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**About One American in Four Considers Rush Limbaugh a Journalist,  
Roughly the Same Share as Identify Bob Woodward That Way,  
According to Annenberg Public Policy Center Survey**

About as many Americans consider Rush Limbaugh, the conservative radio talk show star, to be a journalist as say the same of Bob Woodward, the Washington Post's assistant managing editor who broke the Watergate story with Carl Bernstein, according to a national survey conducted for the University of Pennsylvania's Annenberg Public Policy Center.

Twenty-seven percent of adult Americans polled between March 7 and May 2, 2005, said Limbaugh was a journalist, 55 percent said he was not, and 18 percent said they did not know. For Woodward, 30 percent said he was a journalist, 17 percent said he was not and 53 percent did not know. The difference was within the poll's margin of sampling error.

Kathleen Hall Jamieson, director of the Annenberg Public Policy Center, said it was clear that Woodward's numbers would have been higher if the survey of 1,500 adults had been taken after the publicity regarding the identification of Mark Felt as "Deep Throat," a key source for Woodward and Bernstein.

"Even so," she said, "the fact that a quarter of the public thinks Limbaugh is a journalist is disturbing evidence that the public defines the word very differently from the way that most journalists do, a conclusion buttressed by the fact that 40 percent said Bill O'Reilly, host of Fox News Channel's 'The O'Reilly Factor,' was a journalist and only 19 percent said that George Will, the columnist and commentator, was one."

The Annenberg study also examined the views of 673 journalists, including reporters, editors, producers, news executives and owners, and while they were asked a different question, it was clear that they did not consider Limbaugh and O'Reilly colleagues in their trade. Only three percent said Limbaugh was even "somewhat close" to what they

considered a journalist, and 11 percent said O'Reilly was. Ninety-three percent said Woodward was somewhat close or "very close" to what a journalist was and 61 percent put Will in one of those two categories.

The survey also asked about six other news media figures. Seventy-nine percent of the public said Peter Jennings, the ABC News anchor, was a journalist, 64 percent said Mike Wallace of CBS' "60 Minutes," was one, and 48 percent said Katie Couric, co-host of NBC's "Today Show" was one. Forty-two percent said Brian Williams, the new anchor of the "NBC Nightly News" was a journalist, 37 percent said Larry King, the CNN interviewer, was one, and 33 percent said Chris Matthews, host of MSNBC's "Hardball," was one.

The survey of journalists also found that almost two-thirds of them, or 65 percent, said that large corporate ownership of most news organizations has a negative impact on the quality of the news that the American public receives. Only 11 percent said that large company ownership had a positive impact.

When asked specifically about the consequences of larger newspaper chains buying smaller local newspapers, only 10 percent of journalists saw this as having a positive impact on the quality of news. A solid majority, 68 percent, of journalists said acquisitions of local newspapers by large chains have a negative impact, including 35 percent who said these buyouts have a very negative impact.

When asked about the motives of owners of news organizations, only 12 percent of journalists said that the top priority of corporate media owners is to provide the public with factual, timely news coverage. Forty-nine percent of journalists said that corporate media owners do try to provide the public with factual, timely news coverage but business realities sometimes prevent this from happening. Thirty-six percent said that corporate media owners are usually more concerned with making a profit than with providing the public with factual, timely news coverage.

The public appeared divided about the goals of corporate news media companies. Forty-eight percent of the public said that the first priority is to generate high profits for the owners while 46 percent of the public said the first priority for news media companies in America today is to deliver high quality news coverage. Among those who said that the top priority for news media companies is to make a profit, 81 percent said that this hurts the quality of news coverage a great deal or a fair amount.

Twenty-three percent of journalists said profit considerations influenced journalistic decisions at large media companies to a "great extent, 45 percent said to "a moderate extent" and 26 percent said "to a small extent." When those groups together were asked how journalistic decisions were affected, 84 percent said cutbacks in staffing, 64 percent said reductions in the types of stories covered and 53 percent a decline in the number of stories covered.

Eighty-one percent of journalists said that bloggers who comment on the news media are not journalists or are journalists to a small extent. Yet, 45 percent of journalists said that bloggers have a positive impact on the quality of news that the public receives, 38 percent said that bloggers have a negative effect, and 12 percent said no effect

Roughly half of journalists, 51 percent, said that the emergence of blogs has made journalists more accountable, 3 percent said less accountable, and 44 percent of journalists said that blogs have not made much of a difference. Similarly, 43 percent of the public said that blogs have made journalists more accountable, 5 percent said less, and 46 percent said that blogs have not made much of a difference. Twenty percent of journalists reported reading a blog almost every day compared to 10 percent of the public.

The survey of journalists was conducted by Princeton Survey Research Associates International between March 7 and May 2, 2005, among 673 journalists including owners and executives, editors and producers, and staff journalists, and representing both print and broadcast media, and local and national organizations. Interviews were conducted online and by telephone by Princeton Data Source. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 4 percentage points.

The public survey was conducted by telephone between March 3 and April 5, 2005, among a nationwide representative sample of 1500 adults 18 years of age and older. For results based on the total sample, one can say with 95 percent confidence that the error attributable to sampling is plus or minus 3 percentage points.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

## THE PUBLIC:

### WHO IS A JOURNALIST?

Please tell me if you think \_\_\_\_ is a journalist or not?

	Yes	No	Don't Know
Peter Jennings	79%	11%	10%
Mike Wallace	64%	16%	20%
Katie Couric	48%	29%	23%

Brian Williams	42%	19%	38%
Bill O'Reilly	40%	33%	27%
Larry King	37%	48%	15%
Chris Matthews	33%	27%	40%
Bob Woodward	30%	17%	53%
Rush Limbaugh	27%	55%	18%
George Will	19%	19%	62%

Margin of sampling error: plus or minus four percentage points.

THE NEWS MEDIA:  
HOW CLOSE DO THEY COME?

Please tell me how close, if at all, the person comes to your idea of what a journalist is. Does \_\_\_\_ come very close, somewhat close, not too close or not close at all to your idea of what a journalist is?

	Very close	Somewhat close	Not too close	Not close at all	Don't know/ no answer
Peter Jennings	44%	44%	8%	1%	3%
Mike Wallace	58%	33%	5%	3%	1%
Katie Couric	11%	37%	28%	21%	3%
Brian Williams	30%	42%	10%	8%	10%
Bill O'Reilly	1%	10%	19%	65%	5%
Larry King	6%	20%	34%	38%	2%
Chris Matthews	10%	36%	28%	19%	7%
Bob Woodward	72%	21%	4%	0%	3%
Rush Limbaugh	1%	2%	13%	82%	2%
George Will	20%	41%	21%	13%	5%

Margin of sampling error: plus or minus five percentage points.

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