STANFORD UNIVERSITY
STANFORD, CALIFORNIA

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We need - and will appreciate - your help in developing a standardized test to measure job satisfaction in newsrooms.

We hope ultimately to make available a test that will improve working conditions and thus benefit both editorial employees and their employers.

Here is where we are now. From our own experiences as former newsmen, from previous research, and from discussions with working newsmen, we hypothesize there are 15 attitudinal areas, and we have formulated several questions for each area.

The first step is to shorten the form into a series of questions--yardsticks--to measure each of the 15 areas. We shall do this by a scaling analysis of the responses from 100-150 newspapermen on the Pacific Coast.

Here is where you can help us. We need your answers as a guide in our scaling analysis to select the best questions. Later, we shall get responses on the shorter form from newspapermen scattered throughout the country.

This pretest questionnaire is anonymous. <u>Do not sign your name</u>, for right now we don't need a sample of the employees on your newspaper, but of ALL Pacific Coast newspapermen.

Please check your responses and <u>return the form to us</u>. The responses will be confidential. No one on <u>your newspaper will</u> see your answers, although the newspaper has cooperated by supplying the names and addresses of its editorial staff.

We estimate the time required will be 2 to 3 minutes per page. If you can help us, we can develop a tool that has been needed for a long time.

Sincerely yours,

CHILTON R. BUSH
Executive Head