

About the Study

The ethnic news media (ranging the gamut from newspapers to broadcast programs to online ventures) have experienced rapid growth in tandem with the changing nature of the nation's demographics, yet considerable anecdotal evidence shows that many of these outlets struggle with a variety of serious problems, ranging from poor journalistic standards to sheer survivability as businesses.

The study was designed to provide an assessment of the sector's health and resiliency and to identify threats to success, primarily from the perspective of its staff and leaders.

We hope that the findings will shed light on the unique role and future opportunities for these ethnic-focused and in-language news media, as well as identify problems, weaknesses and barriers that impede their ability to provide relevant and quality news and information for their respective communities.

Journalism is facing a critical juncture in the U.S.; this "snapshot" in time could help inform future initiatives to be undertaken by the ethnic news media, mainstream news media, journalism schools and training institutes, professional and trade organizations, public agencies, donors, the nonprofit community and others.

CIIJ Mission Statement

CIIJ strives to improve the Four Rs of the Journalism Pipeline:

Recruitment
Retention
Revitalization
Research

Founded at San Francisco State University in 1990, the Center for Integration and Improvement of Journalism believes that accurate and responsible journalism reflects the changing demographics of the society it serves. We develop programs and conduct research aimed at recruiting, retaining and revitalizing journalists and journalism educators. We seek to make journalism more inclusive from the classroom to the newsroom.



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THE HEALTH OF ETHNIC MEDIA: NEEDS AND OPPORTUNITIES

MISSION DRIVEN NEWS, FROM THE GROUND UP

Funded by the McCormick Foundation

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Key Findings From the Report

Mission
Providing a voice for the community

Staffing
Self-taught journalists are the
mainstays of ethnic news

Business
Ethnic media are struggling to
sustain their operations

Contribute to the Research

If you would like to participate in future studies on the ethnic media, or would like to receive the full report, please email your name, organization and contact information to Cristina Azocar at cazocar@sfsu.edu or Jon Funabiki at funabiki@sfsu.edu.

CIIJ is conducting ongoing research about ethnic news media. We invite journalists to contribute ideas for future studies.

A Few of the Participating
Ethnic Media Organizations
From Across the Country:

Acción Latina

**POLISH AMERICAN
JOURNAL**

ASIAN NEWS.NET

**EGP
EGPNEWS.COM**

**THE COLUMBIAN TIMES (SERVING GEORGIA AND ALABAMA)
TIMES**

IndiaCurrents

**impre
.com
Impresiones latinas**

LaRaza

KPOO-FM 89.5

SunSentinel.com

La Opinión

**THE ATLANTA
VOICE**

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ASIAN JOURNAL
Dive into the Filipino mind with the Asian Journal.

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A SOURCE OF KNOWLEDGE AND AWARENESS SERVING THE
ASIAN AMERICAN COMMUNITY IN THE U.S. & CANADA

The Real Views

**The Augusta
Chronicle**

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**AZIZAH
MAGAZINE**

NAVAJO TIMES

ZE7-HIOPIA
not both sides, all sides!

Tu Boston.com

**THE CHICAGO
REPORTER**

alterNativeVoices

TCJ
Tribal College Journal
of American Indian
Higher Education

OCPC
A PERSIAN-AMERICAN LIFESTYLE MAGAZINE