

THE 2011 SCHOLASTIC JOURNALISM CENSUS

Student media presence remains strong in American public high schools

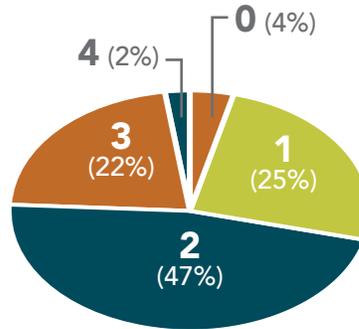
- > Poor and minority students more likely to be left out
- > Yearbooks most common student publication
- > Online presence lagging

KEY FINDINGS:

NINETY-SIX PERCENT OF U.S. PUBLIC HIGH SCHOOLS PROVIDE SOME OPPORTUNITY TO PARTICIPATE IN STUDENT MEDIA.

Seventy-one percent of schools offer two or more student media outlets. But 4 percent of high schools (approximately 726 of the 18,155 total schools) have no student media at all, denying tens of thousands of students a crucial opportunity to practice a key component of American democracy.

NUMBER OF STUDENT MEDIA OUTLETS PER SCHOOL



SCHOOLS THAT ARE SMALLER, POORER OR HAVE A LARGE MINORITY POPULATION ARE MORE LIKELY TO HAVE NO STUDENT MEDIA.

On average, in schools without student media, 54 percent of students qualify for free or reduced price lunch; in schools with student media, that number is 41 percent. The average student population of schools without student media is 222 students; the average size of schools with student media is 873 students. The average school without student media has a 56 percent minority population; the average in schools with student media is 35 percent.

AVERAGE POPULATION



STUDENTS RECEIVING FREE/REDUCED PRICE LUNCH

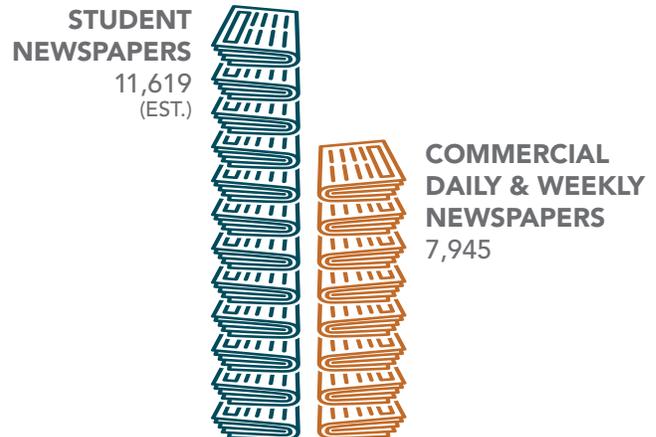


AVERAGE MINORITY POPULATION

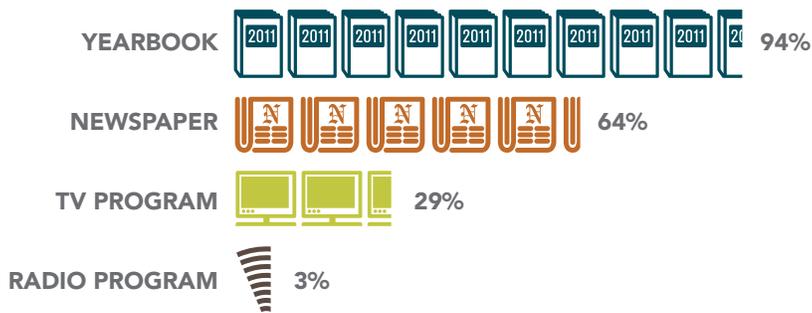


THE U.S. HAS MORE PUBLIC HIGH SCHOOL STUDENT NEWSPAPERS THAN COMMERCIAL DAILY AND WEEKLY NEWSPAPERS COMBINED.

Student newspapers exist in 64 percent of American public high schools. This means more than 11,000 are published in public high schools across the country. In comparison, the U.S. has 1,397 daily and 6,548 weekly newspapers as of Feb. 1, 2010, according to Editor and Publisher International Yearbook. Contrary to popular perception, young people generally have access to print news products.



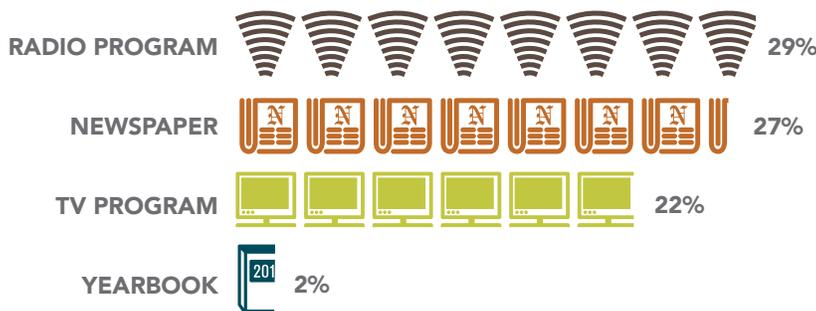
PERCENTAGE OF SCHOOLS THAT HAVE EACH TYPE OF STUDENT MEDIA



MORE SCHOOLS HAVE A STUDENT YEARBOOK THAN ANY OTHER FORM OF STUDENT MEDIA.

Ninety-four percent of public high schools have a yearbook, which means some 17,000 high school yearbooks are produced across the country each year. Yearbooks are a vital component of journalism education and in many schools are the only means for teaching sound journalistic practices.

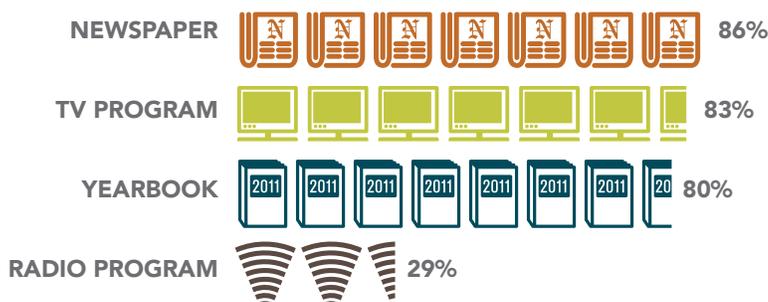
PERCENTAGE OF STUDENT MEDIA THAT HAVE ONLINE COMPONENT



ONLINE STUDENT MEDIA STILL REPRESENT A SMALL PERCENTAGE OF ALL STUDENT MEDIA IN PUBLIC HIGH SCHOOLS.

Only 33 percent of schools have any online student media. Barely more than one quarter (27 percent) of print student newspapers have an online component and only 8 percent publish exclusively online. These data suggest many scholastic media programs are neither exposing students to the media landscape they will confront once they graduate from high school nor teaching students the skills they need to succeed in a multimedia world.

PERCENTAGE OF STUDENT MEDIA PRODUCED IN RELATIONSHIP TO A CLASS



A MAJORITY OF STUDENT MEDIA ARE PRODUCED IN RELATIONSHIP TO A CLASS.

More than 15,000 public high schools (88 percent) offer a journalism or publications class, and the majority of all student media activities are produced in relationship to a class. Thus high school media advisers and journalism teachers play a vital role in 21st century media education.

METHODS:

The Center for Scholastic Journalism at Kent State University, with the assistance of the university's Research and Evaluation Bureau, mailed paper surveys to 4,354 public high schools. These were selected randomly but proportionally to each state's population from the 18,155 public high schools listed in the National Center for Educational Statistics (NCES) online database. NCES data were for the 2008 reporting year. A public high school was defined as a school which has a student population through the 12th grade and which was not a special education or vocational institution. Data were collected between Feb. 1 and June 6, 2011. Ultimately, 1,023 schools responded to the survey for a 23.5 percent response rate. Participating schools represented all 50 states and the District of Columbia.

The survey, which was directed to the school principal, asked for data on student-produced media at each school. "Student-produced media" was defined as "any school-sponsored journalistic activity where students produce the content." "Newspaper" was defined to include news

magazine but not literary magazine. Options were given to indicate the the following: no student media, newspaper or newsmagazine, yearbook, television program, radio program, literary magazine, other news website and other student-produced media. Because few schools reported having another news website or another student-produced media outlet, these categories were not included in the present analysis. Both the cover letter accompanying the survey and the survey itself asked the school principal or his designee to complete and return the survey even if the school had no student media.

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The Center for Scholastic Journalism is a national clearinghouse with information for and about student journalists and their advisers, a research center on issues affecting scholastic media, an educator of journalism teachers and an advocate for student press freedom and the First Amendment.

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