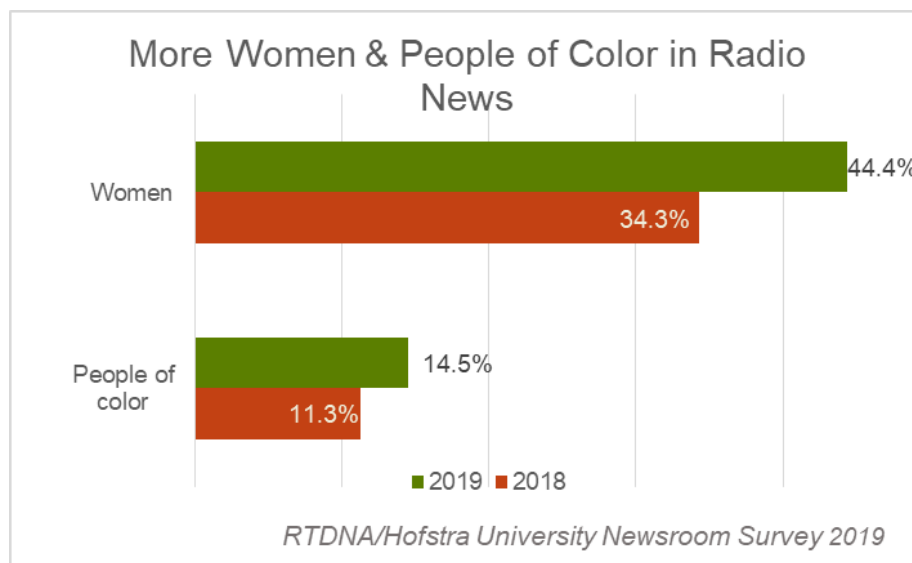


Local News Diversity: Radio

2019 Research: Women and People of Color in Local Radio News

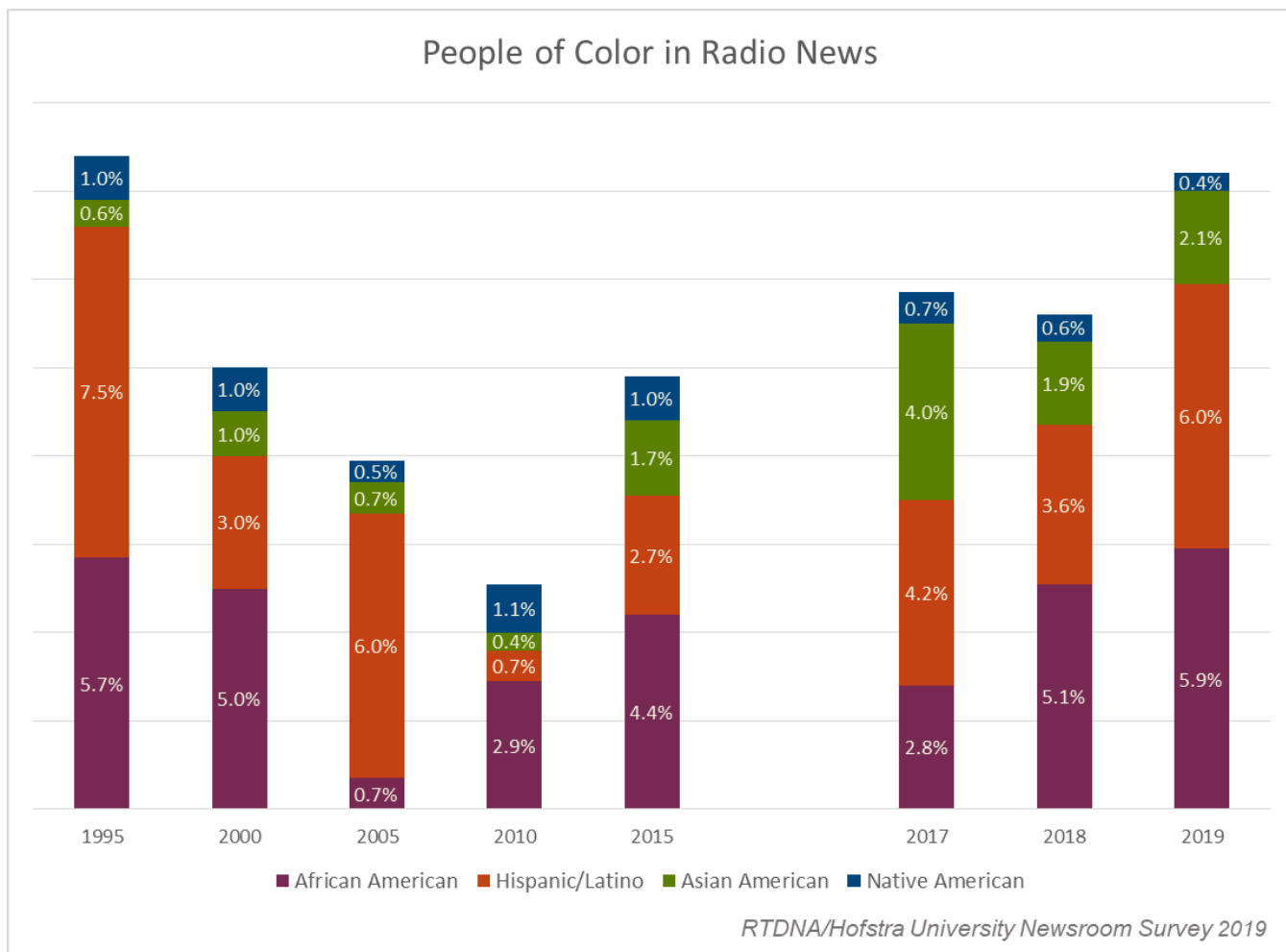
- The local radio workforce of color is the highest it's been in more than 20 years – the third highest level ever – and the gap in representation is at a 14-year low.
- The percentage of radio news directors of color is at the highest level in five years.
- Overall, less than a quarter of radio newsrooms have at least one person of color, and commercial and smaller market radio stations are the least diverse.
- Women made significant gains in local radio news, making up 44.4% of the workforce compared to last year's 34.3%.



People of Color in Radio News

The latest RTDNA/Lawrence Herbert School of Communication at Hofstra University Annual Survey finds the workforce of people of color in local radio news at its highest level in more than 20 years. However, the big, long term picture for people of color in local radio news still shows an industry well behind an ever-increasing population of people of color in the U.S.

Local News Diversity: Radio

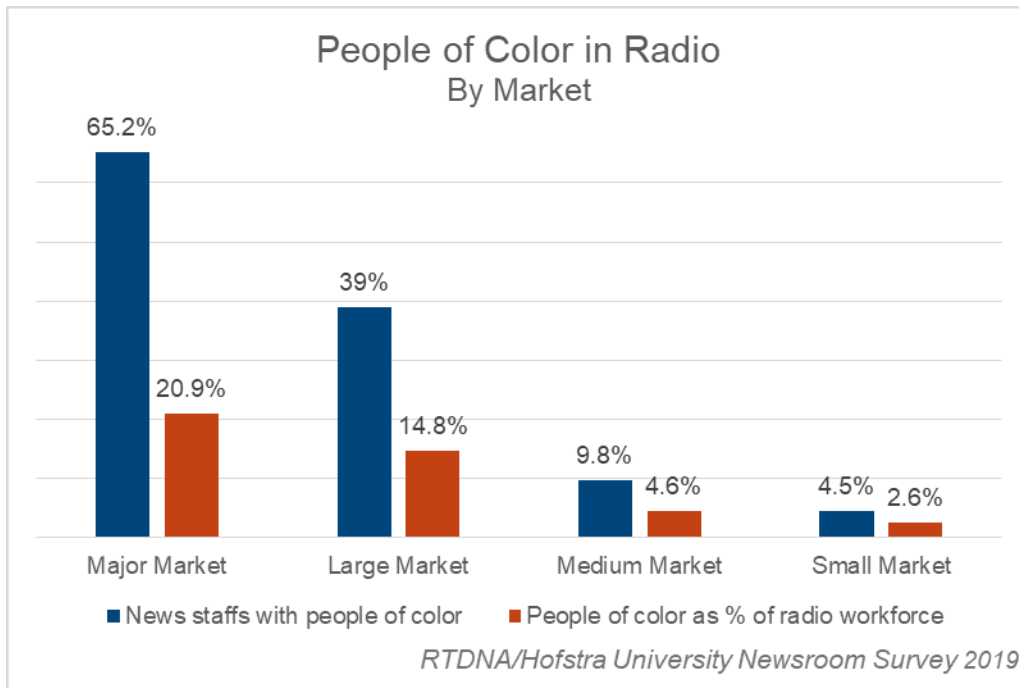
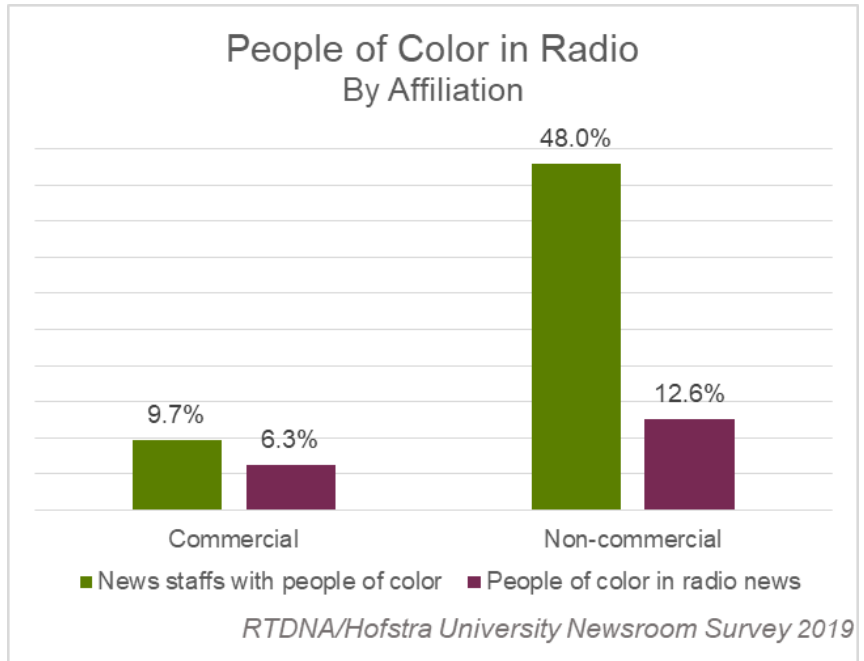


The workforce of color in radio shot up by 3.2 points. At 14.5%, the radio workforce of color is the highest it's been in more than 20 years, and at its third highest. In 1998, it hit its all-time peak of 16%. Note that both of the previous record highs for people of color in radio news came before the DC Circuit Court of Appeals [struck down the FCC's EEO guidelines in Lutheran Church-Missouri Synod v. FCC](#).

Local News Diversity: Radio

In a complete reversal from a year ago, the numbers are almost all up for people of color in local radio news. After falling by 2 points a year ago, the percentage of radio news staffs with people of color rose almost 8 points this year. The percentage of news directors of color is up by 2.3, and the workforce of color is at a 20+ year high.

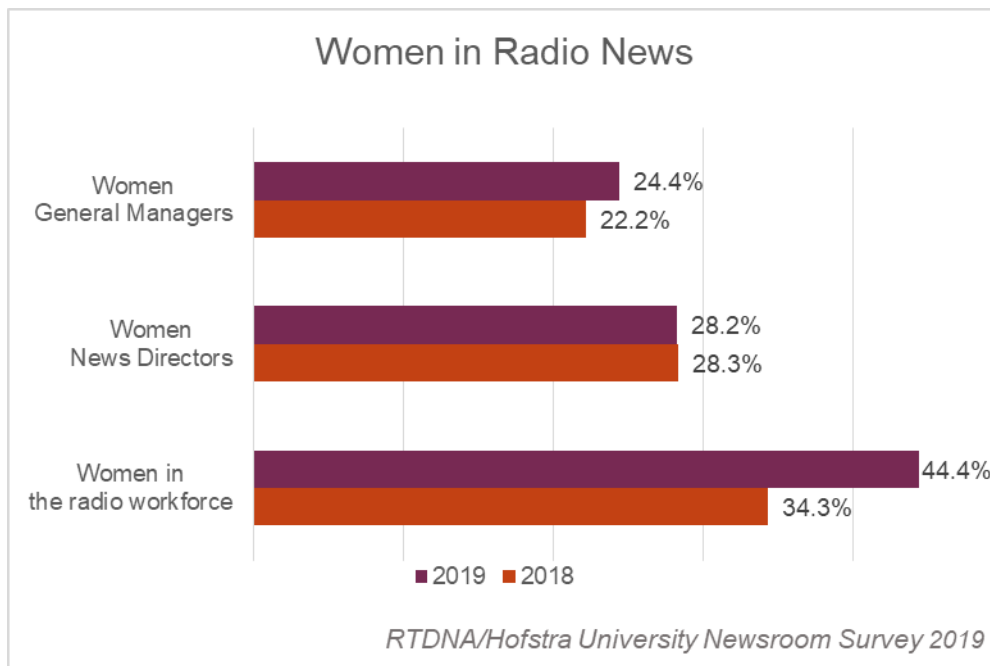
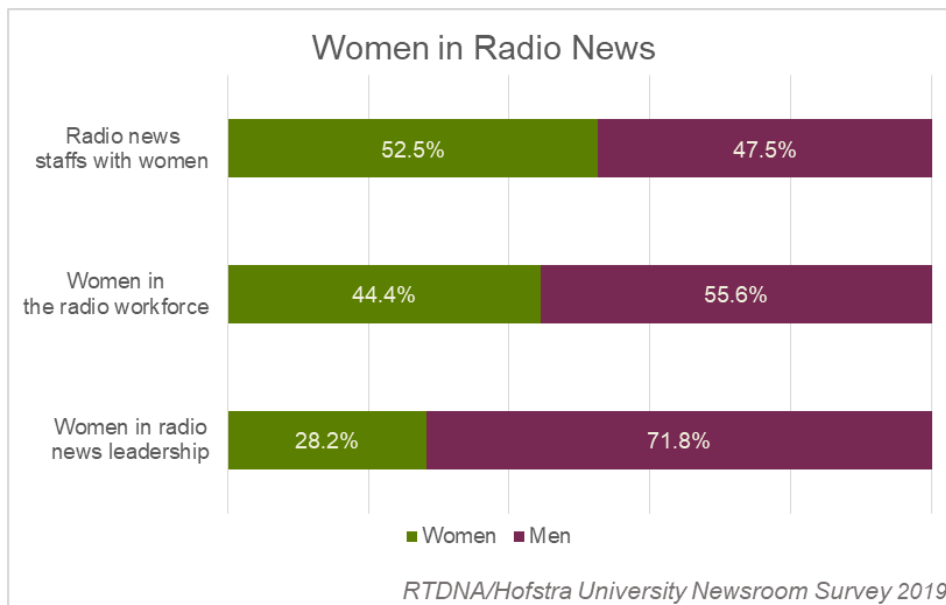
As usual, the South and West led the way with the Midwest lagging well behind. Also as usual, non-commercial stations remain far more diverse than commercial ones, but all the numbers are up for both groups except the workforce of color which fell nearly 2 points at commercial stations.



Local News Diversity: Radio

Women in Local Radio News

In radio news, historically, there have been about twice as many men as women, but that changed dramatically this year. Men came in at 55.6% of the total with women at 44.4%. All the disparity comes from Caucasians where men outnumber women 1.5:1. Among people of color, women outnumber men except among Native Americans – who are even.



Local News Diversity: Radio

The percentage of news staffs with women went up more than 4 points – although all of the increase came at non-commercial stations. That was also true of women as a percentage of the workforce – which jumped by 10 points.

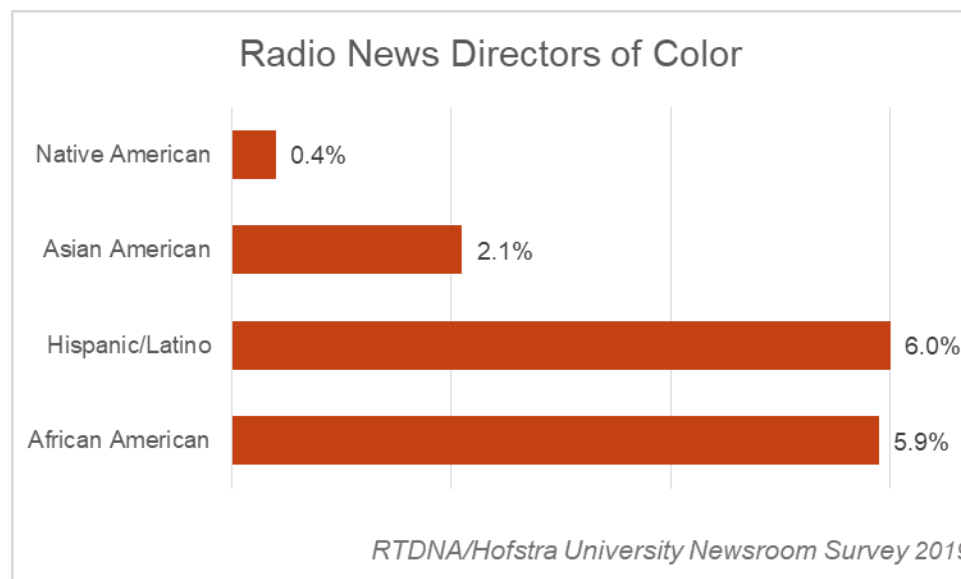
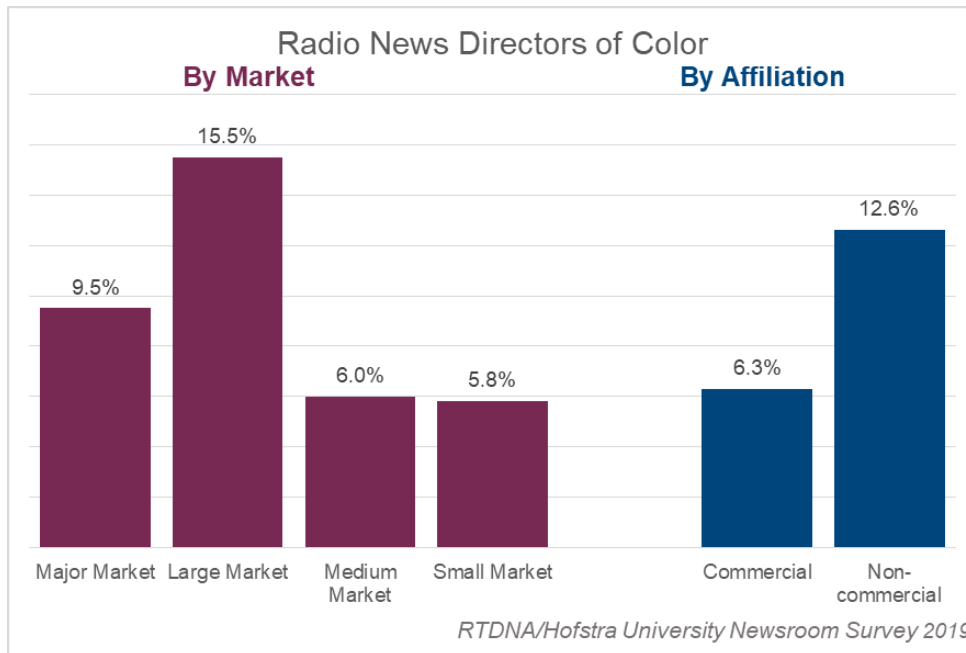
Major markets are those with 1 million or more listeners. Large markets are from 250,000 to 1 million. Medium markets are 50,000 to 250,000. Small markets are fewer than 50,000.

Women and People of Color in Local Radio News Leadership

Radio News Directors

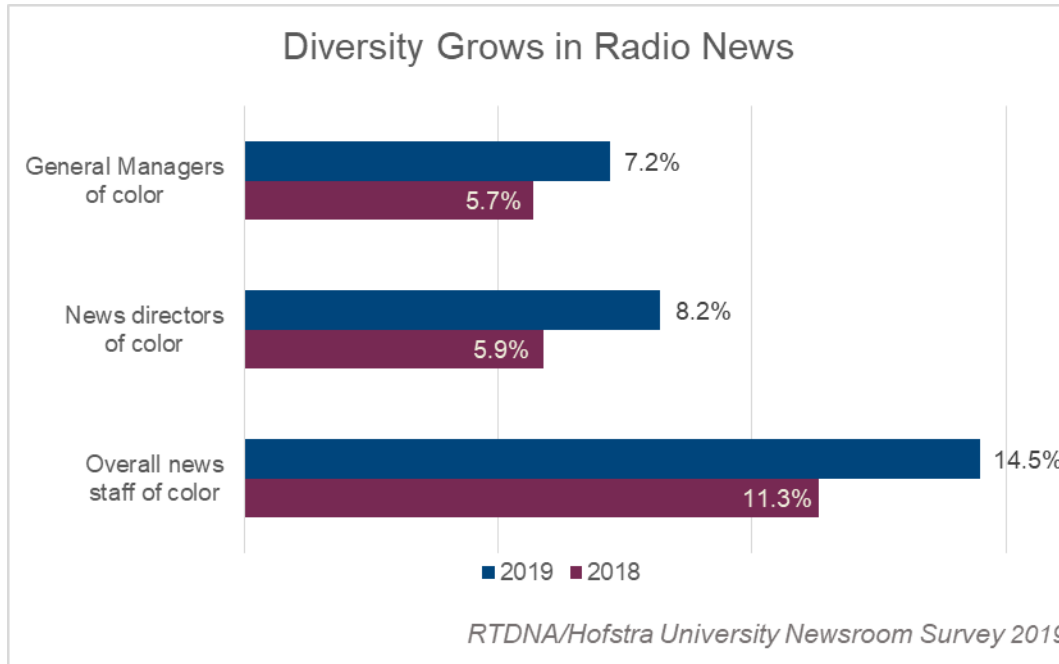
News directors of color in radio hit the highest level in five years.

Radio news directors of color jumped from 5.9% a year ago to 8.2% this year. That’s the highest level since 2014. All groups are better represented among radio news directors this year. Large markets led all other sizes, and the West and South led the Northeast and Midwest. Non-commercial stations were twice as likely as commercial ones to have news directors of color.



Local News Diversity: Radio

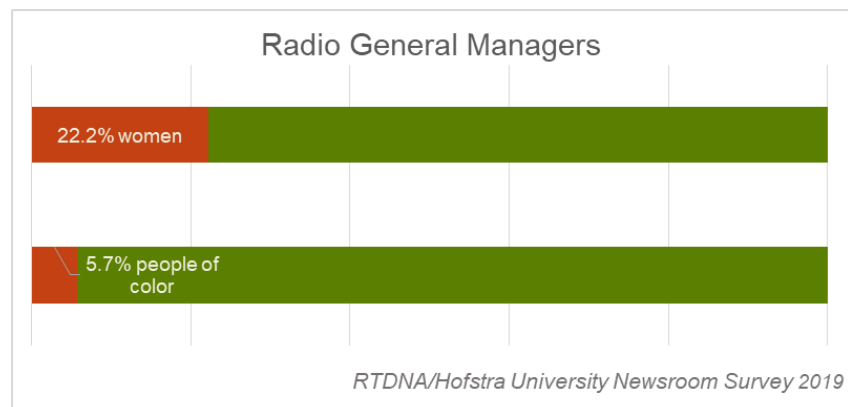
Women news directors are within a tenth of a point of where they were a year ago. Their percentage dropped in small and medium markets but rose in large and major ones. Women news directors remain much more common at non-commercial stations than commercial ones, although the margin got noticeably closer this year.



Radio General Managers

The percentage of radio general managers of color went up 1.5 from a year ago, after going up 1.7 the year before. They were twice as likely to be found at non-commercial stations than at commercial ones, and in major and large markets and in the South. African American general managers came in at 2.8%, tied with Hispanic/Latinos at 2.8% and Native Americans at 1.3% and Asian Americans at 0.3%. All groups were up from a year ago except African Americans, who slid from 3.1 to 2.8.

The percentage of women general managers is steadily increasing: Up this year 2 points over 2018, which was up a point over 2017, which was up 2 points from 2016. Women general managers were slightly more common at commercial stations and much more common in major markets and the West.



Local News Diversity: Radio

For More Information

Alliance for Women in Media (AWM)
202-750-3664

<https://allwomeninmedia.org>

Asian American Journalists Association
(AAJA)

Phone: (415) 346-2051

www.aaaja.org

The Association for Women in
Communication (AWC)

Phone: (417) 886-8606

www.womcom.org

Emma L. Bowen Foundation for Minority
Interests in Media

www.emmabowenfoundation.com/

International Women's Media Foundation
(202) 496-1992

www.iwmf.org

National Association of Black Journalists
(NABJ)

Phone: (301) 405-0248

www.nabj.org

National Association of Hispanic Journalists
(NAHJ)

www.nahj.org

National Lesbian and Gay Journalists
Association

Phone: (202) 588-9888

www.nlgja.org

Native American Journalists Association
(NAJA)

www.naja.com

About the Survey

The RTDNA/ Lawrence Herbert School of Communication at Hofstra University Survey was conducted in the fourth quarter of 2018 among all 1,685 operating, non-satellite television stations and a random sample of 3,481 radio stations. Valid responses came from 1,310 television stations (77.7%) and 645 radio news directors and general managers representing 1,938 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.

About Bob

Bob Papper is Emeritus Distinguished Professor of Journalism at Hofstra University and has worked extensively in radio and TV news. This research was supported by the Lawrence Herbert School of Communication at Hofstra University and the Radio Television Digital News Association.