

■ Minority Population vs. Minority Broadcast Workforce

	2004	2002	2000	1998	1996	1994	1992	1990
Minority Population in U.S.	32.8%	31.8%	30.9%	29.2%	28.3%	27.5%	26.7%	25.9%
Minority TV Workforce	21.8	20.6	21.0	20.0	19.0	18.0	18.5	17.8
Minority Radio Workforce	11.8	8.0	10.0	16.0	12.0	11.3	11.3	10.8

Source for US numbers: US Census Bureau

Recovering Lost Ground

Minorities gain ground and women make management strides in radio and TV newsrooms in 2004.

By Bob Papper

The latest figures from the RTNDA/Ball State University Annual Survey show noticeable gains for minorities in both television and radio in the past year.

In television, the minority workforce rose from 18.1 percent last year to 21.8 percent this year, with about half the growth among African Americans and half among Hispanics. The percentage of Asian Americans fell, and Native Americans remained the same.

At non-Hispanic stations, the minority workforce rose to 19.8 percent this year from 17 percent last year and 19 percent the year before. A change in survey methodology could account for some of the minority increase, but the change should also make the figures more reliable. (See "About the Survey" for details.)

The minority workforce in radio went up for the first time since the stringent EEO rules were eliminated in 1998. Overall, the minority radio workforce rose from 6.5 percent last year to 11.8 percent this year. Again, about half the increase came from African Americans and half from Hispanics.

Unfortunately, the increase in the percentage of minorities in radio news does not appear to result from increased minority hiring. In fact, the actual number of minorities in radio news appears to have fallen, but since the numbers haven't fallen as fast as the overall drop in workforce, the percentage of remaining minorities has gone up.

There were also sizable gains for minority news directors in both radio and TV.

The bigger picture is less positive. In the past 10 years, the minority work-

force in television has risen 3.8 percent—half of which appears attributable to Hispanic stations. At the same time, the minority population in the U.S. has risen 5.3 percent.

The minority workforce in TV has been at 20 percent—plus or minus 2 percent—for every year in the past 10. Some years it edges up, sometimes down, but there has been no consistent change in a decade. In fact, the same figures hold true going back another four years to 1990. Meanwhile, the minority population has risen 6.9 percent during that time frame. Radio is no different—at least no better.

Overall, African Americans, Asian Americans and Native Americans are in essentially the same place as they were a decade ago. Hispanics are up, but at least half of the increase comes from Hispanic TV.

Broadcast News Workforce

TV News Workforce	2004	2003	2002	2001	1995
Caucasian	78.2%	81.9%	79.4%	75.4%	82.9%
African American	10.3	8.4	9.3	9.9	10.1
Hispanic	8.9	6.5	7.7	10.1	4.2
Asian American	2.2	2.7	3.1	4.1	2.2
Native American	0.5	0.5	0.5	0.6	0.6
Radio News Workforce	2004	2003	2002	2001	1995
Caucasian	88.2%	93.5%	92.0%	89.3%	85.3%
African American	7.3	4.8	4.1	5.2	5.7
Hispanic	3.9	1.2	2.4	5.5	7.5
Asian American	0.2	0.3	0.8	<1.0	0.6
Native American	0.4	0.2	0.7	<1.0	1.0

In TV, the minority workforce rose from last year's 18.1 percent to this year's 21.8 percent. The increase over last year was led by African Americans (up from 8.4 to 10.3 percent) and Hispanics (up from 6.5 to 8.9 percent). Asian Americans fell to 2.2 percent and Native Americans remained the same. In television, without Hispanic stations, the minority percentage rose to 19.8 percent from last year's 17 percent and 19 percent the year before.

The percentage of minorities in radio news also nearly doubled, from 6.5 percent to 11.8 percent. African Americans and Hispanics went up markedly. This marks the first time since the old EEO rules were thrown out that the percentage of minorities in radio increased.

In radio, whereas the percentage of white men outnumbers white women by almost three to one, the percentage of minority women outnumbers men by two to one. In television, the percentage of men vs. women varies from 55 to 62 percent (men) for all groups except Asian Americans. There, it's the reverse, with the percentage of women Asian Americans at 59 percent.

About the Survey

The RTNDA/Ball State University Annual Survey was conducted in the fourth quarter of 2003 among all 1,295 operating, non-satellite television stations and a random sample of 1,482 radio stations. Valid responses came from 838 television stations (64.7 percent) and 133 radio news directors and general managers representing 437 radio stations. Data for women TV news directors is a complete census and is not projected from a smaller sample.

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Broadcast News Directors

TV News Directors	2004	2003	2002	2001	1995
Caucasian	87.5%	93.4%	90.8%	92.0%	92.1%
African American	3.2	0.9	2.0	0.6	1.6
Hispanic	6.7	4.4	5.8	5.7	3.8
Asian American	1.3	0.9	0.4	1.1	1.5
Native American	1.3	0.4	1.0	0.6	1.0
Radio News Directors	2004	2003	2002	2001	1995
Caucasian	92.0%	95.0%	94.9%	95.6%	91.4%
African American	2.7	2.5	1.9	1.5	5.4
Hispanic	2.7	1.7	2.6	2.9	2.4
Asian American	0	0	0	<1.0	0
Native American	2.7	0.8	0.6	<1.0	0.8

The percentage of minority TV news directors nearly doubled, from 6.6 percent last year to 12.5 percent this year. All minority groups rose, but African Americans and Hispanics rose the most with a 2.3 percent increase each. At non-Hispanic stations, the percentage went from 4.1 percent to 8.1 percent. Excluding Hispanic stations, Hispanic news directors make up 2.4 percent of TV news directors.

In radio, the percentage of minority radio news directors rose from 5 percent last year to 8 percent this year. Two-thirds of the increase came from Native Americans, who made a surprising jump to 2.7 percent. The percentage of Hispanic radio news directors rose by 1 percent—back up to about the same level it had been before last year's drop.

Based on who returned the survey, most African American radio news directors were in the South; Hispanics were mostly in the Northeast and West. As usual, the Midwest had the least diversity.

Women in the Local Broadcast Workforce

TV News	News Staffs With Women	Women News Directors	Women as Percentage of Workforce	Avg. No. of Women on Staff
All Television	95.8%	25.2%	39.1%	14.1
Network Affiliates	97.4	23.1	39.3	15.2
Independents	88.0	23.1	34.8	7.4
DMA 1–25	90.9	33.9	38.7	19.3
DMA 26–50	95.3	21.4	39.6	21.7
DMA 51–100	95.6	22.3	38.5	15.3
DMA 101–150	97.6	19.1	39.0	9.7
DMA 151+	97.9	21.7	42.0	8.2
Staff 51+	94.8	24.2	38.5	20.0
Staff 31–50	98.6	21.5	39.4	14.7
Staff 21–30	95.2	26.1	38.5	8.3
Staff 11–20	100.0	23.8	39.4	5.7
Staff 1–10	72.2	15.8	37.5	1.7
Radio News	News Staffs With Women	Women News Directors	Women as Percentage of Workforce	Avg. No. of Women on Staff
All Radio	42.7%	25.9%	22.4%	1.2
Major Market	57.1	31.3	29.0	2.1
Large Market	58.3	45.5	22.5	1.4
Medium Market	52.8	31.4	21.5	1.4
Small Market	15.8	10.5	15.0	0.3

Major markets are those with 1 million or more listeners. Large markets are from 250,001 to 1 million. Medium markets are 50,000 to 250,000. Small markets are fewer than 50,000.

Few of the numbers for women in TV news have changed meaningfully from last year. The percentage of women in the workforce remained essentially the same (39.1 percent this year vs. 39.3 percent last year). The percentage of women news directors edged lower from last year's record 26.5 percent to this year's 25.2 percent.

The percentage of women in radio news dipped from a year ago (24 to 22.4 percent), but the percentage of women radio news directors soared (14.4 to 25.9 percent)—to a little more than the figure two years ago (22.3 percent). But with frequent job changes and typical one-person news departments, it's not surprising that we see a lot of volatility in the numbers. Women radio news directors were most likely to be found in the Northeast and West. The percentage of women on staff was the same across all regions.

Minorities in the Local Broadcast Workforce

TV News	News Staffs With Minorities
All Television	83.8%
Network Affiliates	85.6
Independents	88.0
DMA 1–25	86.4
DMA 26–50	95.3
DMA 51–100	87.8
DMA 101–150	76.2
DMA 151+	76.6
Staff 51+	96.6
Staff 31–50	90.3
Staff 21–30	76.2
Staff 11–20	66.7
Staff 1–10	33.3
Radio News	News Staffs With Minorities
All Radio	18.5%
Major Market	33.3
Large Market	33.3
Medium Market	18.9
Small Market	5.3

While the percentage of minority TV news directors is almost double from last year, much of that growth comes from independents and small stations. Last year, we noted that no independents reported minority news directors—even though that's usually where the highest percentage is found. This year, they reappeared (or, more correctly, responded to the survey). Almost two-thirds (65.2 percent) of independents have minority news directors. Many of those are actually Hispanic stations (which we list with independents).

Generally, the larger the market—and the smaller the news department—the more likely we are to see minority news directors. Even so, there was real growth in the percentage of minority news directors at network affiliates—up from last year's 3.5 percent to this year's 8.3 percent. The percentage of minorities at independents soared, but the percentage at network affiliates rose noticeably as well (16.9 percent to 19.4 percent).

The percentage of minority workers in TV news presents a mixed picture. The percentage

Minority News Directors	Minorities as Percentage of Workforce	Average Number of Minorities on Staff
12.5%	21.8%	7.9%
8.3	19.4	7.5
65.2	72.5	15.3
26.0	35.9	17.9
18.1	23.2	12.7
5.6	15.3	6.1
13.6	17.3	4.3
4.7	20.4	4.0
7.9	24.4	15.2
9.1	14.8	5.5
10.9	14.6	3.2
18.9	22.0	3.1
16.7	23.8	1.1
Minority News Directors	Minorities as Percentage of Workforce	Average Number of Minorities on Staff
8.0%	11.8%	0.4
12.6	19.6	1.1
20.0	27.1	1.1
10.0	8.1	0.3
0	2.4	0.1

of stations with minorities actually slid from last year's 89.2 percent to this year's 83.8 percent. The drop all came at network affiliates, but it wasn't across the board. Generally, larger market and larger news departments were more likely to have minorities on staff and have a greater number of minorities. But stations in smaller markets and smaller news departments were less likely to have minorities on staff and held their own or edged down in the percentage of minorities on staff.

The increases in the minority workforce in radio came across the board, with all market sizes roughly doubling from last year. The average number of minorities on staff is actually down—even as the percentage of minorities has risen. That suggests that the continuing decline in total radio news workforce may be affecting minorities less severely than whites—raising the minority percentages even as the total number falls. Stations in the Northeast were most likely to have minority news directors. The South was the most likely to have minorities on staff; the Midwest was the least likely for both categories.

Diversity Resources

RTNDF Newsroom Diversity Campaign

Contact: Karen Jackson-Bullitt
 Phone: 202.467.5218
 Fax: 202.223.4007
www.rtnda.org/diversity/index.shtml
karenb@rtndf.org

American Women in Radio and Television

Phone: 703.506.3290
 Fax: 703.506.3266
www.awrt.org
awrt@awrt.org

Asian American Journalists Association

Phone: 415.346.2051
 Fax: 415.346.6343
www.aaja.org

Association for Women in Communication

Phone: 410.544.7442
 Fax: 410.544.4640
www.womcom.org
info@womcom.org

Emma L. Bowen Foundation for Minority Interests in Media

Phone: 202.637.4494
 Fax: 202.637.4495
www.emmabowenfoundation.com
phylis.eagle-oldson@corporate.ge.com

International Women's Media Foundation

Phone: 202.496.1992
 Fax: 202.496.1977
www.iwmf.org
info@iwmf.org

National Association of Black Journalists

Phone: 301.445.7100
 Fax: 301.445.7101
www.nabj.org

National Association of Hispanic Journalists

Phone: 202.662.7145
 Fax: 202.662.7144
www.nahj.org

National Lesbian and Gay Journalists Association

Phone: 202.588.9888
 Fax: 202.588.1818
www.nlgja.org

Native American Journalists Association

Phone: 612.729.9244
 Fax: 612.729.9373
www.naja.com
naja@naja.com

UNITY: Journalists of Color

Phone: 703.469.2100
 Fax: 703.469.2108
www.unityjournalists.org
info@unityjournalists.org

A Change in Survey Methodology

There are some changes in survey methodology this year that should make the figures more accurate but could also account for some problems with comparisons.

First, news directors were contacted more often this year than in the past, including via mail, phone, fax and email (which had not been done before). Second, the survey was available on the web for the first time, and a substantial number of news directors filled out the survey online. Third, stations that did not respond to the mail, fax or online versions were sent emails on the question of minority workforce.

This led to a 30 percent increase in the number of news directors who answered that specific question. That increased response should make the data more reliable, but it could also make a comparison with previous years more tenuous.



RTNDF Diversity Toolkit

The Diversity Toolkit is an easy-to-use instructional guide for diversity training within the newsroom developed by RTNDF as a resource for broadcast organizations that seek to include more diverse voices both on staff and in news content. The DVD and companion booklet showcase five in-depth stories about diversity, as well as interviews with news leaders of color and tips and tools from news leaders and journalism groups for solving the diversity puzzle. To get your copy, head to www.rtna.org/diversity/toolkit.shtml and put in an order for this free resource.

Newspapers vs. Broadcast

The latest survey by the American Society of Newspaper Editors found that minority journalists make up 12.95 percent of newsroom employees at daily newspapers, up from last year's 12.53 percent. African Americans were 5.42 percent of the total, Hispanics 4.17 percent, Asian Americans 2.78 percent, and Native Americans 0.58 percent. Women increased slightly to 37.23 from 36.86 percent last year.

Interestingly, in newspaper, men outnumber women for all ethnic groups except Asian Americans, where, as with broadcast, women outnumber men.

In contrast, minority journalists make up 21.9 percent of television newsrooms. African Americans are 10.3 percent of the total, Hispanics 8.9 percent, Asian Americans 2.2 percent, and Native Americans 0.5 percent. If we just look at English language TV news operations, the minority population is 19.8 percent. African Americans are 10.5 percent, Hispanics are 6.6 percent, Asian Americans are 2.2 percent, and Native Americans are 0.5 percent. Women make up 39.1 percent of the television news workforce.

■ Broadcast News General Managers

TV	Percent Caucasian	Percent Minority	Percent Men	Percent Women
All Television	92.6%	7.4%	87.9%	12.1%
Network Affiliates	96.1	3.9	87.2	12.8
Independents	44.4	55.6	94.7	5.3
DMA 1–25	73.7	26.3	86.8	13.2
DMA 26–50	97.1	2.9	88.2	11.8
DMA 51–100	98.6	1.4	89.0	11.0
DMA 101–150	94.8	5.2	88.6	11.4
DMA 151+	91.4	8.6	85.0	15.0
Radio	Percent Caucasian	Percent Minority	Percent Men	Percent Women
All Radio	95.8%	4.2%	86.6%	13.4%

The percentage of women TV general managers slid from last year's 13.9 percent to this year's 12.1 percent. Women were less likely to be general managers of stations in the West, independents and stations affiliated with NBC. The percentage of minority TV general managers doubled, from last year's 3.6 percent to this year's 7.4 percent. The big jump was at independent stations (including Hispanic stations), but half the growth came as minority GMs at network affiliates rose from 2.1 percent to 3.9 percent.

Minority general managers were less likely to be found at stations with bigger news departments and were a lot less likely to be found in the Midwest. Half of the minority general managers are Hispanic—at Hispanic stations. For non-Hispanic stations, minority general managers rose from last year's 1.4 percent to this year's 3.6 percent. Note that the figures for general managers includes only those stations with news departments; those without news departments are not included in this survey.

The percentage of women general managers in radio rose to 13.4 percent, putting it higher than the 11 percent recorded two years ago. Minority radio general managers also rose, after three years of decreases. At 4.2 percent, it's just above the level from two years ago (3.8 percent) but below the level of four years ago (5.7 percent). Most of the minority GMs in radio (3.4 percent of 4.2 percent) are African American.