

by Bob Papper and Michael Gerhard

The latest RTNDA/Ball State University Survey shows minorities and women having the best year ever in television ... but the worst year for minorities in radio in more than a decade.

Overview

Overall, the percentage of minorities in television news has matched its all time high of 21 percent—up from last year’s 19 percent. More impressively, the percentage of minority TV news directors hit 14 percent in the current survey. That’s way up from 8 percent last year and 10 percent in 1998, the best year before this. All groups, except Native Americans, increased. African American and Hispanic news directors each rose by 2 percent; Asian American news directors rose by 1 percent.

Women, too, scored impressive gains in television news. Women now make up 40 percent of the TV news workforce. That’s the highest ever—up slightly from last year’s record 39 percent. Women TV news directors also hit a new high: 24 percent. That’s up from last year’s 20 percent and a slight improvement on the 23 percent reported in 1998.

While the elimination of the FCC’s stringent EEO guidelines clearly hasn’t had an adverse effect on television news, radio news is a very different story. A full year after the guidelines were eliminated, the radio workforce is now 90 percent white—up from last year’s 89 percent. Only 6 percent of radio news directors are minorities—compared to last year’s 8 percent.

African American and Native American radio news directors each dropped 1 percent and Asian American radio news directors dropped from less than 1 percent a year ago to zero reporting this year.

Women fared better. Although women remained steady at 20 percent of radio news directors, they increased as a percentage of the workforce from last year’s 29 percent up to 35 percent.

Pioneers

Last year, we profiled some of the young, rising stars among women and minorities. This year, we look at some of the pioneers who paved the way.

Mal Goode

“There was never a day that something didn’t come up to remind me that I was black,” Mal Goode noted in an interview in 1982. That was 20 years after he became the first minority reporter on network news.

Born in 1908, Malvin Goode attended the University of Pittsburgh. In the 1930s, he started in journalism at the Pittsburgh *Courier*, a black newspaper, and then went into radio.

“He told me Jackie Robinson opened the door for him to get hired at ABC,” says Lee

Thornton, who interviewed Goode in 1984. Goode said ABC interviewed 38 men, no women. “They wanted someone not too light and not too dark,” Goode told Thornton, “so when the bigots would call they could say, ‘No he wasn’t totally an American Negro.’”

In late August of 1962, ABC hired Goode. “My wife was listening, and she started crying,” Goode recalled in an interview. “Fifty-four years of age, and I’m gonna make more money than I ever dreamed of in the world: \$22,000 a year.”

ABC sent Goode straight to the UN. A month later, on a Sunday morning, the country woke up to the Cuban missile crisis. “I went on at 25 minutes after 10,” Goode recalled. “They broke into the (regularly scheduled) program. This was the first time my family saw me on TV, and they started calling across the country.”

Although he covered a wide range of stories for ABC, Goode never again held the spotlight as he did during the Cuban missile coverage. “The thing that used to make me really angry,” recalled Goode, “was someone saying, ‘Look how well you’re doing.’ As if to say, ‘What are you crying about? You’re doing all right. For a black guy. For a Negro, you’re doing okay.’”

Goode worked well into his 70s and died of a stroke in Pittsburgh in September 1995. He was 87.

“He was towering in height, in intellect, in dynamism,” says Thornton. “You could see how he had the strength to do what he did.”

Lee Thornton

A dozen years after Mal Goode, Lee Thornton joined CBS news. “The irony with me is that I had tried to get to CBS through a traineeship program, and I was turned down,” recalls Thornton. “Then they tapped me for a reporter.”

Journalism was never part of a grand plan. “I loved school, I stayed as long as I could,” says Thornton, who got a Ph.D. before deciding to get into broadcasting. WLWT-TV in Cincinnati agreed to hire her after a summer program at Columbia University (see sidebar).

“So here I was in Cincinnati not knowing what I was doing,” says Thornton, “and then, wham, two years later I was at CBS News not knowing what I was doing. I did the best I could with what I had at the time.”

In 1979, Thornton became the first black woman assigned to cover the White House on a regular basis. She left in January 1982 for an anchor position at WJBK-TV in Detroit, but when it didn’t work out, Thornton headed back to Washington, DC, where Barbara Cochran hired her as host of NPR’s *Weekend All Things Considered*.

After two years, she went to teach at Howard University, and now holds the Richard Eaton Chair in Broadcast at the University of Maryland.

“I know life and career took me where I was supposed to go,” says Thornton, thinking about the students she’s helped. “I am very proud of them and what I’ve seen them do. So maybe, what I was supposed to do was learn what I learned, just to do what I ended up doing.”

More Notables

Bill Matney started in 1963 at what's now WMAQ-TV before joining NBC News and later ABC. **George Foster** was the first black correspondent at CBS News in 1969. **Max Robinson** was the first black man to anchor a primetime network news program—on ABC. **Ed Bradley** anchored the weekend news on CBS and joined *60 Minutes*. **Bryant Gumbel** was the first black to host NBC's *Today* show, starting January 4, 1982, and **Bernard Shaw** was the first black anchor on CNN. **Carole Simpson**, of ABC News, was the first African American woman to anchor a network evening newscast, in 1989, and the first to regularly anchor on the weekend.

Among the earliest African American reporters in local TV news: **Bob Teague** started at WNBC-TV in New York in 1963. **Melba Tolliver**, most recently at News 12 Long Island, started in the 1960s ... as did **Ben Holman** at WCBS-TV, and **Belva Davis** and **Ben Williams** at KPIX-TV in San Francisco. **Gail Christian** may have been the first black woman reporter in Los Angeles. **Jim Vance** was the first African American main anchor in Washington, DC—at WRC-TV.

Manny Garcia

“I said, ‘Look, I’ll do it free,’” Manny Garcia remembers telling news director Bill Close at KOOL-TV in Phoenix. “I worked there for two weeks for nothing. It turned out the guys who worked there were not really photographers, they were guys who had driven Pepsi trucks and stuff like that. I became pretty good at it, and Close had to hire me.”

It was November 1964. Garcia shot black and white negative film for a 15 minute newscast that didn't always bother with pictures. Five people worked in the news department. Garcia remembers no other Hispanics—or minorities—at his or any other Phoenix television station.

“I made \$400 a month when I went to work there,” says Garcia. “And we had to provide our own vehicle. For the first year, they wouldn't even pay us mileage.”

Within a year, Garcia was Director of Photography—a position he kept for 17 years, until he retired in 1982.

Garcia's great grandfather was brought from Spain to Arizona as a herdsman, and that's what his son—Garcia's father—did, too. “My grandfather on my mother's side was the sheriff of Bernalillo County (New Mexico),” says Garcia. “When I was a kid, I never had a any toys because we were really poor, but I had a badge that was real. So when we played cowboys and Indians, why, I was the sheriff. I still have that badge.”

Garcia credits his success to his parents and a couple special teachers, including an eighth grade math teacher. “We literally built a darkroom out of the cloakroom,” recalls Garcia. “Why in Phoenix we had a cloakroom? Actually, no one in my neighborhood knew what a cloak was, much less wear one.”

Now 58 years old, Garcia is married and has four girls and a boy. He owns Manny Garcia Productions in Phoenix but is thinking about giving up the production business and

changing directions. Maybe public relations.

“My work was the photography,” says Garcia. “If you don’t like that I’m short or that I’m a Mexican, hey, that’s no problem. What’s the work like?”

More Notables

Gloria Rojas was already reporting at WCBS-TV when freelancer and former ABC correspondent **Geraldo Rivera**, then a lawyer, went through Columbia University’s summer program for minorities in 1970. Former WABC-TV news director Al Primo reports he met Jerry Rivers and agreed to hire him if he attended Columbia ... and Primo wanted Rivers to go back to his real name. Reluctantly, Primo says, Rivera agreed.

Patricia Stevens

“I didn’t know I was doing something special,” says Patricia Stevens, the first woman news director in television. “I just thought I was doing something to make my granddad proud of me.”

Her grandfather was a well-known newspaperman in Tucson, AZ, so it made sense for KGUN-TV news director and sole newsroom employee, Max Marshall, to ask the visiting college sophomore if she was interested in journalism. Starting in March of 1966, Stevens went to the station after school to write the news. The job paid \$1.35 an hour—minimum wage. “It was a long time before I was making anything in the way of real money,” says Stevens, “but I was having fun.”

By the summer of 1966, Stevens was on the air doing news reporting and weather. She covered the political conventions in the summer of 1972 and became assistant news director. Then the news director left.

For three months, Stevens ran the news department while general manager George Wallace interviewed male candidates for news director. In October 1972, he gave the job to Stevens.

“It wasn’t that big a thing in Tucson,” says Stevens. But it was elsewhere—like her first ABC news directors convention in Chicago.

“It seemed like there were thousands of faces—a sea of gray suits,” Stevens remembers. “They all looked at me, and this one fellow stuck his hand out, and said, ‘YOU’RE Pat Stevens?’ And I said, ‘Yes I am.’ And he said, ‘Well, this puts a different face on it.’ It still didn’t dawn on me what was bothering them, and then all of a sudden he said, ‘I’m afraid that we didn’t expect anybody like you. All of the gifts we have are tie clasps.’”

In 1975, Stevens won a seat on the RTNDA Board of Directors—the first woman to hold that position.

In 1977, Stevens went to Los Angeles as an executive producer at KABC-TV; then executive producer at KGTV in San Diego; and associate news director at KRON-TV in San Francisco. In 1983, she went to BASYS Computer and then helped start Twentier Systems

computer company. In 1988, she went to WSYX-TV in Columbus, OH and later to Conus in Columbus and then Phoenix. She, Carl Twentier, and Mike Ferring now own Products International in Phoenix. The company makes hospital bracelets.

“I just did a job,” Stevens says. “If I had gone into it with the idea that I was trail blazing, I think I’d have been terrified.”

More Notables

Among the other earliest women news directors: **Stephanie Rank** of KHJ-TV in Los Angeles, **Gwendolyn Dillard**, WLVI-TV in Boston, **Harriett Woods**, KPLR-TV in St. Louis, and **Jill Geisler**, the first woman news director at a large market network affiliate, at WITI-TV in Milwaukee.

Ken Kashiwahara

“I looked around at television (on Hawaii), and there were no minorities on the air. None. Zero,” remembers Ken Kashiwahara. “I thought, well, this isn’t right.”

Kashiwahara was on “R&R” from the Air Force in 1968—on leave from duty in Vietnam. He was scheduled to be discharged soon and wanted to work in his native Hawaii. One station turned him down, but the ABC affiliate saw potential and hired him. After six months on radio, he moved to reporting and anchoring on television—possibly the first minority on Hawaiian television, definitely the first to anchor a main show.

“I remember myself being awful,” says Kashiwahara. “I think it took me six months to a year to get comfortable.”

He had majored in broadcasting at San Francisco State University before enlisting in the military.

In 1972, he moved to KABC-TV in Los Angeles as reporter and weekend anchor. That made him one of the first minority reporters in LA—and probably the first to anchor.

But his goal had always been to report for a network, and two years later, in 1974, he started with ABC News. Four months later, ABC sent him to Vietnam, where he remained until the bitter end..

ABC made him Hong Kong bureau chief from 1975 to 1978 and from there to a new bureau in San Francisco.

He’s puzzled why there are so few Asian American men in broadcast news. “There is a theory that Asian American men on the air are considered threatening—as in images out of old World War II movies,” Kashiwahara ponders. “Asian American women, on the other hand, are sort of cute like China dolls and more acceptable to the general audience. But I don’t know, and I don’t think there’s ever been any proof of that theory. In San Francisco, almost all the women anchors are minorities; the men are all white.”

Kashiwahara has two children. After almost 30 years in the business, he retired in 1998.

He and his wife live in San Francisco, and he spends much of the time traveling and playing golf.

He's also helping on a documentary on Japanese American veterans of World War II for a PBS station in Sacramento.

When he retired, he established a scholarship with the Radio Television News Directors Foundation. "I wanted to give something back," he says. "Sounds like a cliché, but I saw that Ed Bradley has a scholarship, Carole Simpson has a scholarship, Jane Pauley has a scholarship. No Asians. I think we ought to be represented, and maybe that will inspire other Asians to do the same thing."

More Notables

Connie Chung, co-anchor and correspondent on ABC's *20/20*, started in 1969 at WTTG-TV in Washington, DC as a copy person, then writer, and eventually reporter. She joined CBS News in 1971—the first Asian American at a network. After working at KCBS-TV and NBC News, she rejoined CBS News in 1989 as anchor and correspondent. From 1993 to 1995, she co-anchored the CBS Evening News with Dan Rather and Connie Chung. She joined ABC News in 1997. **Tritia Toyota**, now at KCBS-TV, was also among the first Asian Americans in Los Angeles. **Linda Yu**, now at WLS-TV in Chicago, started in the very early 1970s.

Tanna Beebe Chattin

"I'm an Indian kid who grew up catch as catch can," says Tanna Beebe Chattin, a member of the Cowlitz tribe. "I feel there are some privileges in growing up so poor and so hungry and so desperate that you pull from within, and you decide you're not going to become alcoholic, you're not going to succumb to self pity, and you're not going to succumb to all the other people who would feel pity on your behalf."

She says she inherited her grandmother's pride and spirit, and she traveled what she calls the "coyote path"—which is never a straight line.

"I just walked through whatever door was open," says Chattin.

The door that opened led to the Columbia University summer program for minority journalists. KIRO-TV in Seattle agreed to give her a job when she finished the program in the summer of 1970 (see sidebar). She had never reported before.

"The people in the newsroom were not uncomfortable with me being Indian," she remembers, "they were uncomfortable with me being a woman."

In many respects, being a TV reporter made no sense as a career for Chattin. But as scared as she was of what she was doing, she was more scared of what might happen to her if she didn't try.

"In retrospect, I enjoyed it immensely," she remembers, "but when I was going through it, I think I was haunted by the fact that the universe has created a cruel trick on everybody. Why

didn't the door open to somebody who had the knowledge, had the background, had the education? When Indian people would come up to me and want to shake my hand, I felt I was a fraud. They deserved so much more."

In 1975, Chattin left KIRO and news. She took a high-level public relations job with the Bureau of Indian Affairs in Washington, DC, where she could help her people and talk with college students. After working with housing programs in Denver and Albuquerque, NM, she's been in Santa Fe, NM since 1988, now Chief of External Affairs in the Bureau of Land Management.

She loves her work helping people as a public servant, and she loves living on her five acre "Coyote Path Ranch" with five horses, chickens, ducks, geese, rabbits, wild turtles, dogs, cats ... and a husband.

She says her greatest production is her 37-year-old son. Now he has a son.

"Now that I'm a grandmother, I have respect," she laughs. "And now that I have some age and some miles, I have a lot of respect. So in one society the process would be thinking of being in decline. In my natural skin, I'm on my way to glory."

More Notables

Hattie Kauffman, probably the first Native American reporter at a network (ABC) is quoted as saying, "Tanna Beebe was my hero—and my role model. When I was little, I saw her on television, and she opened the door in my head." **Lorraine Edmo** was also in Chattin's class at Columbia and was hired by KIDK-TV in Idaho Falls. **Conroy Chino** is a long-time reporter at KOB-TV in Albuquerque and **Patty Talahongva**, now head of the NAJA, was a producer at KTVK-TV in Phoenix.

Jean Enersen

"I remember sitting next to Jim Harriott who was anchoring, and I wanted to be just like him because I thought he was terrific," remembers Jean Enersen, generally viewed as the first woman to become a main anchor, "and then I realized that I don't sound like him, I don't look like him, I don't move like him, I can't be him. I have to be me."

It was late 1972, and Enersen had just become a main co-anchor—something she's still doing at the same station 28 years later.

"KING is an unusual station," she says. "I think hiring and promoting women was one of the things in which they were in the forefront."

Enersen didn't start out in this direction. In 1967, she was working toward a Ph.D. at Stanford—planning to teach political science. But the Vietnam War made scholarship and fellowship money scarcer, and Enersen had to leave school and get a job.

She started at KPIX-TV in San Francisco, helping the station editorialist. In 1968, she headed back home to Seattle and a job at KING-TV. The job was "extremely menial," she says,

but it was full time and offered the promise of future reporting. That came the next year.

“Some of the managers thought that it was a very difficult decision for them to make, to put a woman on the air on a regular basis,” says Enersen. “I remember being told that the stakes are really high. They had to be really careful about it. I didn’t get into what made it difficult for them; it was difficult for me to do what I wanted to do at that point.”

Enersen still loves her job, and even though she started out planning to be a teacher, she doesn’t feel she’s strayed too far.

“I think that in a way, that’s what this job is,” notes Enersen. “You try and put information in a form that other people can understand and use it, and so sometimes I think it’s teaching writ large.”

Enersen is married and has four children.

What about all the speculation that women can’t age on television?

“So are our viewers (aging),” she notes. “Right before our very eyes. We’re all in it together.”

More Notables

Barbara Walters, now co-anchor of ABC’s *20/20*, joined ABC News in 1976 as the first woman to co-host the network news. Before that, she was with NBC’s *Today* show for 15 years, starting as a writer, then reporter, and, in 1974, as the program’s first woman co-host. She joined *Today* from CBS News and, before that, a producer with WNBC-TV in New York.

Monica Kaufman

“Because I didn’t see people like me in mainstream media, it never occurred to me that that’s what I could do for a living,” notes Monica Kaufman, co-anchor for the 5 p.m., 6 p.m., and 11 p.m. news at WSB-TV in Atlanta. “I was going to be a teacher.”

Kaufman is generally regarded as the first black main anchor in the South.

Her first job in media came at age 16, when she worked for the Louisville *Defender*, a black newspaper in her home town, and then WLOU Radio.

Professionally, she started as a newsroom clerk at the Louisville *Times*, which sent her to the summer program for minorities at Columbia University in 1969 (see sidebar).

But after she returned to Louisville, she decided she wanted to go into television.

“I had to take a charm course because I was told that I didn’t look appropriate for television,” she says. In 1973, WHAS-TV in Louisville made Kaufman the first woman to anchor in the market.

Two years later, WSB-TV hired Kaufman as city hall reporter and 6 o’clock co-anchor. Kaufman says the other two finalists for the job were Oprah Winfrey and Jane Pauley. But success didn’t come easily or instantly.

“We had black folks call up saying I wasn’t black enough and wanted me to have a big ‘fro,” remembers Kaufman. “Then we had white folks calling up, saying the ‘n’ word. The station supported me 100 percent.”

Kaufman knew what she needed to do. “I would go anywhere anybody called me,” she recalls. “The more I got involved with the community, the more the barriers started breaking down.”

She remembers when the Ku Klux Klan was marching in Forsyth County, Georgia, and a reporter covering the controversy came back to the station. “‘Monica,’” she says he told her, “‘I actually had a guy in a (Klan) robe tell me to tell you hello.’ That really happened. I thought I would die.”

Kaufman is married and has a daughter and step-daughter.

When her contract ends in a couple years, she says she’ll go in another direction.

“I always wanted to be a singer,” she says. “I’m going to go back and take voice lessons. I’m going to do some acting, and I would really like to go teach. Not full time, but part time—writing—in a predominantly black school.”

“I take my job seriously,” says Kaufman, “but I have a life away from this station. I’m not defined by what people see on TV.”

Cecilia Alvear

“They used to run some kind of beauty contest among the women who worked at KNBC,” says Cecilia Alvear, now vice president for broadcast of NAHJ. “We all got together and we had the gall to tell (the general manager) that we thought it was a bad idea. They never did it again. That’s how times have changed.”

It was 1971 and Alvear had just been hired as a production assistant at KNBC-TV for a program called *Chicano*, a series about the history of Chicanos in U.S.

“The fact that it aired at 6 a.m. on Sundays tells you a little about what kind of commitment they had to it,” notes Alvear, “but at least it was a beginning.”

The news department at KNBC-TV was “white and male—no Hispanics and few women.”

Alvear had come to the U.S. from Ecuador in 1965. She was 20 years old and wanted to see the world and get a better education. She got a job as a typist at USC; it paid \$200 a month.

In 1968, she got a job as a caseworker in the heavily Latino district of U.S. Representative George Brown. That lasted until Brown’s defeat in a primary bid for the Senate.

After KNBC, Alvear went to KNXT-TV in Los Angeles as a desk assistant, then back to school at UCLA, then a producer slot at KABC-TV. Then back to KNXT-TV as news planning editor until she got a call from NBC.

In 1982, Alvear moved to Mexico City as NBC bureau chief. As far as she knows, she’s the first Hispanic woman producer at NBC News. Two years later, NBC moved her to Miami as senior producer for Latin America.

She took the 1988-89 academic year off for a Nieman Fellowship at Harvard, and then transferred to NBC News in Burbank.

“All along, you feel like you really have to be better,” she says. “You really have to set an example. You’re opening the door, you don’t want people to say that you’re an affirmative action hire, you want them to say that you’re good—that you bring in extra value. That in addition to everything else, you speak this other language and understand this other culture.”

Bob Papper is professor of telecommunications at Ball State University and has worked extensively in radio and TV news. Michael Gerhard, Ph.D., is associate professor of telecommunications at Ball State and has extensive industry and research experience. This research was supported by the Department of Telecommunications at Ball State University and the Radio Television News Directors Association.

About the Survey

The RTNDA/Ball State University Survey was conducted in the fourth quarter of 1999 among all 1,349 operating, non-satellite television stations and a random sample of 1,045 radio stations. Valid responses came from 773 television stations (57.3 percent) and 295 radio news directors and general managers representing 602 radio stations.

TIM: I THINK YOU SHOULD PREPARE A SHORT SIDEBAR (OR SOMETHING) ON THE NEW DIVERSITY AWARD RTNDA IS GIVING OUT. I DON'T KNOW ENOUGH ABOUT IT TO WRITE IT.

sidebar:

The Kerner Commission and Minority Training

After the riots in Watts in Los Angeles in 1965 and other protests in 1967 and 1968, President Lyndon Johnson appointed the National Advisory Commission on Civil Disorders. Better known as the Kerner Commission, after its chair, Otto Kerner, one chapter of the group’s report criticized the news media for their failure to understand and report the racial problems and divisions in the country—at least in part because they had virtually no minorities reporting the news.

In response, the Ford Foundation gave the Columbia University Graduate School of Journalism \$250,000 to establish the Program in Journalism for Members of Minority Groups. Run by former CBS News president Fred Friendly, the eight week summer program started in 1968. All told, about 150 students went through the program until it ended when money dried up in June of 1974. In 1975, Gannett funded a new program for print journalists at the University of California at Berkeley.

One of the early graduates of the Columbia program was rising CBS News star Michele Clark, who was killed in an airplane crash. The program was then renamed the Michele Clark

Summer Program for Minorities.

“They plucked people in some cases almost literally off the street,” notes graduate Lee Thornton, “immersed them, and threw them out into it. It was a tough way to go in (to the news business).”

By 1974, Friendly said station interest in hiring minorities seemed to have waned. But some also questioned whether an eight-week course adequately prepared aspiring journalists—especially for some of the large and major markets which had hired many of them.

In a follow-up in August 1977, the U.S. Commission on Civil Rights issued, “Window Dressing on the Set: Women and Minorities in Television.” The report noted progress in hiring women and minorities but said there had been little progress in promoting them.

Sidebar:

Comparing Print and Broadcast

The latest American Society of Newspaper Editors (ASNE) study found that minority journalists make up 11.85 percent of newsroom employees at daily newspapers, up from 11.55 percent last year. African Americans were 5.31 percent of the total; Hispanics were 3.68 percent; Asian Americans were 2.35 percent; Native Americans were 0.52 percent. In fact, the study found that minority journalists were leaving their newspaper jobs at almost the same rate they were hired over the last five years. Women rose to 37.12 percent of newsroom employees—up from 36.88 percent a year ago. Overall, 9.3 percent of supervisors are women ... 9 percent of supervisors are minorities.

In contrast, minority journalists make up 21 percent of television newsrooms. African Americans, at 11 percent, and Hispanics, at 7 percent, are about double the percentages of newspaper. Asian Americans, at 3 percent, and Native Americans, at less than 1 percent, are closer to the same.

Women make up 40 percent of the television workforce.

Comparing managers is much harder because newspaper supervisors make up a far broader category, including, for instance, librarians. Counting news directors (from this year) and assistant news directors, executive producers, and managing editors (from last year—the latest figures available), minorities make up 14.6 percent of television news managers and women make up 34.7 percent of television news managers.

Sidebar:

New Rules on EEO

In April 2000, new Equal Employment Opportunity rules went into effect—with stations having to choose between two options by June.

Depending on size, Option A requires stations to send out notices on full-time openings to qualifying organizations that request it (like NABJ and other interest groups) and conduct at least two to four recruitment drives every two years. Those efforts could include participating in

or sponsoring job fairs or scholarships or certain community events. Stations would have to keep records on positions and hiring efforts, although those would not have to be routinely submitted to the FCC. Annually, the station would have to place a summarizing report in its public file.

Option B allows the station to design its own program—as long as it’s broad and inclusive—and track the progress. The record keeping for Option B mirrors Option A.

Along with the public file requirements, stations must file, with the FCC, Form 397 Statement of Compliance every second, fourth, and sixth year of a license term. The Form, a copy of which must also be kept in the public file, certifies that the station has complied with the EEO rules. By September 30 of each year, stations must file (and place in their public file) Form 395B (Broadcast Station Annual Employment Report) on numbers of women and minorities. The FCC says these forms will not be used to monitor a station’s hiring but will track overall industry hiring under the new rules. Stations will also file Form 396 (Broadcast Equal Employment Opportunity Program) at renewal, and most stations will also file the form midway through the license term.

PLEASE CHECK WITH BARBARA ON WHETHER IT’S OK TO RUN THE LAST PARAGRAPH OF THIS SIDEBAR

Sidebar:

An Apology, Thanks, and a Request

We have undoubtedly left out many of the minority and women pioneers in this business. There are surprisingly few detailed, overall accounts of the contributions of minorities and women in radio and television news. Many of the accounts that do exist are personal, and a number of them do not reconcile easily with others.

Among the sources we used were *Split Image ... African Americans in the Mass Media*, edited by Jannette Dates and William Barlow. Lee Thornton wrote the chapter on broadcast news. Joan Potter with Constance Claytor wrote *African American Firsts*. Mark Trahan at the *Seattle Times* wrote *Pictures of Our Nobler Selves*, published by The Freedom Forum. Material also came from Sheila Stainback of Court TV, Paul Weingarten’s article in the *Chicago Tribune*, Phil Alvidrez at KTVK-TV in Phoenix, David Louie at KGO-TV in San Francisco, Condace Pressley at WSB Radio in Atlanta, Patty Talahongva at NAJA, Eric Deggans at the *St. Petersburg Times*, and Craig Allen, an historian at Arizona State University. Apologies to others who helped and whose names I have misplaced.

What started out as a simple article has highlighted a need: a better, more complete history of the contributions of minorities and women in radio and television news. The accounts that exist make an excellent start, but there’s so much more to be done, and too many people who know—or comprise—pieces of the story have already gone. RTNDA and Ball State University are

now committed to working on a new project to collect and publish this material. If you'd like to help with the effort, please contact us. If you have your own story—or the story of others to tell—please let us know.

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sidebar (I just called and confirmed all of this):

For More Information

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Asian American Journalists Association (AAJA)

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Association for Women in Communication (AWC)

Phone: (410) 544-7442

Fax: (410) 544-4640

E-mail: pat@womcom.org

Foundation for Minority Interests in Media

Phone: (212) 456-1992

Fax: (212) 456-1997

International Women's Media Foundation

Phone: (202) 496-1992

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National Association of Black Journalists (NABJ)

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National Lesbian and Gay Journalists Association

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Tim, you could run this separately ... or hold it for another issue sidebar:

TV and Radio General Managers

For the first time ever, we surveyed the race and ethnicity of TV and radio general managers. Because the survey is sent to news directors, the results only tell us the race and ethnicity of TV and radio general managers at stations which have local news. That might not reflect the broader population.

In TV, 86 percent of general managers are men and 14 percent are women (compare that with 76 percent and 24 percent of news directors). There was no consistent pattern based on market size, staff size, affiliation, or region. TV general managers are 90 percent Caucasian; 5 percent Hispanic; 3 percent African American; 2 percent Asian American; and less than 1 percent Native American. The only pattern is that Hispanic general managers are overwhelmingly in top 25 markets at independents (including Hispanic stations) in the West.

In radio, 87 percent of general managers are men and 13 percent are women (compare that with 80 percent and 20 percent of news directors). Women were twice as likely to be general managers of small market radio stations. Radio general managers are 95 percent Caucasian; 3 percent African American; 2 percent Native American; less than 1 percent Hispanic; and we found no Asian American general managers. Minority general managers were most likely to be found in large markets.

Will a woman or minority general manager make a difference in who the news director is? Under certain circumstances ... absolutely.

In television, a woman general manager is no more likely to have a woman or minority news director than is a male general manager. But a minority general manager is six times more likely

to have a minority news director than a Caucasian general manager. Even eliminating Hispanic stations, a minority general manager is more than four times as likely to have a minority news director than a Caucasian general manager.

In radio, a woman general manager is twice as likely to have a woman news director as a male general manager. A minority radio general manager is 13 times more likely to have a minority news director than a Caucasian general manager.

A couple cautions. First, as noted above, the survey is only among those radio and television stations which have local news. It might not reflect the broader population of stations. Second, because there are relatively few stations with women and minority general managers, the cross tabulations with news directors might reflect too few cases to ensure validity. Third, the relationship between general managers and news directors is not a cause and effect relationship. We know whether the general managers and news directors are men or women, Caucasian or minority. We do not know whether the current general manager hired the current news director.

optional sidebar:

African American Radio

Radio news on African Americans appears to go back to the fall of 1927 on WGBS when Floyd J. Calvin produced a hour-long show dedicated to “Negro journalism” sponsored by the Pittsburgh *Courier*.

That same year in Chicago, Jack L. Cooper produced “The Negro Hour” on WGBC, a low power, “ethnic” radio station. The show included music and what’s been labeled the first regular black newscast, based heavily on material from the Chicago *Defender* newspaper.

Entertainment programs generally fared better than news and public affairs. Angry callers led to the cancellation of a series called, “The Catholic Church and the Negro Question,” slated for WMC radio in Memphis, TN in 1935. Management canceled an NAACP special program on WCAO radio in Baltimore when it learned that the topic would be segregation at the University of Maryland. The guest speaker segment of the *Southernaires* gospel show on NBC was killed permanently after Major Arthur Springgarn, then NAACP president, moved away from his “approved” script to an attack on racism in America.

The first ongoing radio program in the country to deal with racial issues from a black vantage point is believed to be “Afro-America Speaks” on WKY in Oklahoma City starting in 1937.

The first black-formatted stations were owned by white people making a simple business decision. In 1947, the owners of WDIA in Memphis, TN found they couldn’t make money with classical music, so they hired Nat D. Williams to program the station for African Americans. Among the news and public affairs on the station was, “Brown America Speaks,” a Sunday afternoon program hosted by Williams. The first black-owned station is reputed to be WERD in

Atlanta, purchased by J.B. Blayton. Daily newscasts were based on material from *The Daily World*, a black newspaper.

In the 1970s, two black networks started. The Mutual Black Network formed within Mutual Broadcasting Network until it was sold in the late 1970s and became the Sheridan Broadcasting Network. The National Black Network started in 1973.

Optional Sidebar:

Native American Radio

The first radio program on Native American culture may have been on a show hosted by Ora Eddleman on KDFN, Wyoming's first radio station, in 1924. The federal government sponsored a national program on tribal history, culture, and current affairs in 1937, running on 170 stations across the U.S. In April 1972, a Navajo public radio station started in Ramah, New Mexico, and by the early 1990s, there were more than two dozen radio stations serving tribal audiences. Most were public stations, but the Navajo Nation's 50,000 watt KTNN in Window Rock, AZ is commercial.

Until its sale in the early 1990s, the Cook Inlet Regional Corporation was the largest minority owner of radio and television stations in the U.S. with 11 radio stations and a TV station in Nashville. But the connection was purely commercial; the Alaskan Native owners did not run special programming geared to Native Americans.

Broadcast News Work Force

Television:

Caucasian	79%
African American	11%
Hispanic	7%
Asian American	3%
Native American	<1%

Radio:

Caucasian	90%
African American	5%
Hispanic	3%
Asian American	1%
Native American	1%

Overall, minorities in television news rose to the highest level ever at 21 percent. That's up 2 percent from last year and ties the record high reported in 1997. All of the increase came among African Americans. In radio, minorities fell by 1 percent to 10 percent. The drop came in Native Americans. At 10 percent, the minority total is the lowest in recent years.

Women in Local Radio News

	News Staff with Women	Women News Directors	Women Percentage in Work Force	Average Number of Women
All Radio	38%	20%	35%	0.55
Major Market	35%	15%	31%	0.91
Large Market	39%	12%	34%	0.67
Medium Market	38%	24%	36%	0.46
Small Market	36%	20%	34%	0.38

The percentage of women in radio news rose to its highest level ever: 35 percent. Last year, the figure was 29 percent after a couple years at 31 percent. Women news directors remained at last year's level of 20 percent—down from most of the 1990s when the figure ranged in the middle 20s. Major markets were defined as those with 1 million or more listeners. Large markets are from 250,000 to 1 million. Medium markets are 50,000 to 250,000. Small markets are fewer than 50,000.

Women in Local TV News

	News Staff with Women	Women News Directors	Women Percentage of Work Force	Average Number of Women
All Television	98%	24%	40%	14.1
Network Affiliates	99%	24%	41%	15.3
Independents	97%	23%	38%	8.8
ADI 1-25	100%	19%	41%	22.7
ADI 26-50	96%	16%	41%	18.9
ADI 51-100	100%	23%	38%	13.7
ADI 101-150	99%	25%	42%	12
ADI 151+	98%	30%	40%	7.6

Staff 51+	100%	24%	41%	34.7
Staff 31-50	100%	22%	39%	17.1
Staff 21-30	99%	19%	38%	10.7
Staff 11-20	98%	24%	44%	9.5
Staff 1-10	95%	30%	44%	3.2

At 40 percent, the percentage of women in television news set a new record—1 percent over last year's 39 percent. The percentage of women news directors also set a new record: 24 percent is up four from last year and 1 percent above the old record reported in 1998. Women are slightly more likely to be news directors in smaller markets and in smaller news departments. Women were slightly more likely to be news directors at NBC affiliates and a little less likely to be news directors at Fox affiliates and at stations in the Western U.S.

Broadcast News Directors

Television:

Caucasian	86%
African American	3%
Hispanic	9%
Asian American	2%
Native American	<1%

Radio:

Caucasian	94%
African American	3%
Hispanic	2%
Asian American	0%
Native American	1%

In television, minority news directors hit a new high of 14 percent, eclipsing the old record of 10 percent reported in 1998. All groups, except Native Americans, increased. African American and Hispanic news directors each rose by 2 percent; Asian American news directors rose by 1 percent. In contrast, this is the lowest year in recent memory for minority radio news directors: 6 percent. That's down 2 percent from last year, with African American and Native American radio news directors each dropping 1 percent and Asian American radio news directors dropping from less than 1 percent a year ago to zero reporting this year.

Minorities in Local Radio News

	News Staff with Minorities	Minority News Directors	Minority Percentage in	Average Number of Minorities
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			Work Force	
All Radio	11%	6%	10%	0.16
Major Market	16%	1%	15%	0.44
Large Market	20%	7%	17%	0.34
Medium Market	7%	6%	6%	0.07
Small Market	4%	2%	3%	0.03

Minorities in Local TV News

	News Staff with Minorities	Minority News Directors	Minority Percentage of Work Force	Average Number of Minorities
All Television	80%	14%	21%	6.2
Network Affiliates	83%	10%	15%	5.7
Independents	67%	42%	35%	8.2
ADI 1-25	87%	31%	35%	18.1
ADI 26-50	96%	23%	18%	7.5
ADI 51-100	87%	8%	20%	5.7
ADI 101-150	79%	10%	16%	3.6
ADI 151+	65%	8%	13%	2.2
Staff 51+	96%	18%	24%	18.3
Staff 31-50	92%	12%	22%	7.5
Staff 21-30	84%	15%	20%	5.1
Staff 11-20	73%	10%	16%	2.4
Staff 1-10	58%	16%	19%	1.4

In television, the good news is that the minority work force and the percentage of minority news directors both rose—to either tie or set a new record. The pattern of that growth was not consistent, however. In some market sizes and staff sizes the percentages rose, but in others it fell. And while the percentage of minority news directors in television rose sharply, most of that increase is at Fox stations and independents. Fox affiliates are two to three times as likely to have minority news directors as ABC, CBS, and NBC affiliates, and independents are four times as likely as affiliates to have minority news directors. Fox affiliates are also more likely to have more minorities, generally. In radio, almost every category of minority employment—staffs with

minorities, minority news directors, and minority percentage in the work force—dropped across all market sizes.

Tim, I've enclosed the next two tables for your information. I wouldn't run them ... since I don't think they add a lot beyond the data above.

Distribution of Minorities in TV News by Market, Staff Size, Affiliation & Region

	Percent White	Percent Black	Percent Hispanic	Percent Native American	Percent Asian
All Stations	79	11	7	<1	3
<i>Market</i>					
1-25	65	14	16	<1	5
26-50	82	12	4	<1	2
51-100	80	9	6	<1	5
101-150	84	9	5	<1	2
151+	87	7	4	<1	2
<i>Staff Size</i>					
51+	76	14	8	<1	2
31-50	78	9	7	<1	6
21-30	80	10	7	<1	3
11-20	85	6	7	<1	2
1-10	81	11	6	1	1
<i>Affiliation</i>					
ABC	81	12	5	<1	2
CBS	85	8	4	<1	3
NBC	83	9	4	<1	4
FOX	76	16	5	<1	3
<i>Region</i>					
South	76	17	4	<1	3
Northeast	87	10	2	<1	1
Midwest	88	6	4	<1	2
West	66	5	19	<1	10

Distribution of Minorities in Radio News by Market Size

	Percent White	Percent Black	Percent Hispanic	Percent Native American	Percent Asian
All Stations	90	5	3	1	1

<i>Market</i>					
Major	85	11	3	<1	1
Large	83	6	7	2	2
Medium ⁹⁴	5	<1	<1	1	
Small	97	<1	2	1	<1