



2009 NABJ TELEVISION NEWSROOM MANAGEMENT DIVERSITY CENSUS

August 6, 2009

One of the core missions of the National Association of Black Journalists and its members is to advocate for more diverse newsrooms. We have just completed our second annual census of television newsroom managers at 7 major broadcast companies and the results are discouraging. The economic downturn has forced companies to reduce staffs and it appears that diversity is one of the casualties. People of color comprise 34% of the United States population. Stations are encouraged to reflect the diversity of the communities they serve. Some of the stations meet or exceed the demographics of their respective communities. But in most cases the station management staffs fall short of that standard.

"These results should be a wake up call to media owners who say they are serious about diversity in management -- but at the end of the day find the number of African-Americans who actually have the ability to hire or influence content falls woefully short of the desired goals," said NABJ President Barbara Ciara.

The 2009 census looked at executive producers, managing editors, assistant news directors, news directors and general managers at 111 stations owned by ABC, CBS, FOX, Hearst Argyle, Media General, NBC and Tribune. People in these positions can set the news agenda, make coverage decisions and/or have hiring authority. The stations employ 548 managers and, of those, only 65, or 11.7%, are people of color. That translates to just over one-half person of color per station. Forty-four of the managers are African American, 15 are Hispanic and 6 are Asian American. There were no Native American managers at any of the stations.

NABJ issued a similar report last year on the stations owned by ABC, CBS, Fox and NBC. That census found that there were 61 managers of color at the companies' 61 stations, or 16.6%. This year the percentage fell slightly to 15.8% and the only company to increase its percentage of minority managers is NBC.

Only 6.7% of the managers at the three additional companies studied this year are people of color. Tribune has 62 managers at its 15 stations but only two, or 3.2%, are non-white. Hearst-Argyle is slightly better with 7 managers of color, or 5.9%, of its 119 managers at 26 stations. (Hearst disputes NABJ's findings. The company's position is detailed on page 10) Media General employs 57 managers at its 17 stations, of which 7, or 12.2%, are people of color. Of more concern is that only 5 general managers (4.5%) and 11 (9.9%) news directors at all of these stations are non-white.

Ciara encourages these companies to consider NABJ a resource to achieve diversity on the air, as well as in management.

"We have a huge talent pool of experienced media professionals within our organization. All we have to do is connect the dots."

Methodology

The 2009 NABJ Diversity Census was conducted from March 2009 through June 2009.

Information for all 111 stations in the survey was gathered by examining Google, individual stations websites, Facebook, NewsBlues, TVSpy.com and by talking with industry insiders familiar with the respective markets and stations. Some of the information was gathered by calling stations directly and some came during conversations with current or former employees of the respective stations.

There are approximately 770 television stations with news departments in the United States. However the census focused solely on the stations owned ABC, CBS, Fox, Hearst Argyle, Media General, NBC and Tribune. The study counted upper management -- general managers and news directors -- because they make hiring and firing decisions. The positions of assistant news director, managing editor and executive producer were included because these are the people, along with the general manager and news director, who set the station's news agenda and decide which stories are covered and in what form they are broadcast.

Because of the volatility of the broadcasting industry, it is possible that some of the managers may no longer hold the positions listed, may have moved to a different station or may have left the business altogether.

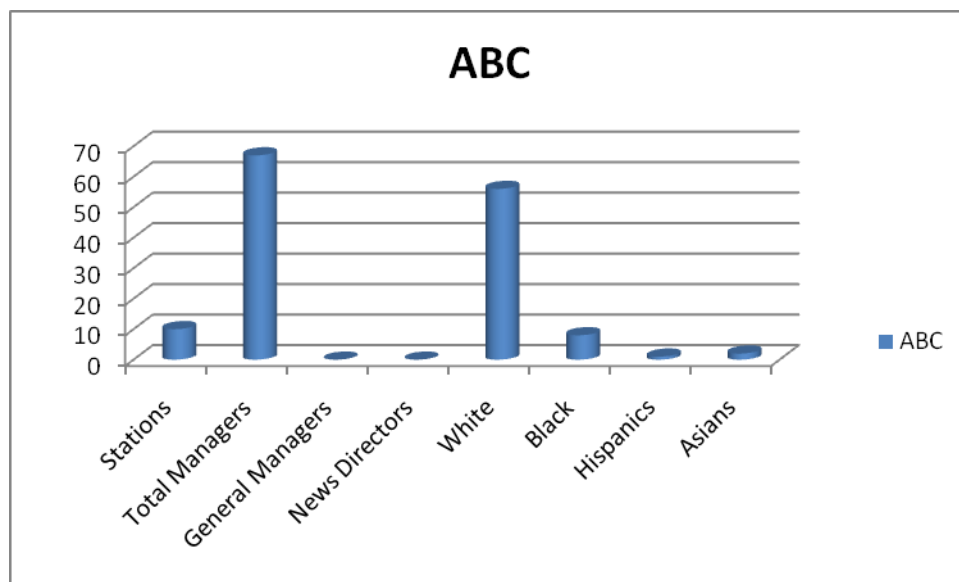
While we may have missed a few people, one cannot dispute the fact that the management diversity at most of these stations is far below the 34% diversity of the nation's population.

Letters were sent to each company asking them to verify our data. Comments from those that responded are included in the report.

ABC

ABC owns ten stations in New York, Los Angeles, Chicago, Philadelphia, San Francisco, Houston, Raleigh, Fresno, Flint and Toledo. 16.4% of its 67 managers, or 11, are people of color: 8 African Americans, 1 Hispanic American and 2 Asian Americans. The percentage was 19.7 % in 2008.

There is no diversity among ABC's general managers or news directors. One African American man works as the assistant news director in Los Angeles. The remaining 10 people are executive producers: African American and Asian males in Chicago, 2 African American women and an African American man in Philadelphia, an Asian woman in San Francisco, an African American woman and a Hispanic man in Houston and an African American man in Fresno.



1 New York WABC

GM: wf
 ND: wm
 AND: wm
 ME: wm
 EP: wm
 EP: wm
 EP: wm

2 Los Angeles**KABC**

GM: wm
 ND: wf
 AND: bm
 ME: wm
 EP: wm
 EP: wm
 EP: wf

3 Chicago WLS

GM: wf
 ND: wf
 AND: wf
 ME: wm
 EP: bm
 EP: am
 EP: wm
 EP: wm

4 Philadelphia**WPVI**

GM: wm
 ND: wf
 AND: wf
 ME: wf
 EP: bm
 EP: wm
 EP: bf
 EP: wf
 EP: wm

6 San Francisco**KGO**

GM wf
 ND wm
 AND: wf
 ME: wm
 EP: wm
 EP: af
 EP: wm

10 Houston KTRK

GM: wm
 ND: wm
 AND: wm
 ME: wm
 EP: bf
 EP: hm
 EP: wf
 EP: bm

29 Raleigh WTVD

GM: wm
 ND: wm
 AND: wm
 EP: wm
 EP: wf

55 Fresno KFSN

GM: wm
 ND: wm
 ME: wf
 EP: bm
 EP: wm

66 Flint WJRT

GM: wm
 ND: wm
 AND: wf
 ME: wm
 EP: wm
 EP: wf

71 Toledo WTVG

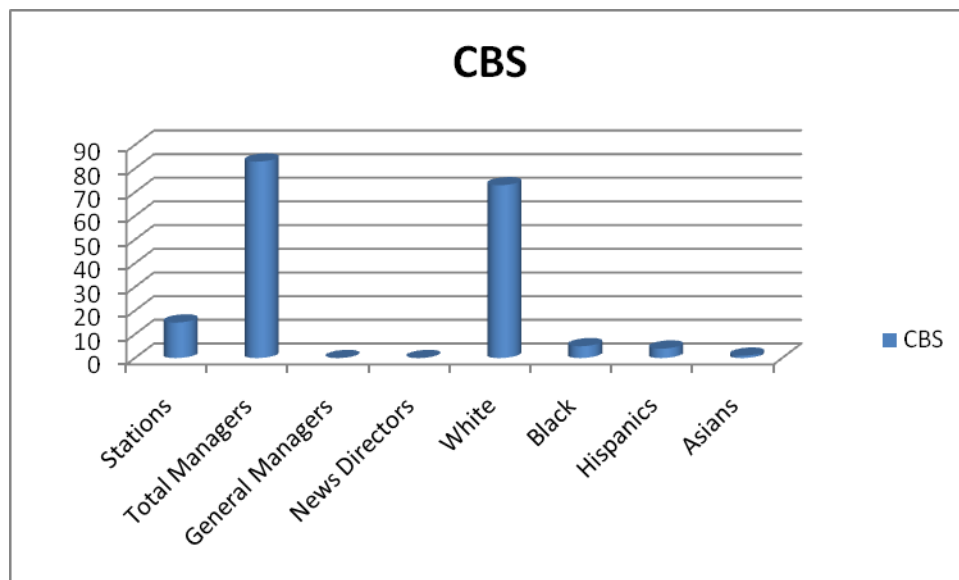
GM: wm
 ND: wm
 AND: wm
 EP: wf

CBS

CBS owns 15 news stations in New York, Los Angeles (2), Chicago, Philadelphia, Boston, San Francisco, Dallas, Minneapolis, Miami, Denver, Sacramento (2), Pittsburgh and Baltimore.

Ten (12%) of its 83 managers are non-White. All the general managers and news directors are White. Among assistant news directors, there are African American men in Philadelphia and Miami. There is a Hispanic woman managing editor in Miami and an African American woman managing editor in Baltimore. Six executive producers of African, Asian or Hispanic decent work in Los Angeles, Dallas or Miami. In 2008 CBS employed 88 managers, of which 13, or 13.6%, were people of color.

CBS Senior Vice President for Diversity Josie Thomas called President Ciara and said the company is anxious to begin talks with NABJ to see how the organizations can work together to achieve the mutual goal of a more diverse workforce.



New York WCBS:

GM: wm
 ND: wm
 AND: wf
 ME: wf
 EP: wm
 EP: wm
 EP: wf

Los Angeles**KCBS/KCAL:**

GM wm
 ND: wf
 AND: wm
 ME: wm
 EP: wm
 EP: wf
 EP: af
 EP hm
 EP hf
 EP: wm

Chicago WBBM:

GM: wm
 ND: wm
 ME: wf
 EP: wm

Philladelphia KYW

GM: wm
 ND: wf
 AND: bm
 ME: wm
 EP: wm
 EP: wf
 EP: wm

Boston WBZ:

GM: wm
 ND: wm
 ME: wm
 EP: wm
 EP: wm
 EP: wm

San Francisco KPIX:

GM: wm
 ND: wm
 AND: wf
 ME: wm
 EP: wm
 EP: wf

Dallas KTVT:

GM: wm
 ND: wm
 ME: wm
 EP: bf
 EP: bm
 EP: wm

Minneapolis WCCO:

GM: wf
 ND: wm
 AND: wm
 ME: wf
 EP: wf
 EP: wf
 EP: wm

Miami WFOR:

GM: wm
 ND: wf
 AND: bm
 ME: hf
 EP: hm
 EP: wf

Denver KCNC:

GM: wm
 ND: wm
 AND: wf
 EP: wm
 EP: wf

Sacramento KOVR:

GM: wm
 ND: wf
 EP: wf
 EP: wm

Sacramento KMAX:

ND: wm
 EP: wf

Pittsburgh KDKA

GM: wm
 ND: wf
 AND: wf
 ME: wf
 EP: wf
 EP: wf

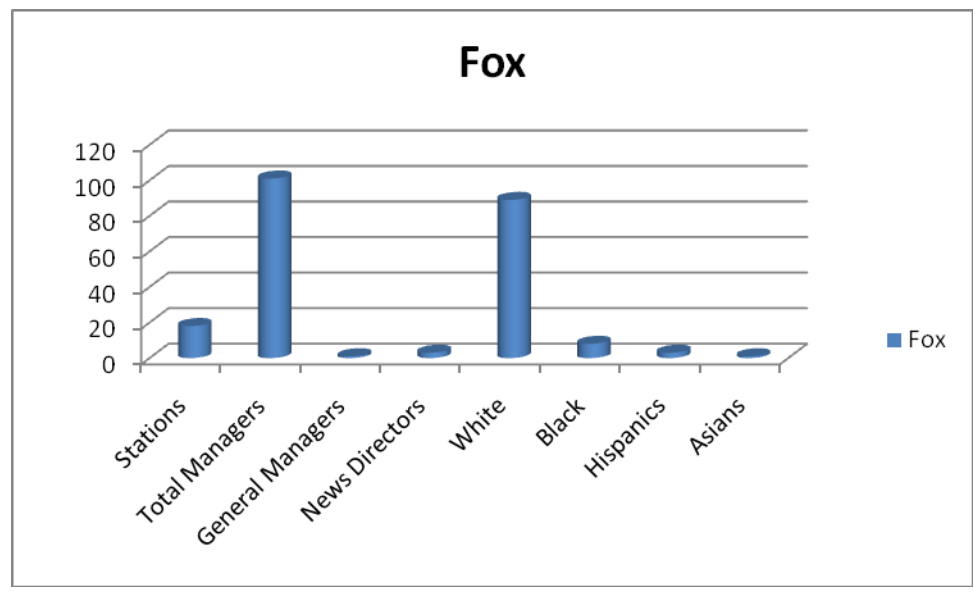
Baltimore WJZ:

GM: wm
 ND: wf
 AND: wf
 ME: bf
 EP: wm
 EP: wf
 EP: wf

FOX

Fox currently owns and operates 18 stations in New York (2), Los Angeles (2), Chicago, Philadelphia, Boston, Washington, D.C., Dallas, Minneapolis, Detroit, Atlanta, Houston, Tampa, Orlando, Phoenix, Memphis and Austin.

Of Fox's 101 managers, there are 12 people of color, or 11.8%: 8 African Americans, 3 Hispanic Americans and 1 Asian American. There is an African American general manager in Houston. An African American man, a Hispanic man and an Asian woman work as news directors in Memphis, Los Angeles and Dallas respectively. There are also 8 executive producers: an African American man in New York and African American women in Dallas, Atlanta, Orlando (2) and Memphis; a Hispanic woman in Philadelphia and a Hispanic man in Washington, D.C.



1 New York**WNYW**

GM: wm

ND: wf

AND: wf

EP: wm

EP: bm

2 New York**WWOR**

ND: wm

3 Los Angeles**KTTV/KCOP**

GM: wm

ND: hm

AND: wm

ME: wm

EP: wf

EP: wm

EP: wf

4 Chicago WFLD

GM: wm

ND: wf

AND: wm

ME: wf

EP: wm

EP: wf

EP: wm

5 Philadelphia**WTXF**

GM: wm

ND: wm

AND: wf

EP: wf

EP: hf

EP: wm

6 Boston WFXT

GM: mw

ND: wf

AND: wm

ME: wm

EP: wm

EP: wf

7 Wash DC WTTG

GM: wm

ND: wm

AND: wf

EP: wm

EP: wm

EP: hm

8 Dallas KDFW

GM: wf

ND: af

AND: wm

ME: wm

ME: wm

EP: bf

EP: wm

EP: wm

9 Minneapolis**KMSP**

GM: wf

ND: wm

AND: wf

ME: wm

EP: wm

EP: wf

EP: wm

10 Detroit WJBK

GM: wm

ND: wf

AND: wm

ME: wm

EP: wf

EP: wf

EP: wf

11 Atlanta WAGA

GM: wm

ND: wm

ME: wf

EP: wm

EP: bf

EP: wf

12 Houston KRIV

GM: bm

ND: wm

ME: wf

EP: wm

EP: wm

13 Tampa WTVT

GM: wm

ND: wm

AND: wm

ME: wm

EP: wm

EP: wm

14 Orlando WOFL

GM: wm

ND: wm

AND: wm

ME: wm

EP: bf

EP: bf

EP: wm

EP: wf

15 Phoenix KSAZ

GM: wm

ND: wm

AND: wf

EP: wm

EP: wm

EP: wm

EP: wf

16 Memphis**WHBQ**

GM: wm

ND: bm

EP: bf

EP: wm

EP: wf

17 Austin KTBC

GM: wm

ND: wf

AND: wm

EP: wm

HEARST ARGYLE

Hearst Argyle owns 26 stations around the country in large, medium and small markets. There are 119 managers, of which 7 (5.8%) are people of color. There are African American general managers in Cincinnati and New Orleans and African American news directors in Milwaukee and Sacramento. In addition, there is an African American managing editor in Pittsburgh and Hispanic executive producers in Honolulu and Cincinnati.

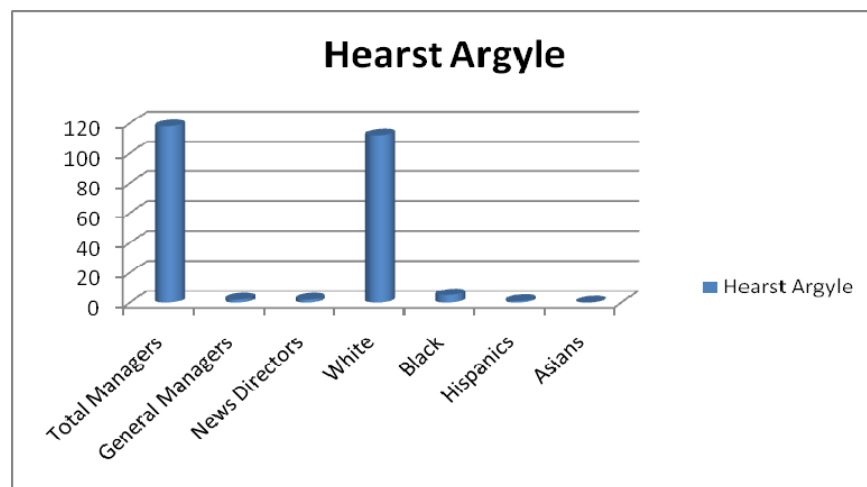
Hearst Argyle Vice President of News Brian Bracco does not dispute the numbers but disagrees with the criteria NABJ used to conduct the survey.

“You did not include assignment managers, operations managers, chief photographers and producers in this mix and I can only tell you that in many of our smaller stations our producers are managers and are making decisions and are, in some cases, charged with hiring replacements,” said Bracco.

Bracco said, based on what Hearst considers and reports as managers, people of color comprise 17.5% of all newsroom managers and 20.5% of all newsroom personnel.

“Diversity is part of the fabric of our company. We have gone the extra mile in our outreach and I don’t know of another company that has spent the time, effort and wherewithal to make sure our newsrooms reflect our communities.”

Hearst sponsors and teaches annual producer training workshops at historically Black North Carolina A&T University and in Orlando, Florida that are popular with NABJ members. Some of Hearst’s producers have been hired after attending these training sessions and the company’s goal is to promote them into management positions in the coming years.



Boston WCVB

GM: wm
 ND: wm
 AND: wm
 EP: wf

**Manchester, NH
 WMUR**

GM: wm
 ND: wf
 EP: wf

Orlando WESH

GM: wm
 ND: wm
 AND: wf
 ME: wm
 EP: wm

Pittsburgh WTAE

GM: wf
 ND: wf
 AND: wf
 ME: bm
 EP: wf

Baltimore WBAL

GM: wm
 ND: wf
 AND: wm
 ME: wf
 EP: wf
 EP: wf

Greenville WYFF

GM: wm
 ND: wm
 AND: wm
 ME: wf
 EP: wf
 EP: wf

Lancaster WGAL

GM: wm
 ND: wm
 AND: wm
 ME: wm
 EP: wm
 EP: wm

**WINSTON-
 SALEM WXII**

GM: wm
 ND: wm
 AND: wf
 ME: wm
 EP: wf
 EP: wf

Louisville WLKY

GM: wm
 ND: wm
 AND: wf
 EP: wm
 EP: wf

Portland, ME

WMTW
 GM: wm
 ND: wm
 AND: wf
 ME: wf
 EP: wm

Burlington, VT**Plattsburg, NY****WPTZ/WNNE**

GM: wm
 ND: wm
 AND: wm
 EP: wf

Kansas City, MO**KMBC**

GM: wm
 ND: wf
 AND: wm
 EP: wf
 EP: wm

Milwaukee WISN

GM: wf
 ND: bf
 AND: wm
 ME: wf
 EP: wf
 EP: wf

Cincinnati WLWT

GM: bm
 ND: wm
 EP: wm
 EP: wm
 EP: hf

Oklahoma City**KOCO**

GM: wm
 ND: wf
 AND: wf
 ME: wm
 EP: wm

New Orleans**WDSU**

GM: bm
 ND: wm
 AND: wm
 EP: wf
 EP: wm

Des Moines KCCI

GM: wm
 ND: wm
 AND: wm
 EP: wf
 EP: wm

Omaha KETV

GM: wf
 ND: wf
 AND: wm
 EP: wf

Jackson, MS**WAPT**

GM: wm
 ND: wm
 AND: wf
 ME: wf

Fort Smith,**KHBS/KHOG**

GM: wm
 ND: wm
 AND: wm
 EP: wm

Sacramento KCRA

GM: wm
 ND: bm
 AND: wm
 ME: wm
 EP: wf
 EP: wf
 EP: wf

Albuquerque**KOAT**

GM: wf
 ND: wf
 AND: wf
 EP: wm
 EP: wf

Honolulu KITV

GM wm
 ND wm
 EP hm

Monterey-Salinas**KSBW**

GM: wm
 ND: wm
 AND: wf

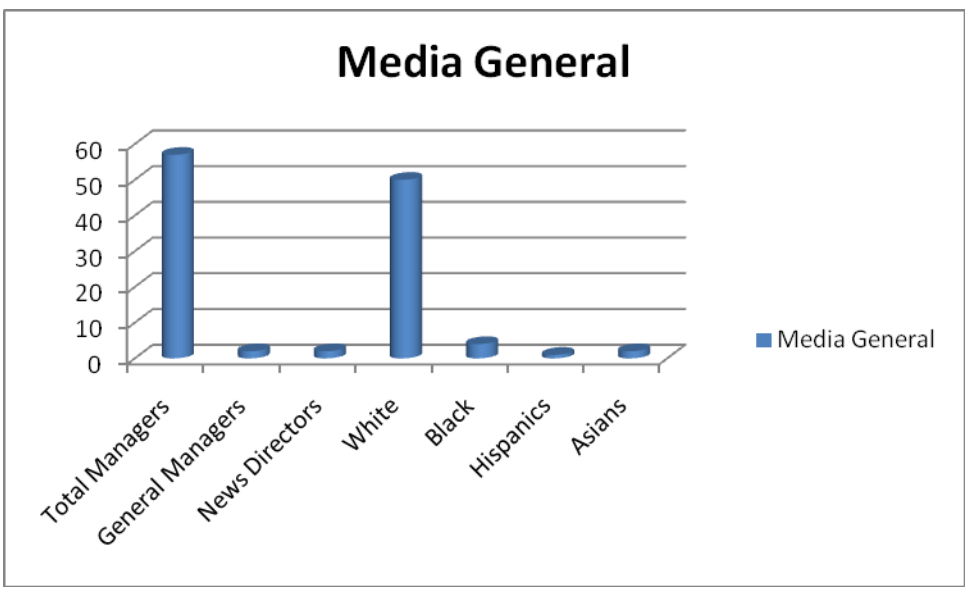
West Palm Beach**WPBF**

GM: wf
 ND: wm
 AND: wm
 EP: wf

Media General

Media General has 17 stations in Birmingham, Mobile, Tampa, Augusta, Columbus, GA, Savannah, Jackson/Hattiesburg, Greenville, Raleigh, Johnson City, TN, Myrtle Beach, Spartanburg, SC, Providence, Columbus, OH, Charleston and Roanoke.

There are 57 managers of which 7 (12.2%) are people of color. There is an Asian woman news director in Columbus, GA and an African American woman news director in Raleigh. Among the executive producers there is an Asian man in Savannah, and African American man in Jackson, Black women in Raleigh and Columbus, OH and a Hispanic woman in Charleston.



Birmingham**WVTM**

GM: wm

ND: wm

AND: wm

Mobile WKRG

GM: wm

ND: wm

ME: wf

EP: wf

Tampa: WFLA

GM: wm

ND: wm

AND: wf

Augusta WJBF

GM: wm

ND: wm

AND: wm

EP: wm

Columbus, GA**WRBL**

GM: wm

ND: af

Savannah WSAV

GM: wm

ND: wm

EP: am

Jackson WJTV /**Hattiesburg WHLT**

GM: wm

ND: wm

EP: bm

Greenville WNCT

GM: wf

ND: wm

EP: wf

EP: wm

Raleigh WNCN

GM: wm

ND: bf

AND: wm

ME: wm

EP: bf

EP: wf

Johnson City, TN**WJHL**

GM: wm

ND: wm

ME: wm

EP: wf

Florence/Myrtle**Beach****WBTW**

GM: wm

ND: wm

AND: wm

Spartanburg, SC**WSPA**

GM: wm

ND: wm

ME: wm

Providence WJAR

GM: wf

ND: wm

ME: wm

EP: wf

Columbus, OH**WCMH**

GM: wm

ND: wm

ME: wm

EP: wf

EP: bf

Charleston WCBD

GM: wm

ND: wm

EP: hf

Roanoke WSLS

GM: wm

ND: wf

AND: wm

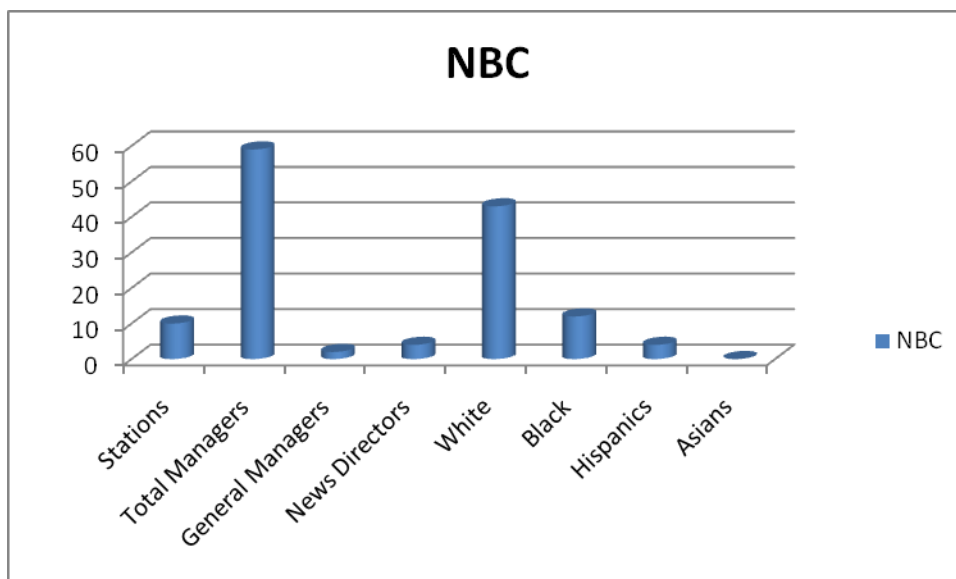
NBC

NBC owns 10 stations in New York, Los Angeles, Chicago, Philadelphia, Dallas, San Jose, Washington, D.C., Miami, San Diego and Hartford. It has 59 managers of which 16, or 27.1%, are non-white: 11 African Americans and 5 Hispanic Americans.

The general managers in Washington, D.C and Los Angeles are African American men. There are African American women news directors in New York and Washington, D.C and the news directors in Chicago and Philadelphia are a Hispanic man and African American man, respectively.

The assistant news director in Dallas is an African American man. Three of NBC's managing editors are non-white, as are 6 of its executive producers. In 2008, NBC had the same number of managers of color, but it now has 6 fewer managers overall. It is the only company surveyed last year in which the diversity percentage increased.

"NBC Universal's Local Media division continues its serious commitment to expanding our diverse workforce both in front of and behind the camera," Paula Madison, NBC Universal's Executive Vice President and Chief Diversity Officer said in a statement. "While there is always room for improvement, we are proud to have attracted some of the best and brightest to our stations and newsrooms where they serve in a number of key leadership roles, such as general managers and news directors."



New York WNBC

GM: wm
 ND: bf
 ME: wm
 EP: hm
 EP: bf
 EP: wf

Dallas KXAS

GM: wm
 ND: wf
 AND: bm
 ME: wf
 EP: wm
 EP: wf
 EP: bm

San Diego KNSD

GM: wf
 ND: wm
 AND: wm
 EP: bf
 EP: wf
 EP: wf

Los Angeles KNBC

GM: bm
 ND: wm
 AND: wm
 ME: wm
 EP: hf
 EP: wm
 EP: wf
 EP: wf
 EP: wm

San Jose KNTV

GM: wm
 ND: wf
 AND: wm
 ME: hf
 EP: wm

Hartford WVIT

GM: wm
 ND: wm
 AND: wm
 ME: wf
 EP: wm

Chicago WMAQ

GM: wm
 ND: hm
 ME: bf
 EP: wm
 EP: wm
 EP: wf

Wash DC WRC

GM: bm
 ND: bf
 AND: wm
 ME: wm
 EP: wm
 EP: wf

Phila WCAU

GM: wm
 ND: bm
 AND: wm
 ME: wf
 EP: bf
 EP: wf

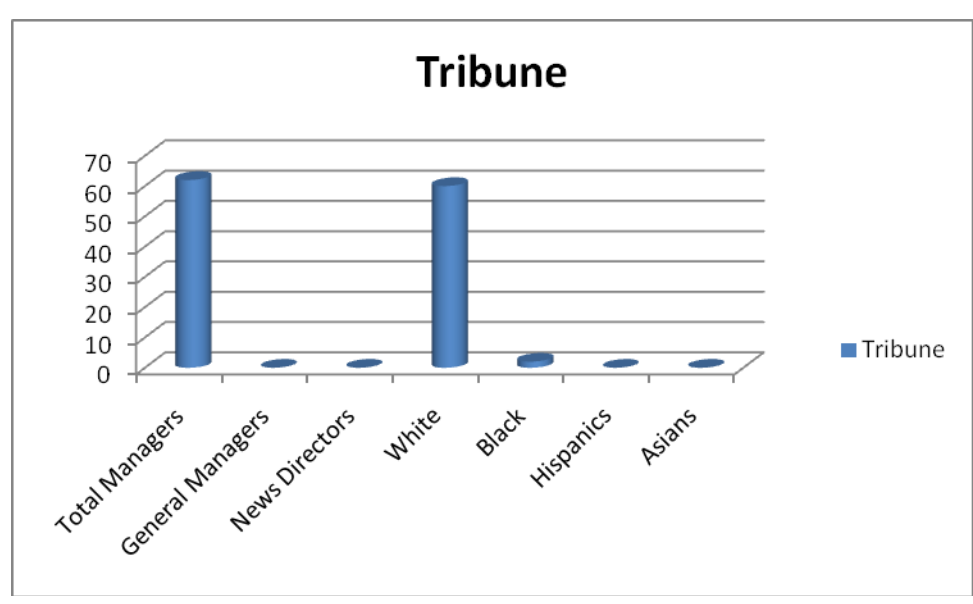
Miami WTVJ

GM: wf
 ME: bf
 EP: wf

TRIBUNE

Tribune has 15 stations in New York, Los Angeles, Chicago, Dallas, Houston, Seattle, Denver, Sacramento, St. Louis, Indianapolis, San Diego, Hartford, Grand Rapids, New Orleans and Harrisburg.

It has 62 managers, of which two (3.2%) are African American executive producers, a man in San Diego and a woman in St. Louis.



New York WPIX

GM: wf
 ND: wf
 AND: wm
 ME: hm
 EP: wm
 EP: wf

Los Angeles KTLA

GM: wm
 ND: wm
 EP: wm
 EP: wf

Chicago WGN 9

GM: wf
 ND: wm
 AND: wm
 EP: wm
 EP: wm
 EP: wm

Dallas KDAF 33

GM: wm
 ND: wm
 AND: wm
 EP: wm

Houston KIAH 39

GM: wm
 ND: wf

Seattle KCPQ

GM: wf
 ND: wm
 ME: wf
 EP: wm
 EP: wm

Denver KWGN

GM: wm
 ND: wm
 AND: wf
 EP: wm

**Sacramento
KTXL**

GM: wm
 ND: wm
 EP: wf
 EP: wm

St. Louis KPLR

GM: wm
 ND: wf
 ME: wm
 EP: wf
 EP: bf

**Indianapolis
WXIN**

GM: wm
 ND: wm
 ME: wm
 EP: wm

San Diego KSWB

GM: wm
 ND: wm
 ME: wm
 EP: bm
 EP: wm
 EP: wm

Hartford WTIC

GM: wm
 ND: wm
 AND: wf

**Grand Rapids
WXMI**

GM: wf
 ND: wm
 EP: wm

**New Orleans
WGNO**

GM: wm
 ND:
 EP: wm

Harrisburg WPMT

GM: wm
 ND: wm
 AND: wm