

ABSTRACT

JOB SATISFACTION AMONG BROADCAST NEWS PRODUCERS

The purpose of this study was to analyze news producers' job satisfaction, specifically following the coronavirus pandemic. It looked into the work-flow routines, day to day challenges, perspective changes and managerial support. Additionally, the study analyzed those who have left the field entirely to get insight as to what led to their resignation, their reflection on managerial support and the suggestions they would give to newsroom management to avoid more journalists leaving the field. The study used snowball sampling to find ten research participants, and conducted semi-structured interviews via zoom.

The results indicate that 80 percent, or four out of five participants, said they don't have any intention of leaving the field after working through the pandemic. However, one participant accredited the pandemic as the sole reason for their desire to leave the field. These results, along with insight received from former broadcast producers, can benefit the profession by strengthening the structures within. An increase in salary, support and development opportunities are essential in the progression of strengthening this profession.