

# **What Color is the News?**

## **An Ethnic Content Analysis of Bay Area News Media**

**By Erna R. Smith**

Assistant Professor, Journalism Department  
San Francisco State University

Journalism Department, San Francisco State University  
New California Alliance  
Public Research Institute

December 1991

## Who Did the Work

This study would not have been possible without grants from San Francisco State University, the California State University System, the New California Alliance and the Pacific Telesis Foundation, and many bright, dedicated undergraduate and graduate students at San Francisco State, who undertook the project for little or no financial reward.

It is particularly encouraging that so many of these students are journalism majors, including many who are currently employed by mainstream media. By looking at the news media as people of color do, these students *knew* they would become better journalists.

**Project Director:** Erna Smith, Assistant Professor, Journalism Department, San Francisco State University

**Assistant Project Director:** John Rogers, Research Associate, Public Research Institute, San Francisco State University

**Project Coordinators:** Kari Hulac, Vickie Sargeant and Nora Wallace

**Student Assistants:** Gary Barker, Jill Bressler, Stacy Basko, Ray Diggs II, Ricardo Elizalde, John Scott Glover, Don Haumant, Harold "Chip" Johnson, Miesha Jones, Kai Kaufmann, Wes Kirkey, Charles Mitchell, Carolyn Olson, Dara Tom and Lori Theresa Yearwood

**Technical Assistance:** Walter Maguire, Technical Director, Public Research Institute

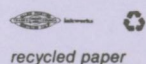
**Editorial Assistance:** Catherine Lerza and Terry Lowe, New California Alliance and Austin Long-Scott, Journalism Department, San Francisco State University.

**Imagesetting/Design:** Susan Galleymore, Jabula Ink, Albany, Ca.

Copyright © 1991 by Erna Smith

*Additional copies of this report may be ordered from:*

New California Alliance  
82 Second Street, #300  
San Francisco, CA 94105  
415-543-0633



recycled paper

## Table of Contents

Introduction . . . . .	2
Summary . . . . .	4
Why This Study . . . . .	7
Background . . . . .	7
How the Study Was Done . . . . .	12
What the Study Found . . . . .	14
Some Final Thoughts . . . . .	18
Recommendations . . . . .	19
Appendix A: Tables and Illustrations . . . . .	23

## Introduction

*What Color Is the News?* examines routine, local news coverage of racial and ethnic groups by Bay Area mainstream media.

The first such study of Bay Area media, it is unique because it describes the ethnicity of news sources—the people journalists talk to and photograph to get the “news.” How the mainstream media select news sources plays a crucial role in how they define news.

The study compares and contrasts how members of the region’s diverse populations—Asian/Pacific Islanders, blacks, Latinos, Native Americans and people of other ethnic ancestries—are reflected in the news by identifying these sources.

Conducted in Fall 1990 by the San Francisco State University Journalism Department and the Public Research Institute, the study also takes a look at the journalists. The goal was twofold: to see if they reflect the ethnic diversity of the general population, and to see if any relationship exists between their ethnicity and the ethnicity of news sources.

Although the study focuses on ethnicity, it also describes the gender of the journalists and news sources, as well as the occupations of news sources.

*What Color Is the News?* hopes to advance an assumption consistent with that of the nation’s leading journalism organizations: that the news media do not provide fair, representative coverage unless they cover *all* of their communities and unless their staffs reflect the ethnic and gender diversity of those communities.

The study also attempts to provide a mirror in which the news media might see themselves as the community sees them. It also offers a way for members of the community to understand the process by which news is defined so that they can become effective advocates for diversity and inclusivity in media.

This study examines local news coverage broadcast on the 6 p.m. newscasts of KRON-Channel 4, KPIX-Channel 5 and KGO-Channel 7 and published in the *San Francisco Chronicle*, the *San Francisco Examiner* and the *Oakland Tribune* over a 10-week period in Fall 1990. Although only six days were analyzed, the findings represent a highly reliable—plus or minus seven percentage points—statistical profile of local news coverage from October 1 through December 10, 1990.

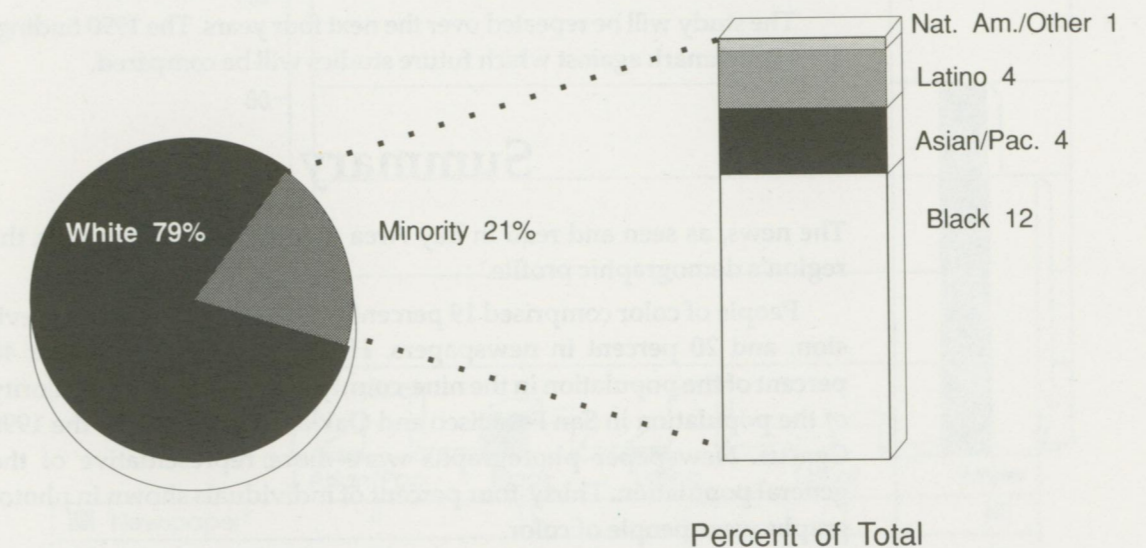
Like a public opinion poll, a content analysis is a snapshot taken at a given moment. Consequently, the findings apply *only* to the time period studied. However, they echo earlier studies of news coverage of people of color done in communities throughout the country.

Prior to writing this report, study findings were presented in focus group discussions with community group representatives, educators

*The news, as seen and read in Bay Area media, was at odds with the region’s demographic profile.*

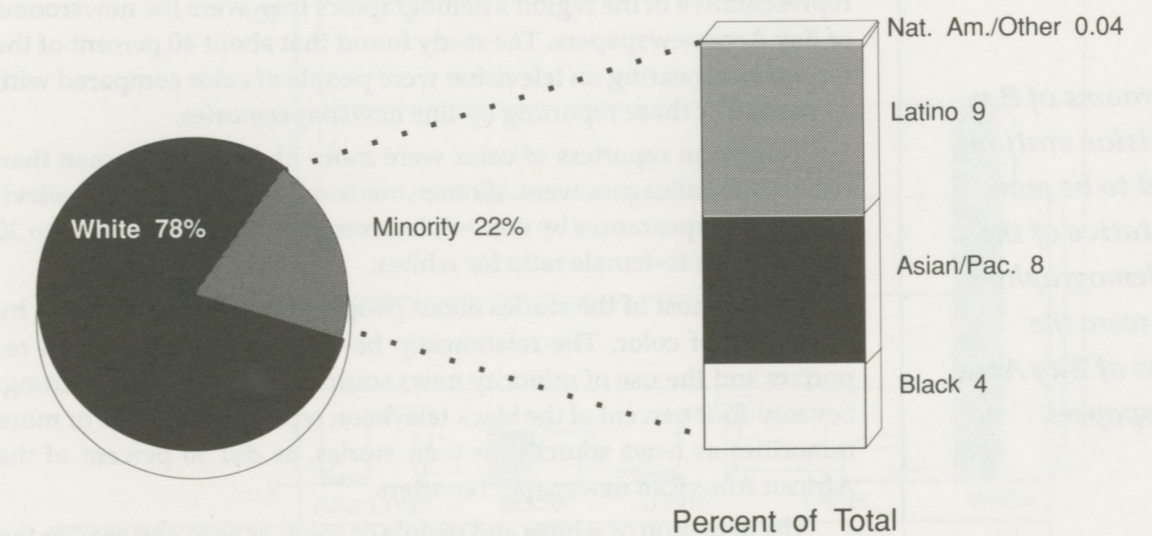
GRAPH A

Ethnicity of News Sources for Television, Newspaper and Photographs



GRAPH A2

Ethnicity of Reporters and Photographers for Television and Newspapers\*



\* Figures represent the number of on-air appearances, bylines and photo credits, not actual staffing.

and journalists, and in interviews with news executives at some of the media analyzed. Focus group participants did not express surprise at the findings, and none of the executives disputed them although most said they had since hired additional minority journalists and the results would be different if the study were conducted now, just a year later.

The study will be repeated over the next four years. The 1990 findings are a benchmark against which future studies will be compared.

### Summary

The news, as seen and read in Bay Area media, was at odds with the region's demographic profile.

People of color comprised 19 percent of the news sources on television, and 20 percent in newspapers. However, they account for 40 percent of the population in the nine-county Bay Area, and the majority of the population in San Francisco and Oakland, according to the 1990 Census. Newspaper photographs were more representative of the general population. Thirty-four percent of individuals shown in photographs were people of color.

The study also found that minority news sources were more likely than white news sources to be women. Women comprised 32 percent of minority news sources in newspaper stories, but only 25 percent of white news sources. Thirteen percent of the white news sources in television stories were women, while women comprised 30 percent of the minority news sources.

The newsrooms of Bay Area television stations appeared to be more representative of the region's demographics than were the newsrooms of Bay Area newspapers. The study found that about 40 percent of the reporters appearing on television were people of color compared with 12 percent of those reporting by-line newspaper stories.

Television reporters of color were more likely to be women than their white colleagues were. Women made more than half of the television news appearances by non-whites, compared to an 80 percent to 20 percent male-to-female ratio for whites.

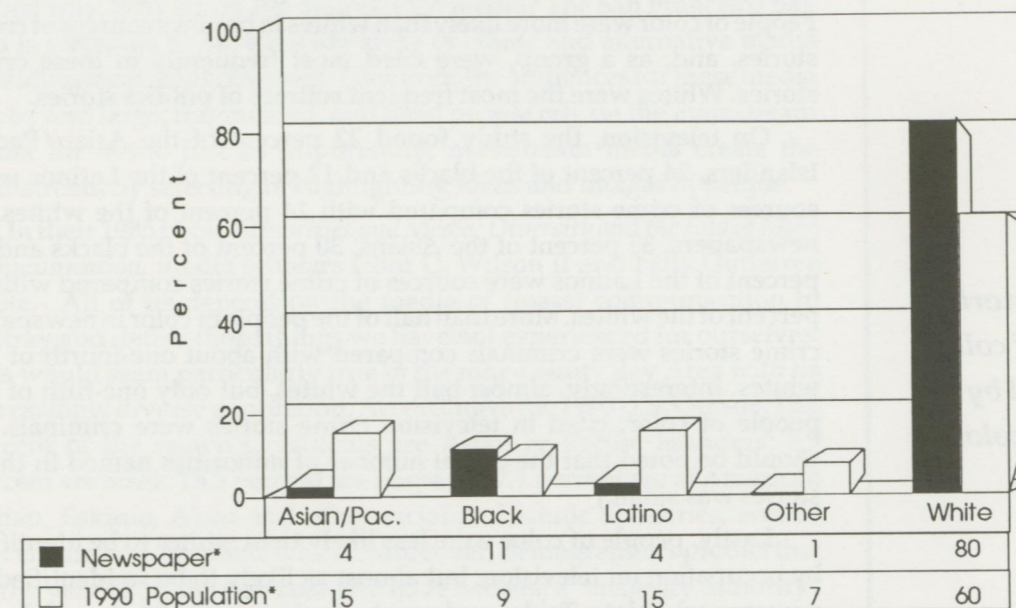
Lastly, most of the stories about people of color were reported by journalists of color. The relationship between African American reporters and the use of minority news sources was particularly strong. Seventy-four percent of the black television reporters used one or more minorities as news sources for their stories, as did 90 percent of the African American newspaper reporters.

The depiction of whites and people of color, as seen and read in the Bay Area media, was uneven. Whites were sources of all types of stories, but this was not true for people of color. For example, on television, no Asian/Pacific Islanders appeared in business stories, and no Latinos

*The newsrooms of Bay Area television stations appeared to be more representative of the region's demographics than were the newsrooms of Bay Area newspapers.*

GRAPH A3

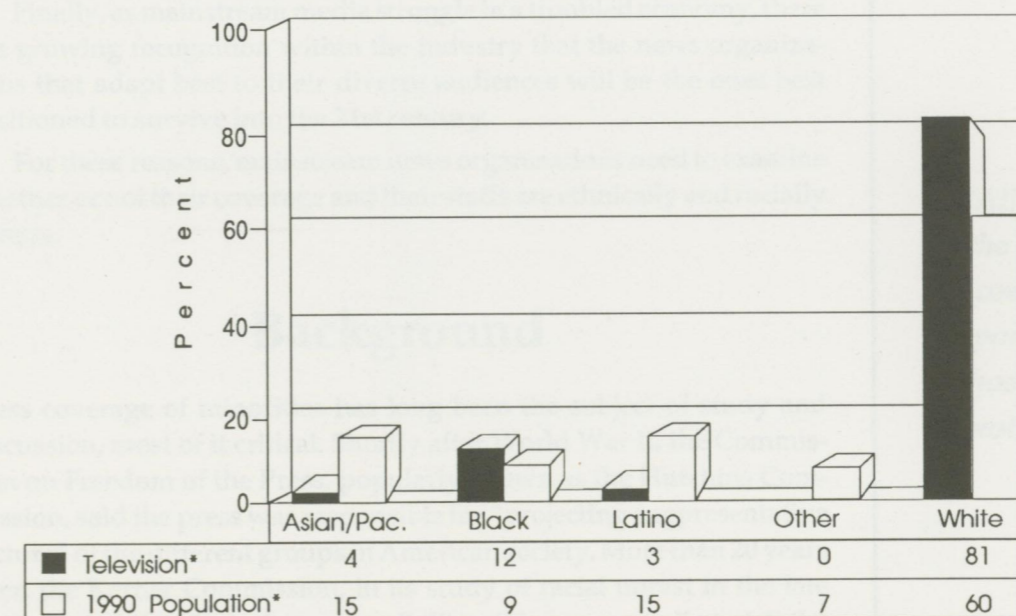
Ethnicity of Television Sources Compared with 1990 Bay Area Population



\* Expressed in percent of total sources and total population, respectively.

GRAPH A4

Ethnicity of Newspaper Sources Compared with 1990 Bay Area Population



\* Expressed in percent of total sources and total population, respectively.

were featured in lifestyle stories either on television or in the newspapers. No people of color were the subject of obituaries.

Crime/accidents and politics/government—because of statewide elections—were the top news topics during the time period studied. People of color were more likely than whites to be news sources of crime stories, and, as a group, were cited most frequently in these crime stories. Whites were the most frequent sources of politics stories.

On television, the study found 22 percent of the Asian/Pacific Islanders, 24 percent of the blacks and 12 percent of the Latinos were sources of crime stories compared with 14 percent of the whites. In newspapers, 35 percent of the Asians, 30 percent of the blacks and 60 percent of the Latinos were sources of crime stories compared with 18 percent of the whites. More than half of the people of color in newspaper crime stories were criminals compared with about one-fourth of the whites. Interestingly, almost half the whites, but only one-fifth of the people of color, cited in television crime stories were criminals. (It should be noted that the actual number of minorities named in these stories was small.)

Lastly, people of color were less likely than whites to be identified by occupation on television, but almost as likely to be so identified in newspapers. (Note: Tables and graphs begin on page 23, Appendix A)

*... most of the stories about people of color were reported by journalists of color.*

## Why This Study?

The question generating the most discussion in the focus group presentations was: Why study the mainstream media? The San Francisco Bay area is fortunate to have a wide array of ethnic and alternative media providing local news coverage. However, the audiences for these media are, by and large, fragmented, and most people rely on the mainstream media for news. Just as importantly, mainstream media create the mainstream by selecting or highlighting ideas and images of people.

In their 1985 book, *Minorities and Media: Diversity and the End of Mass Communication*, media scholars Clint C. Wilson II and Felix Gutierrez wrote, "All of us depend on the media of (mass) communication to portray and define those things we have not experienced for ourselves. This would seem particularly true in the nine-county Bay Area with its increasingly diverse population. According to the 1990 U.S. Census, 15.2 percent of the region's residents are Asian or Pacific Islanders; 8.9 percent are black; 15.3 percent are Hispanic; 7.1 percent are of American Indian, Eskimo, Aleut and other racial and ethnic ancestries, and 60 percent are non-Hispanic whites. Moreover, demographers predict that by the year 2000, the Bay area will have become a "majority minority" region.

Similarly, over the past decade in the nation as a whole, the birth and immigration rates of people of color outpaced those of non-Hispanic whites by five-to-one, according to estimates compiled by the Task Force on Minorities in the Newspaper Business, an industry organization.

Finally, as mainstream media struggle in a troubled economy, there is a growing recognition within the industry that the news organizations that adapt best to their diverse audiences will be the ones best positioned to survive into the 21st century.

For these reasons, mainstream news organizations need to examine whether or not their coverage and their staffs are ethnically and racially diverse.

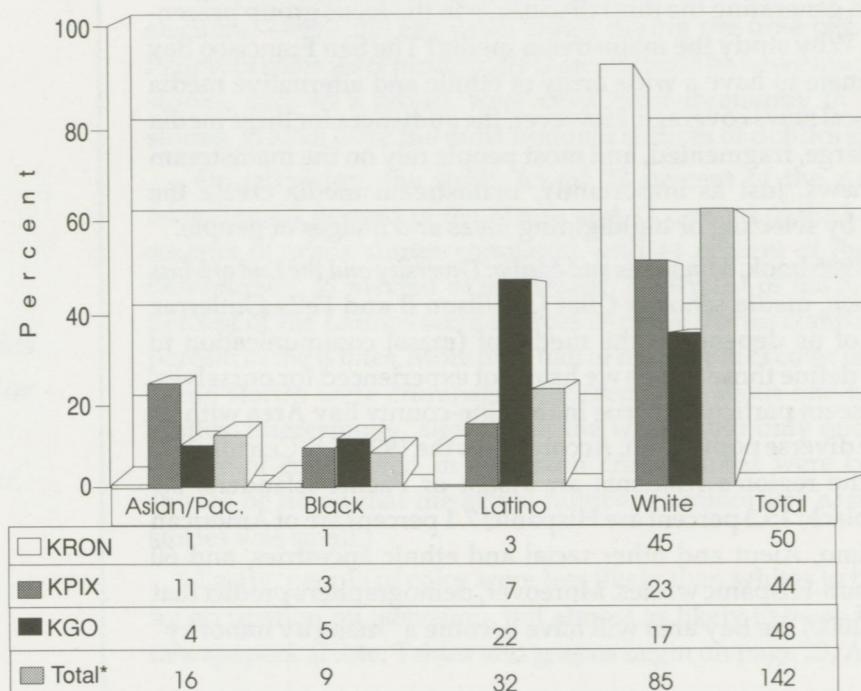
## Background

Press coverage of minorities has long been the subject of study and discussion, most of it critical. Shortly after World War II, the Commission on Freedom of the Press, popularly known as the Hutchins Commission, said the press was responsible for "projecting a representative picture" of the different groups in American society. More than 20 years later, the Kerner Commission, in its study of racial unrest in the late 1960s, stated that "it is the responsibility of the news media to tell the

*"All of us depend on the media of (mass) communication to portray and define those things we have not experienced for ourselves."*

GRAPH A5

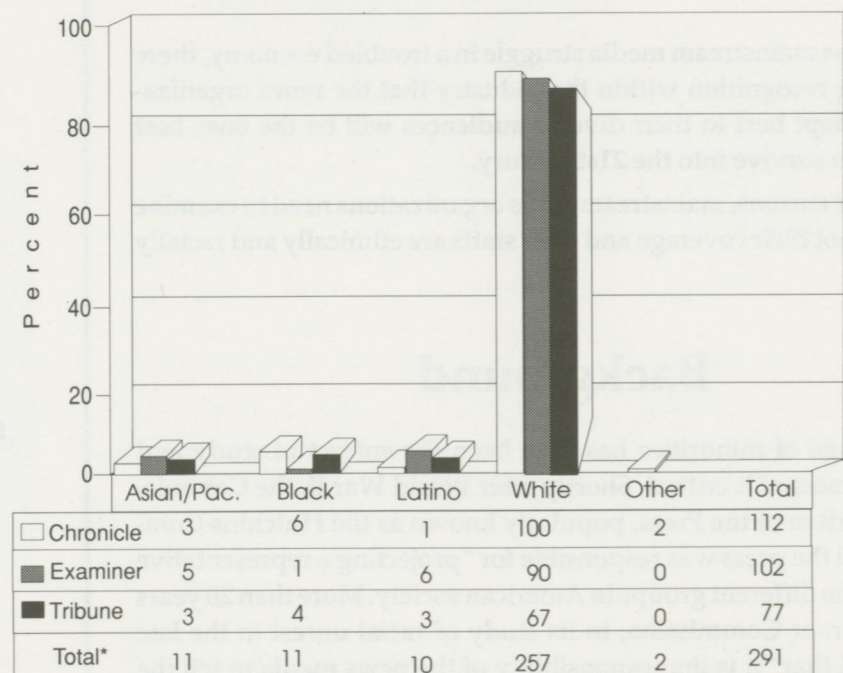
Television Reporter Appearances



\* Number of appearances.

GRAPH A6

Newspaper Reporter Bylines



\* Number of bylines.

story of race relations in America." Both commissions criticized the news media for failing to live up to those responsibilities.

Since the 1950s, numerous content analyses of mainstream media coverage of people of color have been conducted. These studies have found that the amount of coverage has not increased substantially since the 1950s. Moreover, the studies indicate that although the quality of the coverage may be changing, portrayals of minorities in the mainstream media today remain "predominantly negative or stereotypical, focusing on spot-news events and ignoring the kinds of stories that might provide greater understanding of multi-cultural issues throughout society," wrote media scholars Ted Pease and J. Frazier Smith in their 1991 study, *The Newsroom Barometer: Job Satisfaction and the Impact of Racial Diversity at U.S. Daily Newspapers*.

People of Color in the News

For the purposes of this report, four studies in particular warrant discussion: *The White Press in Black America*, a study of press coverage of African Americans in four major U.S. newspapers from 1950-1980; *Window Dressing on the Set: An Update*, a U.S. Civil Rights Commission study of network news coverage of people of color in the mid-1970s; *Mexican Americans and the Mass Media*, a 1980 study of routine local news coverage of Mexican Americans in six Southwest newspapers; and *Project Zinger: The Good, the Bad and the Ugly*, a 1991 case study of selected news media coverage of Asian Pacific Islanders.

In *The White Press in Black America*, media scholar Carolyn Martindale found that most African Americans covered by the mainstream press in the 1950s were "criminals and entertainment and sports figures." Although these kind of portrayals subsided in the 1960s as the Civil Rights Movement gained momentum, they reemerged in the 1970s.

The U.S. Civil Rights Commission concluded in *Window Dressing on the Set* that people of color rarely appeared in the news and that news specifically related to their concerns was broadcast infrequently. In addition, researchers found reporters of color and women reporters were more likely than their white male counterparts to cover stories about the concerns of minorities and women.

*Mexican Americans and the Mass Media* highlighted another problem noted in previous studies of news coverage of minorities: the lack of coverage portraying minorities as part of the everyday life of a community. Researchers Bradley S. Greenberg, Michael and Judee K. Burgoon and Felipe Korzenny found that Mexican Americans rarely were the subject of birth, wedding and death announcements.

The most recent of the studies, *Project Zinger*, detailed examples of coverage culled from more than 50 print and broadcast media in 1990 and 1991 that either contained slurs against Asian/Pacific Americans

*Portrayals of minorities in the mainstream media today remain "predominantly negative or stereotypical, focusing on spot-news events and ignoring the kinds of stories that might provide greater understanding of multi-cultural issues throughout society."*

or portrayed them in ways that perpetuated stereotypes. Examples ranged from a Washington, D.C. radio talk show host who twice referred to network television news anchor Connie Chung as "Connie Chink" to a controversial cover story in San Francisco's *Image* magazine that reported on the "hot trend" of Asian women dating white men.

These studies explain why—as the Kerner Commission concluded in 1968 and the American Society of Newspaper Editors in 1988—people of color tend to distrust mainstream news media and view them as predominantly white institutions that are, at best, indifferent, and, at worst, hostile to their hopes and aspirations.

Last year, in response to widespread criticism in the African American community, the *Philadelphia Inquirer* conducted an in-house analysis of its use of photographs of black and white crime suspects to determine if the newspaper ran more photographs of black suspects than of white ones. The paper concluded that it didn't, but acknowledged that "errors in judgment in key cases have contributed to this perception," and directed news editors "not to be 'color-blind' in dealing with this issue." Among the recommendations was that the paper strive to "represent blacks in the paper in ordinary, everyday, non-racial situations" in order to lessen the validity of the argument "that our portrayal is distorted."

This process of trying to present people of color as everyday members of the community is known as "mainstreaming," and requires a conscious, concerted effort to seek out, cultivate and include people of color in all kinds of stories, not just those with racial overtones. Pease and Smith, who surveyed 1,328 newspaper reporters nationwide, concluded that while most reporters were familiar with mainstreaming, only half of them said their papers had mainstreaming policies. Moreover, half of the white reporters and 71 percent of the reporters of color said news coverage of minorities at their newspapers was "marginal" or "poor."

### People of Color in the Newsroom

One strategy the news media have adopted to address concerns about news coverage of minorities is increased employment of journalists of color. The assumption is the more diverse the news staff, the more diverse the coverage. "You may have the right attitude but to truly cover every aspect of the community you need to have people in the newsrooms who have experienced it," one Bay Area news executive explained.

In the late 1960s the Federal Communications Commission, which regulates and licenses broadcast media, began pushing radio and television stations to improve minority hiring. In 1978, the ASNE adopted as a goal racial parity in the newsroom comparable to the general

*Half of the white reporters and 71 percent of the reporters of color said news coverage of minorities at their newspapers was "marginal" or "poor."*

population by the year 2000, a deadline now thought unrealistic. Since that time employment of people of color has increased twofold, but the number of journalists of color in the mainstream press remains at less than nine percent, and perhaps only one-tenth of those are decision makers.

People of color comprise 18 percent of the nation's television news professionals, and 10 percent of management, according to the Radio Television News Directors Association (RTNDA). Employment statistics were not available for all media studied in this report, but partial figures, previous studies and findings in this report indicate the percentage of journalists of color employed by mainstream media in the Bay Area is higher than the national average. The Bay Area also is home to the only African-American owned mainstream newspaper in the country—the *Oakland Tribune*.

### How Media Define News

Although hiring is crucial, more diverse staffing *alone* cannot fully address the problems of news coverage of minorities because of the way mainstream media tend to define news. As David Shaw of the *Los Angeles Times* wrote in his 1990 series, "Minorities and the Press," "News, as defined by the people who write, edit, publish and broadcast it, is about the unusual, the abberant—about triumphs and tragedies, underachievers and overachievers; it's about the extremes of life, not 'normal, everyday' life."

This definition tends to distort coverage of people of color more than it does coverage of whites because, as another Bay Area news executive said, "News is defined as where the power is and where the money is." Racism and economic barriers place a high proportion of people of color's lives outside the conventional definition of news. Using white, mainstream media definitions of power and wealth means that any community which does not define political, entrepreneurial and community leadership in the same way gets bypassed by routine reporting.

Part of the problem is the event-oriented nature of the news. The personalities and concerns of a community cannot be reported by attending a meeting or making phone calls, but those in City Hall can. Another problem is news source selection. Journalists rely on a series of officials, representatives or experts—mostly those quoted frequently before—for news. These sources are typically not people of color. When comparable sources exist within minority communities, the media are slow to recognize them. At the *San Francisco Examiner*, for example, a list of minority sources on a broad range of topics has been compiled, but is rarely used.

The perceived need for such a list points to the role habit and personal prejudice can play in reporting. "Whites have difficulty thinking of minorities as repositories of information," a Latino editor told the

*Using white, mainstream media definitions of power and wealth means that any community which does not define political, entrepreneurial and community leadership in the same way gets bypassed by routine reporting.*

*Times'* Shaw. Moreover, the relationship between reporters and their sources is considered "sacrosanct," a Bay Area news executive said, and any suggested changes are viewed as "interfering in the news."

The Gannett Company, Inc., one of the largest newspaper publishers in the country, began discussing mainstreaming in the early 1980s, and has required its newspapers to draft coverage strategies to ensure their news pages reflect the ethnic diversity of the communities they serve. The plan, called *News 2000*, has been widely debated within the industry. Some equate it with coverage-by-quota, but others regard it as a long overdue strategy all news media should emulate.

As *Washington Post* columnist Dorothy Gilliam has written, "Part of the mold that needs to be broken is the illusion that journalism is a quasi-science. It isn't. Journalism is a subjective, value-driven exercise. There is neither one truth nor one way to frame reality...."

*What Color Is the News?* suggests that the pattern found in research dating back to the end of World War II continues today: When the definition of "news" is left to those who run newsrooms, the legitimate news interests of people of color tend to be ignored.

## How the Study Was Done

The study is the result of 18 months of extensive researching, planning, data collecting, telephone interviewing, and computer analysis. It is similar to *Mexican Americans and the Mass Media*, the Gannett-funded study of local news coverage of Mexican Americans in six Southwest cities.

The dates sampled were October 6, November 2, November 7, November 12, November 23 and December 6, 1990. Due to last-minute programming changes, two newscasts are missing from the television sample—KPIX-Channel 5 on October 6 and KGO-Channel 7 on November 23. Sundays and holidays were excluded.

The study focuses exclusively on news of events, issues and people in the nine-county Bay Area reported by staff members of the outlets surveyed. Editorials, sports pages and columns were excluded, although sports stories were analyzed if reported on the news pages or during news segments.

The study describes the race and sex of news sources and photo subjects; the type and topic of stories and photographs in which they were featured, and the race and sex of the writers and photographers. Telephone interviews were used to determine or verify the ethnicity of newspaper study sources

A news source was anyone named or appearing in a story who provided information and/or was its subject. To identify the source's social status, 26 occupation categories were created. After the data were

*The study focuses exclusively on news of events, issues and people in the nine-county Bay Area reported by staff members of the outlets surveyed.*

collected, the number of categories was reduced to four: government officials, public figures, criminals and experts.

The stories were categorized as breaking news, features, reviews, commentaries and news analyses. Eighteen story subject categories were created initially and then collapsed to eight after the data were collected: crime, social issues, entertainment, lifestyle, civil rights, education, politics and business. Social issues were defined as stories about housing, health, transportation and the environment. About 20 percent of the stories in the crime category were about traffic accidents. Obituaries were included in the lifestyle category.

Information provided by staff members at the news media analyzed was used to determine the ethnicity of the reporters, and the effectiveness of the survey instrument—a questionnaire—was tested in a pilot study in Spring 1990.

Student assistants, comprised of undergraduate and graduate students in print and broadcast journalism, coded the information on the questionnaires. The study was conducted by a class which met once a week for two-and-one-half hours. Each student received an average of eight hours of in-class training. Telephone interviewing took place out of class. The students were tested to determine the likelihood that each would answer the same question the same way. Agreement was 85 percent on the newspaper stories, 94 percent on television stories and 92 percent on photographs.

The data were entered by undergraduate and graduate students in social and behavioral sciences under the supervision of a graduate research associate at the Public Research Institute. The research associate analyzed the data under the direction of the project director.

Copies of the questionnaire and a more detailed description of the study methods are available from the Journalism Department at San Francisco State.

*The stories and news sources were analyzed separately. If information on an item was missing or could not be determined, it was not counted. Therefore, numbers in the findings and the tables will vary. Percentages were rounded off to the nearest whole number so they may not always equal 100. Tables begin on page 23 (Appendix A).*

## What the Study Found

### Television

A total of 152 local news stories were identified during the time period studied. Most (82%) involved breaking news and were about politics, entertainment, crime or social issues. (Table 1)

#### ■ News Sources

A total of 285 news sources were identified. The ethnicity of 266 of them (93%) was determined. Of those, 216 (81%) were whites; 33 (12%) were black; 9 (4%) were Asian Pacific Islanders, and 8 (3%) were Latinos. No one of American Indian or "other" ethnic ancestries was identified. (Table 2)

**Asian/Pacific Islanders:** Of the 9 Asian news sources identified, 2 (22%) appeared in crime stories; 2 (22%) in lifestyle stories; 2 (22%) in politics stories; 1 (11%) in stories about social issues; 1 (11%) in stories about entertainment; and 1 (11%) in stories about education. (Table 3)

**Blacks:** Of the 33 black news sources identified, 8 (24%) appeared in crime stories; 6 (18%) in entertainment stories; 5 (15%) in stories about social issues; 5 (15%) in lifestyle stories; 5 (15%) in politics stories; 2 (6%) in education stories; 1 (3%) in business stories; and 1 (3%) in stories about civil rights. (Table 3)

**Latinos:** Of the 8 Latino news sources identified, 3 (37%) appeared in education stories; 2 (25%) in politics stories; 1 (12%) in business stories, 1 (12%) in crime stories; and 1 (12%) in stories about social issues. (Table 3)

**Whites:** A total of 76 (35%) appeared in politics stories; 38 (18%) in entertainment stories; 37 (17%) in stories about social issues; 30 (14%) in crime stories; 16 (7%) in education stories; 14 (6%) in business stories; 3 (1%) in lifestyle stories; and 1 (.5%) in civil rights stories. Story subject data were missing for one source. (Table 3)

**Gender:** Minority women were almost as likely as minority men to be news sources. White men, however, were far more likely than white women to be news sources. (Graph B1)

**Occupation:** People of color were less likely than whites to be identified by occupation. In fact, 50 percent of white news sources were identified by occupation, but only 20 percent of minority sources were identified by occupation. (Table 4)

#### ■ The Reporters

The numbers represent on-air appearances, not the actual number of reporters on staff. A total of 142 of the 148 reporters were identified by ethnicity. Eighty-five (60%) were white; 32 (22%) were Latino; 16 (11%)

were Asian/Pacific Islanders; and 9 (6%) were black. Representation varied from station to station. The majority of reporters (64%) appearing on Channel 7 were people of color. Almost all (90%) of the reporters appearing on Channel 4 were white. (Table 5)

**Gender:** Fourteen (88%) of the Asian reporters identified were women and two (12%) were men. Five of the black reporters (56%) were women and 4 (44%) were men. Thirteen of the Latino reporters (41%) were women and 19 (59%) were men. Seventeen of the white reporters (20%) were women and 68 (80%) were men. (Table 6)

**Use of Sources:** Although as a group reporters of color were no more likely than white reporters to use minorities as news sources, most (74%) of the black reporters did.

### Newspapers

A total of 477 local news stories were published during the time period studied. Most (78%) involved breaking news, and were about crime, politics, entertainment and social issues. (Table 1)

#### ■ News Sources

A total of 1,297 (95%) of 1,360 news sources were identified by ethnicity. Of those news sources, 1,037 (80%) were whites; 150 (11%) were black; 50 (4%) were Asian/Pacific Islanders; 47 (4%) were Latinos; and 13 (1%) were Native Americans and "other" ethnic ancestries. (Table 7)

**Asian/Pacific Islanders:** Seventeen (35%) were sources in crime stories; 12 (25%) in entertainment stories; 5 (10%) in politics stories; 4 (8%) in education stories; 3 (6%) in stories about social issues; 3 (6%) in civil rights stories; 3 (6%) in business stories; and 1 (2%) in lifestyle stories. Story subject data were missing for two sources. (Table 8)

**Blacks:** Fifty-one (36%) were sources in politics stories; 42 (30%) in crime stories; 26 (19%) in entertainment stories; 11 (8%) in stories about social issues; 4 (3%) in business stories; 3 (2%) in education stories; 2 (1%) in civil rights stories; and 1 (0.5%) in lifestyle stories. Story subject data were missing for 10 sources. (Table 8)

**Latinos:** Twenty-seven (60%) were sources in crime stories; 9 (20%) in politics stories; 4 (9%) in stories about social issues; 3 (7%) in entertainment stories; 1 (2%) in civil rights stories; 1 (2%) in business stories; and none in lifestyle and education stories. Story subject data were missing for two sources. (Table 8)

**Native American and Others:** Eight (62%) were sources in entertainment stories; 3 (23%) in stories about social issues; 1 (8%) in a crime story; and 1 (8%) in a business story. (Table 8)

*A total of 152 local news stories were identified during the time period studied. Most (82%) involved breaking news and were about politics, entertainment, crime or social issues.*

*A total of 477 local news stories were published during the time period studied. Most (78%) involved breaking news, and were about crime, politics, entertainment and social issues.*

**Whites:** A total of 243 (26%) were sources in politics stories; 204 (21%) in entertainment stories; 176 (18%) in crime stories; 127 (13%) in business stories; 101 (11%) in stories about social issues; 64 (9%) in lifestyle stories; 26 (3%) in education stories; and 9 (1%) in civil rights stories. Story subject data were missing for 87 sources. (Table 8)

**Gender:** Minority news sources were more likely than white sources to be women. (Table 9)

**Occupations:** People of color were almost as likely as whites to be identified by occupation. Almost 70% of minority news sources were identified by occupation compared with 80% of white news sources. (Table 10)

■ **The Reporters**

The numbers represent bylines, not the actual number of reporters on staff. More than half (293) the stories in the sample had bylines. The ethnicity of two reporters could not be determined. Of those byline stories, 11 (4%) were reported by Asians; 11 (4%) by blacks; 10 (3%) by Latinos; 2 (1%) by Native American and reporters of other ethnic ancestries; and 257 (88%) by whites. (Table 11)

**Gender:** The gender distribution of reporters varied by ethnicity. (Table 12)

**Use of Sources:** Half of the stories (50%) reported by minorities contained the names of one or more persons of color compared with more than a third (38%) of those reported by whites. Most of the stories (90%) reported by blacks used minority news sources.

**Photographs**

A total of 154 local news photographs were identified during the time period studied. Most (91%) accompanied breaking news stories about entertainment, politics, lifestyle and business. Only people whose faces could be clearly seen in photographs were counted. People of color were more likely than whites to appear in stand-alone photographs than in photographs accompanying stories. (Table 1)

■ **The Photo Subjects:**

A total of 208 (94%) of 217 photo subjects were identified by ethnicity. Of the photo subjects, 18 (9%) were Asian; 35 (17%) were black; 17 (8%) were Latino; and 138 (66%) were white. No one of Native American or of "other" ethnic ancestries was identified. (Table 13)

**Asians:** Seven Asians (39%) were shown in photographs related to entertainment; 4 (22%) in politics; 3 (17%) in business; 2 (11%) in lifestyle; 1 (6%) in crime; and 1 (6%) in civil rights. (Table 14)

**Blacks:** Eleven blacks (31%) were shown in photographs related to entertainment; 9 (26%) in politics; 7 (20%) in lifestyle; 4 (11%) in crime; 2 (6%) in education; and 2 (6%) in business. (Table 14)

**Latinos:** Eight Latinos (47%) were shown in photographs related to entertainment; 4 (24%) in politics; 3 (18%) in crime; and 2 (12%) in lifestyle. (Table 14)

**Whites:** Thirty-nine whites (28%) were shown in photographs related to entertainment; 28 (20%) in politics; 25 (18%) in lifestyle; 25 (18%) in business; 15 (11%) in crime; 3 (3%) in social issues; 1 (1%) in civil rights; and 2 (2%) in education. (Table 14)

**Gender:** Asian and black women were almost as likely as their male counterparts to be shown in photographs but Latino men were far more likely than Latino women to be photographed. White women were less likely than white men to appear in photographs. (Table 15)

■ **Photographers**

The numbers represent photo credit lines, not the actual number of photographers. More than half of the photographs (86) in the sample had credit lines. The ethnicity of one photographer is missing. Of these photographs, 14 (16%) were taken by Asians; 2 (2%) by blacks; 4 (5%) by Latinos; and 65 (76%) by whites. (Table 16)

**Gender:** Generally, the gender of the photographers did not vary significantly by ethnicity, but three-fourths of the Latino photographers were women.

**Crime News**

Because of historic complaints about the way crime coverage deals with non-whites, a separate analysis was made to identify criminal suspects, crime victims and witnesses in crime stories, and to determine their ethnicity. The number of news sources in the television stories was small, so caution is urged in interpreting these findings.

The criminals identified in newspaper stories were far more likely to be people of color, while the criminals in television stories were far more likely to be whites. Crime news comprised 18 percent of the newspaper coverage, and 14 percent of the television coverage. Virtually all (97 percent) of the newspaper crime coverage involved breaking news about arrests, criminal investigations and trials, compared with a majority (65 percent) of the television stories.

■ **Television**

**People of Color:** One (20%) was a criminal; three (60%) were crime victims; and one (20%) was a witness.

*Half of the stories (50%) reported by minorities contained the names of one or more persons of color compared with more than a third (38%) of those reported by whites.*

*The criminals identified in newspaper stories were far more likely to be people of color, while the criminals in television stories were far more likely to be whites.*

Whites: Seven (44%) were criminals; six (38%) were crime victims; and three (19%) were witnesses.

#### ■ Newspapers

People of Color: Thirty-one (52%) were criminals; 25 (40%) were victims; and five (8%) were witnesses.

Whites: Sixteen (26%) were criminals; 26 (43%) were victims; and 19 (31%) were witnesses.

## Some Final Thoughts

This study raises two critical questions:

- To what degree do the news media ignore their responsibility to provide the information individuals in a democratic society need to make wise choices about governance?
- As the news media emphasize "useful" news and features, to what degree do media ignore the opportunity to present news that also offers a more accurate picture of some social concerns and of the community as a whole?

Crime news is a good example. The study found that virtually all of the newspaper crime coverage and the majority of the television crime coverage involved spot news about arrests, criminal investigations and trials. In neither media was the color of perpetrators, witnesses or victims representative of the real world of crime. Readership surveys, including one done by the *Oakland Tribune*, show that readers want to know about crime victims and about how to protect themselves from crime. The image of the criminal world routinely presented by the media might change dramatically if it focused on a "useful" approach to crime reporting that included more information about the victims, and about what people can do to avoid getting caught in similar situations.

### The Significance of Journalists of Color

This study's findings suggest journalists of color play a crucial role in educating their newsrooms and the public about minority community concerns. Of the handful of stories about people of color, virtually all were reported by minority reporters, in particular African American reporters. As highly as this may speak of the reporters, it begs the question: Should not the responsibility to actively address the coverage inequities found in this study be shared by *all* journalists—regardless of color? And what message does it send to members of non-"mainstream" communities, many of whom distrust the media because of a perception that their experiences are "ghettoized" in the news?

*Should not the responsibility to actively address the coverage inequities found in this study be shared by all journalists regardless of color?*

It's worth considering separately the phenomenon of anchorpeople of color in television news. On two of the three TV stations studied, KPIX-Channel 5 and KGO-Channel 7, a significantly higher number of stories were reported by people of color than were those found in any of the newspapers. This is true in part because many stories are read by anchors. Thus, while the presence of minority anchors increases the visible presence of minority reporters on television, the reality of newsrooms may be quite different.

In addition, it is important to look at who decides what news is fit to print and broadcast. With a few exceptions—most notably the *Oakland Tribune*, the only African-American owned newspaper in the country—the vast majority of the Bay Area's news executives are white males.

### How Media Define News and News Sources

Integrating the newsroom continues to be as urgent and important a task as when affirmative action efforts began in the late 1960s. The media must resist using the current economic downturn as an excuse to slow down these efforts, as some journalists of color fear they might. But just as important as this task is a reexamination of the question: What is news?

Until assumptions change, media will be much better at depicting discrete events than at portraying processes occurring over long periods of time. As long as media define newsmakers as "people in power," those outside circles of acknowledged political and financial power will not be perceived as newsmakers until they do something extreme—commit a crime or exemplify a stereotype that fills a spot in a story, i.e., Latinos and bilingual education or Asians and sweatshops.

Nonetheless, the mainstream media cannot be totally abandoned in favor of "alternative" media or media targeted to specific communities. Studies consistently show that the vast majority of people get their news from television, in particular. Thus, the picture of the world they get from television news is especially important. Both television and mainstream newspapers remain the news vehicles best situated to communicate with people from a wide variety of communities and to create a broad, inclusive picture of the world that can help break down the barriers that separate communities from each other.

## Recommendations

Over the past decade, news executives have talked about media's obligation to serve various communities. Often they look to focus groups and various kinds of surveys and studies to learn what kind of news those communities want. While this trend raises the problem of

*As long as media define newsmakers as "people in power," those outside circles of acknowledged political and financial power will not be perceived as newsmakers until they do something extreme — commit a crime or exemplify a stereotype that fills a spot in a story, i.e., Latinos and bilingual education or Asians and sweatshops.*

skewing the news toward higher income groups, it indicates that *news executives consider the definition of news as something to be jointly determined by journalists working in concert with selected communities.*

But news executives need to go one step further and include in their studies what various communities think they *need* to know, and not just what they *want* to know. And they must not focus solely on the interests of high income communities.

This approach to news—finding out what people seem to want and moving in that direction—is already breaking down the traditional event-oriented nature of news. For example, many of the more helpful features in the ever expanding lifestyle sections have little to do with events, and a lot to do with the everyday lives of particular classes of people of all races. Thus, lifestyle stories provide newspapers with ready-made opportunities for “mainstreaming.” However, the findings of this study clearly show that newspapers need to do a much better job of including people of color in lifestyle stories.

### Opportunities for Mainstreaming

Feature editors could easily develop a wide variety of inclusive stories. These features would serve two purposes: broadening the exposure of middle class people to the common problems faced by other cultures and other classes, and providing to others in this society the help now provided to the middle class.

Some examples:

- What can Latino and African-American parents do to make sure that their children don't become part of the growing high school and college dropout rate?
- What can Latino, African-American or Asian/Pacific American parents do to make sure their children become bicultural enough to understand their heritage and to function well in American society?

### Developing A Coverage Strategy

“Hard” news coverage remains very much event-oriented and adheres closely to the traditional definition of news as the unusual, exotic and atypical. But that definition is rooted in the traditions of majority races and classes. People are not likely to be included in that definition if the framework of their lives includes such problems as dealing with language barriers, a legacy of racism, serious exploitation by employers, cultural assimilation or violence-ridden communities.

Therefore, hard news needs to become more representative of an array of community concerns if it is to fully and consistently reflect the richly colorful and varied fabric of life in the Bay area. In order to do this, the pool of sources reporters routinely turn to for news must

*Lifestyle stories provide newspapers with ready-made opportunities for “mainstreaming.” However, findings of this study clearly show that newspapers need to do a much better job of including people of color in lifestyle stories.*

become more inclusive. In 1990, the news director at KRON-Channel 4 formed several in-house committees to do just that. History shows that efforts such as this one are most effective when they are initiated from the top, as was KRON's.

Reporters and mid-level editors frequently need guidance, and even pushing, to avoid being trapped in old ways of looking at news. Management must supply the guidance and the push. To be as effective as possible, this guidance must be part of an institutionalized system, so that it doesn't depend on one or two individuals who take the guidance and pushing with them when they leave.

### Diversity in the Newsroom

The experience of newspapers and broadcast media whose coverage has become more inclusive shows there is no substitute for putting people of color in upper-level management positions. If they have kept in touch with the cultures from which they come, these managers provide extremely useful insights into the traditions, values, issues, sensitivities and problems that white middle class editors typically miss.

But the key here is not just color or ethnic background. It's also sensitivity to the many cultural strains pushing and pulling the community. Upper-level media managers must put in place news gathering structures that include the views of non-white, non-middle class people as routinely as conventional news gathering structures include the views of the powerful.

### Toward Multi-Cultural Reporting

One way to do that is to create ethnic and racial beats, as has the *San Francisco Examiner*. Assign, for example, a reporter to African American neighborhoods, issues and life. Assign another to the same range of ideas and events in Latino neighborhoods and in Asian/Pacific Islander neighborhoods. If those reporters do their jobs well, they will pick up stories their news organization might otherwise miss.

What will not necessarily emerge from those beats are the stories that arise when cultures and communities interact. To find those stories, reporters on traditional beats must look for the racial and cultural aspects of everything that happens on their beats.

The range of stories that could come from such reporting is endless:

- How do police departments assign officers of different races and cultures to capitalize on the strengths of each?
- What special stresses exist within governmental offices with multi-racial staffs?
- How do businesses with a multi-racial work force handle such issues as after-work parties or training programs that might offend

*Upper-level media managers must put in place news gathering structures that include the views of non-white, non-middle class people as routinely as conventional news gathering structures include the views of the powerful.*

**News executives must realize that conventional definitions of "the news" leave out important stories.**

- one culture's sense of tradition and propriety while appealing to another's?
  - How do government decisions (or failures to make decisions) affect different races and classes?
- News executives must realize that conventional definitions of "the news" leave out important stories. Frictions between the dominant culture and minority cultures persist and media must find a way to report them if they are to fulfill their function in a democratic society.

## Appendix A

### Tables & Illustrations

Table	Topic	Year	White	Black	Hispanic	Asian	Other
1	TV Station News Sources	1991	100	0	0	0	0
2	TV Station News Sources	1992	100	0	0	0	0
3	TV Station News Sources	1993	100	0	0	0	0
4	TV Station News Sources	1994	100	0	0	0	0
5	TV Station News Sources	1995	100	0	0	0	0
6	TV Station News Sources	1996	100	0	0	0	0
7	TV Station News Sources	1997	100	0	0	0	0
8	TV Station News Sources	1998	100	0	0	0	0
9	TV Station News Sources	1999	100	0	0	0	0
10	TV Station News Sources	2000	100	0	0	0	0
11	TV Station News Sources	2001	100	0	0	0	0
12	TV Station News Sources	2002	100	0	0	0	0
13	TV Station News Sources	2003	100	0	0	0	0
14	TV Station News Sources	2004	100	0	0	0	0
15	TV Station News Sources	2005	100	0	0	0	0
16	TV Station News Sources	2006	100	0	0	0	0
17	TV Station News Sources	2007	100	0	0	0	0
18	TV Station News Sources	2008	100	0	0	0	0
19	TV Station News Sources	2009	100	0	0	0	0
20	TV Station News Sources	2010	100	0	0	0	0
21	TV Station News Sources	2011	100	0	0	0	0
22	TV Station News Sources	2012	100	0	0	0	0
23	TV Station News Sources	2013	100	0	0	0	0
24	TV Station News Sources	2014	100	0	0	0	0
25	TV Station News Sources	2015	100	0	0	0	0
26	TV Station News Sources	2016	100	0	0	0	0
27	TV Station News Sources	2017	100	0	0	0	0
28	TV Station News Sources	2018	100	0	0	0	0
29	TV Station News Sources	2019	100	0	0	0	0
30	TV Station News Sources	2020	100	0	0	0	0
31	TV Station News Sources	2021	100	0	0	0	0
32	TV Station News Sources	2022	100	0	0	0	0
33	TV Station News Sources	2023	100	0	0	0	0
34	TV Station News Sources	2024	100	0	0	0	0
35	TV Station News Sources	2025	100	0	0	0	0
36	TV Station News Sources	2026	100	0	0	0	0
37	TV Station News Sources	2027	100	0	0	0	0
38	TV Station News Sources	2028	100	0	0	0	0
39	TV Station News Sources	2029	100	0	0	0	0
40	TV Station News Sources	2030	100	0	0	0	0
41	TV Station News Sources	2031	100	0	0	0	0
42	TV Station News Sources	2032	100	0	0	0	0
43	TV Station News Sources	2033	100	0	0	0	0
44	TV Station News Sources	2034	100	0	0	0	0
45	TV Station News Sources	2035	100	0	0	0	0
46	TV Station News Sources	2036	100	0	0	0	0
47	TV Station News Sources	2037	100	0	0	0	0
48	TV Station News Sources	2038	100	0	0	0	0
49	TV Station News Sources	2039	100	0	0	0	0
50	TV Station News Sources	2040	100	0	0	0	0

TABLE 1  
Top News Topics

TV	Newspapers	Photos
Politics	Crime	Entertainment
Entertainment	Politics	Politics
Crime	Entertainment	Lifestyle
Social Issues	Social Issues	Business

TABLE 2  
Ethnicity of Television News Sources

TV Station	Asian	Black	Latino	White	Total
KRON	2 (2%)	11 (10%)	3 (3%)	90 (85%)	106 (100%)
KPIX	5 (5%)	14 (15%)	2 (2%)	72 (77%)	93 (100%)
KGO	2 (3%)	8 (12%)	3 (4%)	54 (81%)	67 (100%)
<b>Total</b>	9 (4%)	33 (12%)	8 (3%)	216 (81%)	266 (100%)

TABLE 3  
Television News Sources by Story Topic

Story Topic	Asian	Black	Latino	White
Crime	2 (22%)	8 (24%)	1 (12%)	30 (14%)
Social Issues	1 (11%)	5 (15%)	1 (12%)	37 (17%)
Entertainment	1 (11%)	6 (18%)	0	38 (18%)
Civil Rights	0	1 (3%)	0	1 (.50%)
Lifestyle	2 (22%)	5 (15%)	0	3 (1%)
Education	1 (11%)	2 (6%)	3 (37%)	16 (7%)
Politics	2 (22%)	5 (15%)	2 (25%)	76 (35%)
Business	0	1 (3%)	1 (12%)	14 (6%)
<b>Total</b>	9 (100%)	33 (100%)	8 (100%)	215 (100%)

TABLE 4  
Television News Sources Identified by Occupation

Occupation	Asian	Black	Latino	White	Total
Gov. Official	0	4 (10%)	0	35 (90%)	39 (100%)
Public Figure	0	3 (5%)	1 (2%)	55 (93%)	59 (100%)
Criminal	1 (13%)	0	0	7 (87%)	8 (100%)
Expert	1 (4%)	2 (8%)	2 (8%)	20 (80%)	25 (100%)
<b>Total</b>	2 (1%)	9 (7%)	3 (2%)	117 (89%)	131 (100%)

TABLE 5  
Television Reporter Appearances

TV Stations	Asian	Black	Latino	White	Total
KRON	1 (2%)	1 (2%)	3 (6%)	45 (90%)	50 (100%)
KPIX	11 (25%)	3 (7%)	7 (16%)	23 (52%)	44 (100%)
KGO	4 (8%)	5 (10%)	22 (46%)	17 (36%)	48 (100%)
<b>Total</b>	16 (11%)	9 (7%)	32 (22%)	85 (60%)	142 (100%)

TABLE 6  
Ethnicity and Gender of Television Reporter Appearances

Ethnicity	Women	Men	Total
Asian	14 (88%)	2 (12%)	16 (100%)
Black	5 (56%)	4 (44%)	9 (100%)
Latino	13 (41%)	19 (59%)	32 (100%)
White	17 (20%)	68 (80%)	85 (100%)
<b>Total</b>	49 (35%)	93 (65%)	142 (100%)

TABLE 7  
Ethnicity of Newspaper News Sources

Newspapers	Asian	Black	Latino	White	Others	Total
Chronicle	14 (3%)	47 (9%)	13 (3%)	420 (84%)	3 (1%)	497 (100%)
Examiner	24 (5%)	45 (10%)	18 (4%)	349 (79%)	5 (1%)	441 (100%)
Tribune	12 (3%)	58 (16%)	16 (4%)	268 (75%)	5 (1%)	359 (100%)
<b>Total</b>	<b>50 (4%)</b>	<b>150 (11%)</b>	<b>47 (4%)</b>	<b>1,037 (80%)</b>	<b>13 (1%)</b>	<b>1,297 (100%)</b>

TABLE 8  
News Sources by Newspaper Story Topic

Topic	Asian	Black	Latino	White	Other
Crime	17 (35%)	42 (30%)	27 (60%)	176 (18%)	1 (8%)
Social Issues	3 (6%)	11 (8%)	4 (9%)	101 (11%)	3 (23%)
Entertainment	12 (25%)	26 (19%)	3 (7%)	204 (21%)	8 (62%)
Civil Rights	3 (6%)	2 (1%)	1 (2%)	9 (1%)	0
Lifestyle	1 (2%)	1 (1%)	0	64 (9%)	0
Education	4 (8%)	3 (2%)	0	26 (3%)	0
Politics	5 (10%)	51 (36%)	9 (20%)	243 (26%)	0
Business	3 (6%)	4 (3%)	1 (2%)	127 (13%)	1 (8%)
<b>Total</b>	<b>48 (100%)</b>	<b>140 (100%)</b>	<b>45 (100%)</b>	<b>950 (100%)</b>	<b>13 (100%)</b>

TABLE 9  
Ethnicity and Gender of Newspaper News Sources

Ethnicity	Women	Men	Total
Asian	18 (36%)	32 (64%)	50 (100%)
Black	48 (32%)	102 (68%)	150 (100%)
Latino	16 (34%)	31 (66%)	47 (100%)
American Indian	2 (15%)	11 (85%)	13 (100%)
White	254 (25%)	782 (75%)	1,036 (100%)
<b>Total</b>	<b>338 (26%)</b>	<b>958 (74%)</b>	<b>1,296 (100%)</b>

TABLE 10  
Newspaper News Sources by Occupation

Occ	Asian	Black	Latino	White	Other	Total
Gov. Off.	9 (2%)	55 (15%)	11 (3%)	296 (79%)	3 (1%)	374 (100%)
Pub. Fig.	19 (4%)	36 (7%)	7 (1%)	421 (86%)	7 (1%)	490 (100%)
Criminal	2 (4%)	18 (38%)	10 (21%)	16 (34%)	1 (2%)	47 (100%)
Expert	4 (2%)	9 (4%)	8 (4%)	184 (89%)	1 (.5%)	206 (100%)
<b>Total</b>	<b>34 (3%)</b>	<b>118 (10%)</b>	<b>36 (3%)</b>	<b>917 (82%)</b>	<b>12 (1%)</b>	<b>1,117 (100%)</b>

TABLE 11  
Newspaper Reporter Bylines

Newspapers	Asian	Black	Latino	White	Other	Total
Chronicle	3 (3%)	6 (5%)	1 (1%)	100 (89%)	2 (2%)	112 (100%)
Examiner	5 (5%)	1 (1%)	6 (6%)	90 (88%)	0	102 (100%)
Tribune	3 (4%)	4 (5%)	3 (4%)	67 (87%)	0	77 (100%)
<b>Total</b>	<b>11 (4%)</b>	<b>11 (4%)</b>	<b>10 (3%)</b>	<b>257 (88%)</b>	<b>2 (1%)</b>	<b>291 (100%)</b>

TABLE 12  
Ethnicity and Gender of Newspaper Reporter Bylines

Ethnicity	Women	Men	Total
Asian	4 (36%)	7 (63%)	11 (100%)
Black	2 (20%)	8 (80%)	10 (100%)
Latino	2 (20%)	8 (80%)	10 (100%)
American Indian	0	2 (100%)	2 (100%)
White	76 (30%)	181 (70%)	257 (100%)
<b>Total</b>	84 (29%)	206 (71%)	290 (100%)

TABLE 13  
Ethnicity of Photo Subjects

Newspapers	Asian	Black	Latino	White	Total
Chronicle	4 (6%)	6 (9%)	1 (1%)	58 (84%)	69 (100%)
Examiner	9 (10%)	14 (15%)	8 (9%)	59 (65%)	90 (100%)
Tribune	5 (10%)	15 (31%)	8 (16%)	21 (43%)	49 (100%)
<b>Total</b>	18 (9%)	35 (17%)	17 (8%)	138 (66%)	208 (100%)

TABLE 14  
Photo Subjects by Topic

Topic	Asian	Black	Latino	White
Crime	1 (6%)	4 (11%)	3 (18%)	15 (11%)
Social Issues	0	2 (6%)	0	3 (3%)
Entertainment	7 (39%)	11 (31%)	8 (47%)	39 (28%)
Civil Rights	1 (6%)	0	0	1 (1%)
Lifestyle	2 (11%)	7 (20%)	2 (12%)	25 (18%)
Education	0	2 (6%)	0	2 (2%)
Politics	4 (22%)	9 (26%)	4 (24%)	28 (20%)
Business	3 (17%)	2 (6%)	0	25 (18%)
<b>Total</b>	18 (100%)	35 (100%)	17 (100%)	138 (100%)

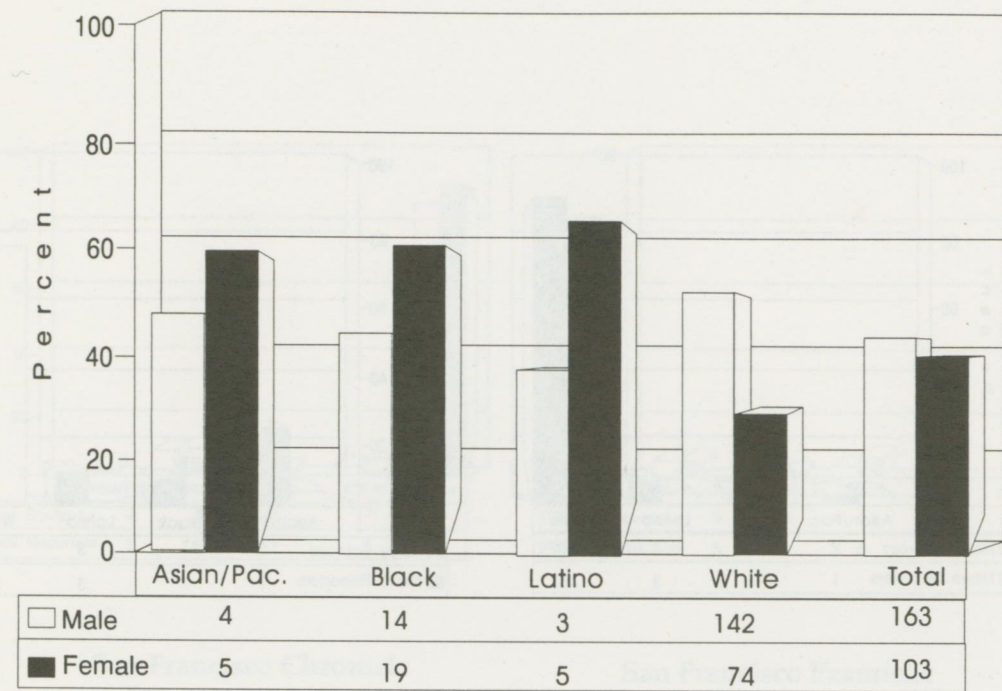
TABLE 15  
Ethnicity and Gender of Photo Subjects

Ethnicity	Women	Men
Asian	8 (44%)	10 (56%)
Black	15 (45%)	18 (55%)
Latino	2 (12%)	15 (88%)
White	50 (36%)	88 (64%)
<b>Total</b>	75 (36%)	131 (64%)

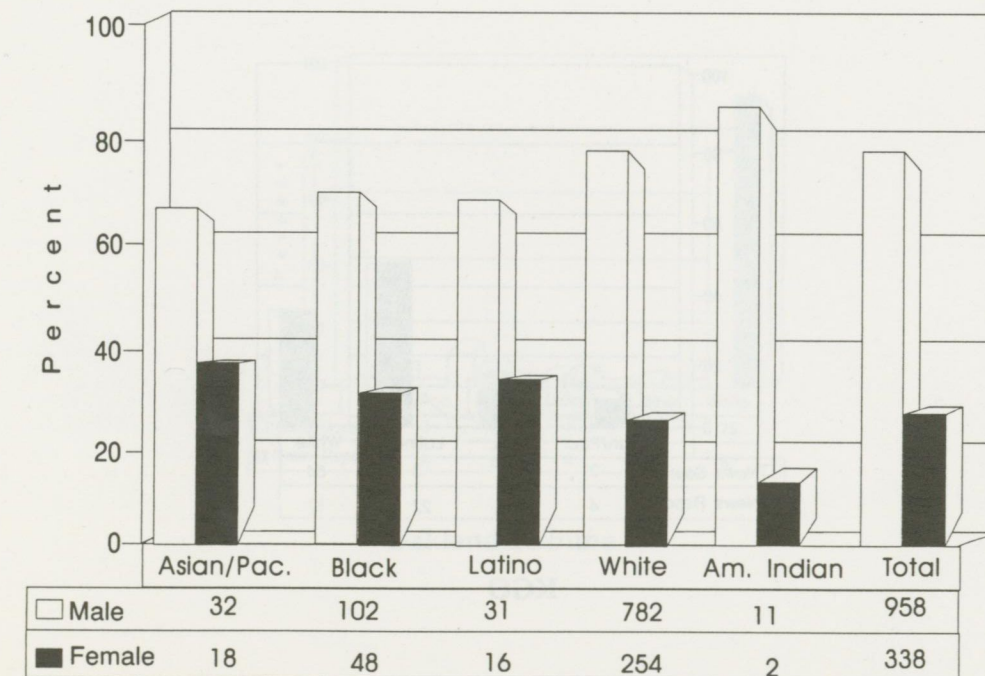
TABLE 16  
Photographer Credits

Newspapers	Asian	Black	Latino	White	Total
Chronicle	5 (17%)	0	0	24 (83%)	29 (100%)
Examiner	3 (9%)	0	4 (12%)	26 (79%)	33 (100%)
Tribune	6 (26%)	2 (9%)	0	15 (65%)	23 (100%)
<b>Total</b>	<b>14 (16%)</b>	<b>2 (2%)</b>	<b>4 (5%)</b>	<b>65 (76%)</b>	<b>85 (100%)</b>

GRAPH B1  
Ethnicity/Gender of Television News Sources

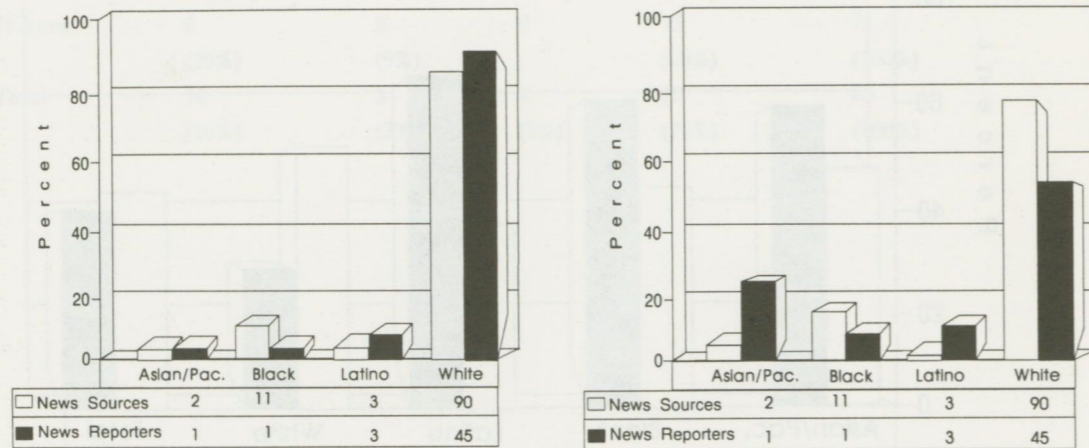


GRAPH B2  
Ethnicity/Gender of Newspaper News Sources



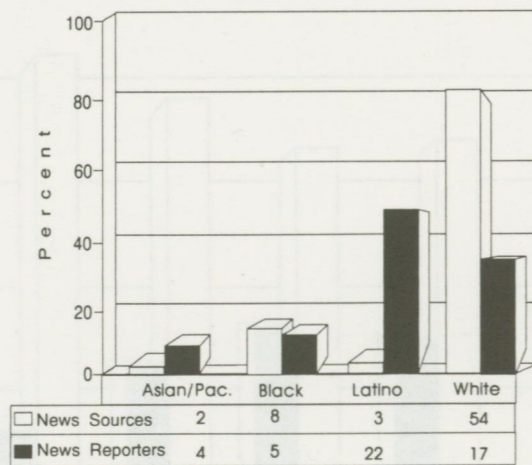
GRAPHS C1 - C3

Ethnicity of Sources and Reporters for Television Stations



KRON

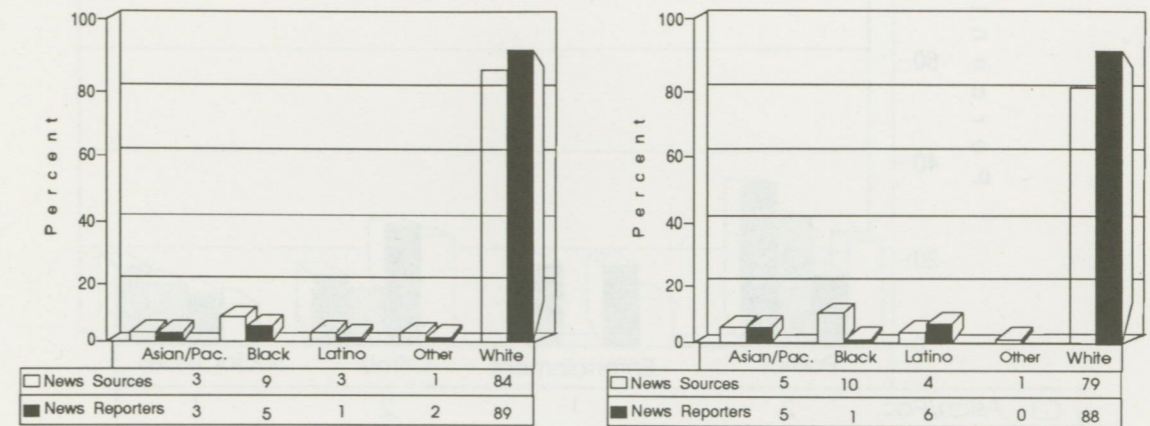
KPIX



KGO

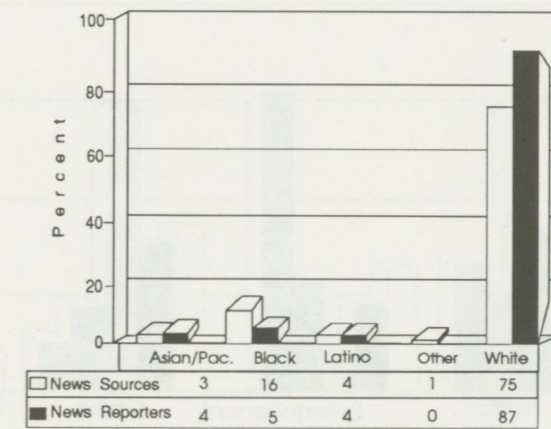
GRAPHS C4 - 6

Ethnicity of Sources and Reporters for Newspapers



San Francisco Chronicle

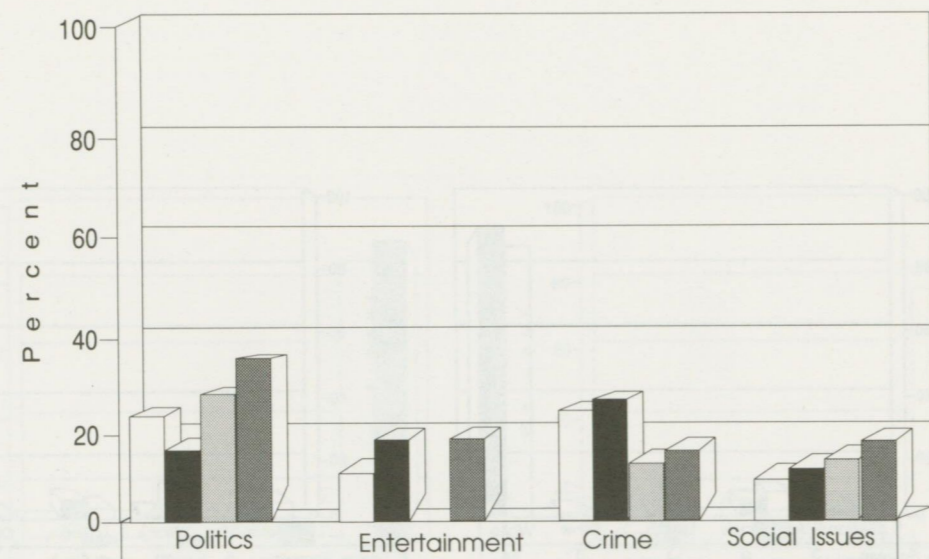
San Francisco Examiner



Oakland Tribune

GRAPH D1

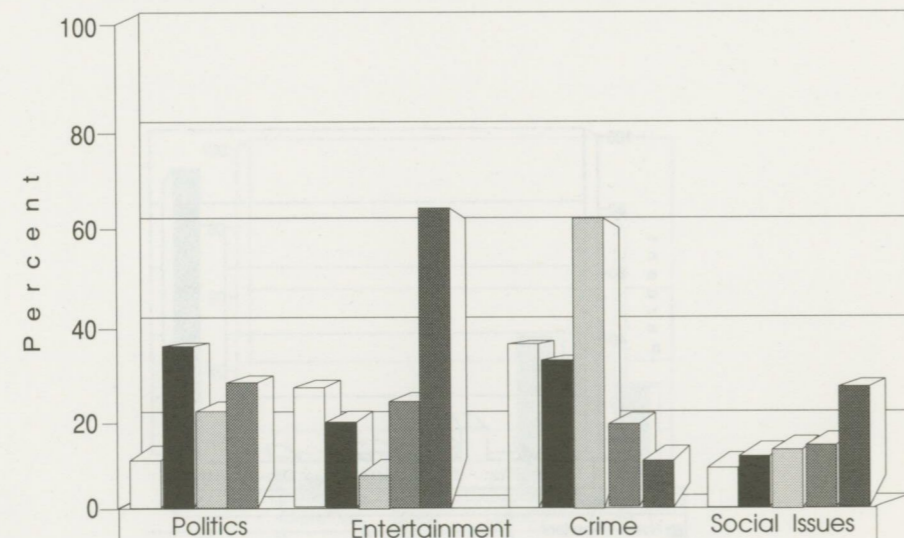
Ethnicity of News Sources for Television by Story Topic



	Politics	Entertainment	Crime	Social Issues
Asian/Pac.	2	1	2	1
Black	5	6	8	5
Latino	2	0	1	1
White	76	38	30	37

GRAPH D2

Ethnicity of News Sources for Newspapers by Story Topic



	Politics	Entertainment	Crime	Social Issues
Asian/Pac.	5	12	17	3
Black	51	26	42	11
Latino	9	3	27	4
White	243	204	176	101
Other	0	8	1	3

## Suggested Reading

*Cornerstone for Growth: How Minorities Are Vital to the Future of Newspapers*, Task Force on Minorities in the Newspaper Business, Washington, D.C., and *American Demographics Magazine*, Ithaca, N.Y., 1989.

*Mexican Americans and the Mass Media*, Bradley S. Greenberg, Michael Burgoon, Judee K. Burgoon and Felipe Korzenny, Ablex Publishing, 1983.

*Minorities and Mass Media: Diversity and the End of Mass Communication*, Clint C. Wilson II and Felix Gutierrez, Sage Publications, 1985.

*The Newsroom Barometer: Job Satisfaction & the Impact of Racial Diversity at U.S. Daily Newspapers*, Ted Pease and J. Frazier Smith, Bush Research Center of the E.W. Scripps School of Journalism, Ohio University, 1991.

*Project Zinger: The Good, the Bad and the Ugly, A Critical Look at News Media Coverage of Asian Pacific Americans*, Center for Integration and Improvement of Journalism and the Asian American Journalists Association, San Francisco, Ca., 1991.

*Report of the National Advisory Commission on Civil Disorders*, Kerner Commission, Bantam Books, 1968.

*Small Voices & Great Trumpets: Minorities and the Media*, Bernard Rubin, ed. Praeger Publishers, 1980.

*Window Dressing on the Set: An Update*, a report of the U.S. Commission on Civil Rights, U.S. Commission on Civil Rights, 1979.

*The White Press and Black America*, Carolyn Martindale, Greenwood Press, 1986.