

2004 Minority Numbers Up
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 last 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. Asian Americans fell, and Native Americans remained the same.

At non-Hispanic stations, the minority workforce rose to 19.8 percent this year from 17.0 percent last year and 19.0 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 sidebar 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 11.6 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 appears not 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 sizeable gains for minority news directors in both radio and TV.

The bigger picture is less positive. In the last 10 years, the minority workforce in television has risen 4.7 percent – half of which appears attributable to Hispanic stations. At the same time, the minority population in the U.S. has risen 4.9 percent. The minority workforce in TV has been at 20 percent – plus or minus 3 percent – for every year in the last ten. 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 five 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.

Minority Population v. 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

Broadcast News Work Force ... Television

	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995
Caucasian	78.2%	81.9%	79.4%	75.4%	79.0%	81.0%	80.0%	79.0%	81.0%	82.9%
African American	10.3	8.4	9.3	9.9	11.0	9.0	10.0	10.0	9.0	10.1
Hispanic	8.9	6.5	7.7	10.1	7.0	7.0	6.0	7.0	6.0	4.2
Asian American	2.2	2.7	3.1	4.1	3.0	3.0	3.0	3.0	3.0	2.2
Native American	0.5	0.5	0.5	0.6	<1.0	<1.0	1.0	1.0	1.0	0.6

Broadcast News Work Force ... Radio

	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	0.6
Native American	0.4	0.2	0.7	<1	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 1.9 from 8.4 to 10.3 percent) and Hispanics (up 2.4 from 6.5 to 8.9 percent). Asian Americans fell half a percent to 2.2 percent and Native Americans remained the same at half a percent. In television, without Hispanic stations, the minority percentage rose to 19.8 percent from last year's 17.0 percent and 19.0 percent the year before.

The percentage of minorities in radio news also nearly doubled, from 6.5 percent to 11.8 percent. African American recorded the biggest growth, but Hispanic went up markedly as well. This marks the first time since the old EEO rules were thrown out that the percentage of minorities in radio increased.

In radio, while 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 versus women varies from 55 to 62 percent (men) for all groups except Asian American. There, it's the reverse, with the percentage of women Asian Americans at 59 percent.

Broadcast News Directors ... Television

	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

Broadcast News Directors ... Radio

	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
Native American	2.7	0.8	0.6	<1	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 American and Hispanic rose the most with a 2.3 percent increase each. At non-Hispanic stations, the percentage also almost doubled 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, which made a surprising jump from below 1 percent up 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, all black 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 Local TV News

	News Staffs With Women	Women News Directors	Women as Percentage of Work Force	Average Number 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

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 v. 39.3 percent last year). The percentage of women and women news directors by market size and staff size continued to even out, and we are no longer more likely to find women or women news directors at smaller stations and smaller markets. The percentage of women news directors edged lower from last year’s record 26.5 percent to this year’s 25.2 percent.

Women in Local Radio News

	News Staffs With Women	Women News Directors	Women as Percentage of Work Force	Average Number 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

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. Major markets are 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 radio news directors were most likely to be found in the Northeast and West. The percentage of women on staff were the same across all regions.

Minorities in Local TV News

	News Staffs With Minorities	Minority News Directors	Minorities as Percentage of Work Force	Average Number of Minorities on Staff
All Television	83.8%	12.5%	21.8%	7.9
Network Affiliates	85.6	8.3	19.4	7.5
Independents	88.0	65.2	72.5	15.3
DMA 1-25	86.4	26.0	35.9	17.9
DMA 26-50	95.3	18.1	23.2	12.7
DMA 51-100	87.8	5.6	15.3	6.1
DMA 101-150	76.2	13.6	17.3	4.3
DMA 151+	76.6	4.7	20.4	4.0
Staff 51+	96.6	7.9	24.4	15.2
Staff 31-50	90.3	9.1	14.8	5.5
Staff 21-30	76.2	10.9	14.6	3.2
Staff 11-20	66.7	18.9	22.0	3.1
Staff 1-10	33.3	16.7	23.8	1.1

While the percentage of minority TV news directors is almost double from last year (12.5 from 6.6 percent), much of that growth comes from independents and smaller stations. Last year, we noted that no independents reported minority news directors – even though that's usually where the highest percentage are 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 20.3 percent). The percentage of minority workers in TV news presents a mixed picture. The percentage 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.

Minorities in Local Radio News

	News Staffs With Minorities	Minority News Directors	Minorities as Percentage of Work Force	Average Number of Minorities on Staff
All Radio	18.5%	8.0%	11.8%	0.4
Major Market	33.3	12.6	19.6	1.1
Large Market	33.3	20.0	27.1	1.1
Medium Market	18.9	10.0	8.1	0.3
Small Market	5.3	0	2.4	0.1

The increases in the minority work force 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.

TV General Managers

	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

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 only include those stations with news departments; those without news departments are not included in this survey.

Radio General Managers

	Percent Caucasian	Percent Minority	Percent Men	Percent Women
All Radio	95.8%	4.2%	86.6%	13.4%

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 of 4.2 percent) are black.

Bob Papper is professor of telecommunications at Ball State University and has worked extensively in radio and TV news. Data entry and tabulation were done by the Bureau of Business Research at Ball State. 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 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.

Women & Minorities Sidebars

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 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 to previous years more tenuous.

Newspapers v. Broadcast

The latest survey by the American Society of Newspaper Editors found that minority journalists make up 12.94 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 21.8 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 work force.

For More Information

RTNDF Newsroom Diversity Campaign

Contact: Karen Bullit

Phone: (202) 467-5218

Fax: (202) 223-4007

www.rtnda.org/diversity/index.shtml

karenb@rtndf.org

American Women in Radio and Television (AWRT)

Phone: (703) 506-3290

Fax: (703) 506-3266

www.awrt.org

awrt@awrt.org

Asian American Journalists Association (AAJA)

Phone: (415) 346-2051

Fax: (415) 346-6343

www.aaja.org

national@aaja.org

Association for Women in Communication (AWC)

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 (NABJ)

Phone: (301) 445-7100

Fax: (301) 445-7101

www.nabj.org

nabj@nabj.org

National Association of Hispanic Journalists (NAHJ)

Phone: (202) 662-7145

Fax: (202) 662-7144

www.nahj.org

nahj@nahj.org

National Lesbian and Gay Journalists Association

Phone: (202) 588-9888

Fax: (202) 588-1818

www.nlgja.org

info@nlgja.org

Native American Journalists Association (NAJA)

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