

## **Gender and Ethnic Diversity in the News**

### ***It is Not Your Imagination, but It Is Your Chance to Change It***

*Many organizations have done the work of inspecting diversity in the media. Why? Because people, topics, and questions seem to be missing? Because changes in the community are taking place faster than changes in the newsroom. Because you have to admit to a problem before you can begin to address it.*

*- In 2005, **The White House project** released “Who’s Talking Now: The Third Followup Analysis of Guest Appearances by Women on the Sunday Morning Talk Shows.” They started looking in 1999 because “the Sunday morning talk shows are a critical forum for our nation’s political debates...” Research has also shown that the shows have an “agenda-setting effect and authority-setting effect.” Comments from the shows are often quoted on Monday morning newspapers, TV shows, and even late night comedy shows.*

- The network percentages of female guest appearances ranged from a low of 11% - CNN - to a high of 18%. The disparity suggests that low percentages of female guests stem from network choices rather than a lack of women available to appear as guests.*
- 56% of the 179 shows they watched/studied, had no female guests at all.*
- Of all guests appearing on the shows, female guests were significantly less likely to have repeat appearances. For male guests, there 186 repeat appearances, but only 37 for female guests. This further illustrates the role that networks play in providing visibility to women and further reflect network choices rather than a dearth of female leaders.*
- The placement of women was also an issue. The placement of women in the first, most visible segment of the shows increased by only one percentage point from the time that they started doing the study in 2001, when it was at 12% to 13% in 2005.*

*- **The National Urban League Policy Institute** did a similar study and report between 2004 and 2005: **Sunday Morning Apartheid: A Diversity Study of the Sunday Morning Talk Shows.** Their studies showed that*

- 61% of all the Sunday morning talk shows featured no black guests.*
- 80% of the broadcasts contained no interviews with black guests*
- While Senators and House members appeared more than 712 times during the period, black representatives were featured only 16 times*

*Abridged data compiled by R.Clifton, sources cited in text.*

*For a February 11*

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- *Only four African-American women appeared on any Sunday morning talk show during the period.*
  
- *Research compiled by the **Women's Media Center** may help to shed more light:*
  - *Women filled only 1 in 4 communications/media jobs created between 1990 and 2005.*
  - *In 2007, women represented only 12.1% of the boards of directors of corporations in the information industry, and only 11.5% in the arts, entertainment and recreation corporations.*
  - *In TV, Men make up 76% of Commercial news directors, women 24%*
  - *In radio, general news managers are 87%, women are at 13%*
  
- *The **Radio-Television News Directors Association (RTNDA)** also has helpful/revealing data from a 2007 report:*
  - *In a table comparing the minority population versus the minority broadcast workforce, they found that the minority population in 1990 was 25.9% while the minority radio workforce was 10.8. 17 years later, in 2007, their data revealed the minority population up to 34.5% but the minority radio workforce down to 6.2%.*
  - *The news was better in television, where there was an increase of 17.8% to 21.5 in terms of minorities in the workforce in 1990 and 2007. Still there was a slight drop between 2006 and 2007.*
  - *For African Americans, there was growth in the radio and television workforce between 2006 and 2007. Overall, though, the number of African Americans in the television workforce was the same in 2007 as it was in 1990, while in radio, the number was higher in 1990 than in 2007.*
  - *The story for broadcasters representing other ethnic groups/ communities is less impressive, especially in radio. In 1990, Hispanics came in at 7.5% of radio's workforce. In 2007, the number came in at .7%, which was also a drop from 1996.*
  - *There was good news in RTNDA's data on management - at least in radio. The number of African American, Hispanic, Asian American, and Native American news directors all went up between 2006 and 2007, though African-Americans saw higher numbers in 1990.*

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- *Hispanics sustained a similar momentum in television, with an increase in television news directors between 2006 and 2007, but they're the only ones; the other minority groups saw a decrease.*
- *Looking at women, RTNDA says that there have been no significant changes in women in TV news in years. They continue, for instance, to make up a quarter of the TV news directors and 40% of the TV news workforce.*

*- In 1999, the **International Women's Media Foundation** did some research to find out what was happening with women journalists of color: Women journalists of color: Present without power. Their major findings include*

- *61% saying they believe they still face barriers to advancement that their white and male counterparts do not.*
- *22 percent of women journalists say their newsrooms mirror the diversity of the market next to 53% of managers who think so. Both are low.*
- *82 percent of news managers interviewed said that management respected cultural difference in the newsroom. You know how many women journalists said this - 32%.*
- *While only 17% of managers surveyed believe that barriers to advancement are the main reason women journalists leave their jobs, 54 percent of women journalists of color say those barriers are most likely to make them quit.*

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