



2012 TV and Radio News Staffing and Profitability Survey

Part VII: Percentage of Minorities Up for TV, Radio; Percentage of Women Stays the Same for TV, Up Noticeably for Radio

By Bob Papper

In this edition:

- *Ups (and some downs) in both TV and radio*
- *Age and tenure numbers*
- *A record number of women TV news directors*

The latest RTDNA/Hofstra University Annual Survey finds the percentage of minorities is up a full percent in television from a year ago -- and even more in radio. The percentage of minority news directors also went up in both television and radio. And the percentage of minority news directors at non-Hispanic TV stations set a new high mark -- for the second year in a row.

Women overall in TV news stayed almost exactly the same, women TV news directors passed the 30% mark (30.2%) for the first time ever. Women in radio news and women radio news directors both went up noticeably.

As far as minorities are concerned, the bigger picture remains unchanged. In the last 22 years, the minority population in the U.S. has risen 10.4%; but the minority workforce in TV news is up 3.7%, and the minority workforce in radio is up 0.9%.

Minority population v. minority broadcast workforce 1990 – 2012

	2012	2011	2010	2005	2000	1995	1990
Minority Population in U.S.	36.3%	35.4%*	34.9%	32.8%	28.6%	27.9%	25.9%
Minority TV Workforce	21.5	20.5	20.2	21.2	21.0	17.1	17.8
Minority Radio Workforce	11.7	7.1	5.0	7.9	10.0	14.7	10.8

*projected

Television news work force - 1995 – 2012

	2012	2011	2010	2005	2000	1995
Caucasian	78.5%	79.5%	79.8%	78.8%	79.0%	82.9%
African American	10.2	9.3	11.5	10.3	11.0	10.1
Hispanic	7.8	7.3	5.8	8.7	7.0	4.2
Asian American	2.9	3.5	2.3	1.9	3.0	2.2
Native American	0.5	0.4	0.5	0.3	<1.0	0.6

Radio news work force - 1995 – 2012

	2012	2011	2010	2005	2000	1995
Caucasian	88.3%	92.9%	95.0%	92.1%	90%	85.3%
African American	5.2	3.9	2.9	0.7	5	5.7
Hispanic	4.6	2.6	0.7	6.0	3	7.5
Asian American	0.8	0	0.4	0.7	1	0.6
Native American	1.1	0.6	1.1	0.5	1	1.0

In TV, generally, the smaller the market, the lower the minority population: 16.3% in markets 151+ ... up to 31.2% in the top 25 markets. Staff size is surprisingly constant, with the lowest percentage, 19.6% among staffs 21 - 30, not that far behind the highest percentage, 23.9%, among staffs 11 - 20. It's never been that similar before.

Fox affiliates, at 28.2%, had a higher percentage of minorities than the others (as they have in the past), and NBC affiliates, at 17.4% continue to trail ABC and CBS stations -- as they did last year. Other commercial stations, at 57.7%, were at the top, and non-commercial stations, at 3.8%, brought down the overall percentage.

As usual, stations in the West and South were the most diverse; stations in the Northeast and Midwest had minority percentages around half the South and West.

The minority percentage at non-Hispanic stations rose to 19.7%. That was up from last year's 19.1%, 19.3% two years ago, and 19.6% the year before that.

At non-Hispanic stations, the minority breakdown is:

- 10.5% African American (up from 9.4%)
- 5.7% Hispanic (unchanged from a year ago)
- 3.0% Asian American (down from 3.5%)
- 0.5% Native American (up from last year's 0.4%)

Overall, 89.6% of the TV news workforce at Hispanic stations are Hispanic. That's up from last year's 84.2%. Another 10.0% are white; 0.4% are black. I found no Asian Americans or Native Americans at Hispanic stations.

The percentage of minorities at non-commercial radio stations (18.5%) was more than double the percentage at commercial stations (7.3%). The biggest difference was among Hispanics, where the percentage is almost seven times as high at non-commercial stations as commercial ones. Having a bigger staff or more stations did not increase minority representation. But market size made a huge difference, with the larger the market, the higher the percentage of minorities -- from 2.7% in the smallest radio markets to 19.3% in the biggest. As usual, the West and then the South led the way ... with the Midwest lagging well behind.

As usual, in TV, men outnumber women for all groups except Asian Americans, where women outnumber men almost 2:1. Differences are greatest among whites, where there are 65% more men than women (as there were last year). In contrast, there are 36% more Hispanic men than women and 13% more black men than women. That disparity holds in all market sizes except the smallest (151+), where African American, Hispanic, Native American and Asian American women all outnumber men.

Television news directors - 2012 – 1995

	2012	2011	2010	2005	2000	1995
Caucasian	86.0%	86.4%	86.9%	88.0%	86%	92.1%

African American	3.8	3.7	3.3	3.9	3	1.6
Hispanic	7.6	6.5	6.6	5.8	9	3.8
Asian American	1.6	2.2	2.6	1.3	2	1.5
Native American	1.0	1.2	0.7	1.0	<1	1.0

Radio news directors - 2012 – 1995

	2012	2011	2010	2005	2000	1995
Caucasian	91.3%	94.7%	92.9%	89.0%	94%	91.4%
African American	3.5	2.7	2.7	0.0	3	5.4
Hispanic	2.3	1.8	2.7	8.8	2	2.4
Asian American	1.2	0	0.9	0	0	0
Native American	1.7	0.9	0.9	2.2	1	0.8

Minority TV news directors rose by 0.4% in the last year. There were far more minority news directors in top 50 markets than in smaller markets. The top 50 averaged 20.0% minority, while markets 50+ averaged 11.4%. But, generally, the larger the newsroom staff, the less likely that it was headed by a minority -- from 25.0% for staff sizes 1 - 10 ... down to 4.5% for staff size 51+. Other commercial stations (including Hispanic) led the way. Among the big four, NBC affiliates were the most likely to have a minority news director ... with Fox affiliates lagging way behind the rest. Non-commercial stations were at the bottom. Stations in the South led all other regions.

At non-Hispanic TV stations, the percentage of minority news directors rose for the third year in a row, from 8.9% two years ago to 9.2% last year to 10.7% this time. That's another all time high, 1.5% above last year's record. At non-Hispanic stations, 4.0% were African American; 4.0% were Hispanic, 1.7% were Asian American; and 1.0% Native American. That's up for African Americans and Hispanics, the same for Native Americans, but down for Asian Americans.

The percentage of minority news directors in radio rose almost 2.5% from last year -- with gains in every group. There's a lot more diversity among non-commercial radio news directors than commercial ones, and minority news directors increase as market

size decreases. As with TV, there are fewer minority radio news directors in the Midwest than anywhere else.

Minorities in local TV news – 2012

	News Staffs With Minorities	Minority News Directors	Minorities as Percentage of Work Force	Average Number of Minorities on Staff
All Television	90.2%	14.0%	21.5%	7.8
Network Affiliates	92.4	9.9	19.6	7.6
Independents	95.2	69.6	57.7	12.7
Market size:				
DMA 1-25	91.4	21.4	31.2	19.0
DMA 26-50	87.9	18.6	24.5	11.5
DMA 51-100	96.2	10.8	17.5	6.8
DMA 101-150	87.7	10.8	15.8	4.1
DMA 151+	83.7	12.5	16.3	3.1
Staff size:				
Staff 51+	100	4.5	22.2	16.0
Staff 31-50	97.3	15.7	20.7	8.0
Staff 21-30	92.6	15.8	19.6	4.8
Staff 11-20	90.2	16.7	23.9	4.0
Staff 1-10	46.2	25.0	21.9	1.4

The percentage of TV newsrooms with minorities slipped slightly from last year's 90.8%. Although Fox affiliates have, by far, the lowest percentage of minority news directors, they continue to have the largest percentage of minorities on staff. As with news directors, the West and the South continue to have the highest percentages of minority news staffers overall, although the Northeast is getting a bit closer.

Minorities in local radio news – 2012

	News Staffs With Minorities	Minority News Directors	Minorities as Percentage of Work Force	Average Number of Minorities on Staff
All Radio	17.9%	8.7%	11.7%	0.3
Major Market	61.9	27.3	19.3	1.3
Large Market	27.3	14.3	12.5	0.3
Medium Market	7.8	6.3	5.1	0.1
Small Market	4.3	1.7	2.7	< 0.1

Every category in this table on minorities in radio news went up from last year. Led by the largest markets and non-commercial stations, the percentage of minorities in the work force rose by 4.6% from the year before.

Women in local TV news – 2012

	News Staffs With Women	Women News Directors	Women as Percentage of Work Force	Average Number of Women on Staff
All Television	98.0%	30.2%	39.8%	14.4
Network Affiliates	100	28.1	39.8	15.4
Independents	85.7	24.0	39.8	8.8
Market:				
DMA 1-25	97.1	27.6	39.9	24.3
DMA 26-50	93.9	27.7	37.8	17.7
DMA 51-100	97.5	28.6	39.0	15.1
DMA 101-150	100	22.8	42.0	10.8
DMA 151+	100	30.0	41.7	7.8
Staff size:				
Staff 51+	100	21.7	39.3	28.4
Staff 31-50	100	24.1	39.7	15.5
Staff 21-30	98.1	27.1	39.6	9.7
Staff 11-20	100	31.8	43.7	7.2
Staff 1-10	88.5	19.2	38.8	2.4

Overall, this year marks the first time women have edged past the 30 percentile mark as TV news directors, beating the old mark of 29.1% set in 2009. Network affiliation makes little difference in TV news director gender. Women news directors continue to be a little less common in the South. Non-commercial stations continue to bring down the percentage of women TV news directors.

Note that the overall percentage of women TV news directors is higher than any subset (e.g. market and staff sizes). That's because all the subset data come from the survey results, but the overall percentage comes from a census of all TV news directors. For survey buffs, that also means that a slightly smaller percentage of women news directors return the survey compared to men. For whatever the reason, that's been true every year since I started the census calculation in 2002.

The percentage of women in TV news edged down again, by another 0.1%. And the percentage of women also continues to vary some by market size, with more women in the smaller markets than the bigger ones. The difference isn't quite as pronounced this

year as last, but it's still there. Women are 38.9% of the workforce in the top 100 markets and 41.9% of the workforce in markets 100+. As I said last year, I'll keep an eye on that.

Women in local radio news – 2012

	News Staffs With Women	Women News Directors	Women as Percentage of Work Force	Average Number of Women on Staff
All Radio	39.5%	19.1%	32.7%	0.8
Major Market	81.8	29.2	41.4	3.3
Large Market	54.5	25.9	39.1	1.0
Medium Market	30.2	20.3	24.0	0.4
Small Market	24.0	11.1	18.2	0.3

After two years of big drops in women in the radio news workforce and radio news directors, the numbers this year are way up. Women news directors almost doubled from 10.7% to 19.1%, and women in the radio news workforce rose by more than 10%. Non-commercial stations and major markets led the way on this increase.

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.

TV general managers – 2012

	Percent Caucasian	Percent Minority	Percent Men	Percent Women
All Television	93.1%	6.9%	80.7%	19.3%
Network Affiliates	95.0	5.0	79.3	20.7
Independents	61.1	38.9	94.4	5.6
Market size:				
DMA 1-25	88.5	11.5	86.8	13.2
DMA 26-50	89.5	10.5	74.4	25.6
DMA 51-100	92.9	7.1	78.8	21.2
DMA 101-150	97.2	2.8	89.2	10.8
DMA 151+	95.2	4.8	68.9	31.1

Gender numbers for women in TV haven't changed much since I started asking the question. Until this year. Women GMs are up about 4% in the last year, and they're all at network affiliates -- mostly in markets 26 - 50 and 151+.

Minority GMs went down by 0.6%, giving back some of the previous year's 2% increase. However, minority GMs at network affiliates went up again ... from 1.9% two years ago to 3.4% last year to 5.0% this time. NBC stations were a little more likely to have minority GMs, and minority general managers were twice as likely in the South as any other region.

At non-Hispanic stations (which run local news), minority GM numbers went up for the second year in a row. Minority GMs at non-Hispanic stations had dropped from 9.8% to 3.1% to 2.6%, before going up to 4.3% last year and 5.4% in the latest survey. For the first time ever, there were more Hispanic GMs (at non-Hispanic stations) than African American GMs. They're close, but there were more Hispanics. Half of the GMs at Hispanic stations are Hispanic; the rest are white.

Radio general managers – 2012

	Percent Caucasian	Percent Minority	Percent Men	Percent Women
All Radio	95.3%	4.7%	80.7%	19.3%

Women radio GMs rose by about a point from last year. Minority GM numbers fell again from 8% two years ago to last year's 6% and down to 4.7% this year.

Age & Tenure - 2012

The typical TV news director remained in the mid 40s. The median and average were both 46. That's exactly the same as last year. Maybe it's the improved economy that kept news directors from aging. Overall, the age ranged from 25 to 67. Generally, news directors were a little older in the largest markets, but the differences were quite small. Size of newsroom, network affiliation and region continued to make little difference.

News directors remain less nomadic than in the past. The typical TV news director has been at his or her station as news director for 4 years, and the average tenure was even higher: almost 6 years (5.7). The longest-serving news director had been at the station

for 40 years. News director tenure was a little shorter in the biggest markets -- and at Fox stations.

Radio news directors got a little younger this year, with the median age dropping from 50 to 49 and the average sliding from 47 to 46. Ages ranged from 19 to 80. Staff size, group size, market size and region made no difference.

Newspapers and TV

The 2012 survey by the American Society of News Editors (ASNE) found that minority journalists make up 12.3% of newsroom employees at daily newspapers. That's down 0.5% from the 2011 number ... which was down 0.5% from 2010.

	Daily Newspapers	TV News
Minority population	12.3%	21.5%
African American	4.6	10.2
Hispanic/Latino	4.1	7.8
Asian American	2.9	2.9
Native American	0.3	0.5
Multiracial	0.4	*
Women	36.9	39.8

*RTDNA does not collect that data

	Daily Newspapers	TV News (non-Hispanic only)
Minority population	12.3%	19.7%
African American	4.6	10.5
Hispanic/Latino	4.1	5.7
Asian American	2.9	3.0
Native American	0.3	0.5
Multiracial	0.4	*
Women	36.9	39.9

*RTDNA does not collect that data

For More Information

RTNDF Newsroom Diversity Project
 Phone: (202) 659-6510
 Fax: (202) 223-4007
www.rtnda.org/pages/best-practices/diversity.php

Alliance for Women in Media (AWM)
 Phone: (703) 506-3290
 Fax: (703) 506-3266

www.allwomeninmedia.org

Asian American Journalists Association (AAJA)

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Emma L. Bowen Foundation for Minority Interests in Media

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International Women's Media Foundation

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National Association of Black Journalists (NABJ)

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National Association of Hispanic Journalists (NAHJ)

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About the Survey

The RTDNA/Hofstra University Survey was conducted in the fourth quarter of 2011 among all 1,735 operating, non-satellite television stations and a random sample of 3,000 radio stations. Valid responses came from 1,238 television stations (71.4%) and 260 radio news directors and general managers representing 743 radio stations. Some data sets (e.g. the number of TV stations originating local news, getting it from others and women TV news directors) are based on a complete census and are not projected from a smaller sample.