



NABJ ANALYSIS OF NETWORK TELEVISION MANAGEMENT

Network News Managers

The National Association of Black Journalists analyzed the racial makeup of managers and executives at the country's three veteran television networks (ABC, NBC and CBS). We focused only on those responsible for editorial content and talent development in news. We obtained the names, races, sexes and titles of 85 managers, including vice presidents, executive producers, senior producers, managing editors and bureau chiefs. NABJ used a variety of sources to verify this information including current and former employees, company Web sites, news releases and people with knowledge of the networks' hierarchy. NABJ's leadership in the past and the Radio Television News Directors Association asked network executives to release their own statistics, but they would not, citing company policies.

Facts about 85 Managers:

Total Managers		Percentage
White	61	72%
African American	12	14%
Hispanic	9	10.5%
Asian	3	3.5%

Vice presidents

Some networks have made greater strides than others when hiring people of color as vice presidents. We identified 20 vice presidents (in news) in this survey. Most (15) or 75 percent are white.

NBC News has four vice presidents of color:

African American	2
Hispanic	1
Asian	1

ABC News has one, an African American

CBS News does not have any vice presidents of color in its news division.

We identified other vice presidents of color at ABC and one at CBS, but they are not responsible for news content or talent development in the news division.

Executive Producers

Executive producers oversee network newscasts and shows such as *Today*, *Good Morning America* and the *CBS Early Show*. **These results** hardly reflect the diverse makeup of America. Twenty-one out of 24 executive producers included in this study are white. That's nearly 88 percent. More than two-thirds are men. None are African American.

Executive Producers

White	21
Asian	2
Hispanic	1
African American	0
Native American	0

Executive Producers by Race and Network

ABC

White	6
African American	0
Hispanic	0
Asian	2
Native American	0

CBS

White	8
African American	0
Hispanic	1
Asian	0
Native American	0

NBC

White	7
African American	0
Hispanic	0
Asian	0
Native American	0

Senior Producers/Other Managers

We obtained information about 30 senior producers. Twenty-two are White and five are African American. NABJ identified only one Hispanic, one Native American and one Asian senior producer in this census. Their duties vary from network to network, but they manage talent, assign stories, approve scripts and supervise other producers.

Senior Producers

White	22
African American	5
Hispanic	1
Asian	1
Native American	1

Among the 11 bureau chiefs/managing editors NABJ identified, six are Hispanic, three are African American and two are white.

Bureau Chiefs/Managing Editors

Hispanic	6
African American	3
White	2

Every news manager at the Big 3 is not included in this study. NABJ attempted to compile data on every manager of each network's morning and evening newscasts, weekend shows and magazine shows, such as NBC's *Dateline*, ABC's *Nightline* and CBS's *48 Hours*.