



Women In TV News At A Record High But Minorities Drop

By Bob Papper

The latest RTNDA/Hofstra University Annual Survey finds women make up over 41 percent of the TV news workforce and over 29 percent of TV news directors. Both are record highs, and it's the second year in a row that the percentage of women TV news directors has set a new record. The percentages of women in radio news and women as radio news directors also rose.

In contrast, the minority numbers in both TV and radio fell from last year. A year ago, the percentage of minority news directors in TV set a record high, and the minority percentage in TV news overall was just shy of a record last year. Both numbers fell back in the latest survey. Some of the drop is due to fewer Hispanic stations responding to the survey and smaller staffs at Hispanic stations. But, even factoring that out, minority numbers fell.

Minority numbers – both overall and for news directors – also fell in radio news.

The bigger picture remains unchanged. In the last 19 years, the minority population in the U.S. has risen 8.5 percent; but the minority workforce in TV news is up 4.0 percent,

and the minority workforce in radio is actually down. Still, TV news diversity remains far ahead of newspaper (see below).

Minority Population v. Minority Broadcast Workforce

	2009	2008	2007	2006	2005	2000	1995	1990
Minority Population in U.S.	34.4%*	34.0%	33.6%	33.2%	32.8%	28.6%	27.9%	25.9%
Minority TV Workforce	21.8	23.6	21.5	22.2	21.2	21.0	17.1	17.8
Minority Radio Workforce	8.9	11.8	6.2	6.4	7.9	10.0	14.7	10.8

*projected

Broadcast News Work Force – Television

	2009	2008	2007	2006	2005	2000	1995
Caucasian	78.2%	76.3%	78.5%	77.8%	78.8%	79.0%	82.9%
African American	9.6	10.1	10.1	9.5	10.3	11.0	10.1
Hispanic	8.8	10.3	8.7	9.6	8.7	7.0	4.2
Asian American	3.0	2.7	2.3	2.7	1.9	3.0	2.2
Native American	0.5	0.5	0.4	0.5	0.3	<1.0	0.6

Broadcast News Work Force – Radio

	2009	2008	2007	2006	2005	2000	1995
Caucasian	91.1%	88.2%	93.8%	93.6%	92.1%	90%	85.3%
African American	5.4	7.8	3.3	2.5	0.7	5	5.7
Hispanic	2.3	3.6	0.7	1.9	6.0	3	7.5
Asian American	0.6	0.4	1.1	1.8	0.7	1	0.6
Native American	0.6	0	1.1	0.2	0.5	1	1.0

After a record-breaking year last year, the percentage of minorities in both television and radio news slid back in the latest RTNDA/Hofstra University Annual Survey. In TV, both African Americans and Hispanic Americans dropped half a percentage point, while Asian Americans rose three-tenths of a percent and Native Americans held steady.

Much of the drop in minority employment actually came from a drop at Hispanic stations. Among non-Hispanic stations, minority employment slipped by just half a percent to 19.6 percent, down from last year's 20.1 percent.

At non-Hispanic stations, the minority break down is:

- 9.8 percent African American
- 6.2 percent Hispanic
- 3.1 percent Asian American
- 0.5 percent Native American.

At non-Hispanic stations, African Americans dropped 0.7 percent; Asian Americans rose 0.2 percent; Hispanics and Native Americans were unchanged.

Overall, 72 percent of the TV news workforce at Hispanic stations is Hispanic. That's down 10 percent from last year. Another 23.4 percent are white, 4.4 percent are African American and 0.3 percent are Asian American.

As usual, men outnumber women for all minority groups except Asian Americans, where women outnumber men 2:1. Otherwise, differences are greatest among whites: 47.4 percent male to 30.7 female; Native Americans: 0.3 percent to 0.2 percent; Hispanics 5.0 percent to 3.8 percent; African Americans 5.0 percent to 4.6 percent.

In radio, the picture was mixed. The percentage of African Americans and Hispanics dropped while the percentage of Asian Americans and Native Americans went up.

Broadcast News Directors – Television – 2009

	2009	2008	2007	2006	2005	2000	1995
Caucasian	88.8%	84.5%	89.1%	86.8%	88.0%	86%	92.1%
African American	3.5	3.7	2.0	4.2	3.9	3	1.6
Hispanic	6.0	9.3	7.2	6.0	5.8	9	3.8

Asian American	1.1	1.7	1.0	1.2	1.3	2	1.5
Native American	0.7	0.8	0.7	1.8	1.0	<1	1.0

Broadcast News Directors – Radio – 2009

	2009	2008	2007	2006	2005	2000	1995
Caucasian	97.8%%	94.1%	88.0%	95.6%	89.0%	94%	91.4%
African American	0	1.7	4.4	1.9	0.0	3	5.4
Hispanic	1.1	3.4	3.8	1.3	8.8	2	2.4
Asian American	1.1	0.8	1.9	0.6	0	0	0
Native American	0	0	1.9	0.6	2.2	1	0.8

The percentage of minority radio and television news directors also slid back down. In TV, minority news directors are at about 20 percent in the two largest market categories, 1-25 and 26-50, but they're 10 percent or less in the three smaller market groups – as well as the three largest newsroom categories. Only 6.9 percent of TV news directors at big four commercial stations were minorities, while over half of the news directors at other stations were minorities.

At non-Hispanic TV stations, the percentage of minority news directors dropped from a record 9.1 percent last year to this year's 7 percent. At 3.3 percent, nearly half were African American. Hispanic Americans were 1.9 percent; Asian Americans were 1.1 percent, and Native Americans 0.7 percent. All were essentially the same as a year ago except Hispanic, which dropped from last year's 3 percent. At Hispanic stations, two-thirds of the news directors are Hispanic (66.7 percent), with 27.8 percent white and 5.6 percent African American.

Every minority group of radio news directors except Asian Americans fell back from last year's figures. There were no consistent and meaningful patterns based on ownership, market size or geography.

Women in Local TV News – 2009

	News Staffs With Women	Women News Directors	Women as Percentage of Work Force	Average Number of Women on Staff
All Television	99.3%	29.1%	41.4%	14.5
Network Affiliates	100.0	27.7	41.4	15.3
Independents	50.0	33.3	38.5	7.3
Market:				
DMA 1-25	100.0	37.0	41.5	23.8
DMA 26-50	98.5	29.8	39.7	21.0
DMA 51-100	98.8	23.0	40.1	15.1
DMA 101-150	98.8	27.6	42.9	11.2
DMA 151+	100.0	24.2	44.5	9.3
Staff size:				
Staff 51+	100.0	25.7	40.8	26.7
Staff 31-50	100.0	25.6	41.4	15.3
Staff 21-30	100.0	30.4	40.6	9.7
Staff 11-20	100.0	39.6	46.6	7.0
Staff 1-10	85.7	18.8	47.3	3.4

At 29.1, the percentage of women TV news directors has set a new record – up 0.8 percent from last year’s record. It’s worth emphasizing that the percentage of women TV news directors in the RTNDA/Hofstra University Annual Survey is based on a complete station census – not projected from a smaller sample. So 29.1 percent isn’t a rough figure, it’s an exact one. And women TV news directors are nearly as likely to be found in the biggest newsrooms and in the biggest markets. That wasn’t the case even two years ago. There were no meaningful differences based on geography or network affiliation.

Women have been right around the 40-percent mark of the TV workforce for a decade, but the number edged up to 41.4 percent this year – the highest level ever.

Women in Local Radio News – 2009

	News Staffs With Women	Women News Directors	Women as Percentage of Work Force	Average Number of Women on Staff
All Radio	30.1%	27.7%	28.1%	0.5
Major Market	25.0	0	30.0	0.8
Large Market	35.3	37.5	31.6	0.7
Medium Market	35.9	29.4	28.0	0.5
Small Market	22.7	23.8	25.0	0.3

The percentages for women in the radio news work force are up this year as well. The percentage of women radio news directors rose from last year's 20 percent to this year's 27.7 percent – higher than the last few years. The percentage of women in the radio news workforce also grew – up to 28.1 percent from last year's 22.7 percent. Generally, women news directors were less common in stations with the largest staffs.

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.

Minorities in Local TV News – 2009

	News Staffs With Minorities	Minority News Directors	Minorities as Percentage of Work Force	Average Number of Minorities on Staff
All Television	97.2%	11.2%	21.8%	8.3
Network Affiliates	97.7	6.9	19.8	8.2
Independents	66.7	56.3	22.7	12.0
Market size:				
DMA 1-25	89.5	19.6	27.9	16.5
DMA 26-50	95.5	20.9	24.9	13.2
DMA 51-100	100.0	6.1	21.5	8.1
DMA 101-150	97.6	9.2	18.5	5.3
DMA 151+	100.0	5.6	14.4	4.0
Staff size:				
Staff 51+	97.0	9.0	21.4	14.2
Staff 31-50	100.0	8.5	22.8	8.6
Staff 21-30	100.0	6.7	18.4	5.0
Staff 11-20	100.0	18.6	22.2	4.1

Staff 1-10	93.8	26.7	29.0	2.7
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PBS stations were low enough in the percentage of minorities that they brought down the overall number. Otherwise, there was little difference based on network affiliation. The West and South were about double the diversity of the Midwest and Northeast. That's actually closer than usual.

Minorities in Local Radio News – 2009

	News Staffs With Minorities	Minority News Directors	Minorities as Percentage of Work Force	Average Number of Minorities on Staff
All Radio	9.7%	2.2%	8.9%	0.2
Major Market	25.0	0	20.0	0.5
Large Market	11.8	0	5.3	0.1
Medium Market	12.8	5.8	9.3	0.2
Small Market	4.5	0	9.1	0.1

The numbers are so small that there were no meaningful distinctions that show up in sub-groups.

TV General Managers – 2009

	Percent Caucasian	Percent Minority	Percent Men	Percent Women
All Television	96.0%	4.0%	84.6%	15.4%
Network Affiliates	97.3	2.7	84.6	15.4
Independents	81.8	18.2	90.9	9.1
Market size:				
DMA 1-25	94.1	5.9	91.4	8.6
DMA 26-50	93.9	6.1	82.9	17.1
DMA 51-100	97.7	2.3	93.0	7.0
DMA 101-150	100.0	0	83.3	16.7
DMA 151+	92.3	7.7	73.2	26.8

The women numbers look a lot like last year, with women GMs (at stations that run local news) more likely to be found in larger newsrooms and at ABC affiliates, less likely in smaller newsrooms, FOX affiliates and independent stations and way less likely to be found in the Northeast. Minority GM numbers plunged by 6 percent from a year ago -- pretty much across the board.

At non-Hispanic stations (which run local news), minority GM numbers were cut by two-thirds from a year ago. Compare this year's 3.1 percent minority GMs at non-Hispanic stations to last year's 9.8 percent. Half were African American. All the GMs at Hispanic stations were Hispanic.

Radio General Managers – 2009

	Percent Caucasian	Percent Minority	Percent Men	Percent Women
All Radio	94.7% -94.9%	5.3% -5.1%	83.2% -74.6%	16.8% -25.4%

At radio stations that run local news, female general managers plunged from 25.4 percent last year to 16.8 percent. Minority general managers were little changed from last year's 5.1 percent.

Bob Papper is professor and chair of the Department of Journalism, Media Studies, and Public Relations at Hofstra University and has worked extensively in radio and TV news. This research was supported by the School of Communications at Hofstra University and the Radio Television News Directors Association.

MORE STUFF:

Newspapers and TV

The 2009 survey by the American Society of Newspaper Editors found that minority journalists make up 13.4 percent of newsroom employees at daily newspapers. That's down 1.1 percent from the revised 2008 number.

	Daily Newspapers	TV News
Minority population	13.4%	21.8%
African American	5.2	9.6
Hispanic/Latino	4.5	8.8
Asian American	3.1	3.0
Native American	0.6	0.5
Women	37.0	41.4

	Daily Newspapers	TV News (non-Hispanic only)
Minority population	13.4%	19.6%
African American	5.2	9.8
Hispanic/Latino	4.5	6.2
Asian American	3.1	3.1
Native American	0.6	0.5
Women	37.0	41.4

NOTE, BELOW, THAT I DON'T HAVE THE CONTACT INFO OR EMAIL FOR RTNDA'S PROJECT.

For More Information

RTNDF Newsroom Diversity Project

Contact:

Phone: (202) 659-6510

Fax: (202) 223-4007

www.rtna.org/pages/best-practices/diversity.php

American Women in Radio and Television (AWRT)

Phone: (703) 506-3290

Fax: (703) 506-3266

www.awrt.org

info@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: (703) 370-7436

Fax: (703) 370-7437

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

www.iwmf.org

info@iwmf.org

National Association of Black Journalists (NABJ)

Phone: (866) 479-NABJ

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: (405) 325-9008

Fax: (405) 325-6945

www.naja.com

info@naja.com

Unity: Journalists of Color

Phone: (703) 854-3585

Fax: (703) 854-3586

www.unityjournalists.org

info@unityjournalists.org