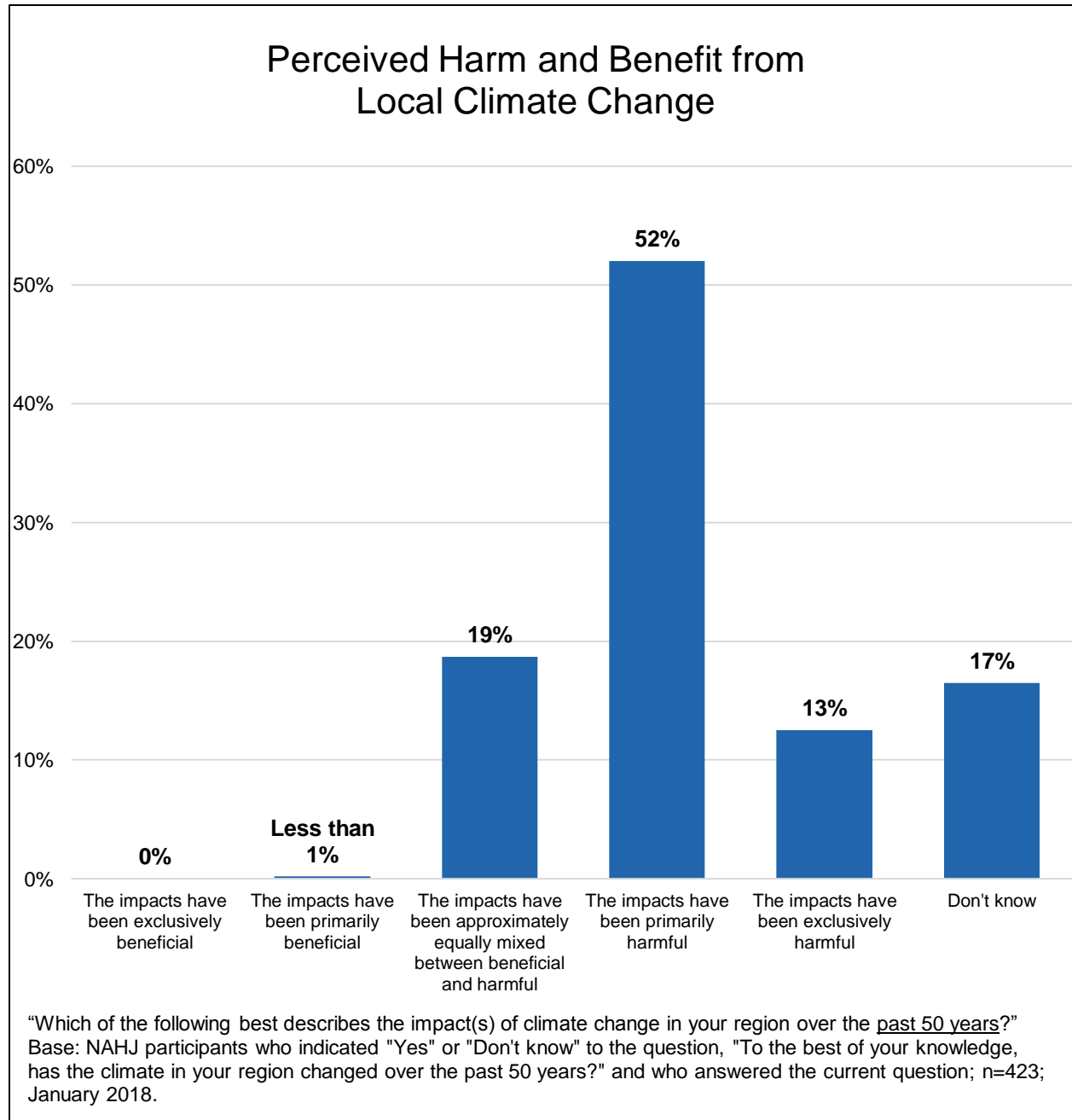
Has the Climate Changed?

More than 8 out of 10 NAHJ survey participants say the climate has changed in their region in the past 50 years.



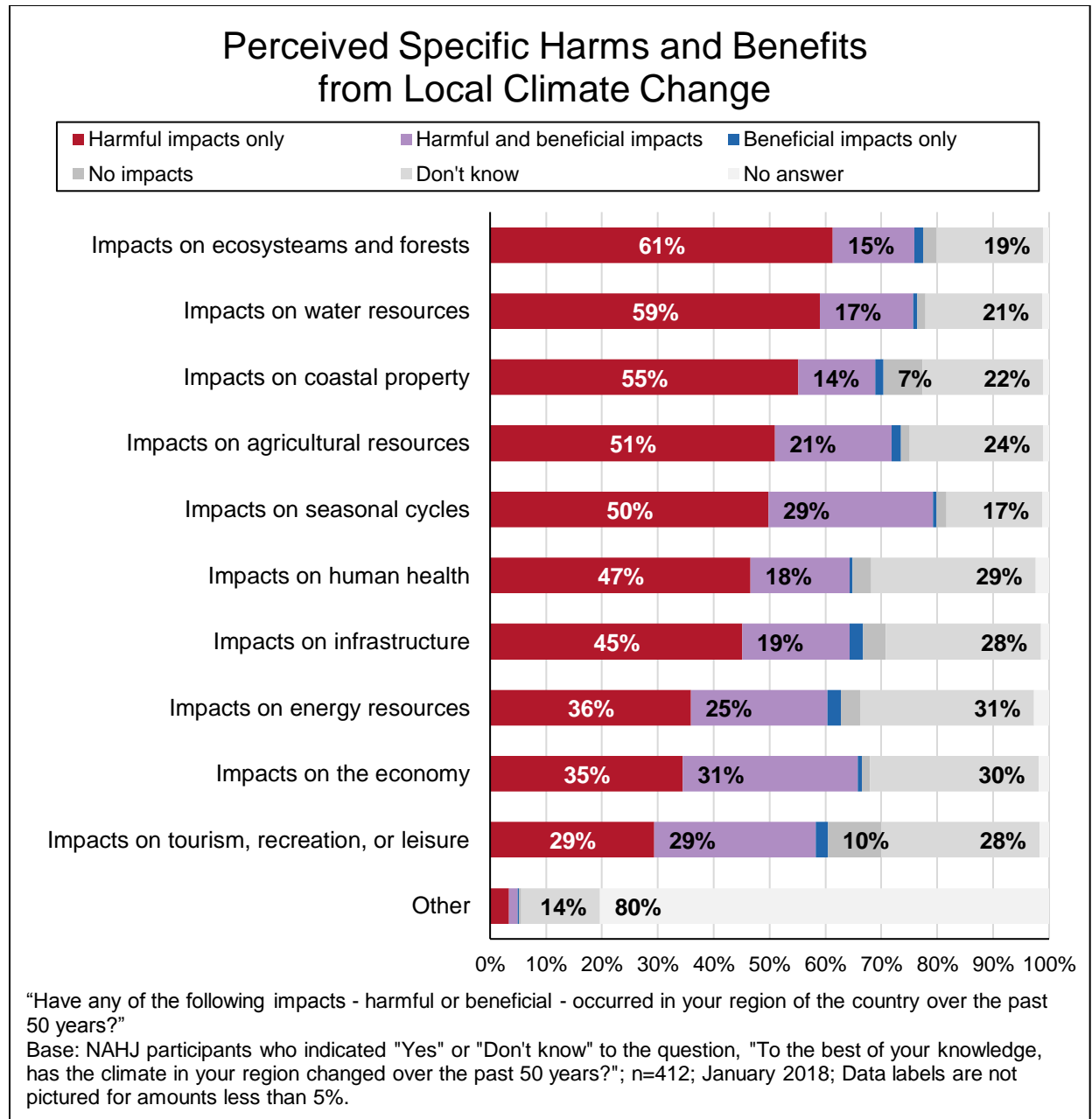
Description of Climate Change Impacts in Region

Among those NAHJ survey participants who believe the climate has changed in their region over the past half-decade, nearly two-thirds say the impacts have been primarily or exclusively harmful. Nearly 2 out of 10 say the impacts have been equally mixed between beneficial and harmful, and approximately 2 out of 10 say they don't know, while almost none say the impacts have been primarily or exclusively beneficial.



Harmful or Beneficial Impacts

NAHJ survey participants who think there have been climate change impacts in their region—whether harmful or beneficial—and those who don't know were asked about the nature of those impacts. More than half say there have been harmful climate change impacts on ecosystems and forests, water resources, coastal property, agricultural resources, and seasonal cycles in their region. More than one-quarter identified mixed impacts—that is, where both positive and negative impacts are occurring—on the economy, tourism/recreation/leisure, seasonal cycles, and energy resources in their region.

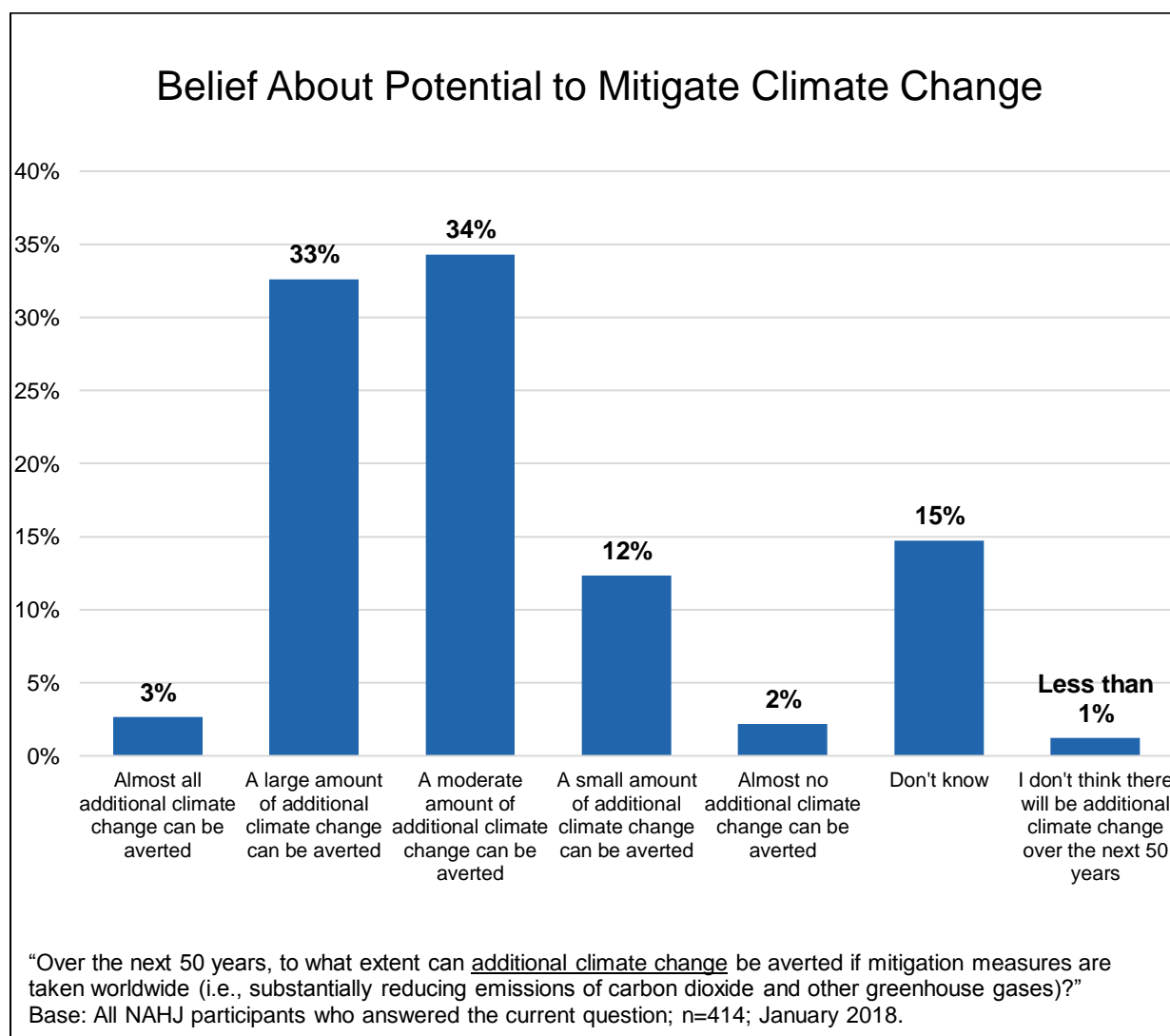


Climate Change Mitigation and Adaptation

The current impacts of climate change are a matter of facts. Future impacts, however, are less certain and will be largely influenced by human decisions and actions going forward. We asked journalists for their views on the extent to which climate change can be prevented, and harm averted, if appropriate actions are taken.

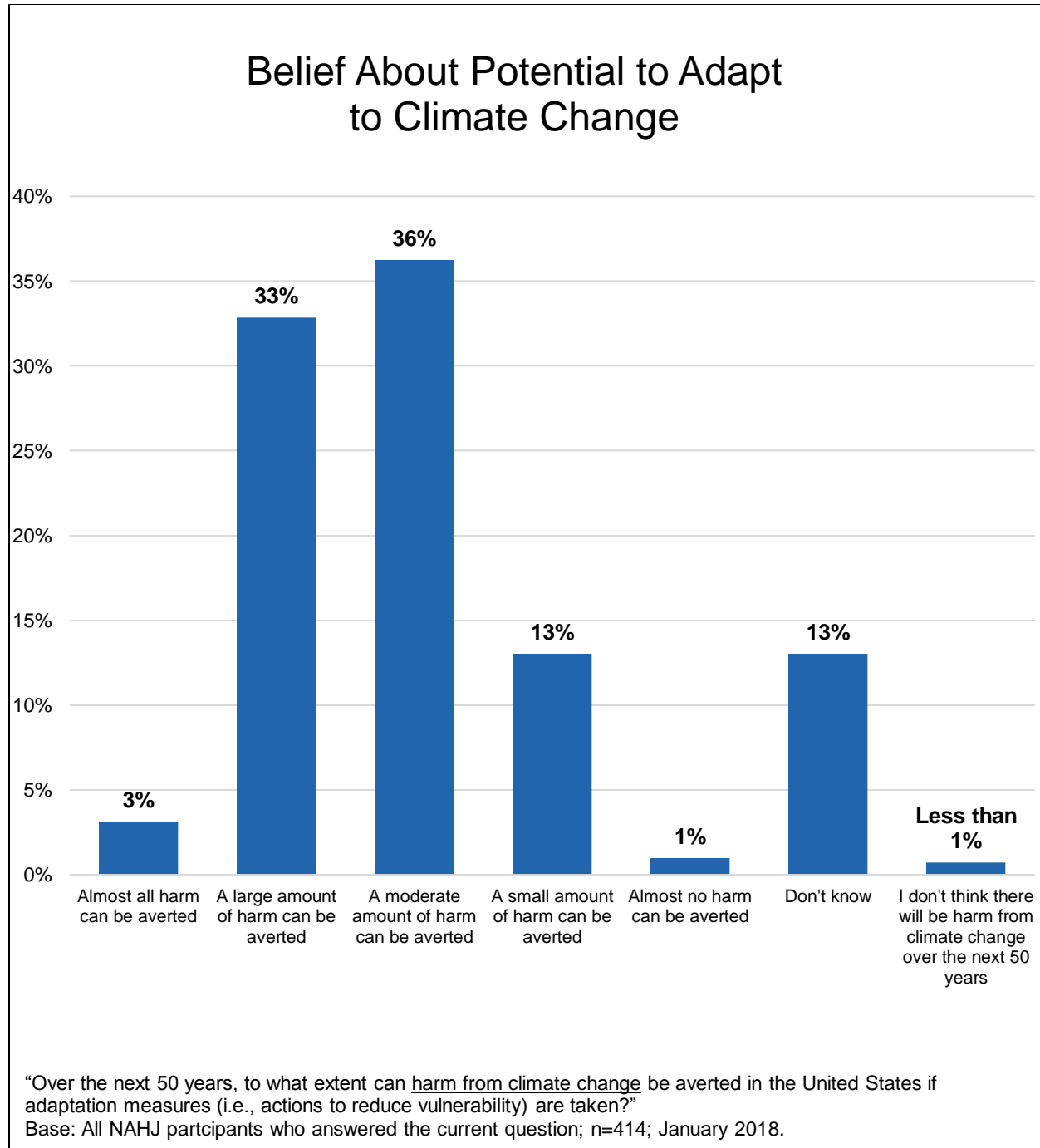
Averting Additional Climate Change

More than 8 out of 10 NAHJ survey participants think that at least some additional climate change can be averted over the next 50 years if mitigation measures are taken worldwide, while 7 out of 10 think a moderate or large amount of climate change can be averted.



Averting Harm from Climate Change

More than 8 out of 10 NAHJ survey participants think at least some harm from climate change can be averted in the United States over the next 50 years if adaptation measures are taken, while more than 7 out of 10 think a moderate or large amount of harm can be averted.



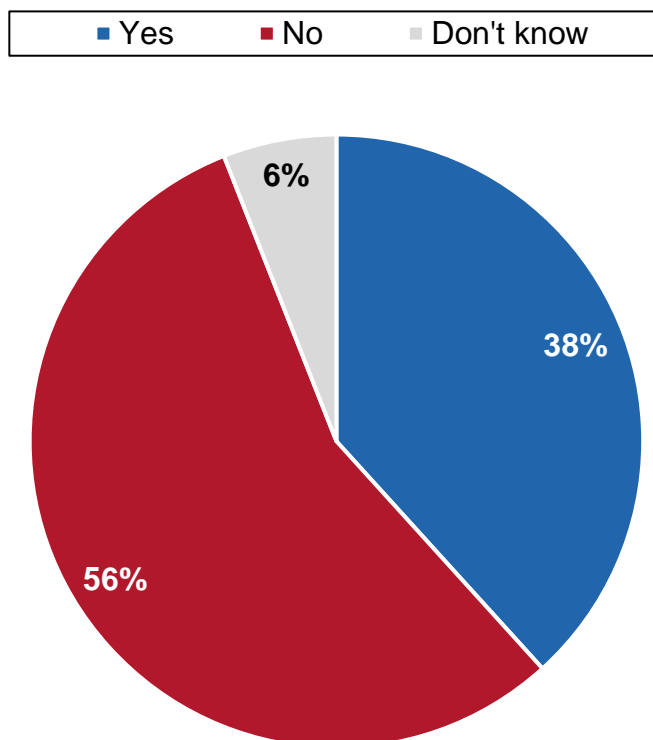
Local Climate Change Coverage: Experience, Interest, and Expectations

Surveys of the public reveal that most Americans don't read or hear much about climate change in the media. Central to the purpose of our survey is determining NAHJ members' level of interest in reporting on climate change, and how much they are currently doing so. To that end, we asked a number of questions about NAHJ members' experiences, interests, and expectations regarding climate change reporting, especially local stories.

Experience Covering Local Climate Change

Nearly 4 out of 10 NAHJ survey participants had reported on—or supervised journalists reporting on—a local climate change-related story in the prior 12 months.

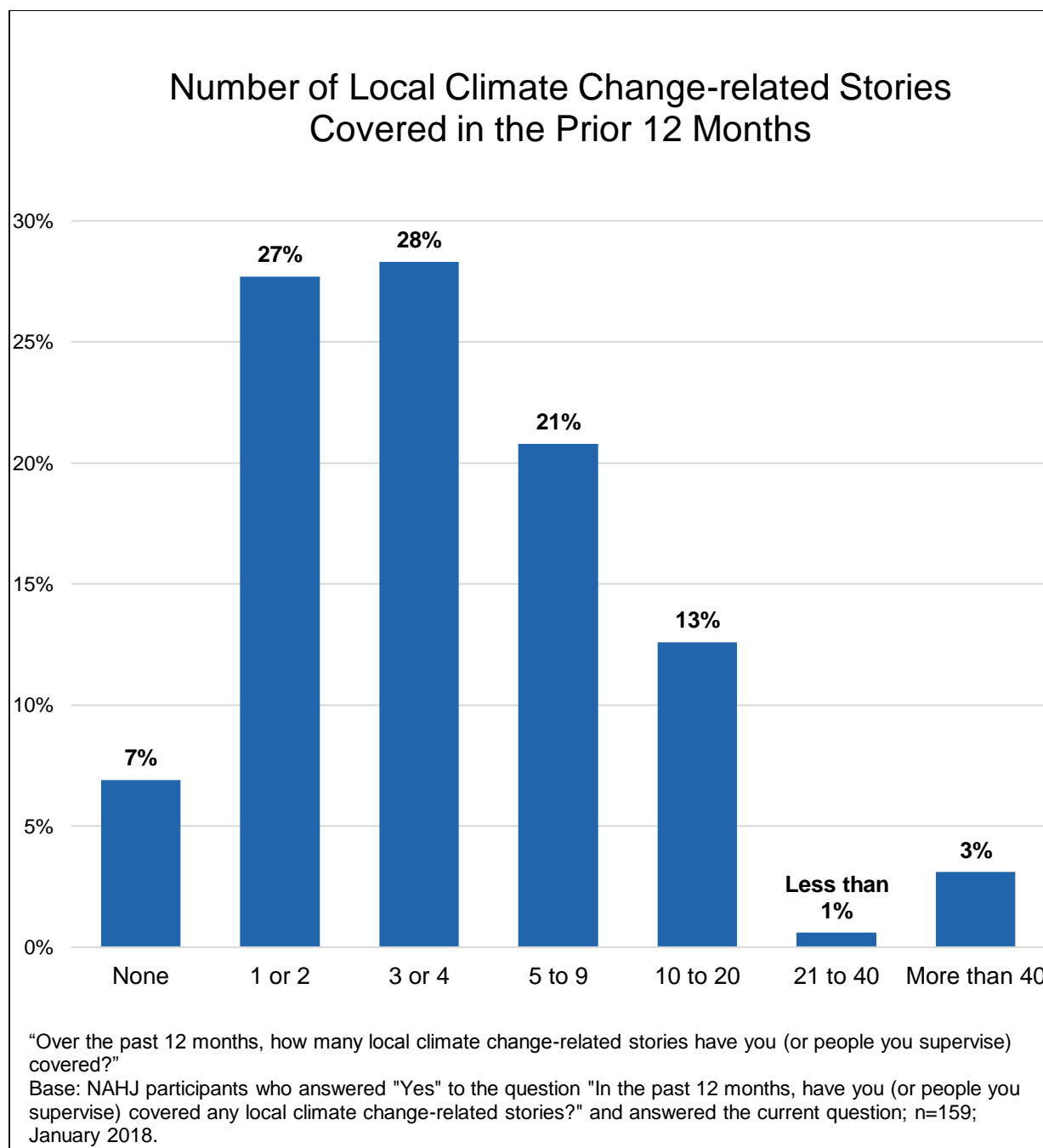
Experience Covering Local Climate Change-related Stories in the Prior 12 Months



"In the past 12 months, have you (or people you supervise) covered any local climate change-related stories?"
Base: All NAHJ participants who answered the current question; n=418; January 2018.

Frequency of Covering Local Climate Change

Of those NAHJ members who had reported or supervised at least one local climate change-related story in the past 12 months, more than 6 out of 10 reported four or fewer stories during that period, while nearly 4 out of 10 had reported five or more stories.



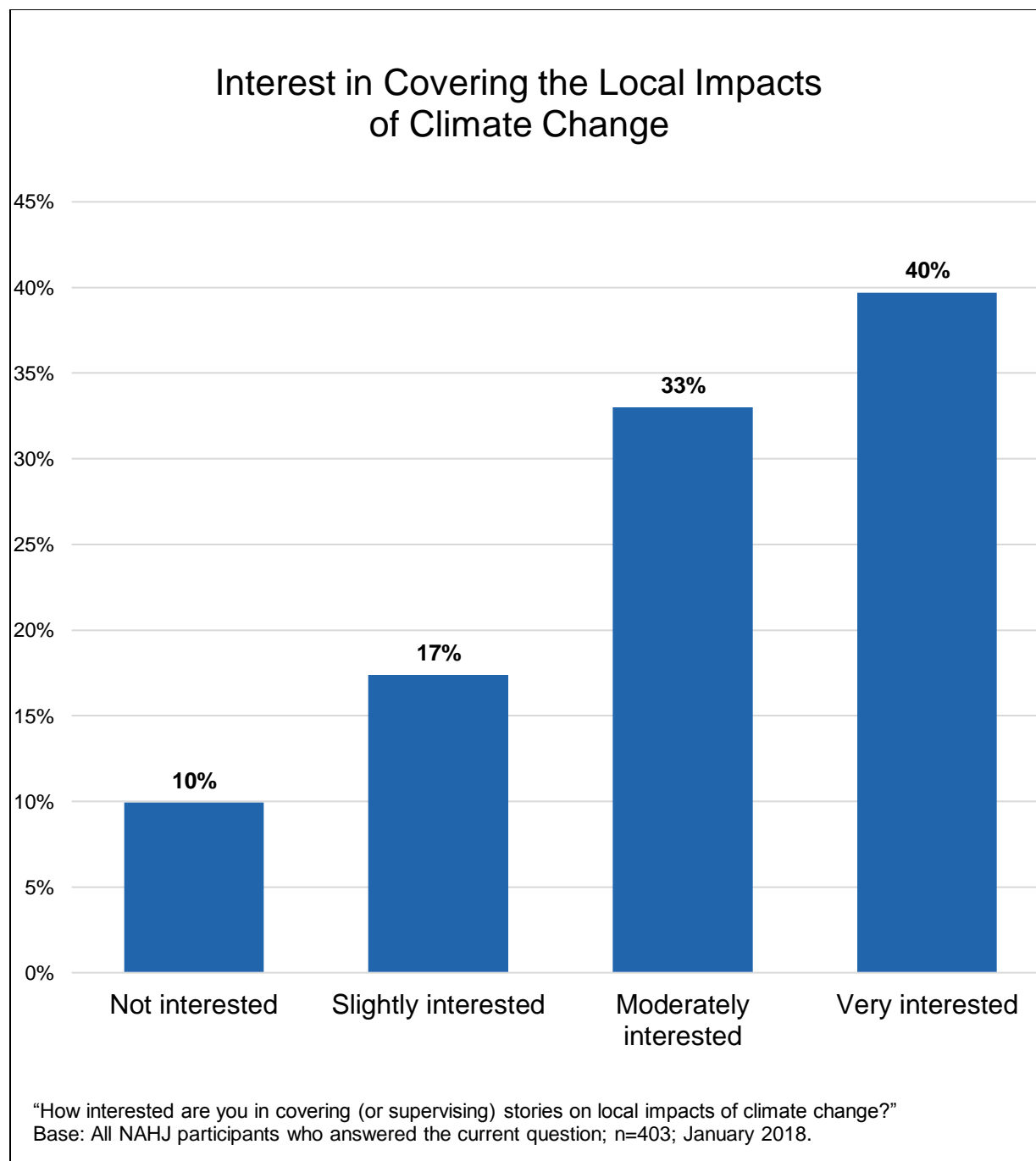
Describing Local Climate Change-related Stories

Of the 148 NAHJ survey participants who had covered at least one local climate change-related story in the past 12 months, 120 provided a description of their most recent story. These story descriptions were subsequently categorized by our research team; descriptions that identified more than one story focus were counted in multiple categories.

Nearly 6 out of 10 of the stories (59%) focused on an extreme weather event or on other severe impacts of climate change such as flooding and wildfires; the most frequently reported topic pertained to hurricanes, accounting for 27% of all stories. Approximately one-quarter (26%) of the stories focused more generally on climate change and its ecosystem impacts such as impacts on wildlife or ocean acidification. And about 4 out of 10 (41%) of the stories focused on human impacts or responses such as impacts on agricultural production or the responses of government to the threat of climate change.

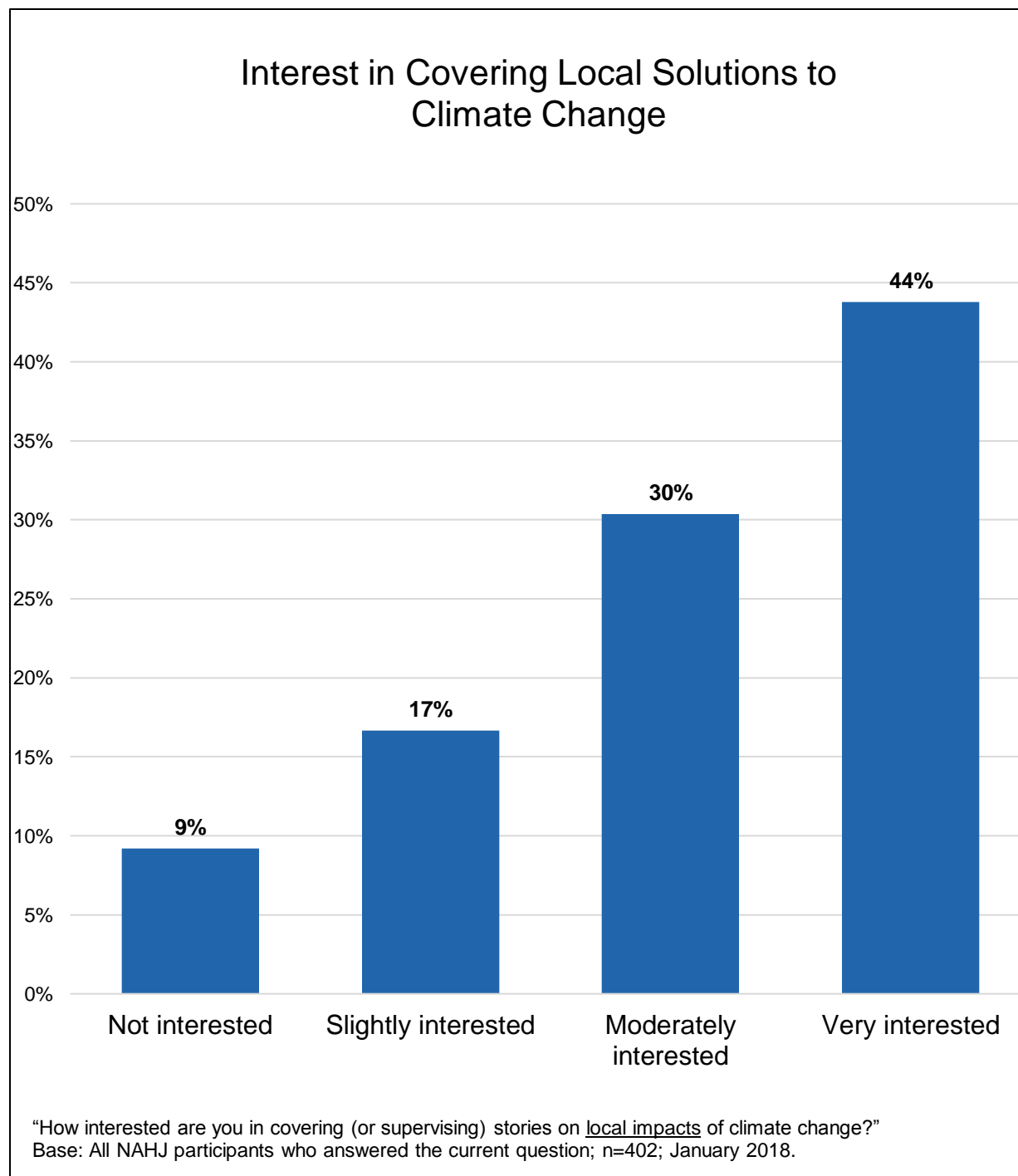
Interest in Reporting on Local Impacts of Climate Change

Fully 9 out of 10 NAHJ survey participants say they are at least slightly interested in reporting local climate impacts stories, with 4 out of 10 saying they are very interested.



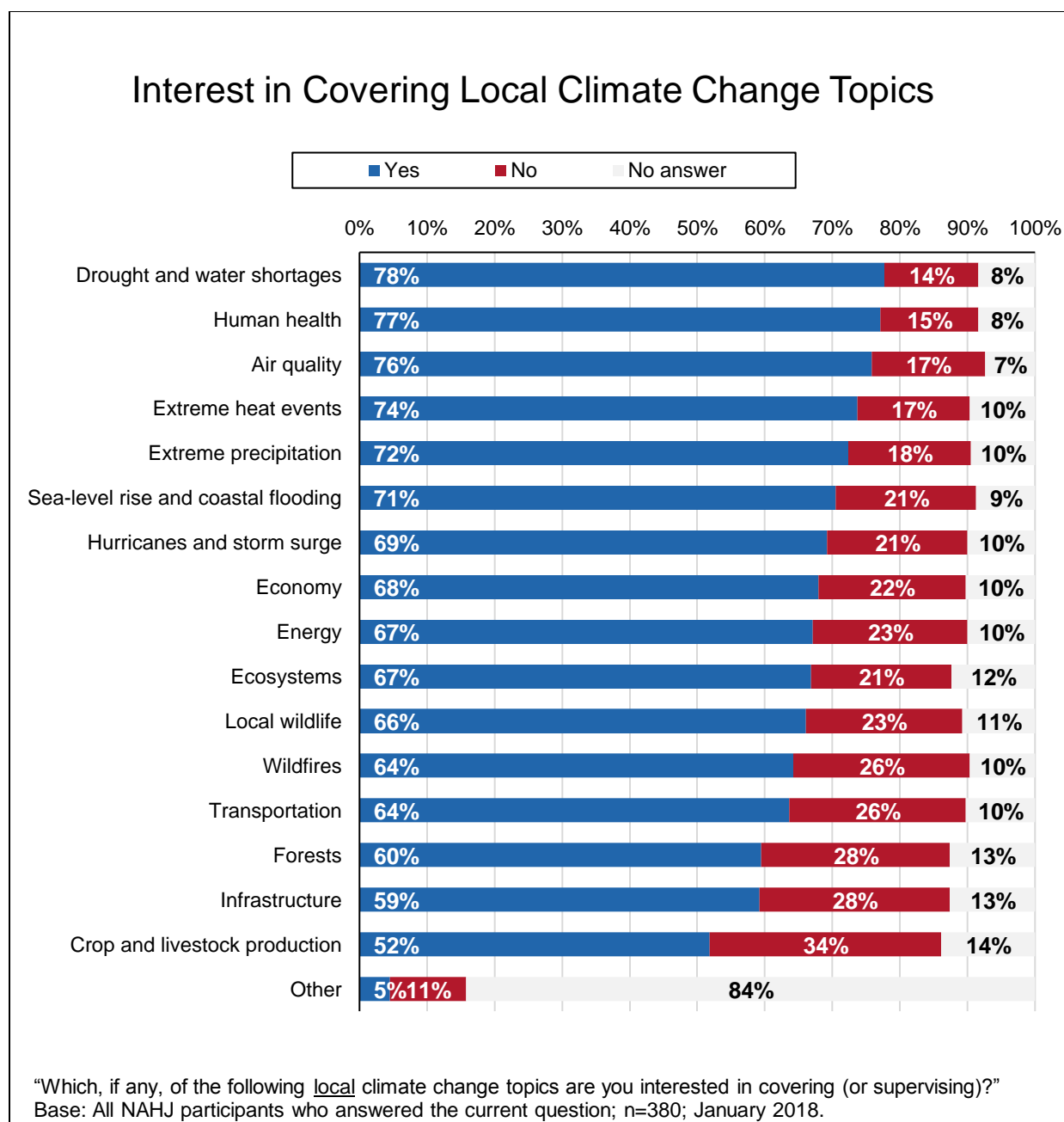
Interest in Reporting on Local Solutions to Climate Change

Fully 9 out of 10 NAHJ survey participants say they are at least slightly interested in reporting local climate solutions stories, with more than 4 out of 10 saying they are very interested.



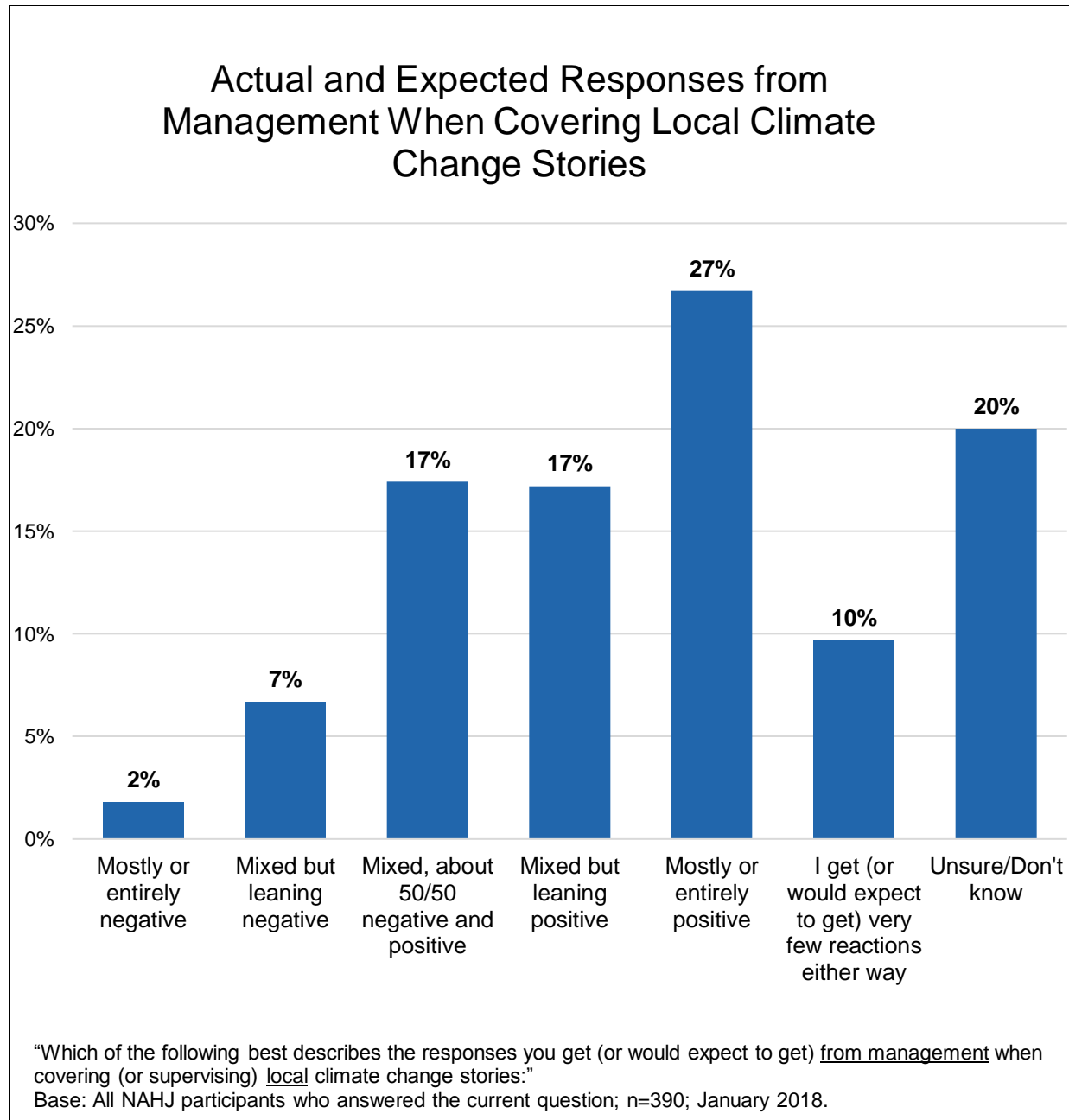
Interest in Local Climate Change Topics

A majority of NAHJ participants say they are interested in covering or supervising a wide range of local climate change stories. The highest level of interest is for stories focused on droughts and water shortages, human health, air quality, extreme heat events, extreme precipitation, sea-level rise and coastal flooding, hurricanes and storm surge, the economy, energy, ecosystems, local wildlife, wildfires, transportation, and forests—with 6 out of 10 or more expressing interest in reporting on these topics.



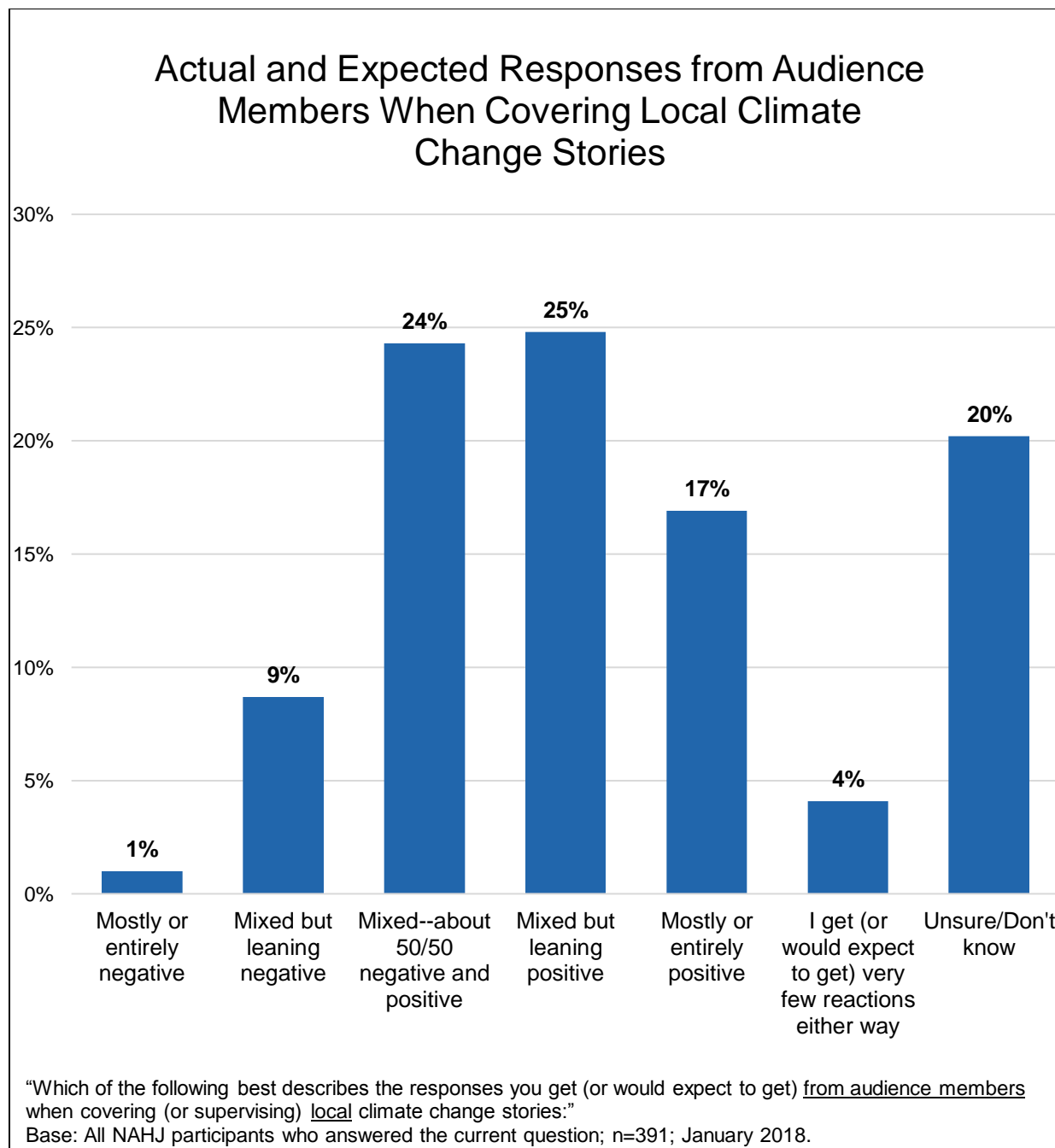
Expected Responses from Management

Over half of NAHJ survey participants receive—or expect—primarily positive responses, or a lack of response, from management when covering or supervising local climate change stories. Nearly 2 out of 10 say they get or expect management responses that are equally mixed between positive and negative, while fewer than 1 out of 10 get or expect primarily negative responses. Another 2 out of 10 don't know what to expect in terms of management response to climate reporting.



Expected Responses from Audience

Nearly half of NAHJ survey participants receive—or expect—largely positive responses, or little response, from their audience when covering or supervising local climate change stories, while nearly one-quarter receive audience responses that are equally mixed between positive and negative responses. One out of 10 receive or expect mostly or entirely negative responses from their audience, and 2 out of 10 don't know what audience reactions to expect.

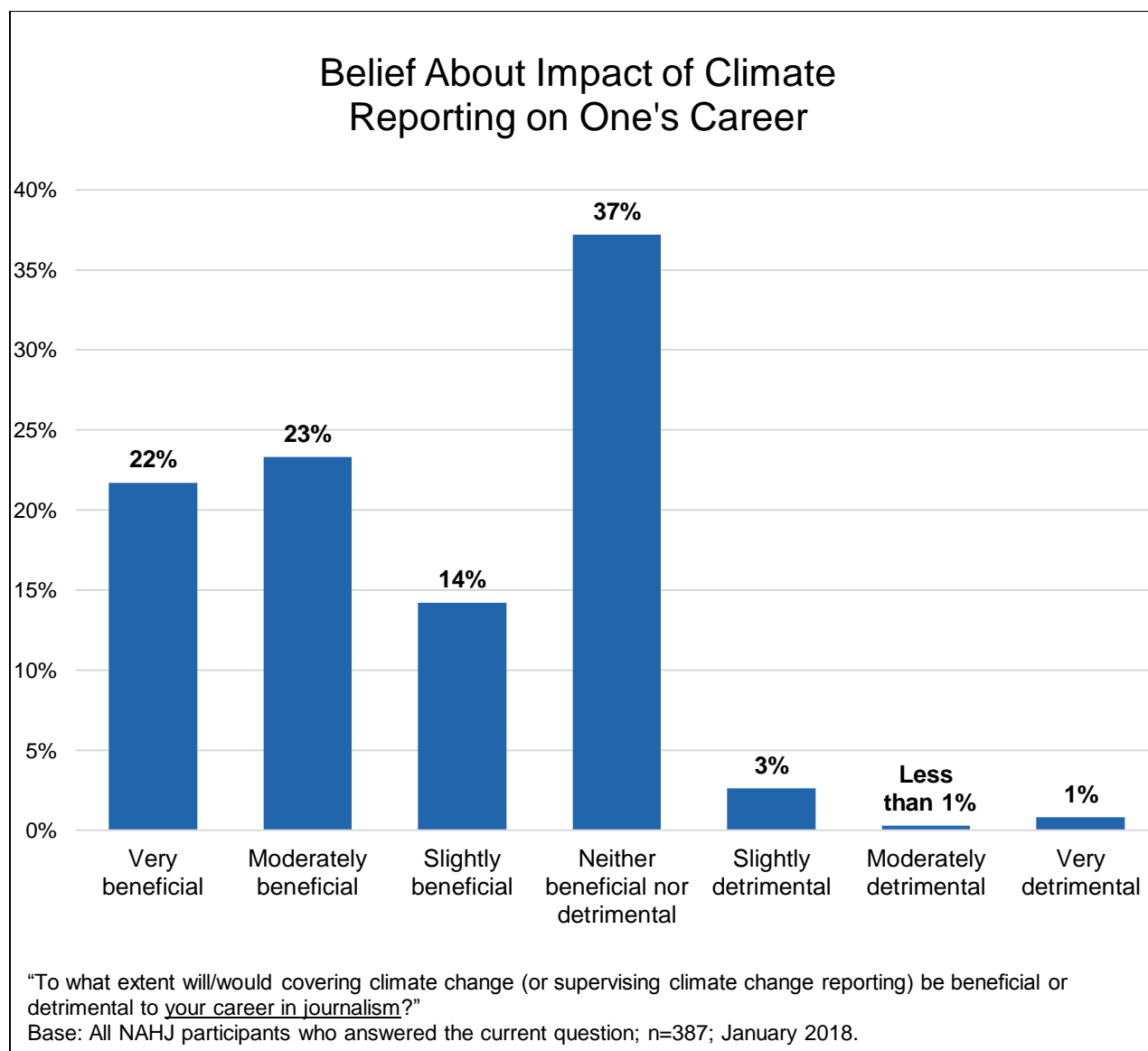


Impacts of Covering Climate Change

Journalists—like all professionals—are likely to consider the impact of their work decisions on both their own careers and on the broader community of which they are a part. We asked NAHJ members what they saw to be the likely consequences of reporting on climate change.

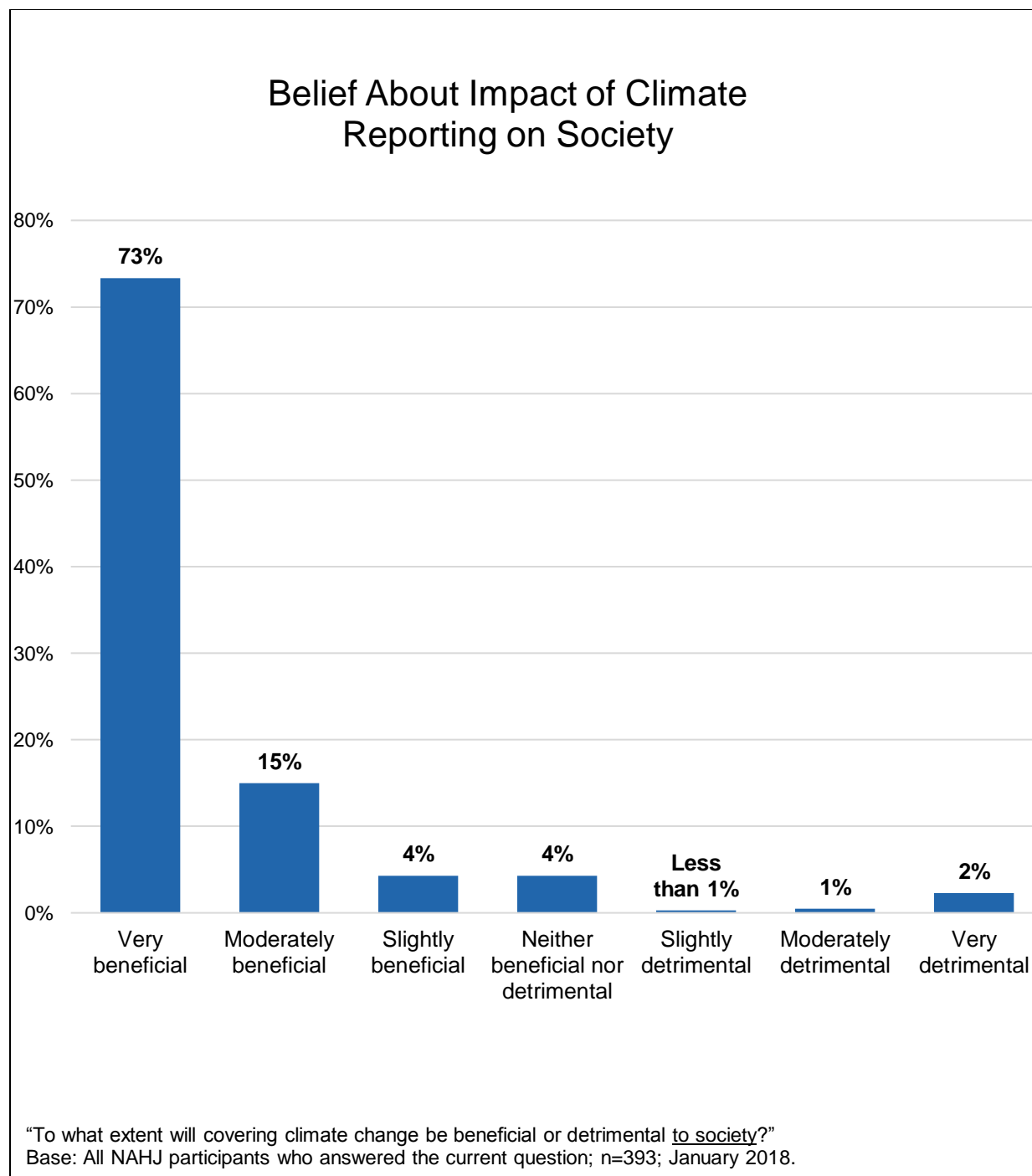
Impact on Respondents' Career

Nearly 6 out of 10 NAHJ survey participants think that reporting on climate change will be beneficial to their career, while nearly 1 out of 4 feel it will have no impact positive or negative; few think that reporting on climate change will be detrimental to their career.



Impact on Society

More than 9 out of 10 NAHJ survey participants feel that reporting on climate change will be beneficial to society, with more than 7 out of 10 saying it will be very beneficial.



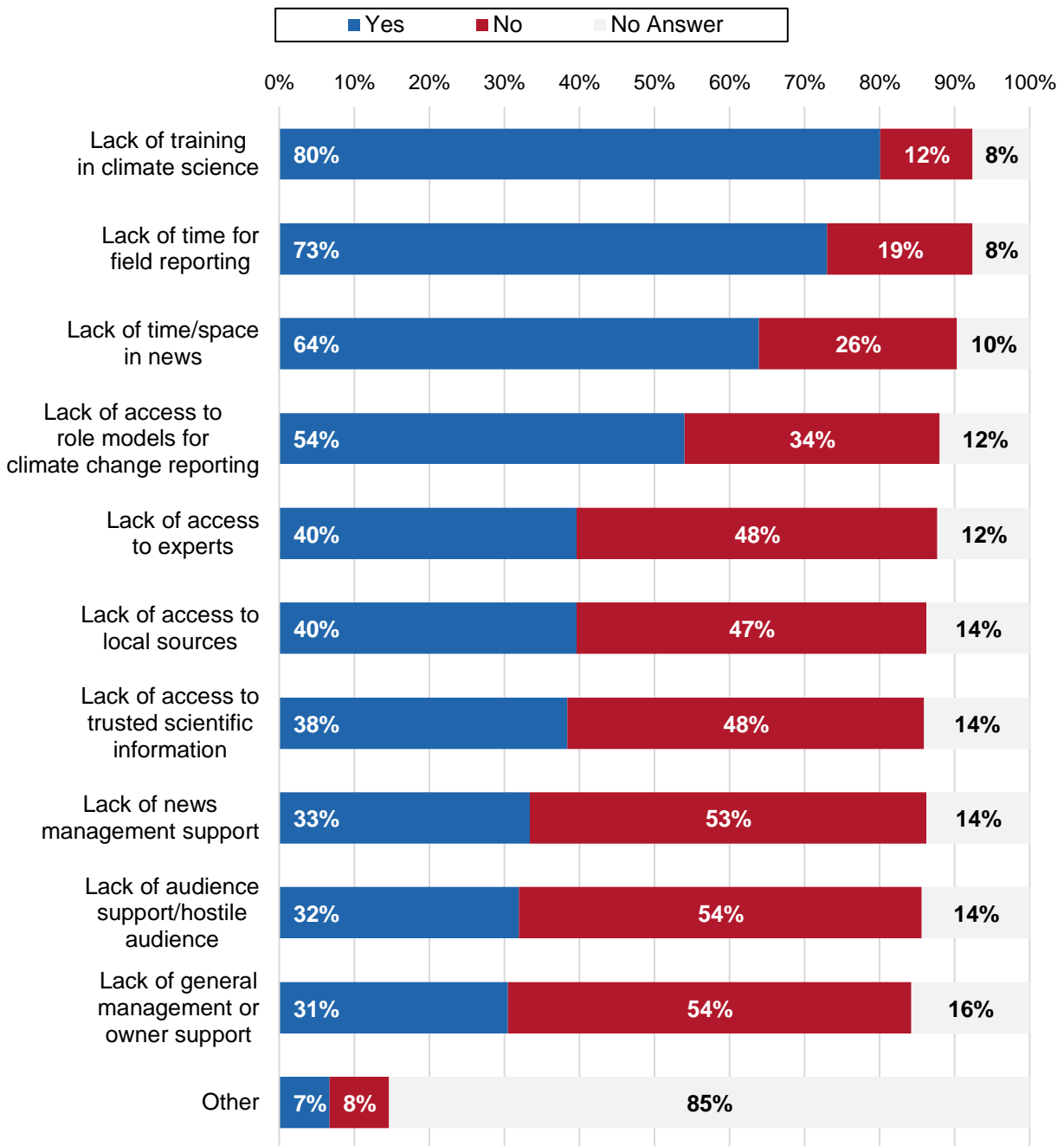
Obstacles to Covering Climate Change

Behavioral science research consistently shows that—across a broad range of beneficial behaviors—many people fail to perform beneficial behaviors not because they don't see value in them, but rather because they find the behaviors to be difficult to perform. Identifying what makes a behavior difficult to perform—that is, identifying the obstacles to behavioral performance—can lead to important insights about how to design resources that make the behavior easier to perform.

Most Frequent Obstacles to Covering Climate Change

Eight out of 10 NAHJ survey participants identify lack of training in climate science as an important obstacle in reporting on climate change, making this their most common obstacle. More than half also identify lack of time for field reporting, lack of time and space in their news outlet, and lack of role models for climate change reporting as obstacles to climate reporting. Lack of access to experts, lack of access to local sources, lack of access to trusted scientific information, and lack of news management support are also identified as obstacles by one-third of participants, or more.

Perceived Obstacles to Reporting on Climate Change

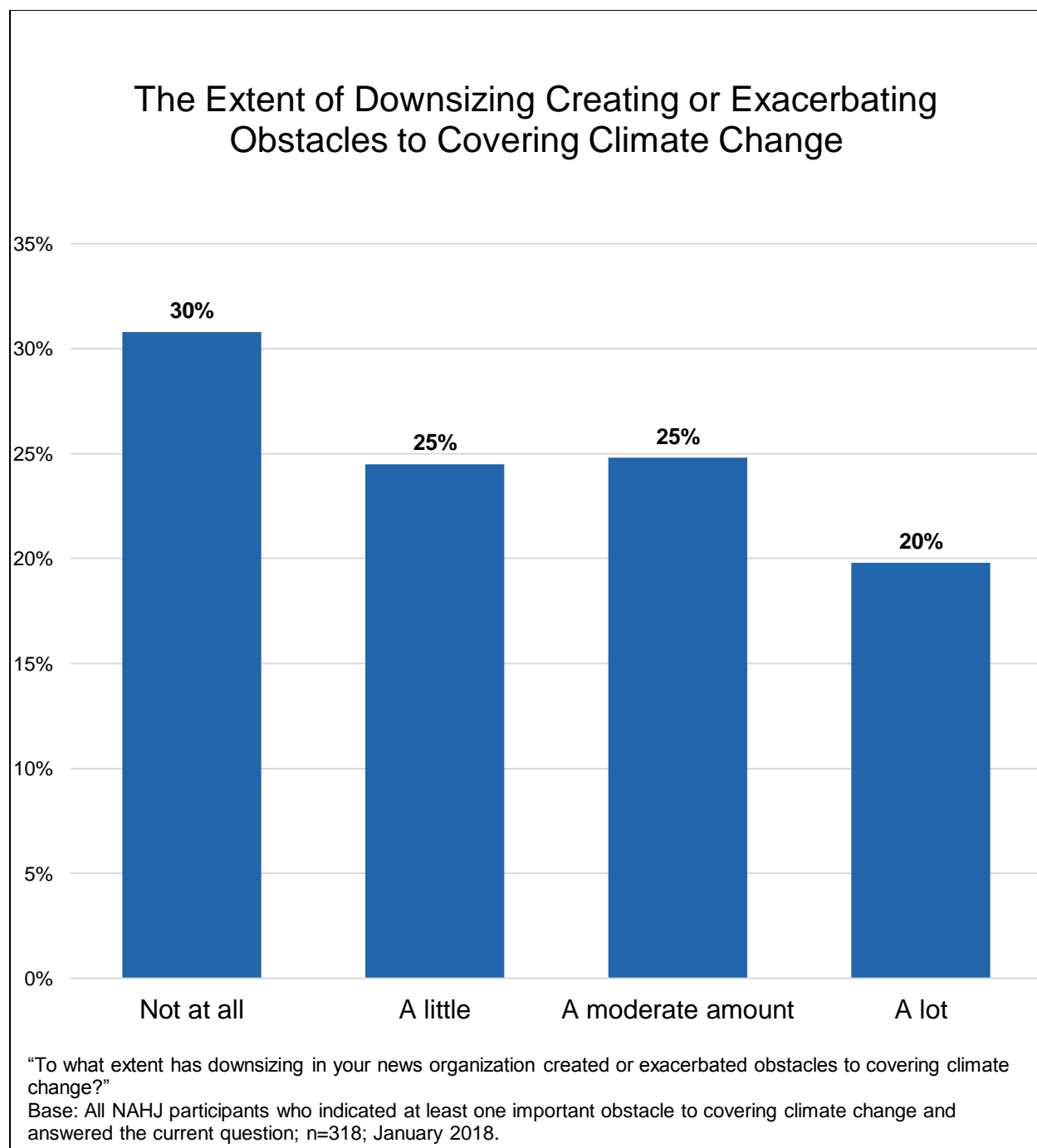


"Which of the following, if any, are important obstacles for you in covering climate change (or supervising others)?"

Base: NAHJ participants who have covered (or supervised) a local climate change-related story in the past 12 months, or who indicated interest in reporting on local impacts or solutions to climate change and who answered the current question; n=341; January 2018.

Is Downsizing an Obstacle?

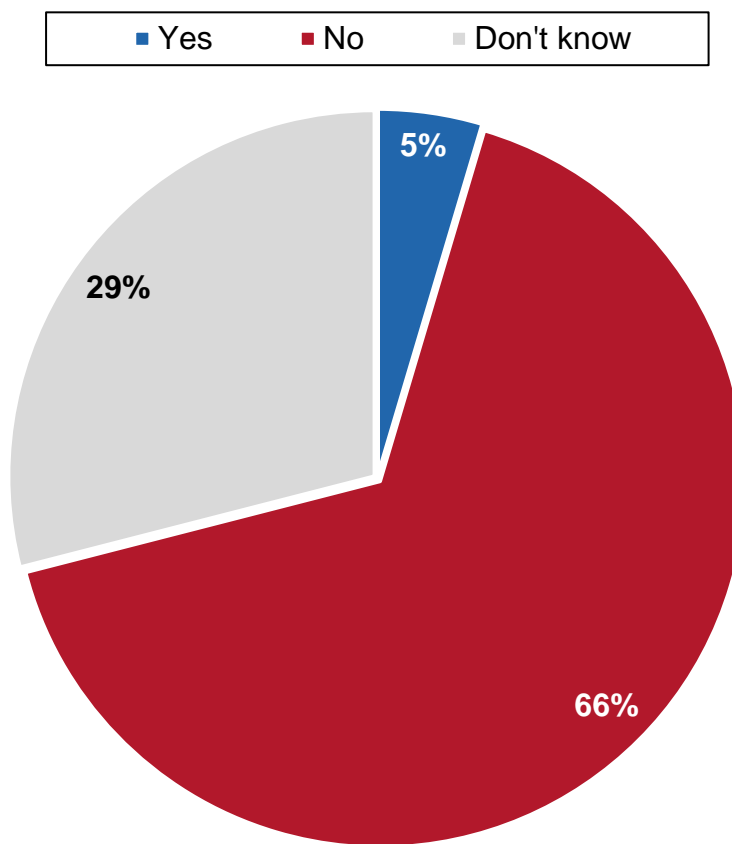
Seven out of 10 NAHJ survey participants think downsizing in their news organization has created or exacerbated obstacles to reporting on climate change, with 2 out of 10 saying downsizing has created or exacerbated obstacles “a lot” in their news organization.



Is Management an Obstacle?

Five percent of NAHJ survey participants say they have experienced at least one instance where management softened or censored a climate change-related story that they had personally reported or supervised. We asked a follow-up question to those who had this experience: “In what way(s) has management ever softened or censored a story you covered (or supervised) related to climate change?” These open-ended responses will be coded and reported at a future date.

Management's Censorship and Softening of Climate Change-related Stories

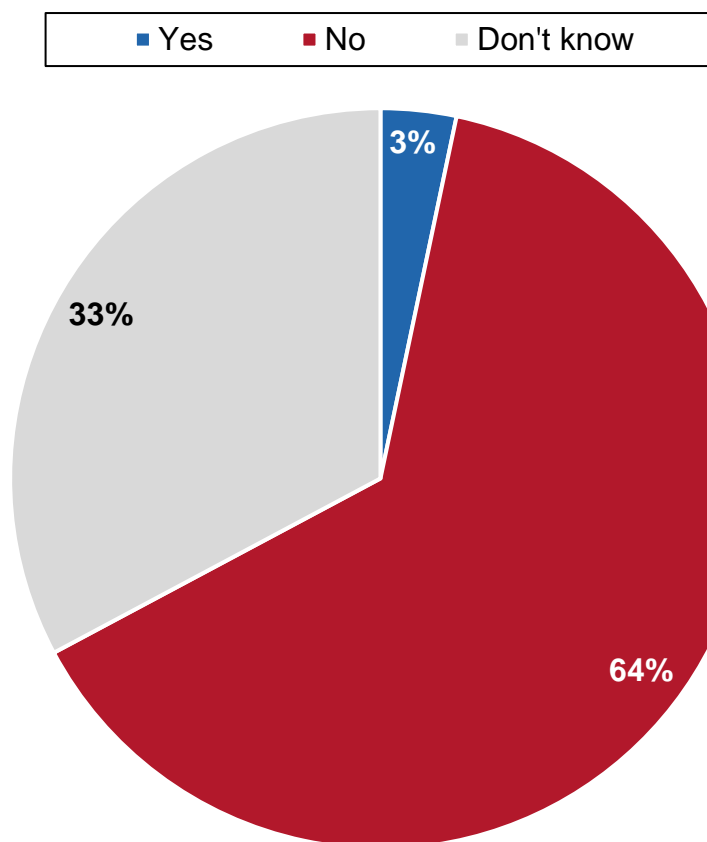


“Has management ever softened or censored a story you covered (or supervised) related to climate change?”
Base: All NAHJ participants who indicated a lack of support from news management, general management, or owner as an obstacle to climate reporting, and who answered the current question; n=131; January 2018.

Is Management an Obstacle for Colleagues?

Three percent of NAHJ survey participants say they have seen management soften or censor a colleague's climate change reporting. We asked a follow-up question to those who had: "In what way(s) has management ever softened or censored a story a colleague covered (or supervised) related to climate change?" These open-ended responses will be coded and reported at a future date.

Management's Censorship and Softening of Colleague's Climate Change-related Stories

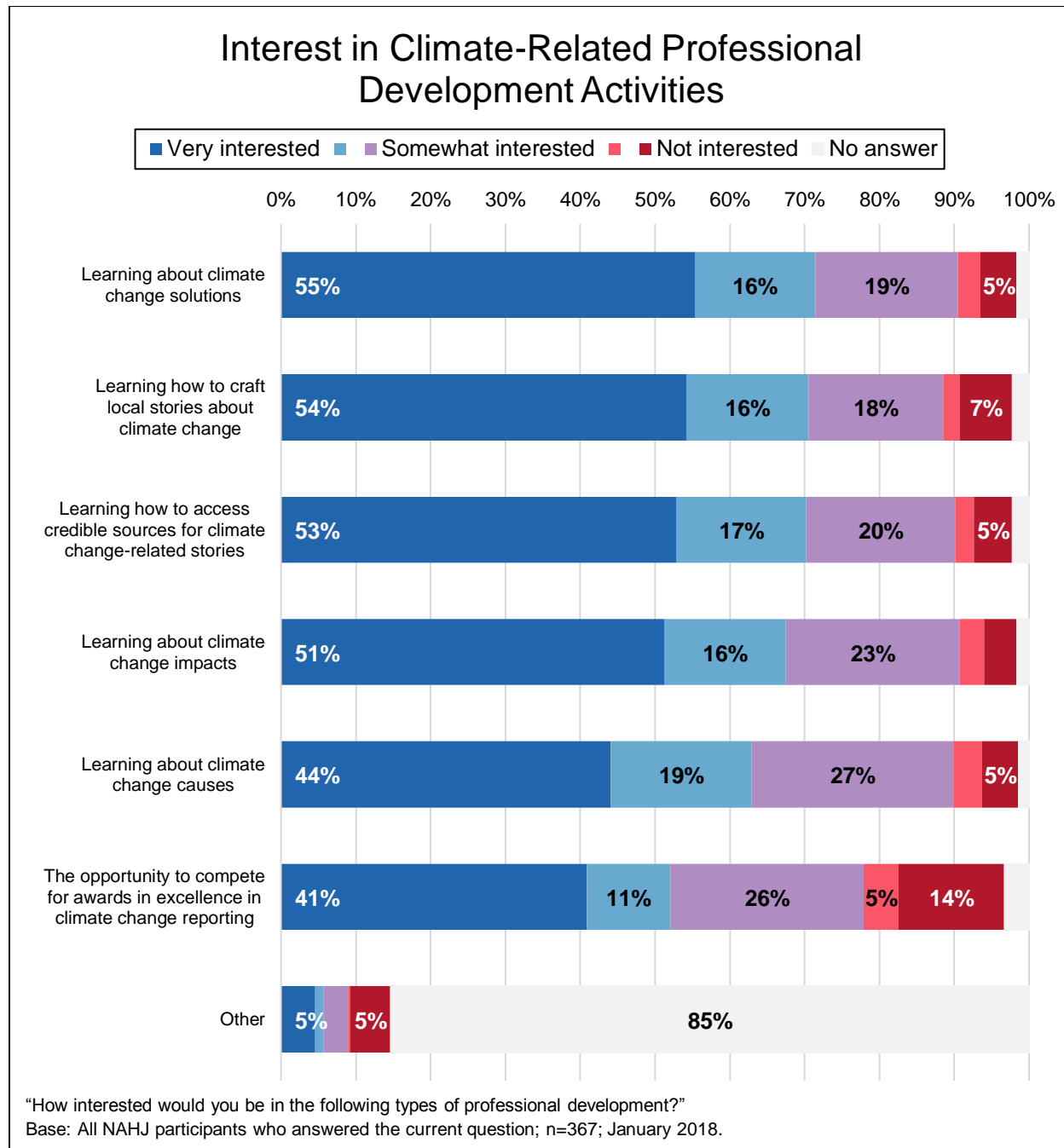


"Have you seen management soften or censor a story a colleague covered (or supervised) related to climate change?"

Base: All NAHJ participants to answer lack of general management or owner support or lack of news management support as an obstacle and have not personally experienced management softening or censoring a story related to climate change, and who answered the current question; n=122; January 2018.

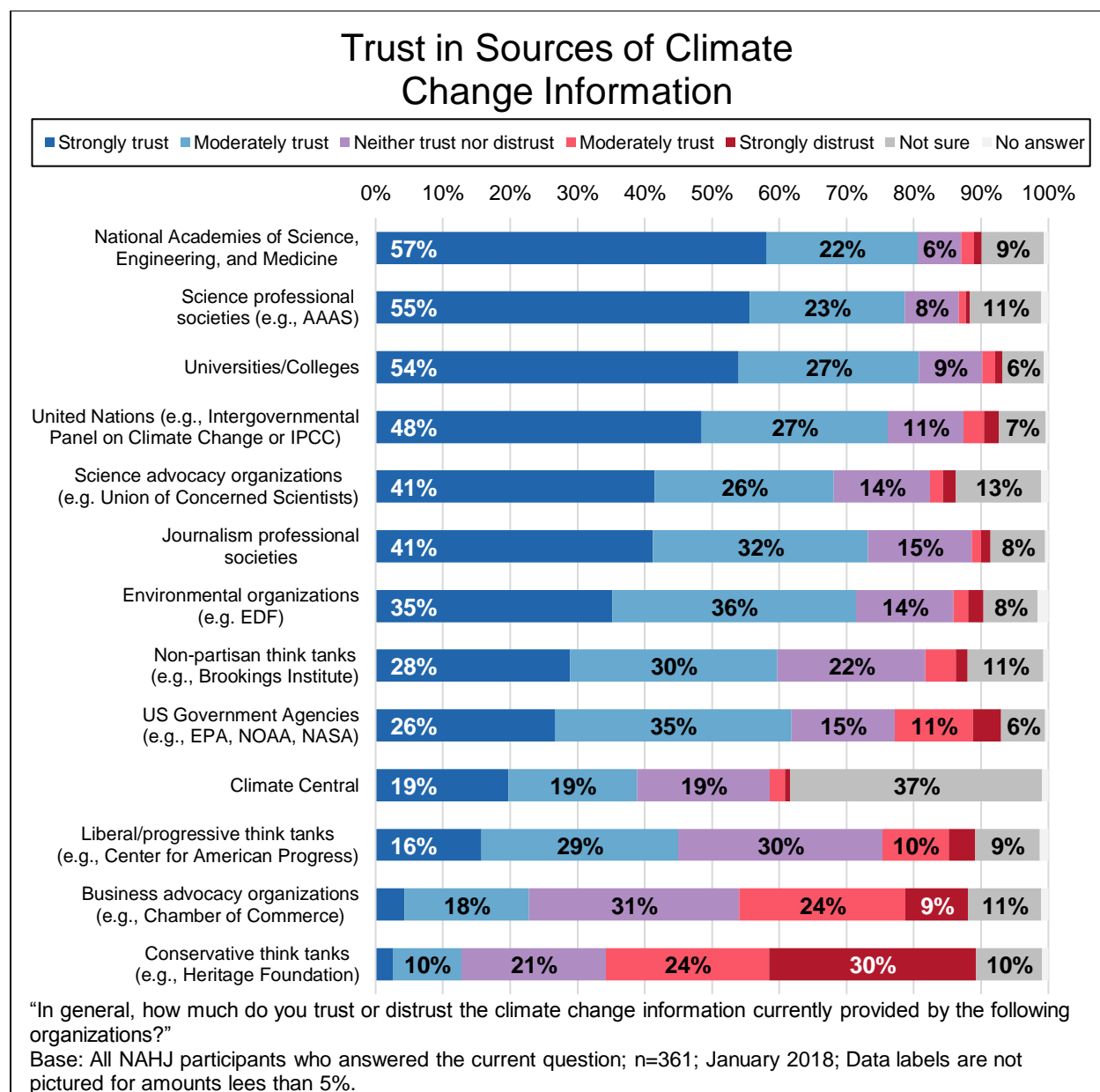
Professional Development on Climate Change

Well over half of NAHJ survey participants are interested in a range of professional development activities related to climate change reporting. The professional development activities they are most interested in are learning about climate change solutions, followed by crafting local stories about climate change, accessing credible sources for climate change-related stories, and learning about climate change impacts.



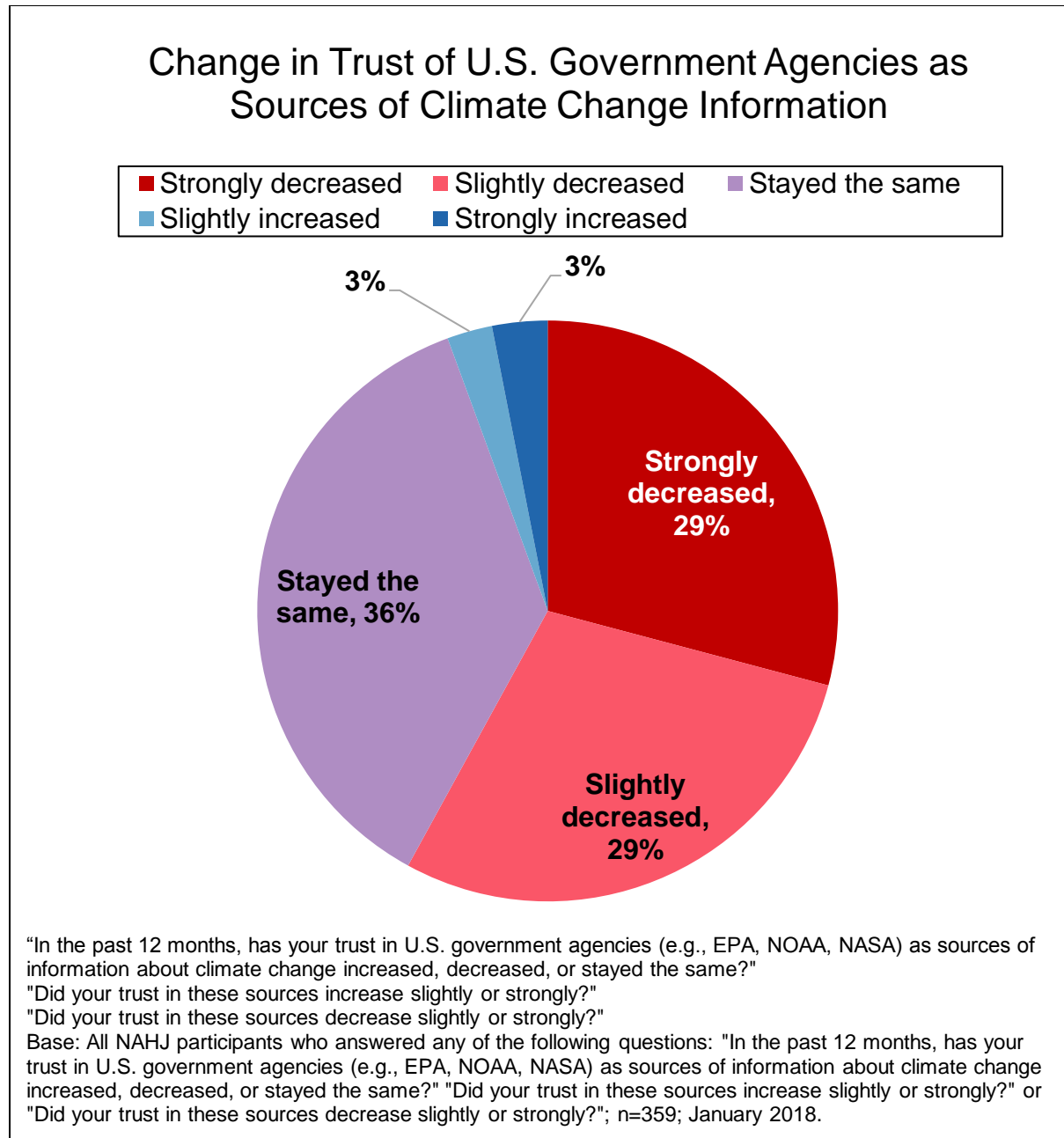
Trust in Sources of Climate Change Information

NAHJ survey participants tend to most trust the climate information provided by independent science organizations—including the National Academies of Science, Engineering and Medicine, professional science societies, and universities and colleges. A large minority also trust the United Nations Intergovernmental Panel on Climate Change, science advocacy organizations, and professional journalism societies as sources of information about climate change. In comparison, relatively few trust think tanks (both liberal and conservative) and business advocacy organizations.



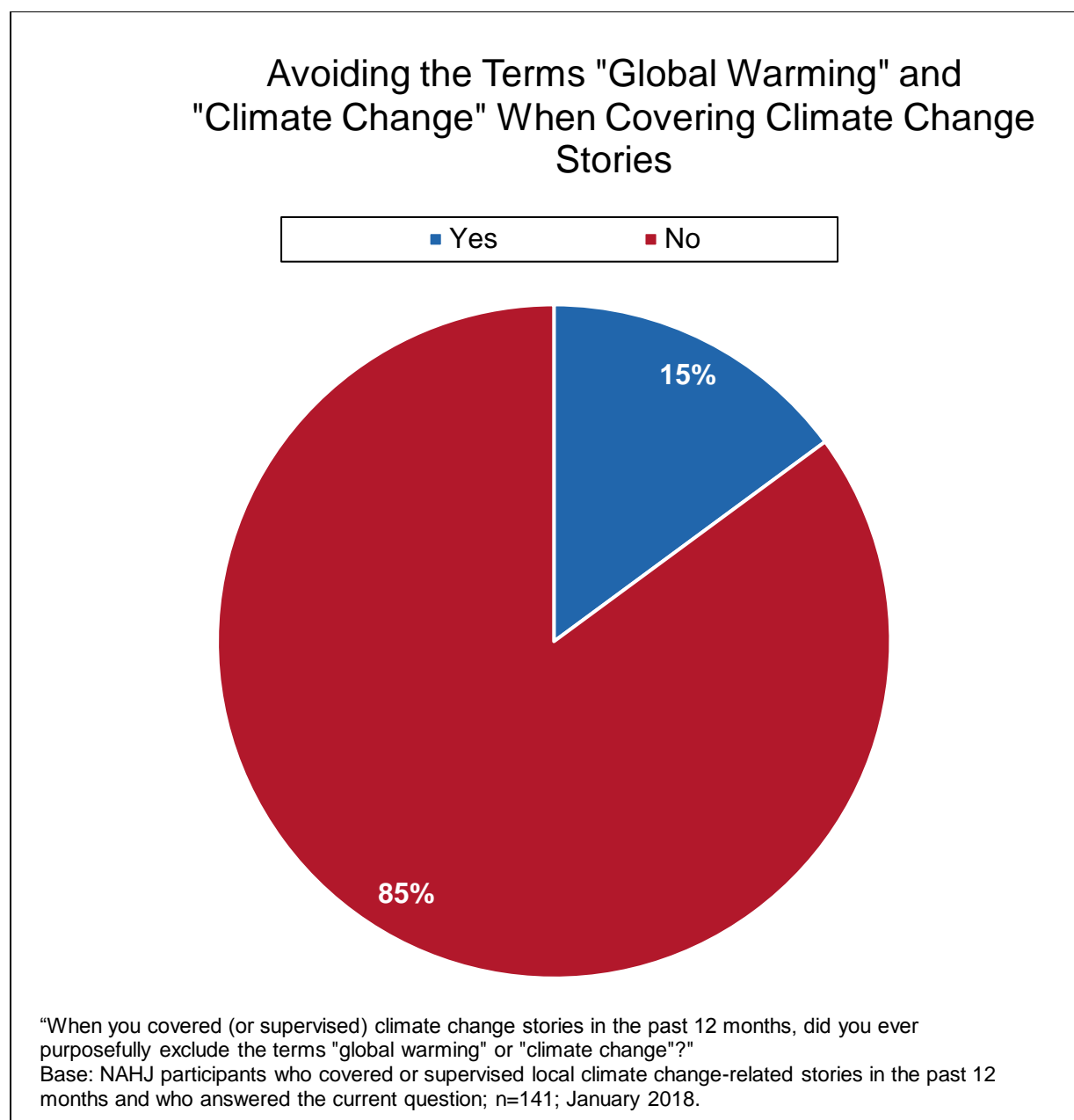
Change in Trust of Government Institutions?

Nearly 6 out of 10 NAHJ survey participants say their trust in U.S. government agencies as sources of information about climate change has decreased over the past 12 months, coinciding with the first year of the Trump administration; few say their trust has increased. Those participants who say they had experienced decreased (and increased) trust were asked: “Did your trust in these sources decrease (increase) slightly or strongly?”—the responses were equally divided between a slight decrease and a strong decrease in trust.



Avoidance of the Terms Global Warming and Climate Change

Fifteen percent of NAHJ survey participants who had covered or supervised climate change stories in the past year say they purposively avoided using the terms global warming or climate change on at least one occasion. In a follow-up question, we asked them why they did so. These open-ended responses will be coded and reported at a future date.



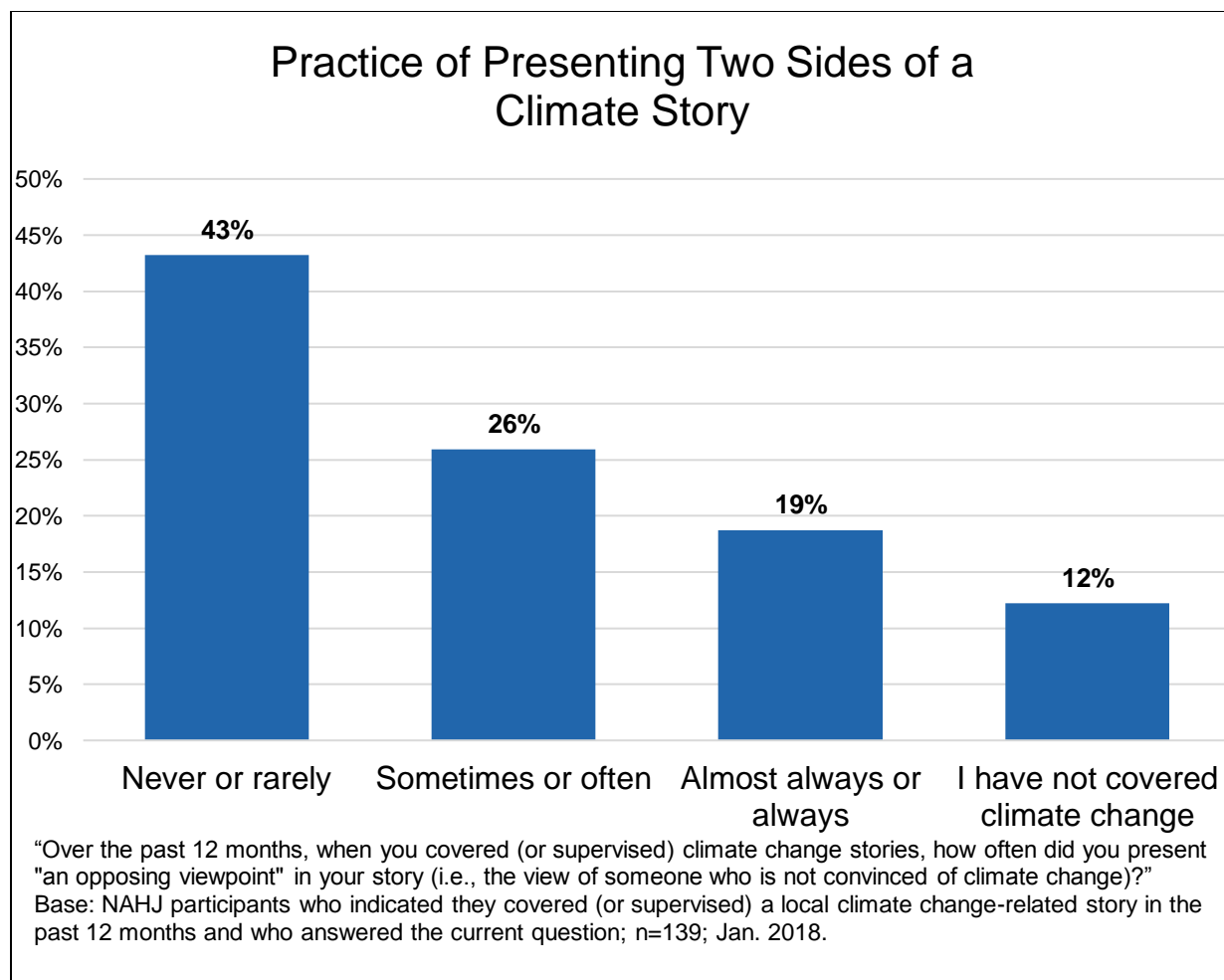
Presenting Opposing Viewpoints: Practices and Attitudes

Balance is the professional norm used by some journalists to ensure their reporting remains objective, by including spokespersons on conflicting sides of a debate and by giving equal time and weight to both sides of a story. A ‘false balance’ occurs when this approach is taken despite a weight of evidence strongly favoring one side over another. In effect, this ‘false balance’ has the potential to perpetrate an information bias. Scholars suggest that journalistic accounts of human-caused climate change that include an opposing viewpoint are presenting a false balance.

The Practice of Presenting Opposing Viewpoints

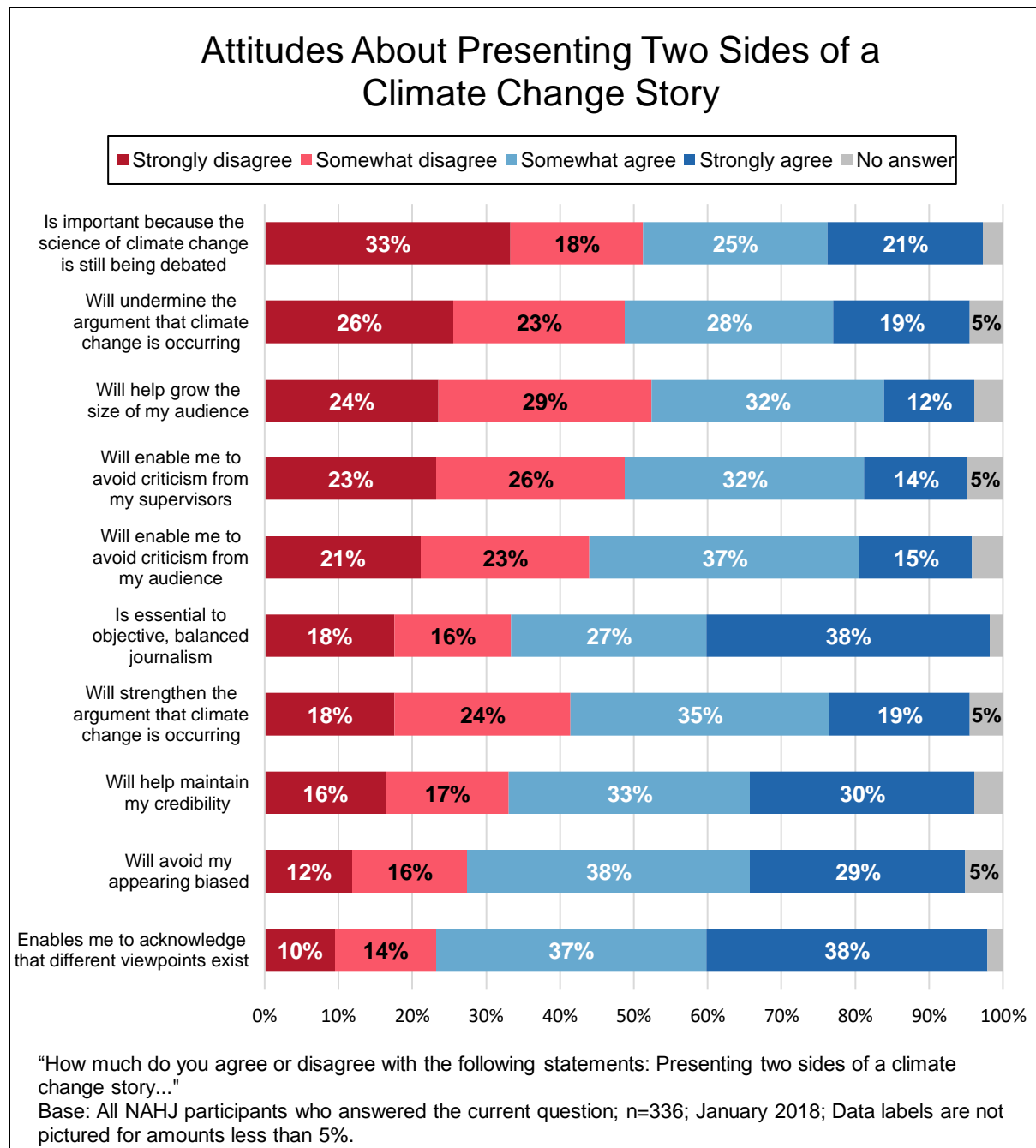
More than 4 out of 10 NAHJ survey participants who had covered climate change stories during the past year say they rarely or never presented an opposing view point (i.e., someone not convinced of climate change). Conversely, more than one-quarter say they did so sometime or often, and nearly 2 out of 10 say they did so almost always or always. In a follow-up question, we asked them why they included opposing viewpoints.

Of the 62 NAHJ survey participants who had reported an opposing viewpoint in a climate change story in the past 12 months, 42 described their reason for doing so. About three-quarters (76%) said they included an opposing viewpoint because it is essential to objective, balanced journalism, or they do so to acknowledge other viewpoints exist. For example, one participant wrote: “Because I know there are two views on the issue and I’m a fair journalist.” One out of 10 survey participants (10%) said they included an opposing viewpoint in order to avoid the appearance of bias in their reporting, or to avoid criticism.



Attitudes about Presenting Two Sides to a Climate Change Story

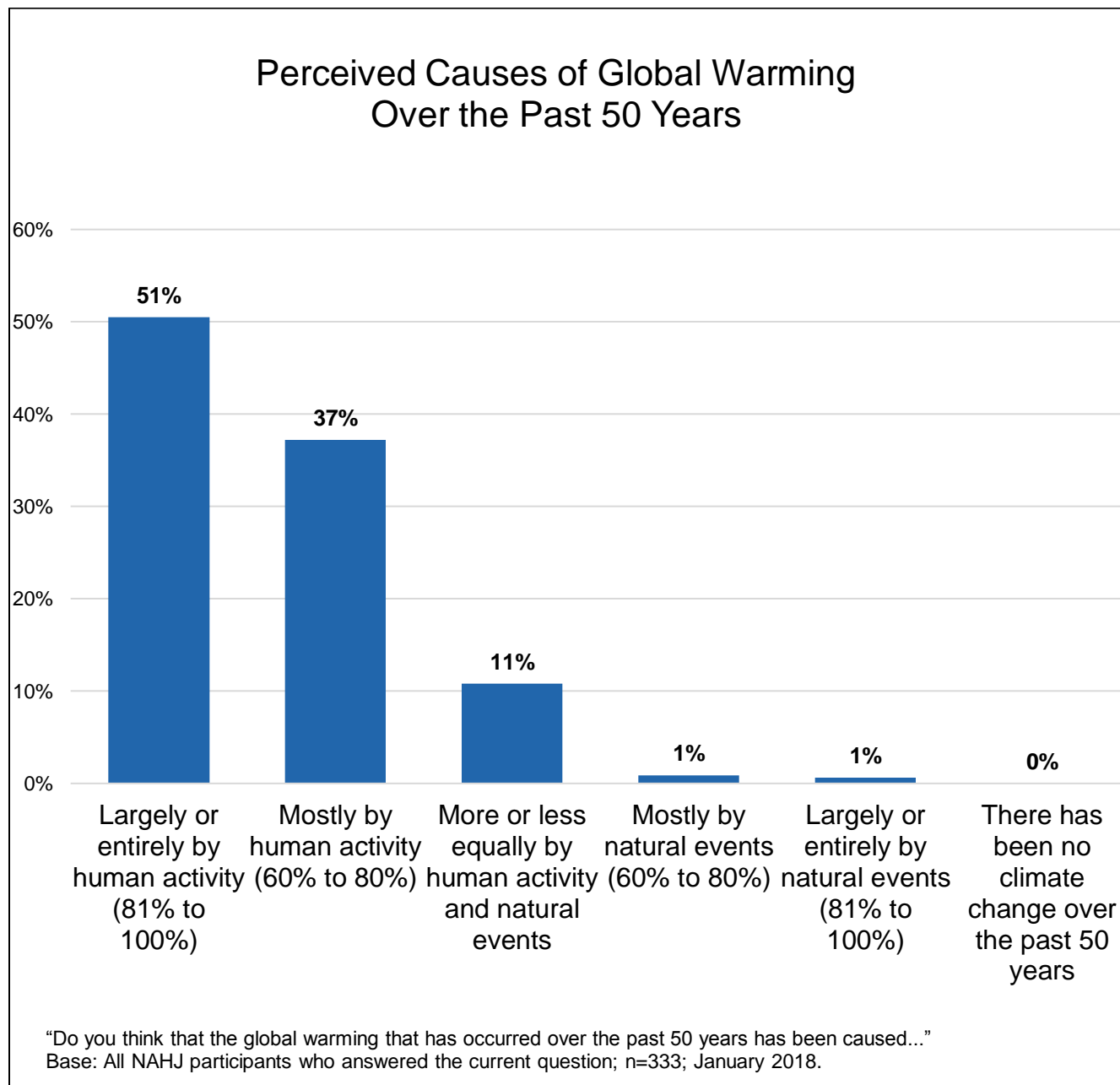
While nearly all NAHJ members are themselves convinced that human-caused climate change is occurring, many feel that reporting two sides of a climate change is helpful for one or more reasons. For example, more than 6 out of 10 say that reporting both sides: will enable them to acknowledge that different viewpoints exist; will avoid the appearance of bias; is essential to objective, balanced journalism; and will help maintain their credibility. Nearly half feel presenting two sides of a climate change story is important because the science of climate change is still being debated.



Additional Beliefs, Attitudes and Experiences with Global Warming

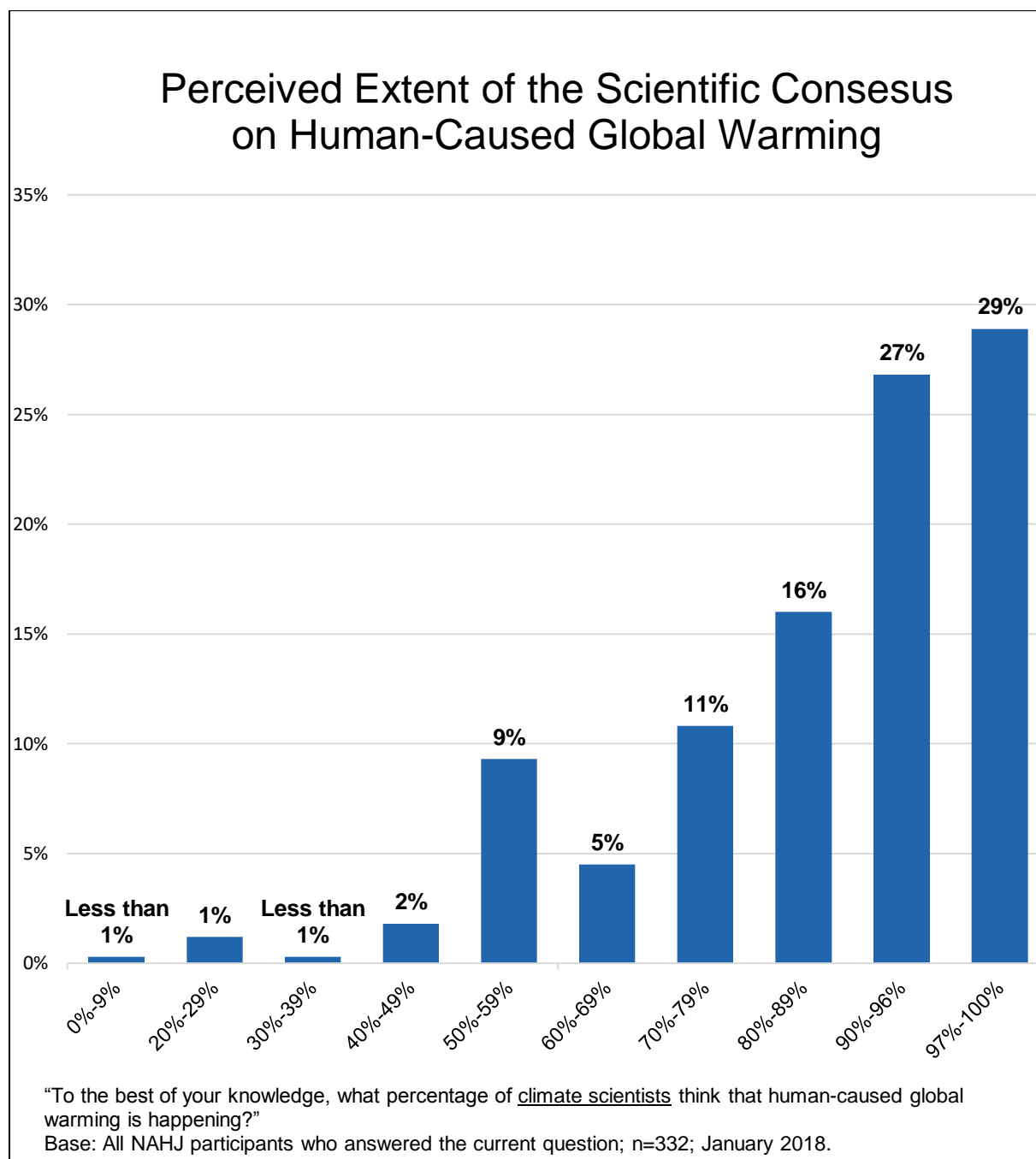
Human Activity or Natural Events

Nearly 9 out of 10 NAHJ survey participants think that the global warming that has occurred in the past 50 years is due mostly or entirely to human activity, while about 1 out of 10 thinks it is caused equally by human activity and natural causes; few think it is mostly due to natural causes.



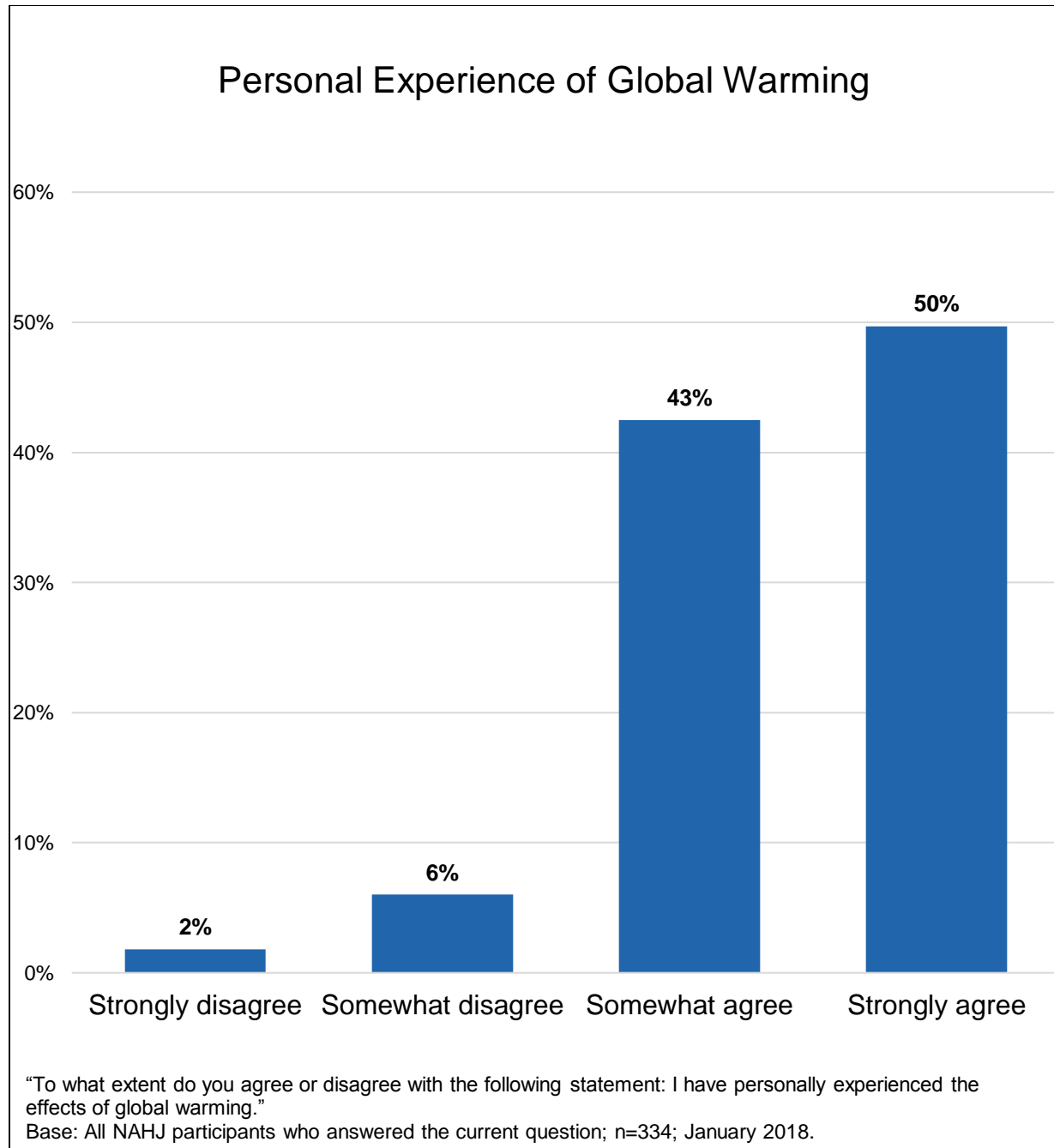
Perceived Scientific Consensus about Human-Caused Global Warming

Nearly 3 out of 10 NAHJ survey participants are aware that 97% or more of climate scientists think human-caused global warming is occurring, and nearly 6 out of 10 think the scientific consensus is 90% or greater. Conversely, about 4 out of 10 think the scientific consensus is less than 90%, and some say it is far less.



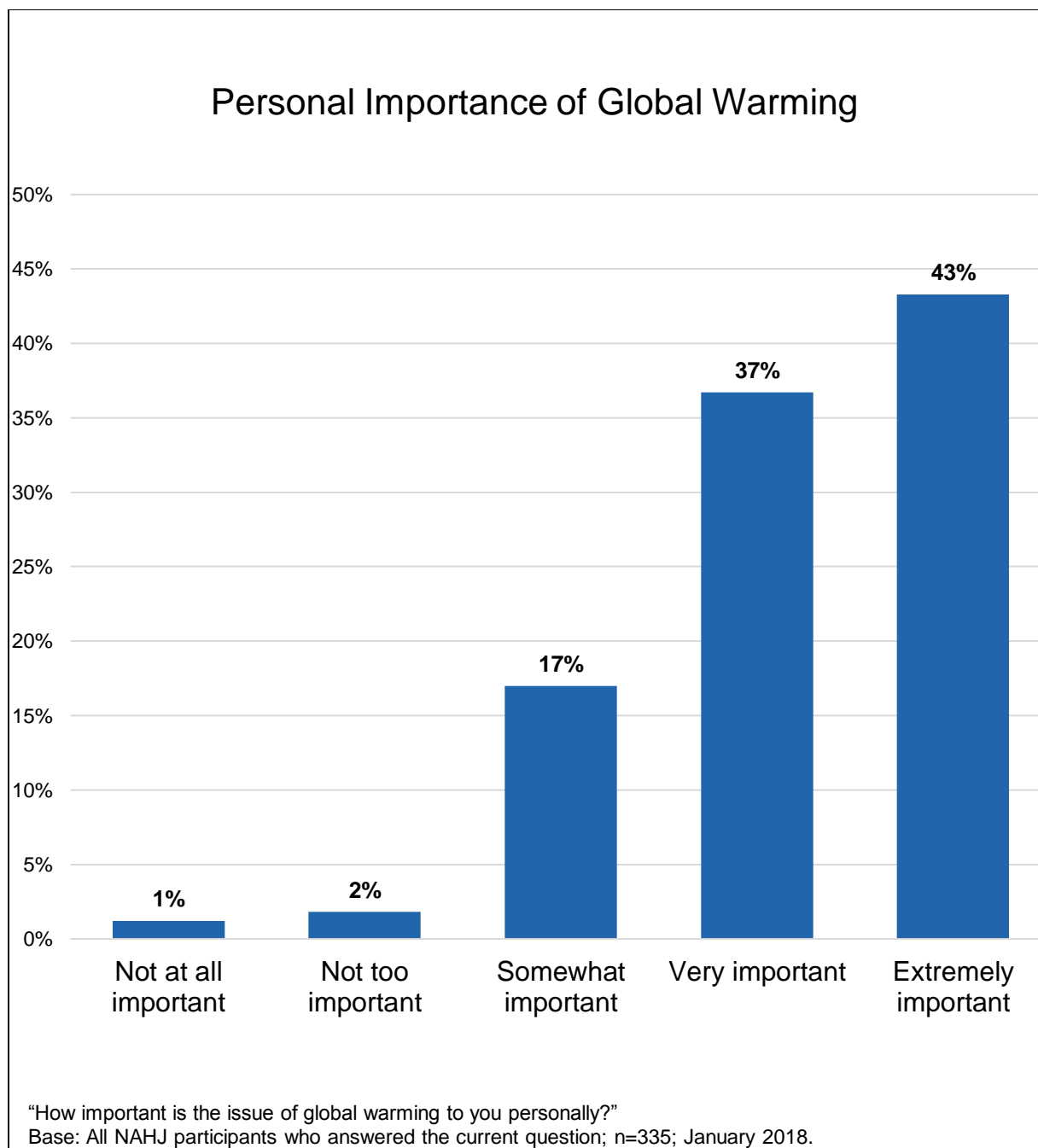
Personal Experience of Global Warming

More than 9 out of 10 NAHJ survey participants agree with the statement “I have personally experienced the effects of global warming,” with half strongly agreeing. In a follow-up question, we asked these participants “In what way(s) have you personally experienced global warming?” These open-ended responses will be coded and reported at a future date.



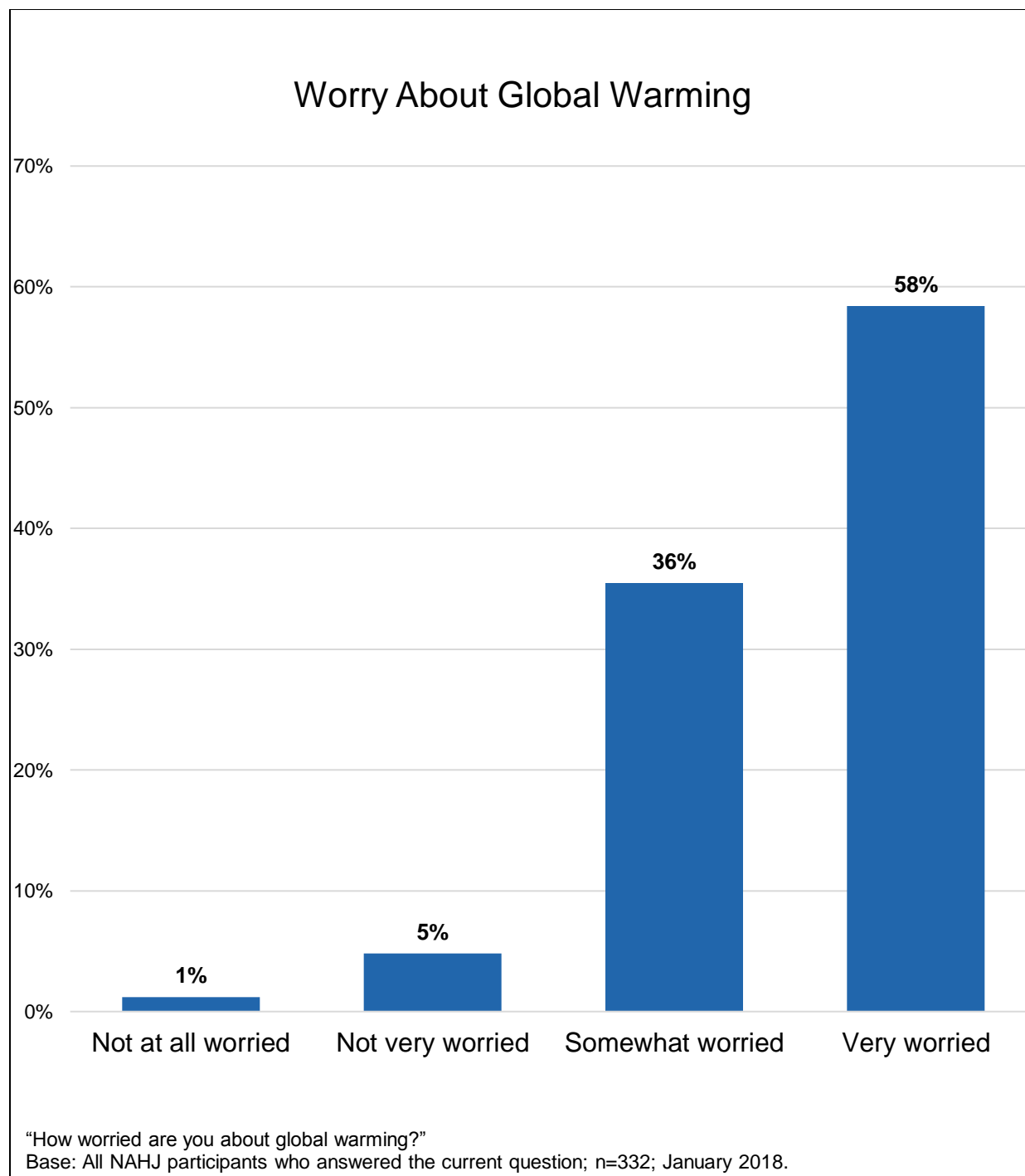
Personal Importance of Global Warming

Nearly all NAHJ survey participants say that the issue of global warming is at least somewhat personally important to them; 8 out of 10 say it is very or extremely important to them.



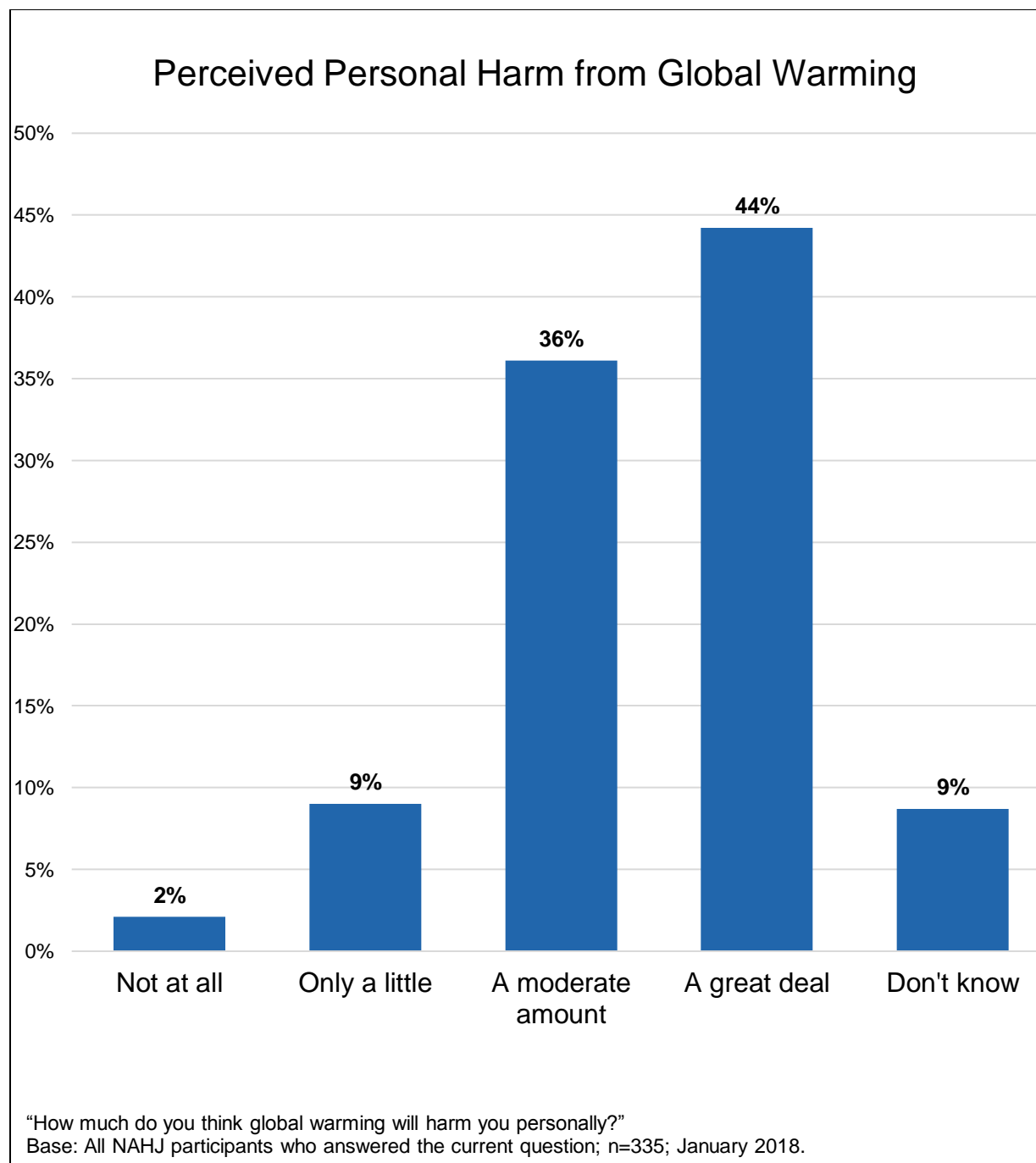
Worry About Global Warming

Nearly all NAHJ survey participants say they are worried about global warming; nearly 6 out of 10 say they are very worried.



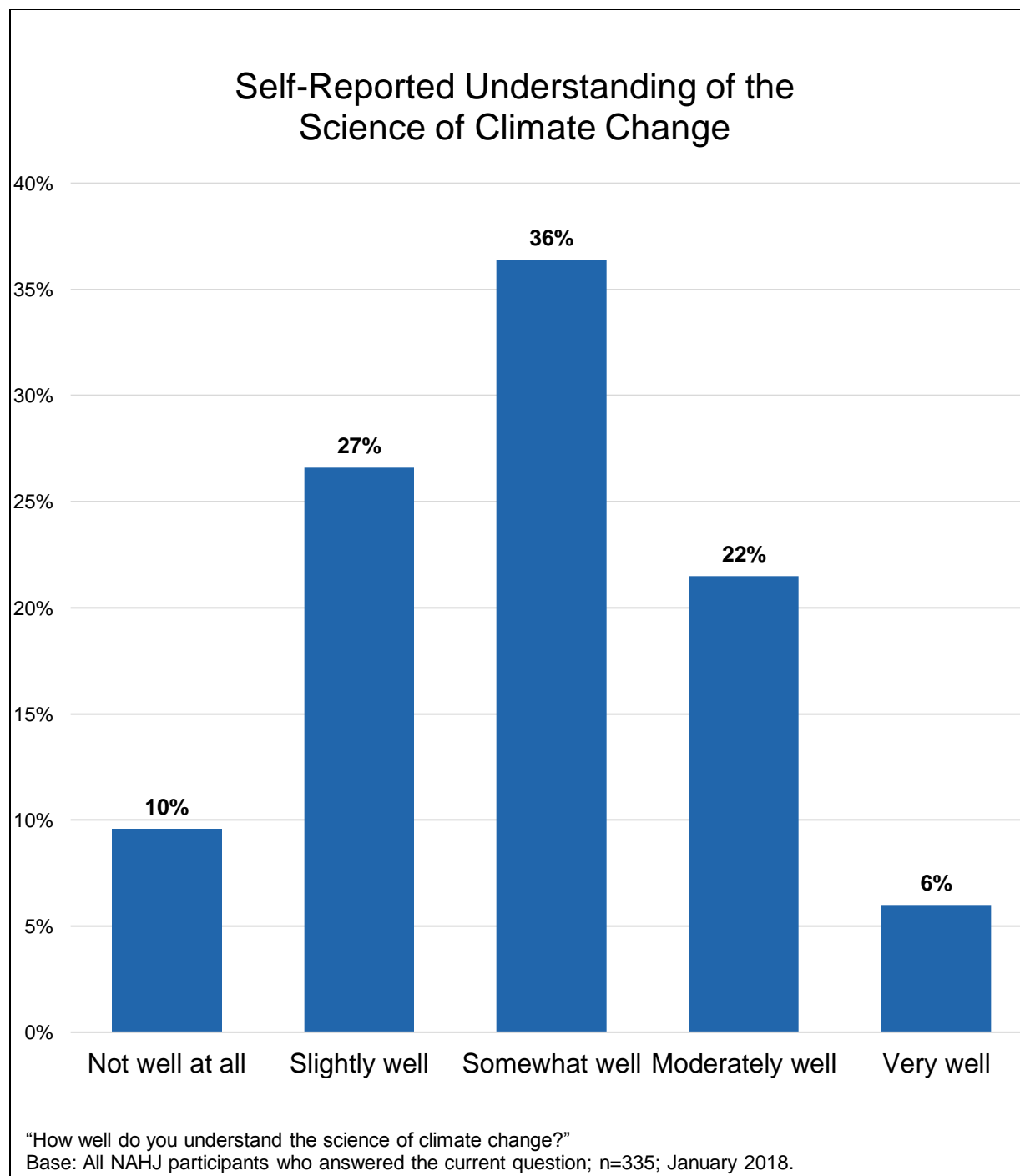
Personal Harm from Global Warming

Nearly 9 out of 10 NAHJ survey participants feel they will be personally harmed by global warming, with 8 out of 10 saying they will be harmed a moderate amount or a great deal.



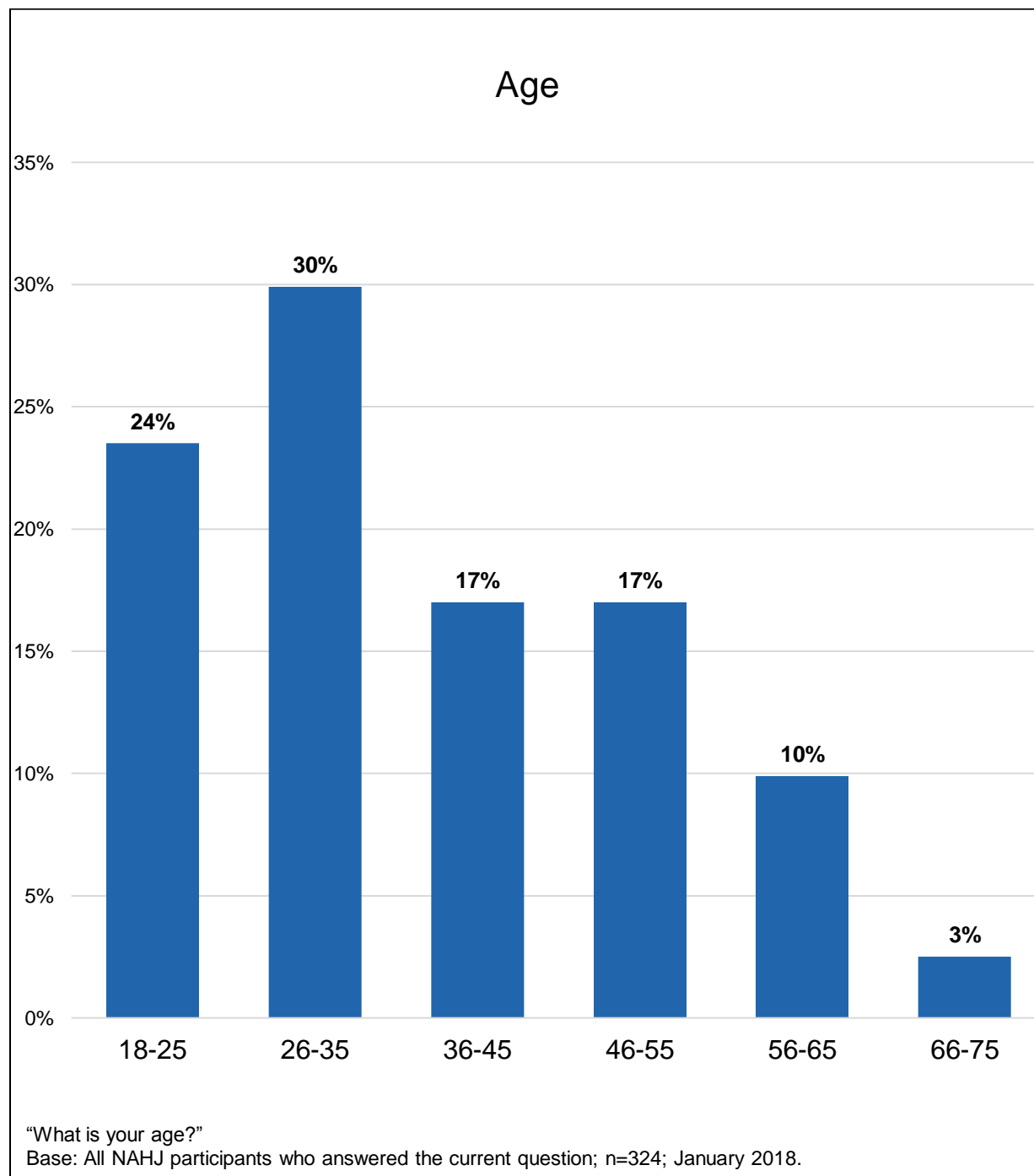
Understanding the Science of Climate Change

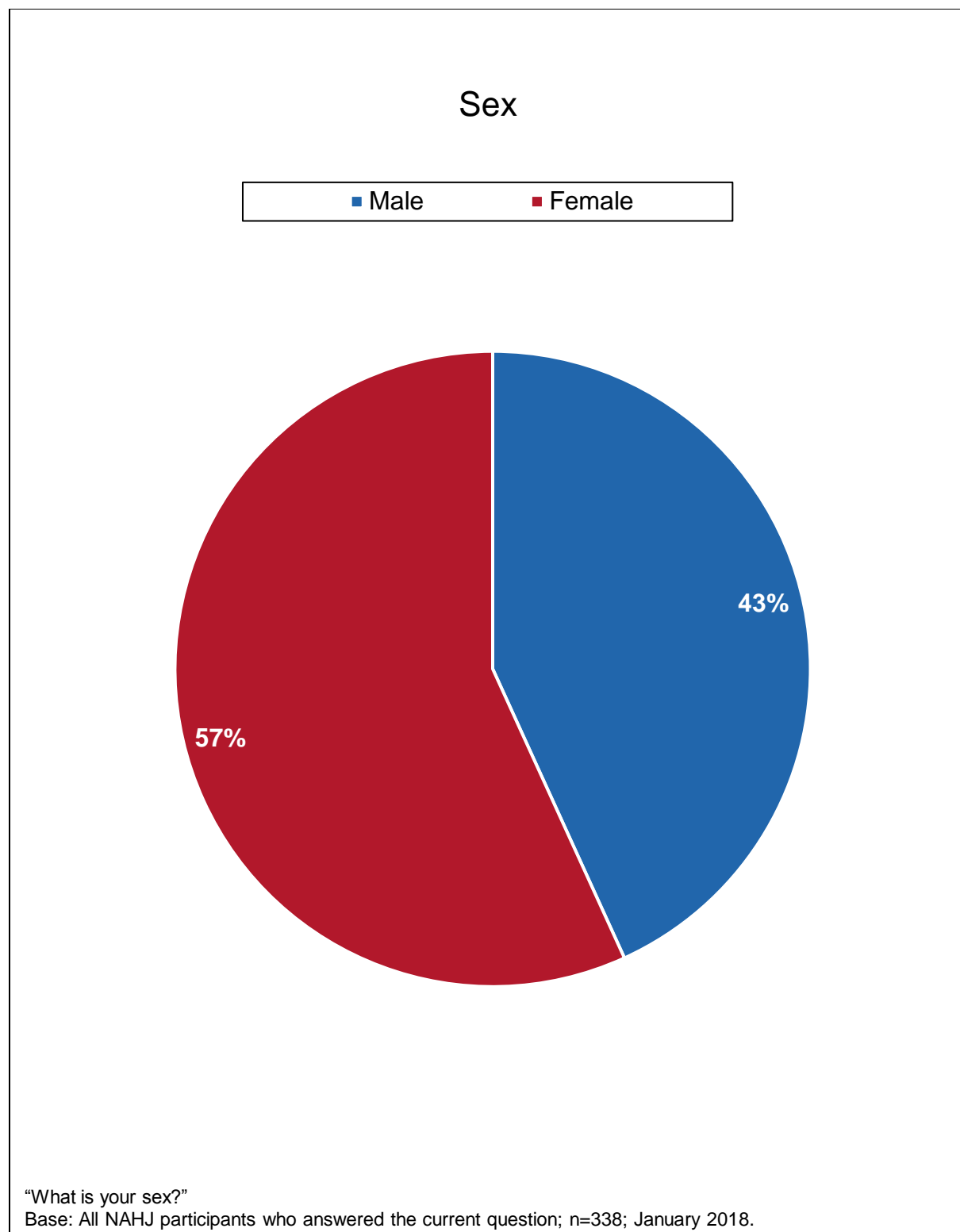
Nearly two-thirds of NAHJ survey participants feel they know the science of climate change somewhat, moderately, or very well.

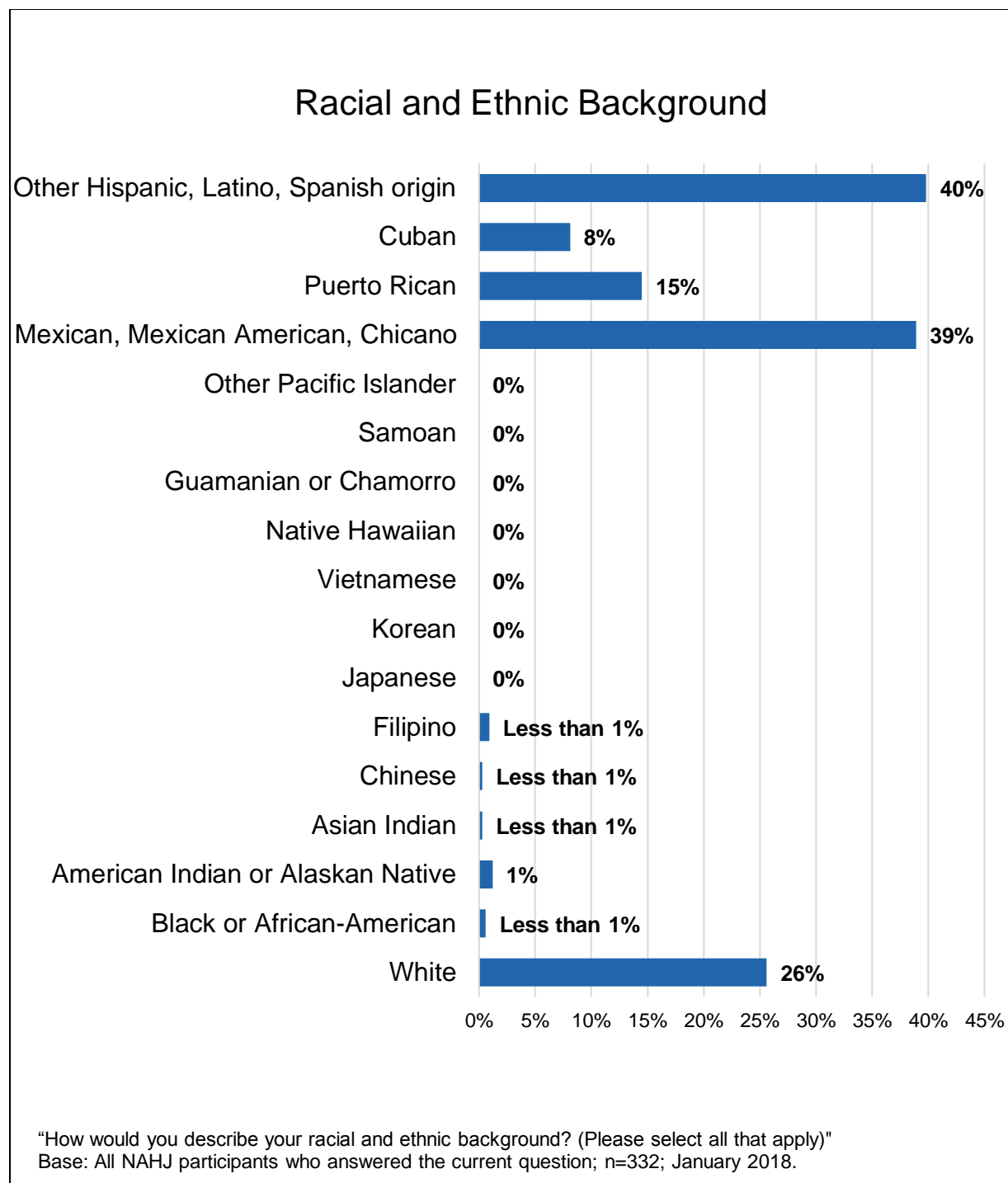


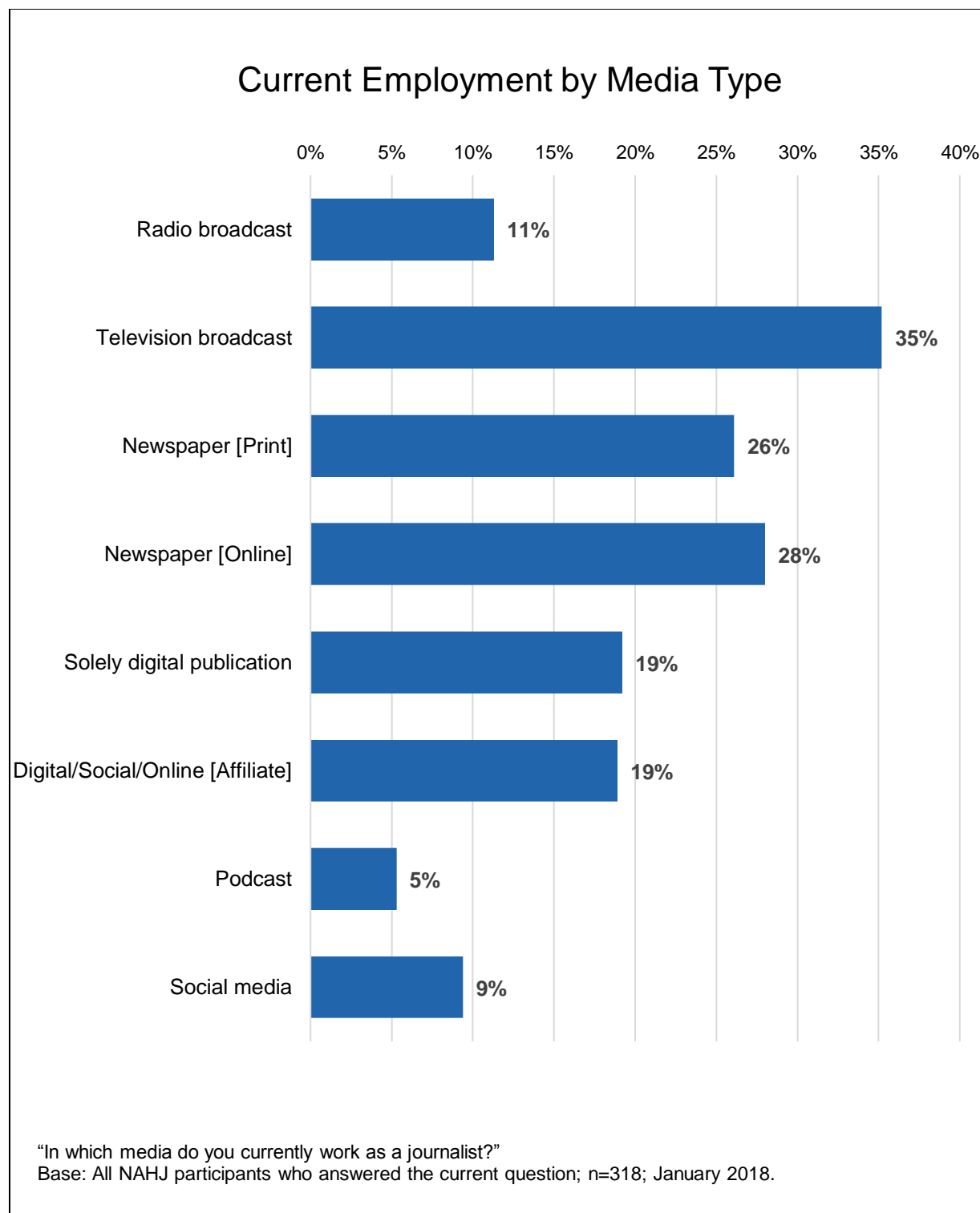
Personal Characteristics

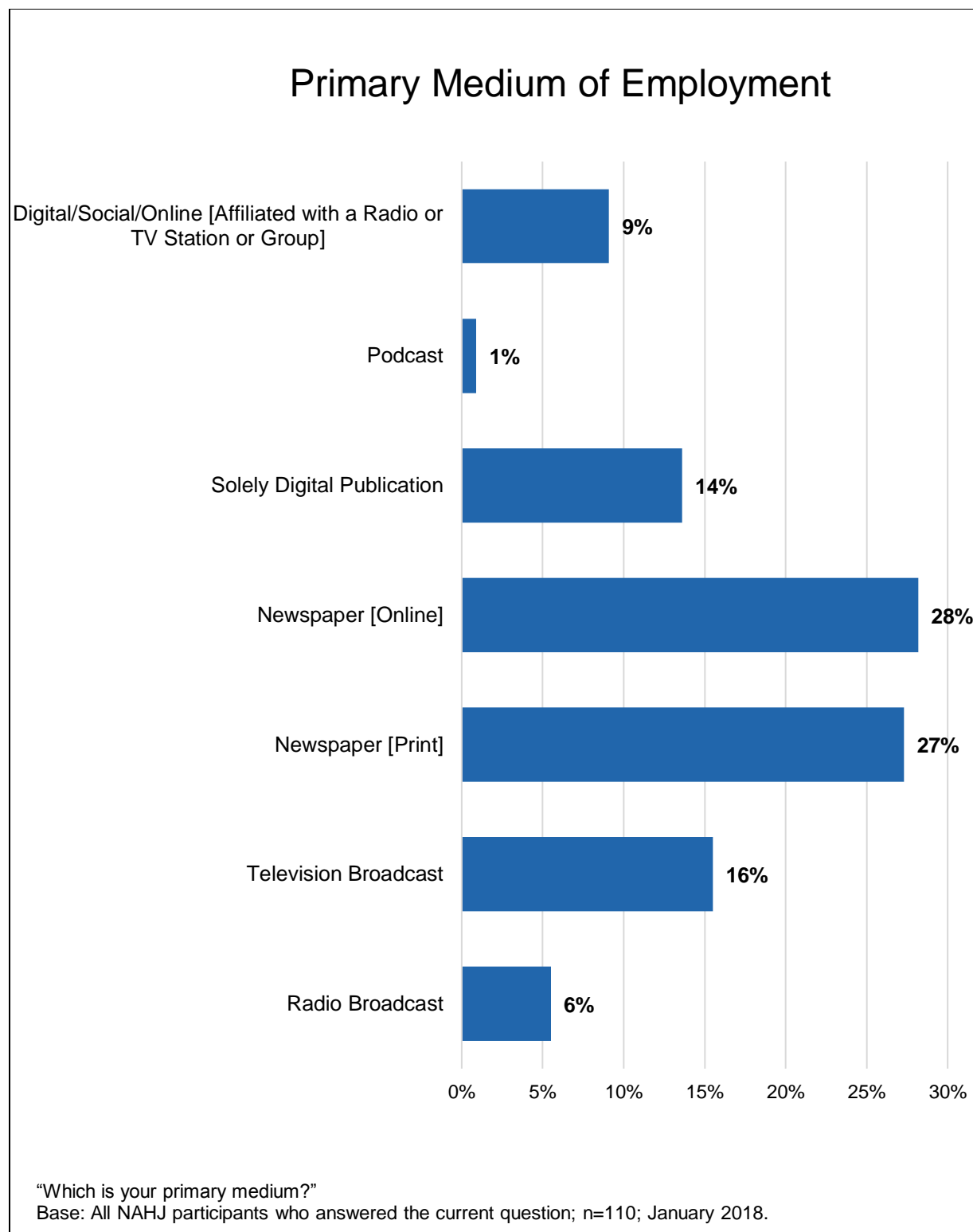
Age of Respondents

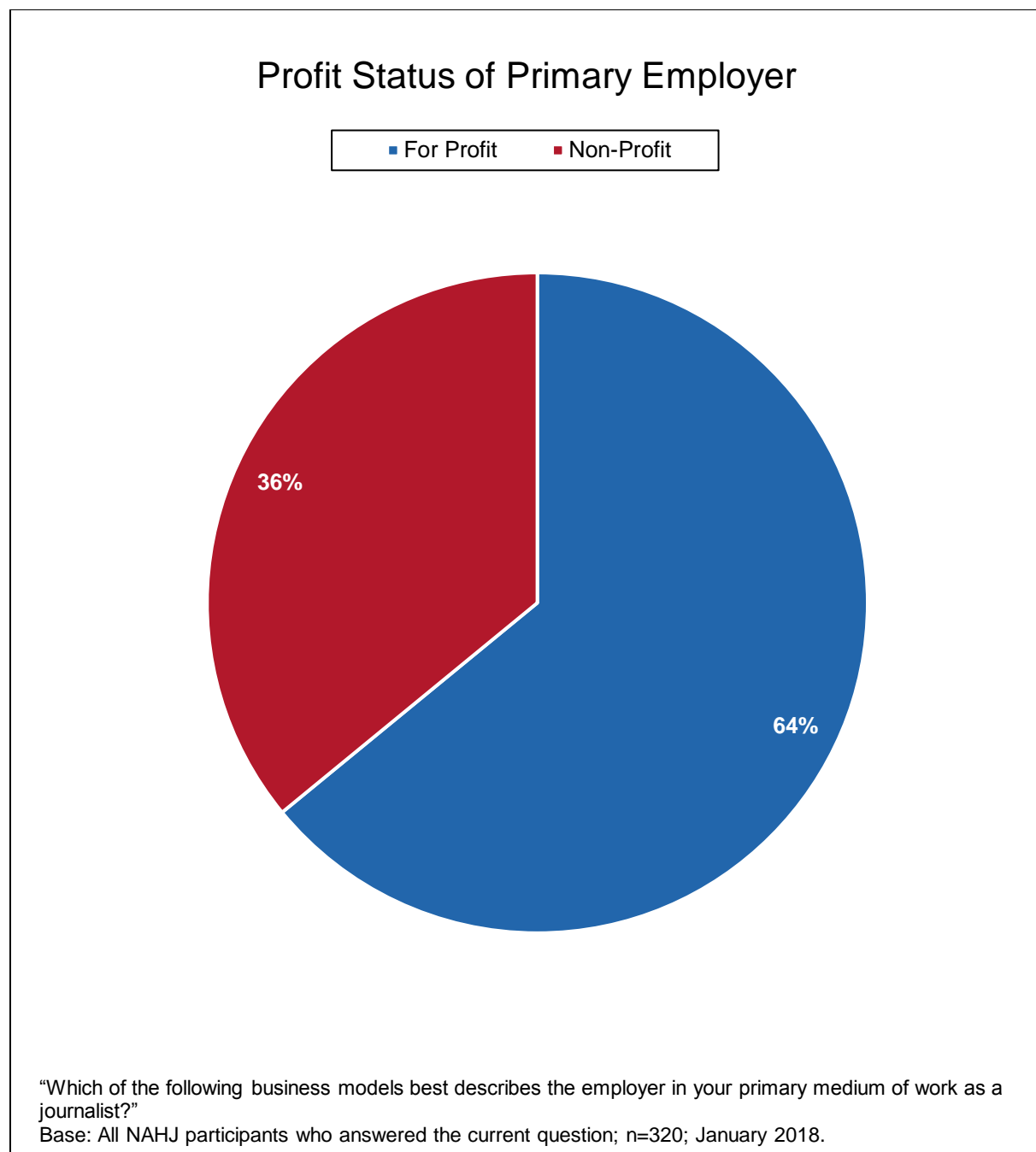


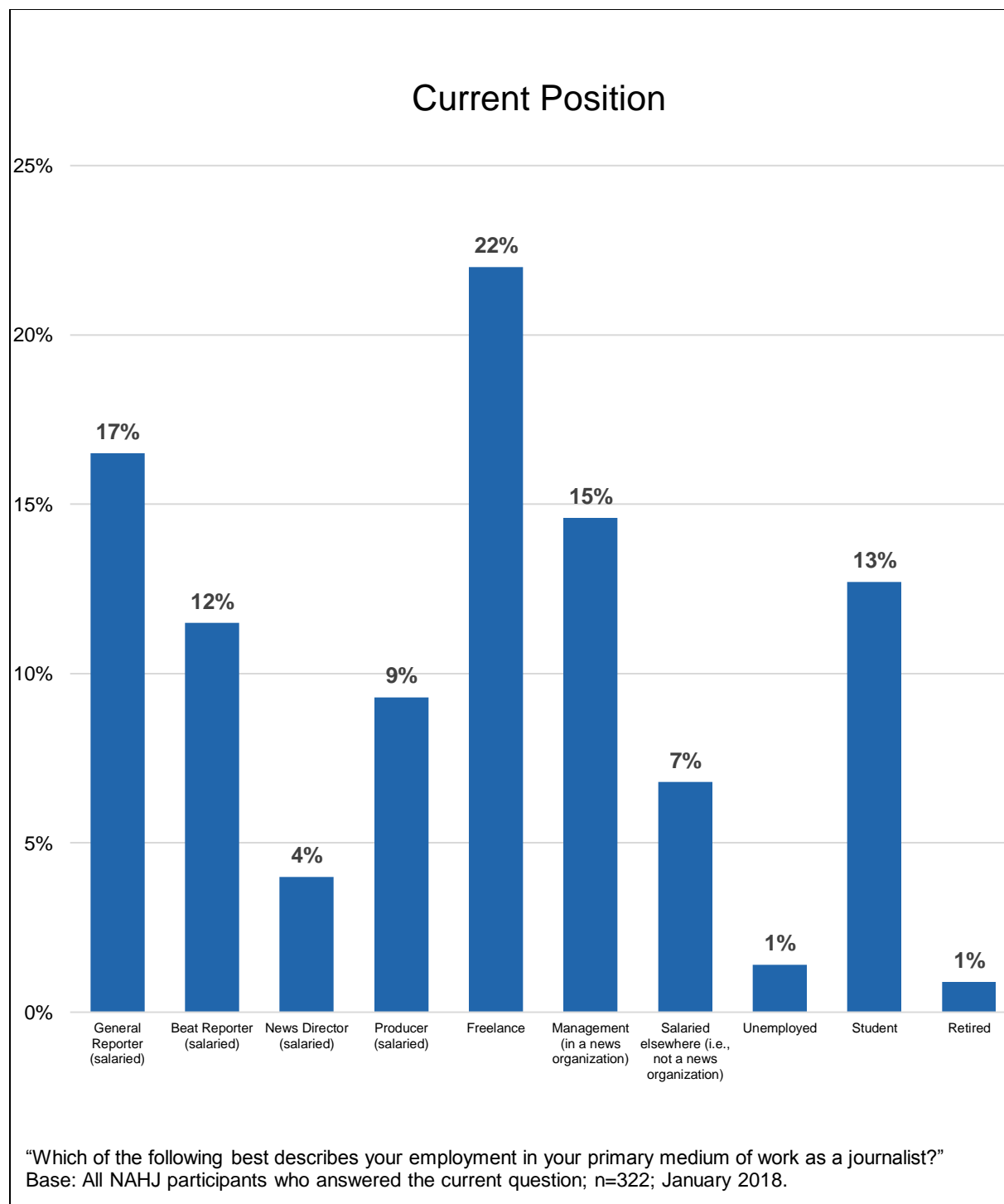
Sex of Respondents

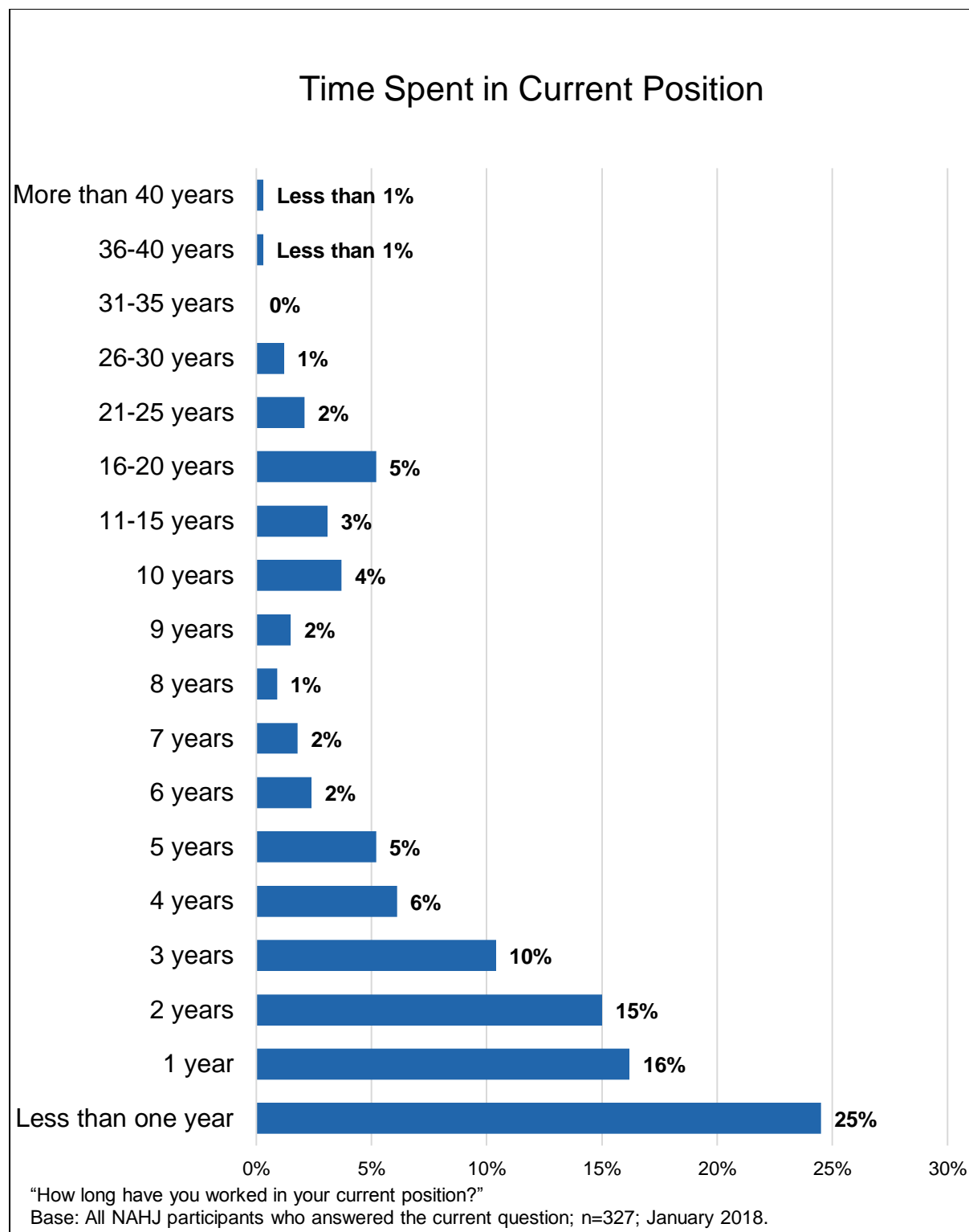
Race and Ethnicity of Respondents

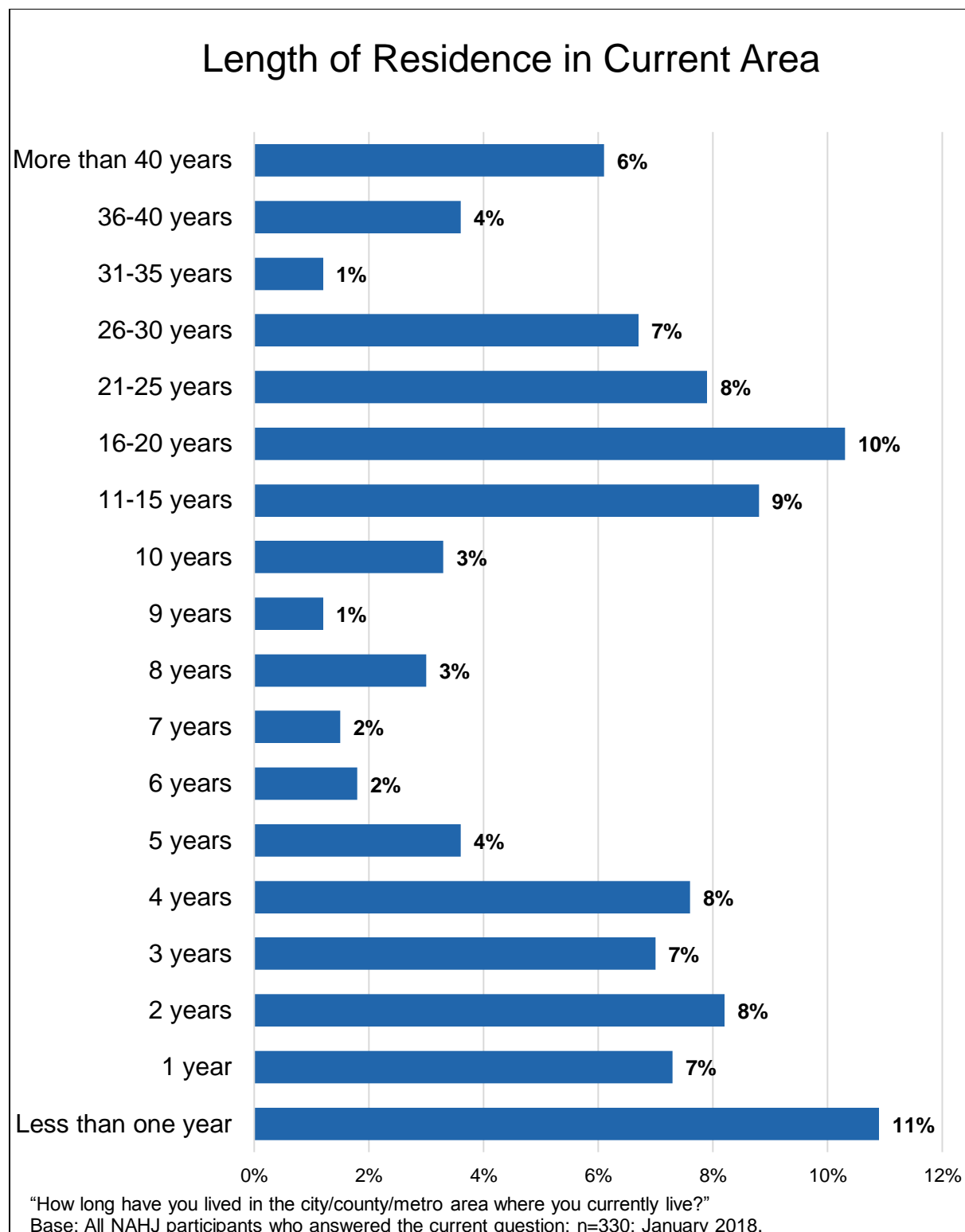
Current Employment by Media Type

Primary Medium

Profit/Non-Profit Status of Primary Place of Employment

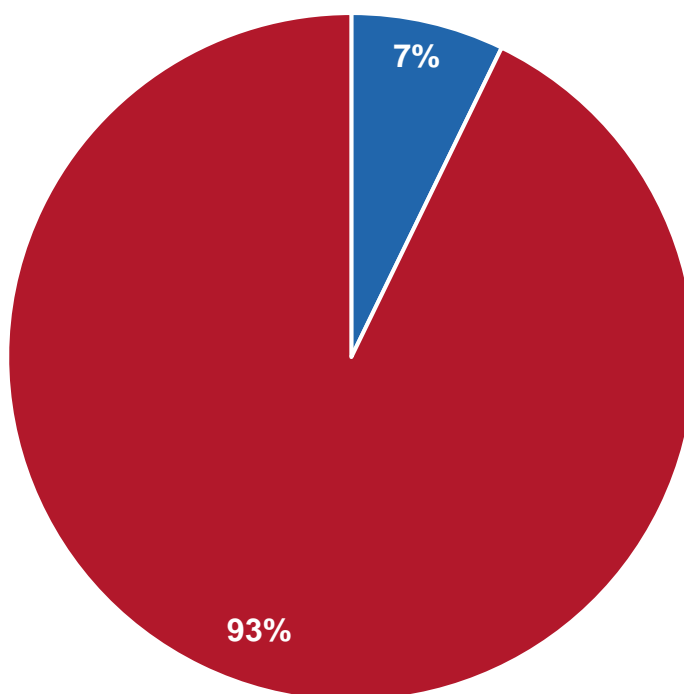
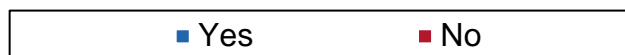
Current Position

Time Spent in Current Position

Length of Residence in Current Area

STEM Training

Formal Education (Major or Minor) in STEM Discipline



“Did you major or minor in a STEM discipline (science, technology, engineering, or math) in college or graduate school?”

Base: All NAHJ participants who answered the current question; n=332; January 2018.

Appendix I: Survey Method

This survey of National Association of Hispanic Journalists members aimed to investigate members' feelings, experience, and opinions of climate change and climate change reporting. The survey's sampling frame was NAHJ's membership base for whom they had email addresses. This provided contact information for 2,047 NAHJ members. The survey was administered online using Qualtrics, a web-based survey system.

Several days prior to receiving an email from the Principal Investigator that included a formal invitation to participate and a personalized link to the survey, NAHJ members received an email from NAHJ leadership encouraging them to participate. The formal invitation was emailed via Qualtrics on January 5th. Over course of the following four weeks, NAHJ members who did not complete the survey were sent up to five reminders to participate. The survey was closed February 2nd. In total, 515 NAHJ members participated in the survey, yielding a participation rate of 25.2%, and 348 survey participants completed the survey, a completion rate of 17.0%. The survey took participants a median time of 17 minutes to complete.

The survey instrument was designed by Edward Maibach, Richard T. Craig, William Yagatich, Kristin Timm, Shaelyn Patzer, and Josh Murphy of George Mason University. The survey instrument is available upon request.