

AEJMC CONFERENCE – MINORITIES AND COMMUNICATION

AUGUST 7, 2020



The University of Texas at Austin
School of Journalism
Moody College of Communication

NEWS PRESENTERS AND THE PEOPLE WHO LEAD THEM

Examining Diversity of Local Television News Teams

ROBERT J. RICHARDSON

PhD Student, The University of Texas at Austin



Newsroom Diversity

- How diverse are the faces presented on your local television newscast?
- Are they reflective of the viewing audience?
- Do the race and gender of people who handle hiring influence the makeup of their staffs?



Newsroom Diversity

- Identified as a serious issue in 1968 by a commission appointed by Lyndon B. Johnson.
- **The Kerner Report** recommended recruiting African Americans into broadcasting and promoting qualified minorities to management.



Newsroom Diversity

- Failing to represent minorities in the media maintains social inequality through theory of symbolic annihilation. (Gerbner, 1972; Tuchman, 1978)
- Also true for women, initially hired at lower pay, then hired more by female managers. (Engstrom & Ferri, 1998)
- Minorities hire more minorities. (Giuliano, Levine & Leonard 2009)



Newsroom Diversity

- On-air nearly 80% White. (Owens, 2007; Poindexter et al., 2003)
- Diverse newsrooms “lead to a richer variety of stories about people of color.” (Stewart, 2015)
- Viewers who “see themselves in the news team identities” may trust those stations. (Coffey, 2013)



Research Questions

- RQ1 – Do television stations with **minorities** in top leadership roles have **more minorities** on air than those led by **White** news directors and general managers?
- RQ2 – Do television stations with **women** in top leadership roles have **more women** on air than those led by **male** news directors and general managers?



Hypothesis 1

- **White men** will hold the **highest percentage** of on-air local newscasting positions,



Hypothesis 1

- **White men** will hold the **highest percentage** of on-air local newscasting positions, followed by **women**,



Hypothesis 1

- **White men** will hold the **highest percentage** of on-air local newscasting positions, followed by **women**, with **non-White men** in the **fewest** on-air roles.



Hypothesis 2

- More minorities will have on-air talent roles in the **Southeast** and **Southwest** regions than in the **Northeast** and **Midwest/Northwest**.



Research Questions

- RQ3 – What DMAs have the largest and smallest percentages of **minority** newscasters?

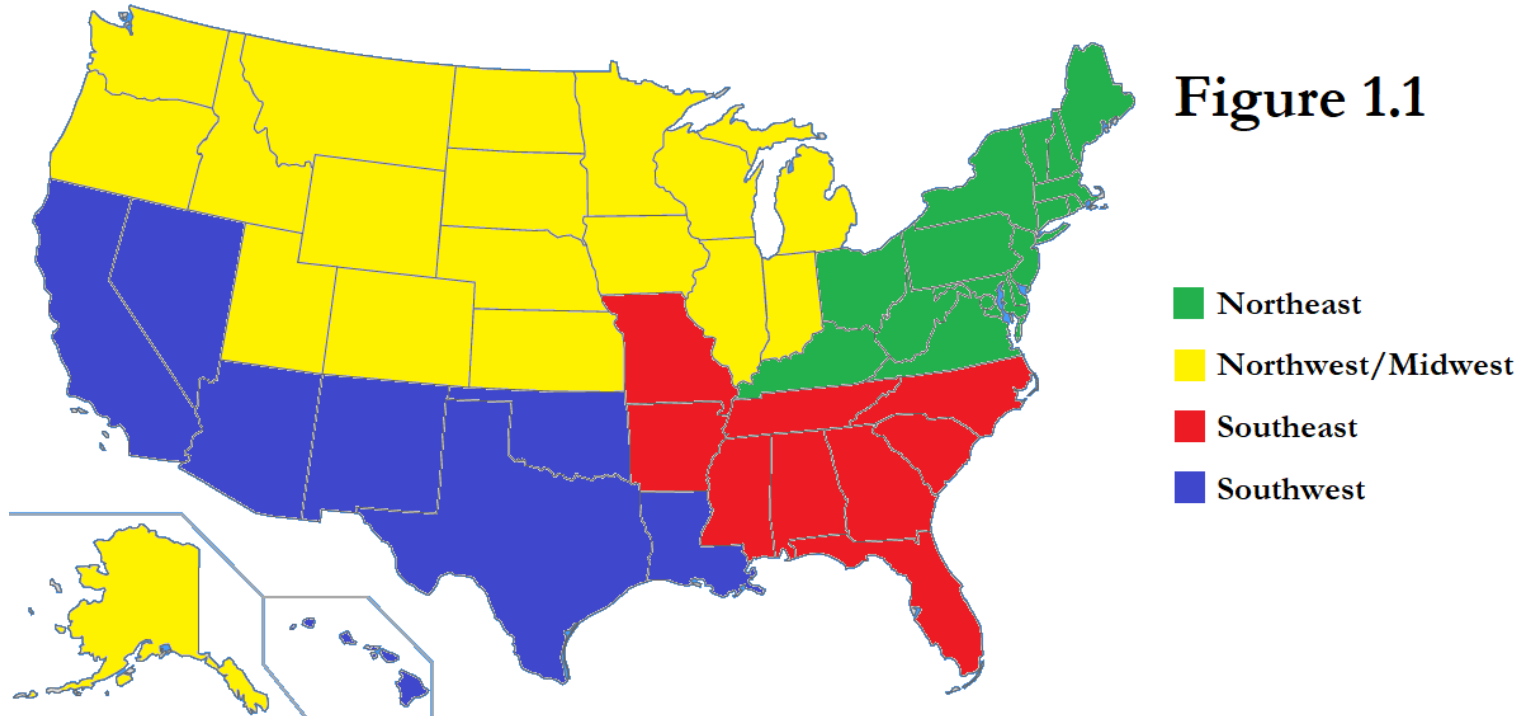


Content Analysis

- Selected 64 of 210 media markets:
- 16 of Top 40 (>700,000 households)
- 24 of Middle 85 (200,000-700,000 households)
- 24 of Bottom 85 (<200,000 households)



Stratified Random Sampling





James Spann



Brenda Ladun



Christopher Sign



Pam Huff



Wendell Edwards



Sarah Snyder



Katherine Page



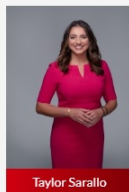
Meaghan Thomas



Erica Lopez



Muriel Bailey



Taylor Sarallo



Jeff Speegle



Jamie Hale



Lauren Walsh



Cynthia Gould



Andrew Donley



Stephen Quinn



Stoney Sharp



Brian Pia



Alex Derencz



Byron Khalil



Ashley Gooden



Scott Thuman



Kristine Frazao

TRENDING



11-year-old killed in apparent hunting accident in Pinson



Birmingham-area hospitals get graded on patient safety



Alabama health department shuts down restaurant after it defies COVID-19 health orders



Female inmates describe repeated sexual abuse at Jasper jail in new federal lawsuits



Riverchase Galleria set to reopen May 5



ABC 33/40 Reporters (July 2013)





NEWS

CORONAVIRUS

LIFESTYLE



WEATHER

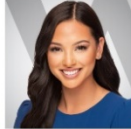
ELECTION

WATER CRISIS

Reporters



Stephanie Byrne



Nicole Gabe



Dannielle Garcia



Andrea Guerrero



Anika Henanger



Brea Hollingsworth



Erika Jackson



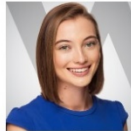
Sabrina Katz



Nicole Lauren



Veronica Marshall



Janae Muchmore



Sydney Persing



Breana Ross



Morgan Rynor



Andryanna Sheppard



Taylor Smith



Gina Tomlinson



LATEST HEADLINES

Former Chico's employees laid off due to COVID-19 protest outside of stores

Former Dolphins head coach Don Shula dead at 90

Lindsey's lesson: Improving your child's writing

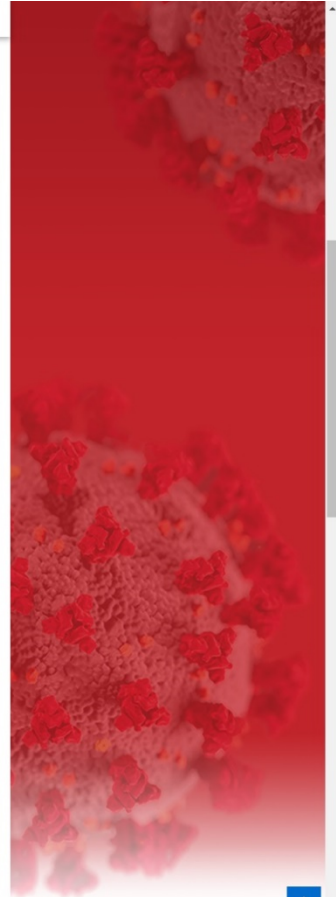
New website addresses mental and emotional health challenges created by COVID-19 pandemic

CenturyLink COVID-19 testing site opens; no appointment or doctor's note needed to receive test

Monday's Coronavirus Updates: SWFL passes 2,200 positive cases with 2 new deaths reported

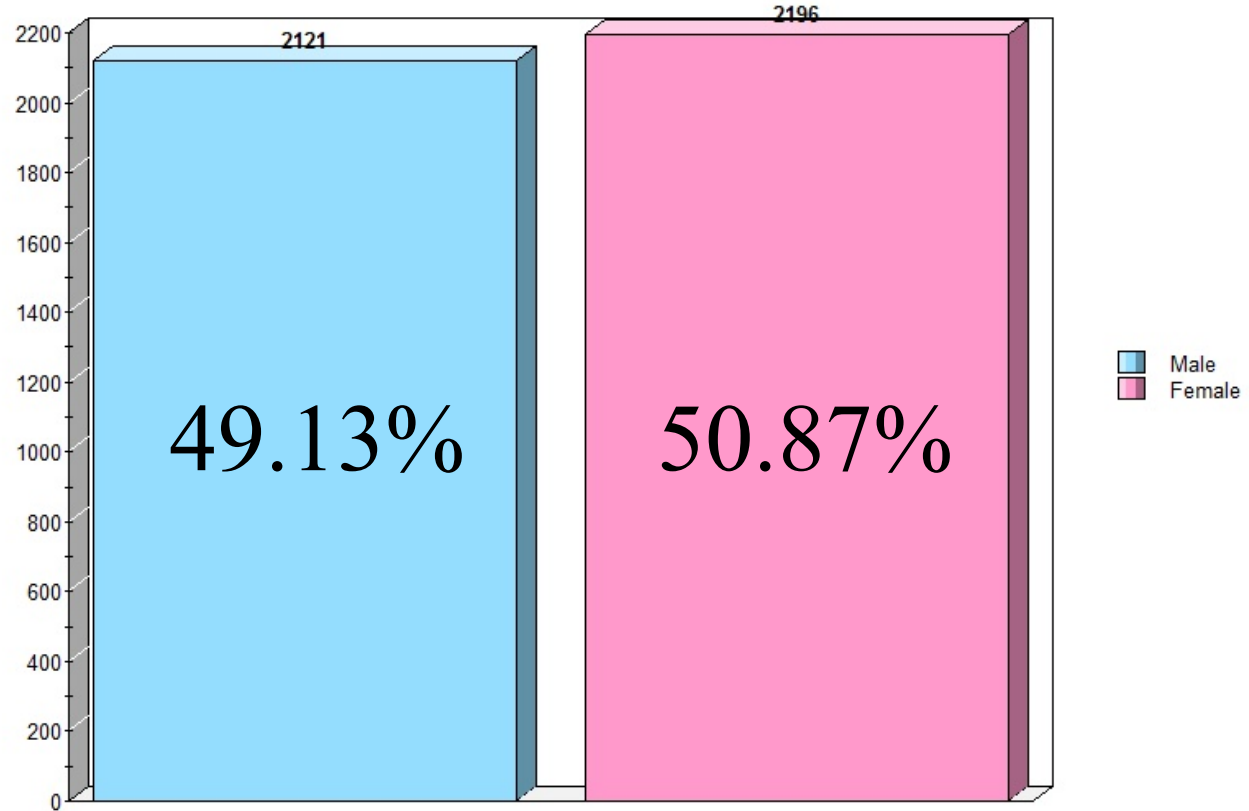
Restaurants open their doors for service for first time in 45 days

Tuesday is stimulus check deadline for non-filers who receive VA benefits or claim dependents



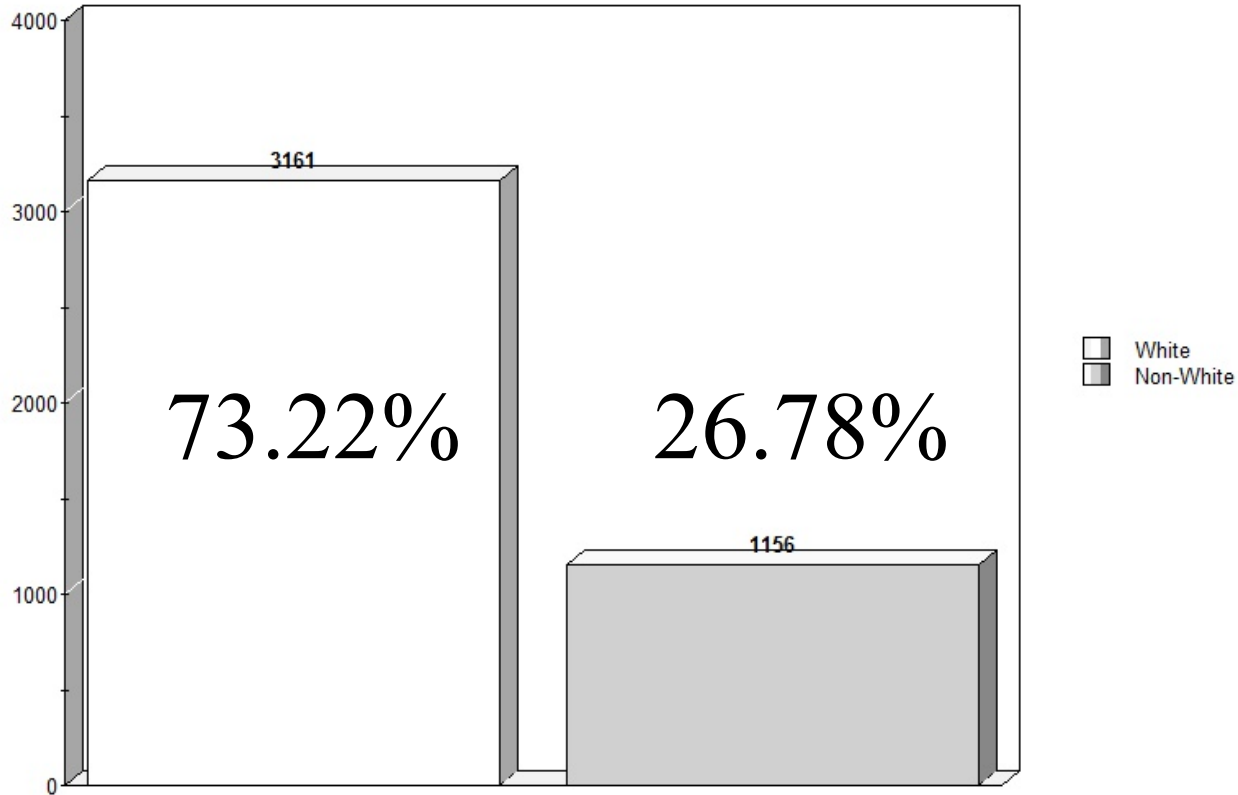


$N = 4,317$ newscasters at 193 stations



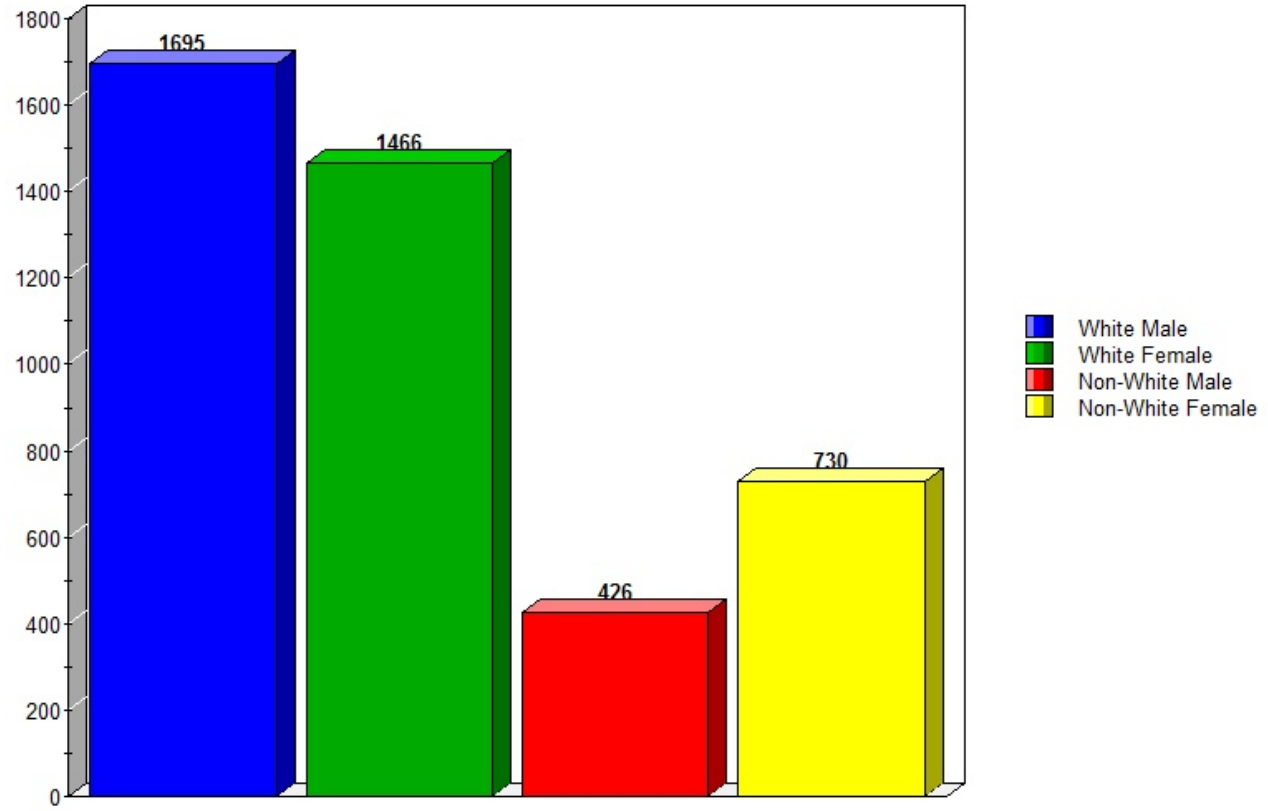


$N = 4,317$ newscasters at 193 stations





$N = 4,317$ newscasters at 193 stations





H1: Distribution by Race and Gender

- 39.26% White Men
 - 33.96% White Women
 - 16.91% Non-White Women
 - 9.87% Non-White Men
-
- H1 was supported.

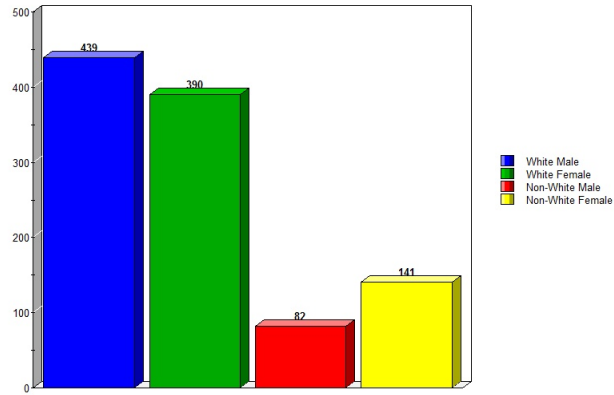


H1: Distribution by Race and Gender

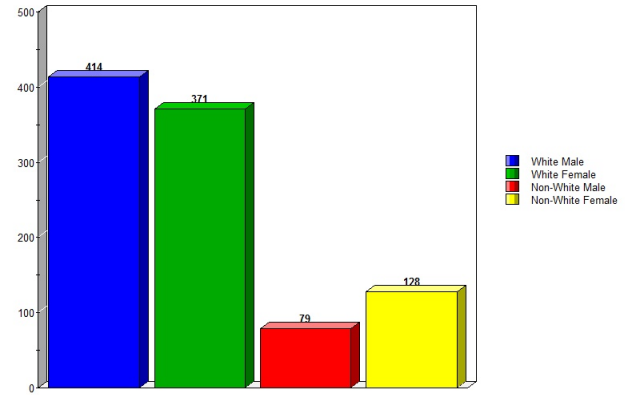
- A Chi square test showed the **race** of on-air talent was **significantly related** to **gender**.
- $X^2 (1, N = 4,317) = 95.26, \Phi = 0.15, p < .001$



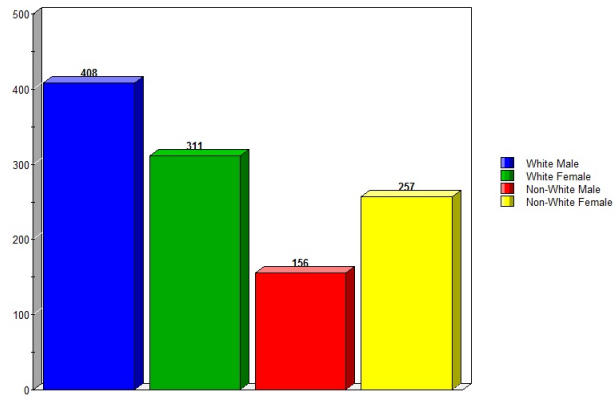
Northwest/Midwest



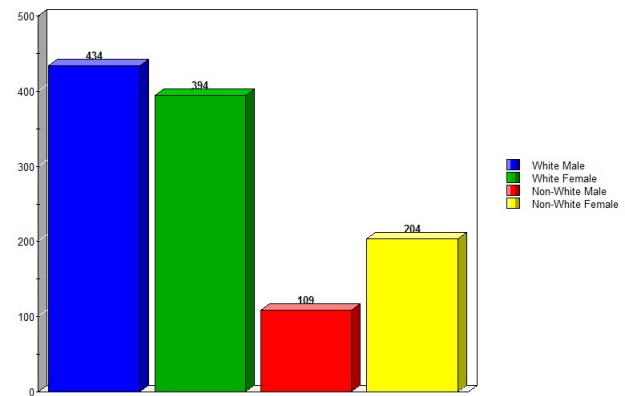
Northeast



Southwest



Southeast





H2: Diversity by Region

- 36.48% Non-White in Southwest
- 27.43% Non-White in Southeast
- 21.20% Non-White in Northwest/Midwest
- 20.87% Non-White in Northeast

- H2 was supported.



H2: Diversity by Region

- A Chi square test showed the **race** of on-air talent was **significantly related** to **region**.
- $X^2 (3, N = 4,317) = 89.02$, Cramer's $V = 0.14$,
 $p < .001$



RQ1: Minorities at Minority-Led Stations

- A Chi square test showed the **race** of a station's **news director** was **significantly related** to the **race** of a station's **on-air talent**.
- $X^2 (1, N = 4,317) = 10.12, \Phi = 0.05, p < .01$
- White ND 26.18% Non-White Staff
- Non-White ND 34.53% Non-White Staff



RQ1: Minorities at Minority-Led Stations

- A Chi square test showed the **race** of a station's **general manager** was **significantly related** to the **race** of a station's **on-air talent**.
- $X^2 (1, N = 4,317) = 32.94, \Phi = 0.09, p < .001$
- White GM 25.96% Non-White Staff
- Non-White GM 45.11% Non-White Staff



RQ2: Women at Women-Led Stations

- A Chi square test showed the **gender** of a station's **news director** was **not significantly related** to the **gender** of a station's **on-air talent**.
- $X^2 (1, N = 4,317) = 0.04, \Phi = 0.0003, p > .83$



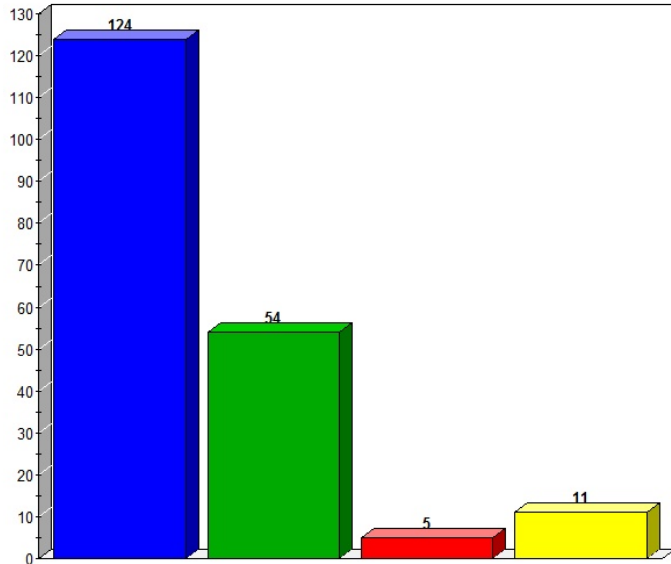
RQ2: Women at Women-Led Stations

- A Chi square test showed the **gender** of a station's **general manager** was **significantly related** to the **gender** of a station's **on-air talent**.
- $X^2 (1, N = 4,317) = 2.06, \Phi = -0.03, p < .05$
- Female GM 49.00% Female Staff
- Male GM 51.50% Female Staff

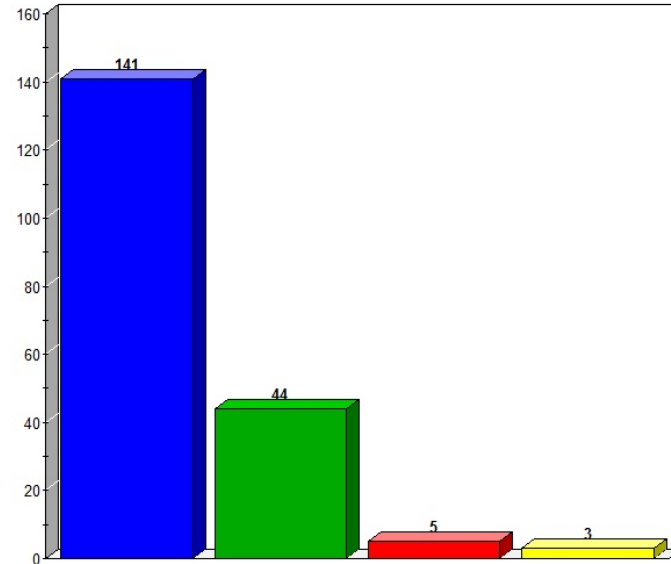


Newsroom Leadership

News Directors



General Managers





RQ3: Most and Least Diverse

Most Diverse

DMA (Rank)	% Non-White	Non-White	White	Total
El Paso, TX (93)	61.02%	36	23	59
San Francisco, CA (6)	48.82%	83	87	170
Corpus Christi, TX (128)	47.37%	18	20	38
Baton Rouge, LA (94)	42.86%	27	36	63
Atlanta, GA (10)	42.68%	67	90	157
Sacramento, CA (20)	42.11%	40	55	95
Jackson, MS (95)	39.39%	13	20	33
Columbia, SC (75)	38.67%	29	46	75
Albuquerque, NM (46)	37.10%	23	39	62
San Diego, CA (29)	36.28%	41	72	113

Least Diverse

DMA (Rank)	% Non-White	Non-White	White	Total
Providence, RI (56)	7.89%	6	70	76
Burlington, VT (96)	8.00%	4	46	50
Evansville, IN (105)	8.70%	4	42	46
Wilkes-Barre, PA (6)	10.00%	5	45	50
Panama City, FL (149)	12.50%	4	28	32
Erie, PA (152)	13.51%	5	32	37
Tulsa, OK (58)	13.79%	16	100	116
Colorado Springs, CO (85)	16.67%	13	65	78
Portland, OR (22)	17.39%	16	76	92
Pittsburgh, PA (24)	18.07%	15	68	83

- The 10 most diverse media markets of the 64 in the study were all in the Southeast and Southwest regions.
- Only one was majority Non-White.
- All El Paso news directors are Hispanic.
- Eight of the 10 least diverse were in the Northeast and Northwest/Midwest.
- Four had at least 90% White teams.



Implications for Journalism

- Diverse newsrooms lead to diverse reporting.
- Minority journalists use more minority sources in their stories. (Nishikawa et al, 2009; Poindexter et al. 2003)
- Newsrooms with more female journalists use more female sources. (Armstrong, 2004; Correa & Harp, 2011)



Implications for Journalism

- Minority management makes a difference, as they select not only what stories are reported, but the people who report them.
- It benefits prospective applicants to know if they will work at a diverse station, if they may feel alone or “other,” or be a token hire.

AEJMC CONFERENCE – MINORITIES AND COMMUNICATION

AUGUST 7, 2020



The University of Texas at Austin
School of Journalism
Moody College of Communication

NEWS PRESENTERS AND THE PEOPLE WHO LEAD THEM

Examining Diversity of Local Television News Teams

ROBERT J. RICHARDSON

PhD Student, The University of Texas at Austin