

## Local News Diversity: TV

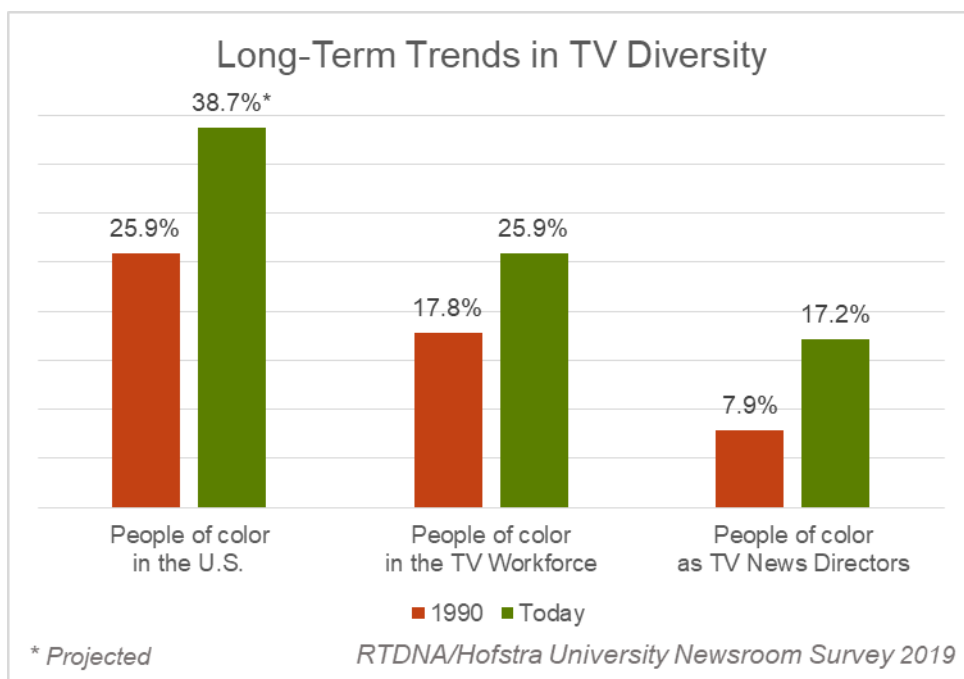
### 2019 Research: Women and People of Color in Local TV News

- The percentage of women and people of color in TV newsrooms reached record highs for the second year in a row.
- For the first time, more than a quarter of the local TV news workforce is people of color, and the gap in representation is at a 14-year low.
- The percentage of local TV news directors of color is at the second highest level ever, down slightly from last year, but the number of general managers of color is up for the second year in a row.
- There are more women in the local TV news workforce and in leadership roles than ever.

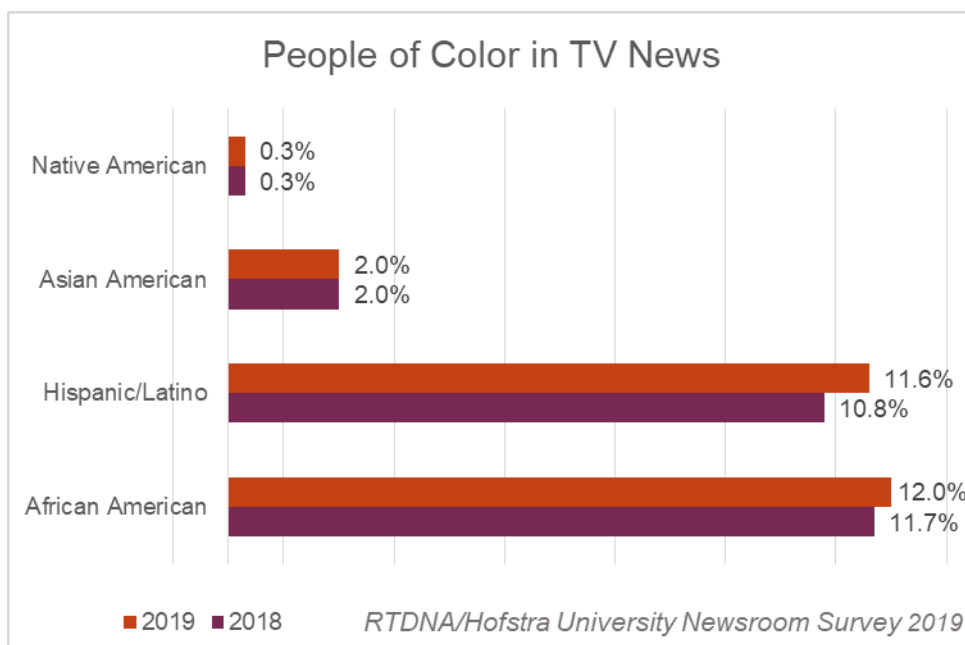
### People of Color in TV News

The latest RTDNA/Lawrence Herbert School of Communication at Hofstra University Annual Survey finds the percentage of people of color in local TV news rose to 25.9%, up 1.1 from last year's record high. The workforce of people of color at non-Spanish language TV stations also again rose to the highest level ever.

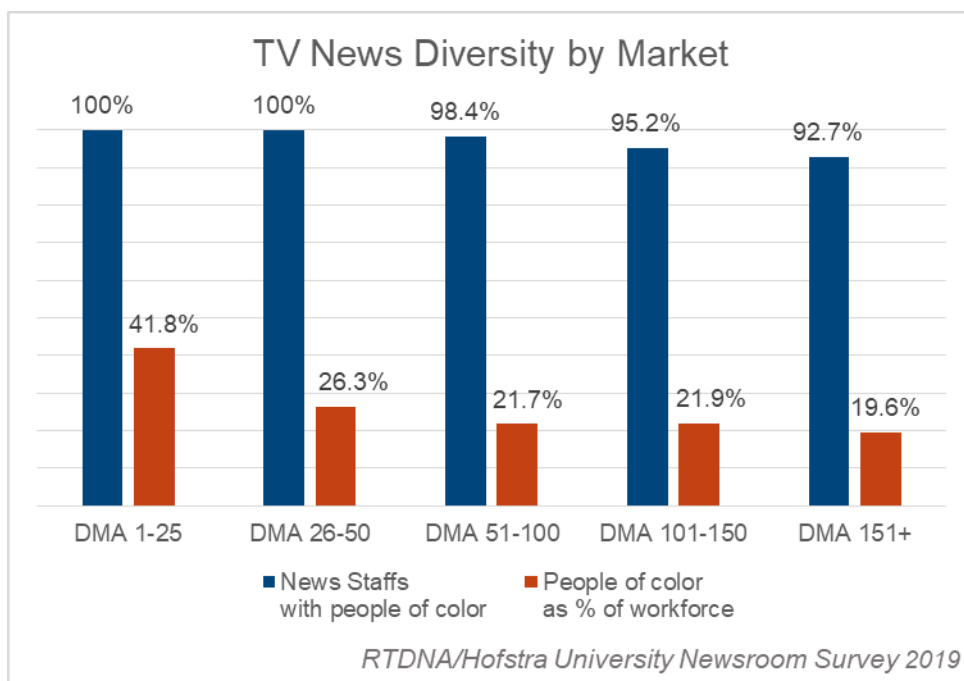
Yet the bigger picture for people of color remains unchanged. In the last 29 years, the population of people of color in the U.S. has risen 12.8 points; but in TV news it is up just 8.1. Still, the gap in representation that widened after 2005 has steadily shrunk for the last three years.



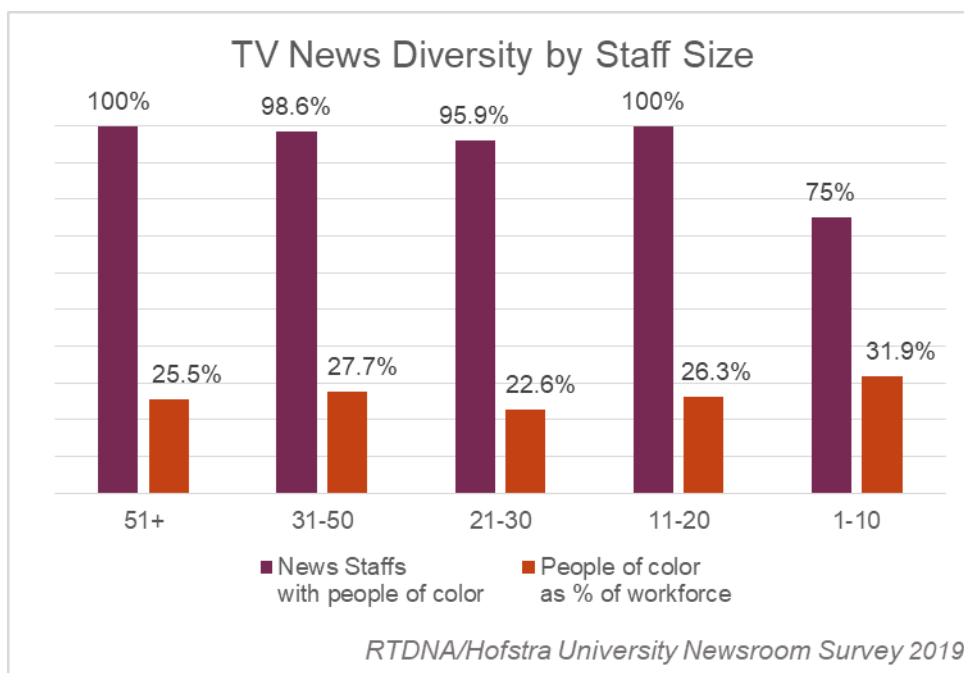
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Hispanics made the biggest gains in local TV newsrooms in 2019, followed by African Americans. Asian Americans and Native Americans both held steady after losing ground last year.

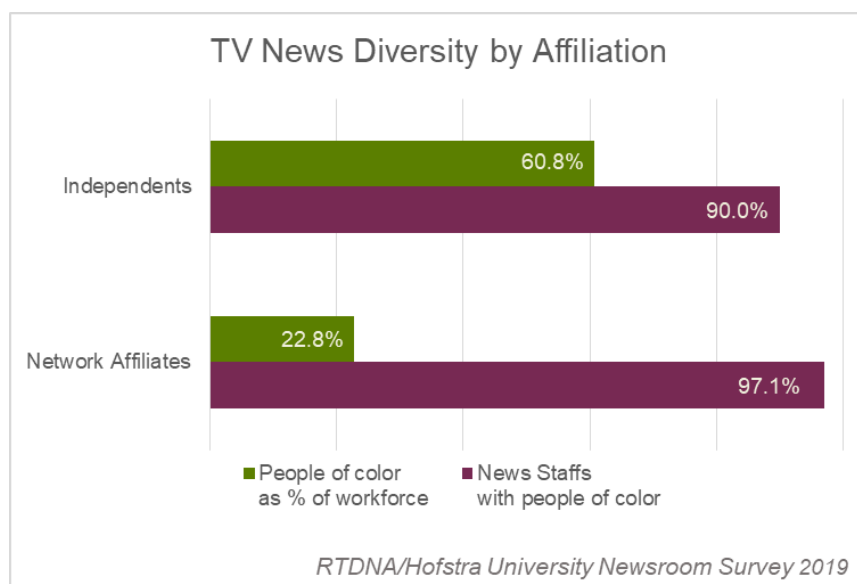


## Local News Diversity: TV



Almost all the metrics for people of color in TV news are up from a year ago. Every newsroom in the top 50 markets had at least one person of color and, on average, they were 30% people of color. Every Fox and non-commercial station had at least one staffer of color, and all the network affiliates were at least in the 90s. All had workforces of color of 20% or higher.

The smallest newsrooms are the least representative, but even a few newsrooms of up to 50 staff report not a single person of color on the news team.



## Local News Diversity: TV

People of color are best represented in top 25 markets. After that, it has become more and more even across market sizes and staff sizes.

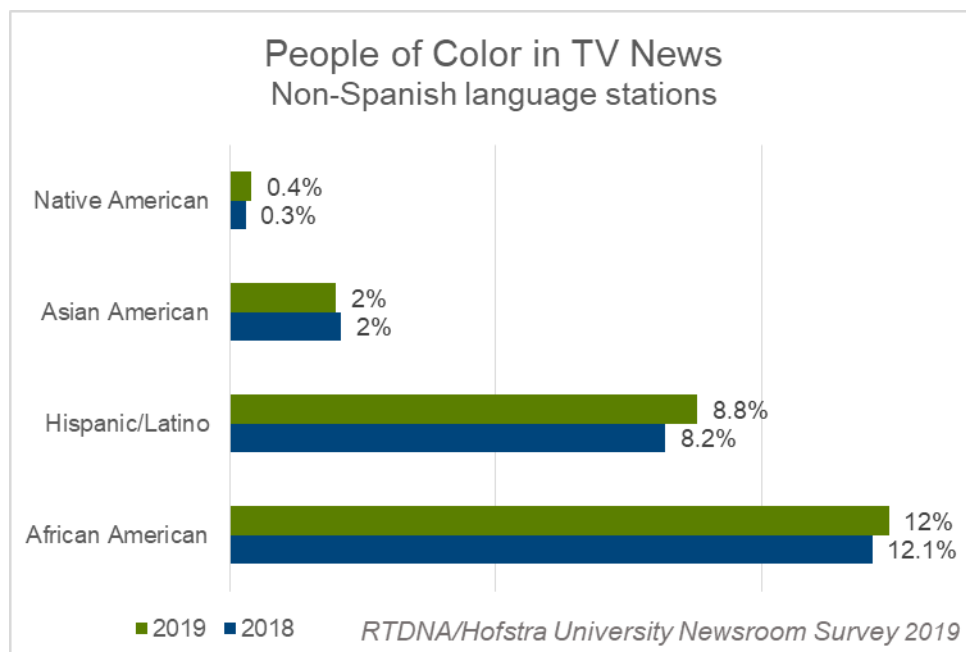
Network affiliates came in at 22.8% people of color overall, up 1.4 from a year ago. All four network affiliate groups were between 22 and 23.5% people of color, while other commercial stations continue to be much more representative.

As usual, stations in the South and West were far more diverse than stations in the Northeast -- with the Midwest lagging well behind that.

### Spanish-Language TV

Overall, 99.7% of the TV news workforce at Spanish-language stations are Hispanic, the highest the survey has recorded. The remaining 0.3 are Asian American. The survey found no African Americans, Caucasians or Native Americans at any Hispanic stations participating in this year's survey (though note 7.2% of Spanish-language stations responded on a later question that their News Directors are African American).

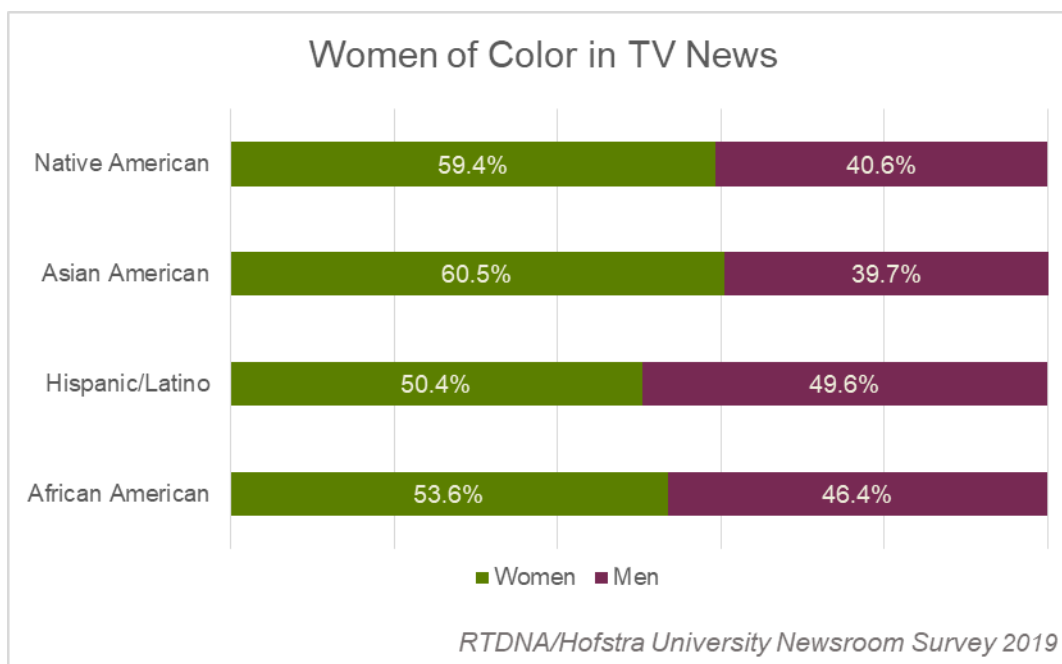
The percentage of people of color at non-Spanish language TV stations rose by 0.8 to 23.5%, the third record high in the last three years. African Americans, Hispanics and Native Americans all made gains; Asian Americans lost ground slightly.



## Local News Diversity: TV

### Women of Color

Historically, in TV, men have outnumbered women for all groups except Asian Americans (where women have always outnumbered men) and Native Americans (which have commonly been about even). But there have been some slow, steady changes in at least some of those ratios.



This year, Native Americans in local TV are 59.4% men and 40.6% women. White newsroom staff are 57.6% men and 42.4% women. Hispanics are almost dead even at 50.4% men and 49.6% women. African American women outnumber men 53.6% to 46.4%. The greatest disparity between men and women has always been among Asian Americans, but less so today. Among Asian Americans, 60.5% are women and 39.7% are men.

Men of color outnumber women in top 50 markets, but women of color increasingly outnumber men in market sizes below that. Men of color also outnumber women in the very biggest newsrooms, but women of color outnumber men in all other newsroom sizes.

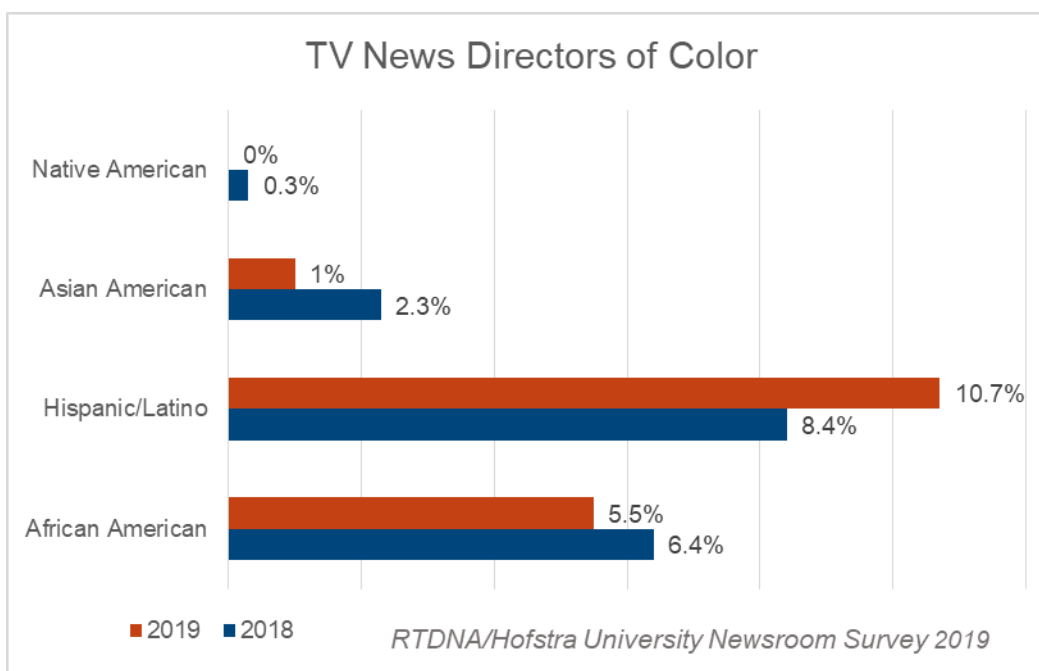
Interestingly, there are more Hispanic men than women in Spanish-language TV newsrooms, but the ratio reverses in non-Spanish language newsrooms.

## Local News Diversity: TV

### People of Color in Local TV News Leadership

#### TV News Directors

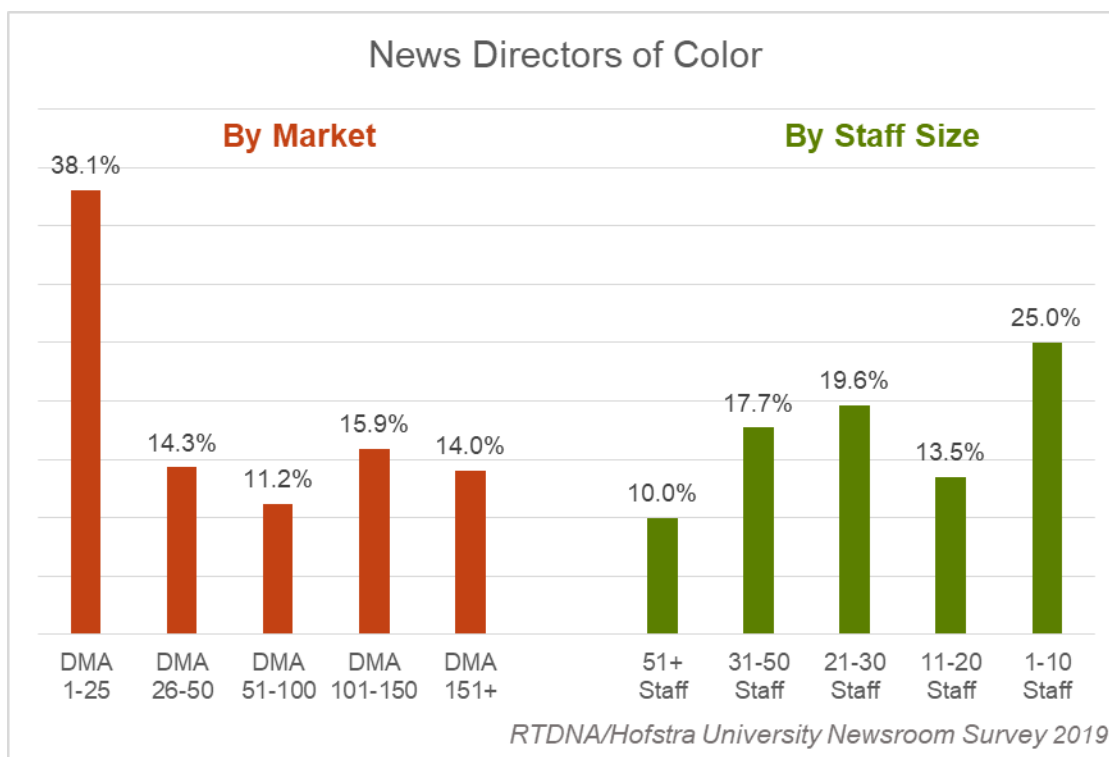
The proportion of news directors of color edged down 0.2% from last year's all-time high, making 2019 the second highest level ever.



2016, 2018 and 2019 have been the three best years ever for local TV news directors of color. But while the percentage of Hispanic news directors jumped 2.3 points this year, all other groups lost representation.

Public and non-network affiliated stations were well ahead of all others in percentage of news directors of color, and ABC and CBS affiliates lagged behind Fox and, especially, NBC affiliates. As usual, the Northeast ran well behind the South and West, with the Midwest at half the rate as the Northeast.

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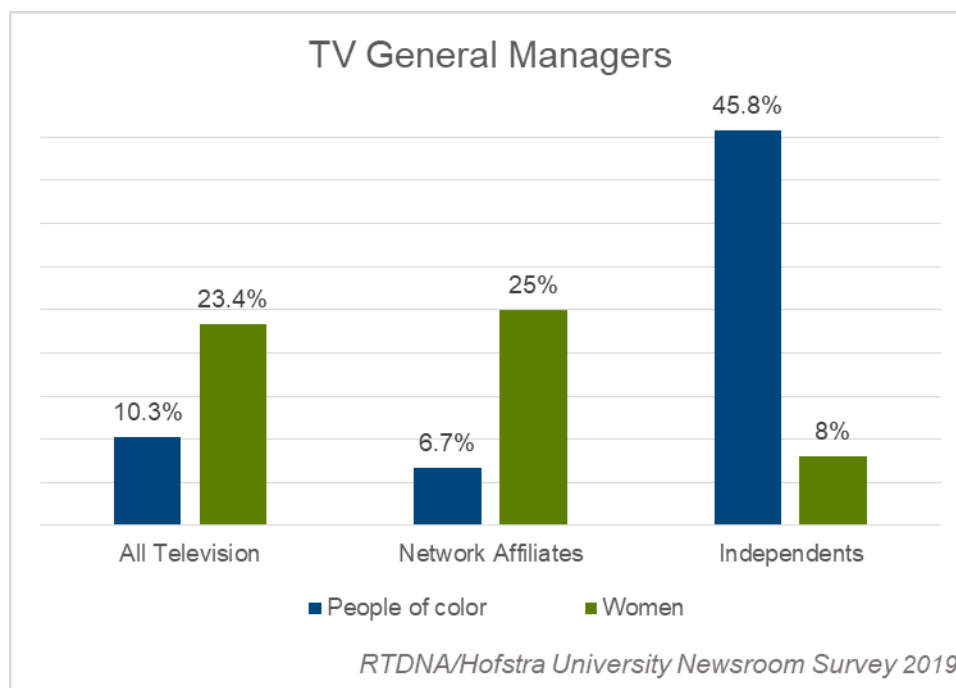


The percentage of news directors of color at non-Spanish language stations fell back a point from last year's record 14.3% to this year's 13.4%. African American news directors dropped back from last year's record high 6.7% to 5.4%. Hispanic news directors set a new record of 6.9% -- almost 2 points higher than the previous record at non-Spanish language stations. Asian Americans dropped to 1.1% and the survey turned up no Native American news directors this year.

At Spanish-language stations, 92.3% of the news directors are Hispanic. The rest are African American. (Note that earlier I wrote that there were no African Americans at Spanish-language stations. Data for the two measurements come from separate questions, and when news directors don't answer all the questions, we see these strange, sometimes contradictory results.)

## Local News Diversity: TV

### TV General Managers



The proportion of TV general managers of color rose 1.6 overall to just over 10%, with the percentage at network affiliates increasing 1.4. Non-network affiliated stations led all others in numbers of general managers of color, and ABC and Fox affiliates trailed NBC and CBS. As always, the South and West led the way with the Northeast well behind and the Midwest barely in sight behind that.

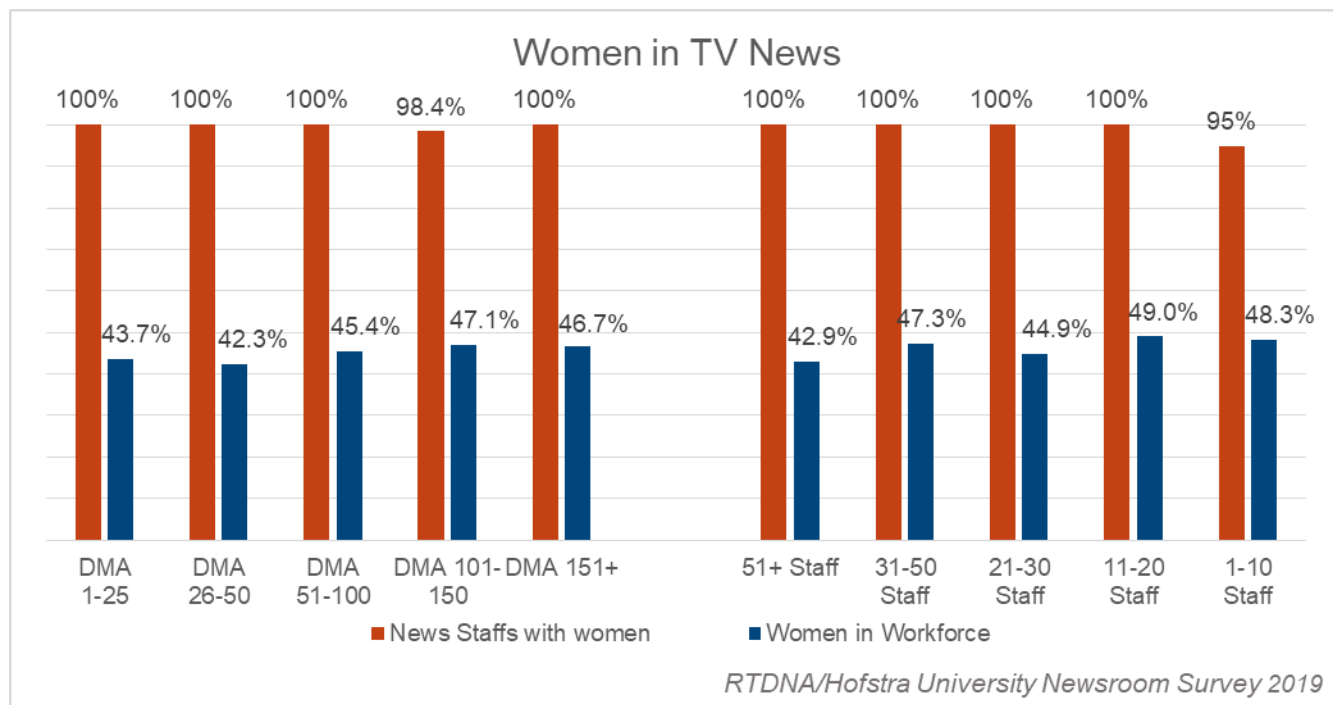
The percentage of general managers of color at non-Spanish-language stations rose again from 6.4% last year to 7.4% this year. Two-thirds are Hispanic, at 4.3%, up 0.1 from last year. The percentage of African American general managers doubled from 1.1 to 2.3, while a consistent 0.8% are Asian American. I found no Native American general managers. Just over two-thirds, 69.2%, of general managers at Spanish-language stations are Hispanic, up from a year ago. The rest are white.

General manager figures for TV are for stations that run local news. This data isn't collected from others in the survey, so it's not possible to project these numbers to the general universe of TV stations.



## Local News Diversity: TV

### Women in Local TV News



The percentage of women in the local TV news workforce rose to 44.9% this year setting another new, record high with a 0.5% increase.

A growing discrepancy in the number of women in the workforce based on market size continues. Women make up 43% of the workforce in the top 50 markets, 45.4% of the workforce in markets 51 to 100, and 46.9% in markets 101+.

Geographic areas are getting a bit closer, with the West and South running about 3 points higher for women than the Northeast and Midwest. A year ago, it was a 4-point spread.

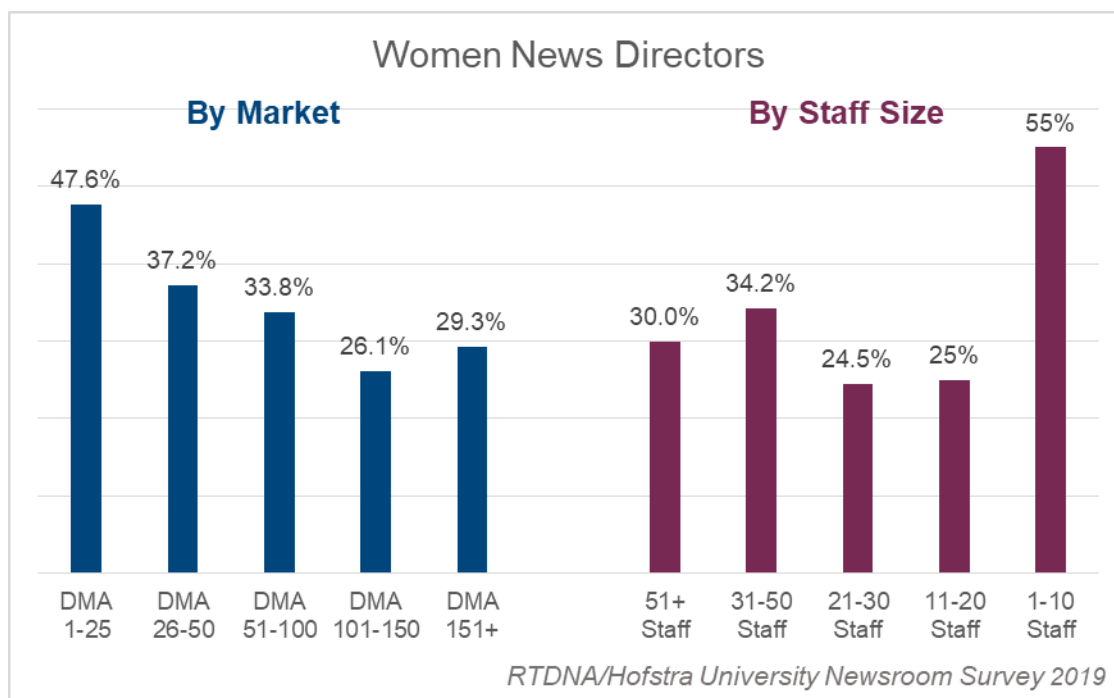
This year, 100% of all but the very smallest newsrooms have at least one woman on the news team.

### Women in Local TV News Leadership

#### TV News Directors

For the third year in a row, the percentage of women TV news directors hit a new, record high – up from last year’s 34.3% to this year’s 35.3%. Note that the figure is a precise census number based on every TV station that runs local news (rather than projected from the sample of returned surveys).

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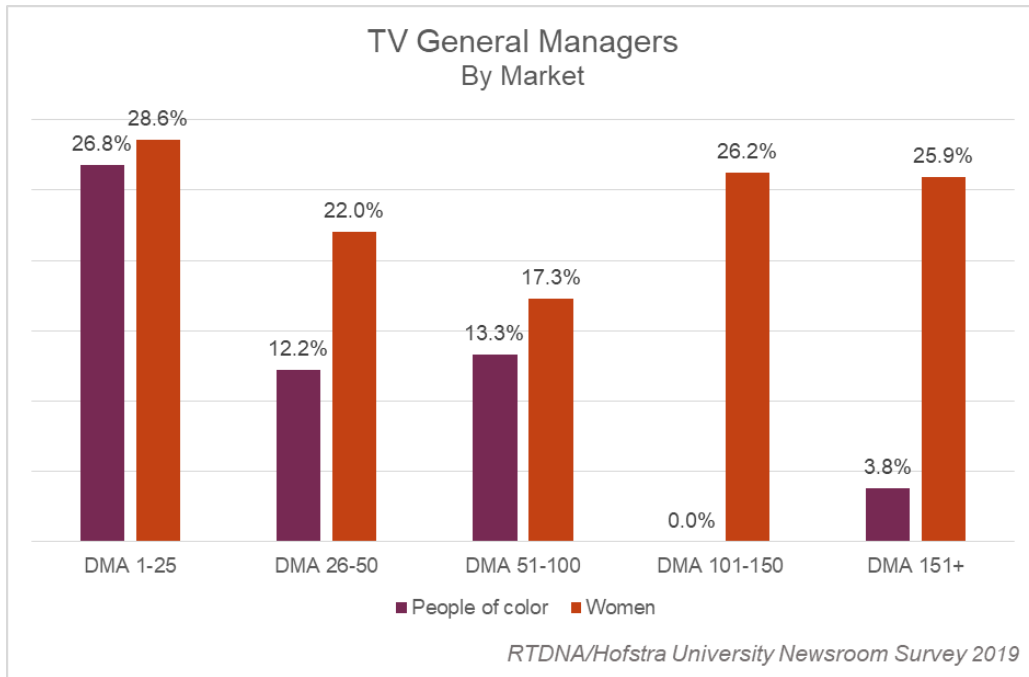
Women news directors were most likely to be found in the biggest markets, and the percentage drops with almost every decline in market size. Women news directors are more often found in non-commercial stations; network and other commercial stations all have similar percentages, except CBS, which is lower than all the others. CBS affiliates lagged a year ago as well. Women news directors were again less likely to be found in the Northeast than any other region.

### TV General Managers

Women general manager numbers soared to the highest level in the last 25 years, 23.4%, breaking the old mark set in 2014 by 3 points. And the percentage is even higher at network affiliates. They were highest at Fox affiliates and lowest at non-network affiliated commercial stations, CBS affiliates and in the Northeast.

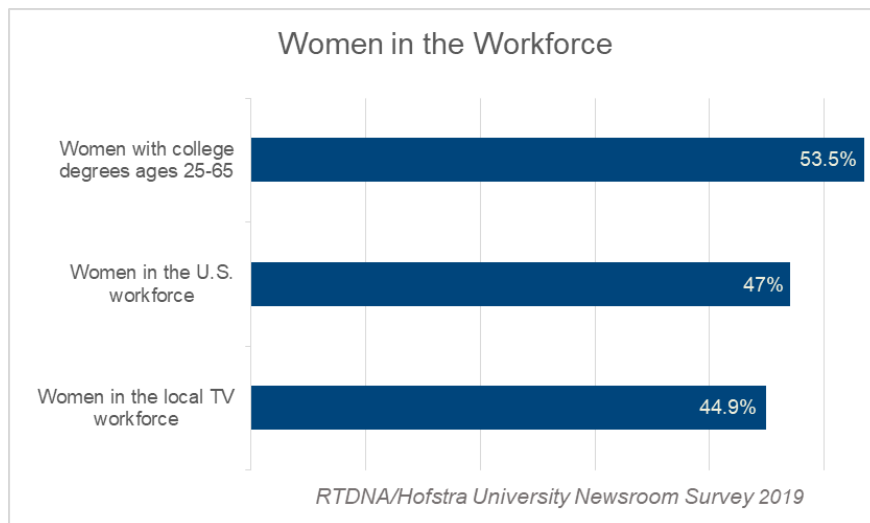
Keep in mind that all the general manager figures for TV are for stations that run local news. I don't collect this data from others in the survey, so it's not possible to project these numbers to the general universe of TV stations.

## Local News Diversity: TV



### Parity in the Workforce?

How close is local TV news to parity in the workforce? We still have a long way to go for people of color, but the industry appears to be just about at parity when it comes to women. Women make up 50.8% of the population and about 47% of the full time U.S. workforce. The unemployment rate is lower for women than men, more women chose to leave the workforce than men, and more women, who live longer on average than men, are no longer in the workforce, explaining the gap.



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On the other hand, virtually all jobs in local TV news require a college degree. Women go to college in greater numbers than men, and they graduate in markedly greater numbers than men. The result is that if we look at the potential American workforce, ages 25 to 65, who have college degrees (or higher), we find that 53.5% of that workforce are women. By that measure, local TV news still has a way to go.

### 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](http://www.aaaja.org)

The Association for Women in  
Communication (AWC)  
Phone: (417) 886-8606  
[www.womcom.org](http://www.womcom.org)

Emma L. Bowen Foundation for Minority  
Interests in Media  
[www.emmabowenfoundation.com/](http://www.emmabowenfoundation.com/)

International Women's Media Foundation

(202) 496-1992  
[www.iwmf.org](http://www.iwmf.org)

National Association of Black Journalists  
(NABJ)  
Phone: (301) 405-0248  
[www.nabj.org](http://www.nabj.org)

National Association of Hispanic Journalists  
(NAHJ)  
[www.nahj.org](http://www.nahj.org)

National Lesbian and Gay Journalists  
Association  
Phone: (202) 588-9888  
[www.nlgja.org](http://www.nlgja.org)

Native American Journalists Association  
(NAJA)  
[www.naja.com](http://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.