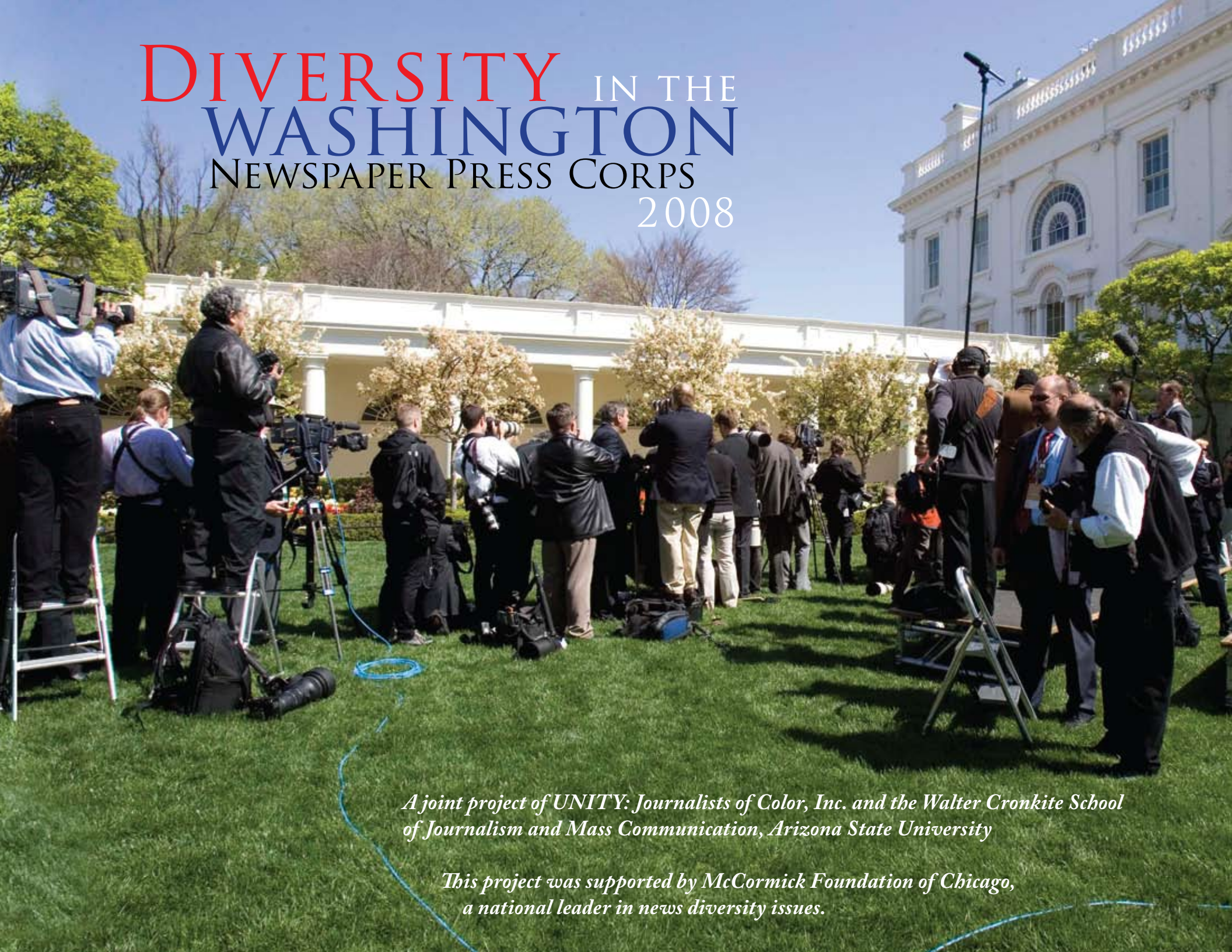


DIVERSITY IN THE WASHINGTON NEWSPAPER PRESS CORPS 2008



A joint project of UNITY: Journalists of Color, Inc. and the Walter Cronkite School of Journalism and Mass Communication, Arizona State University

This project was supported by McCormick Foundation of Chicago, a national leader in news diversity issues.

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The project follows up on a study conducted in 2004 by UNITY and the Philip Merrill College of Journalism at the University of Maryland that was presented at the 2004 UNITY convention in Washington, D.C.

The 2004 study was the first to focus exclusively on the makeup of the Washington press corps. It found that fewer than 10.5 percent of the reporters, correspondents, columnists, editors and bureau chiefs in the Washington daily newspaper press corps were journalists of color — substantially lower than the percentage of minorities in newspapers' home newsrooms. The findings led to calls from UNITY leadership to improve diversity in these high-profile journalism jobs.

The initial project was conceptualized and led by Mei-Ling Hopgood,

then a Washington correspondent for Cox Newspapers; Christopher Callahan, then associate dean of the journalism school at the University of Maryland and now dean of the Cronkite School, and a group of Washington journalists who served as the project's advisory committee.

The 2008 follow-up study was conducted by Kristin Gilger, assistant dean at the Cronkite School, and Cronkite students Ryan Kost and Daniel O'Connor, assisted by Steve Doig, Cronkite professor and Knight Chair in Journalism. Cronkite Senior Associate Dean Marianne Barrett provided statistical analysis. Steve Elliott, Cronkite School professor of practice, copy edited the text, and Cronkite lead graphic designer Linda Davis created the graphics and design.

The report relied heavily on past research, including the 2004 UNITY study, the 2008 census of diversity in daily newspaper newsrooms by the American Society of Newspaper Editors and the 2004 analysis of newsroom diversity conducted by Doig and Bill Dedman for the John S. and James L. Knight Foundation.

About the McCormick Foundation

Journalism is one of the main priorities of the McCormick Foundation, a nonprofit organization committed to advancing the ideals of a free, democratic society, including a vigorous and diverse news media.

The founder and benefactor of the foundation was Robert R. McCormick, the longtime owner, editor and publisher of the Chicago Tribune until his death in 1955. His foundation, which is independent of the Tribune Co., is one of the nation's largest public charities, having granted more than \$1 billion to organizations in communities across the country.

The foundation has been a major supporter of diversity in journalism, ethnic media, journalism education, news leadership, freedom of expression and youth voices, awarding more than \$45 million in journalism grants since 2000.

In addition to UNITY, recent recipients have included Investigative Reporters and Editors, Inc. for a workshop on investigative reporting techniques for local ethnic media journalists and the Asian American

Journalists Association for an executive leadership program for mid-level journalists. Other grants are aimed at helping develop new journalism talent, including one to Chicago Public Radio to fund radio reporting and production internships for recent local college graduates and a grant to We the People Media and Strategic Human Services to increase journalism training for at-risk youth.

Opposite page: In Statuary Hall, the press prepare for members of Congress to leave the House chamber as President George W. Bush delivers his State of the Union address Jan. 28, 2008.

EXECUTIVE SUMMARY

The following are highlights of the census of the Washington bureaus of U.S. daily newspapers and the subsequent survey of journalists of color within the press corps:

- Journalists of color make up 13.1 percent of the 495 reporters, correspondents, columnists and editors in the Washington daily newspaper press corps. That's an improvement over the last census four years ago, when just under 10.5 percent of the press corps consisted of minority journalists. The improvement, however, is as much one of proportion as it is of number. The number of minority journalists rose somewhat at a time when the press corps as a whole is declining.
- The Washington newspaper press corps has shrunk by 13.8 percent in the past four years. A number of major newspapers, including The Seattle Times and the St. Paul Pioneer Press, no longer have dedicated correspondents in Washington.
- The proportion of minority journalists in the Washington press corps is comparable to the proportion of reporters, editors and supervisors of color in daily newspaper newsrooms around the country as reported by ASNE and represents an improvement since 2004, when the number of minority journalists covering Washington lagged behind the number of minority journalists in daily newspaper newsrooms. However, the number of minority journalists covering Washington is still far from reflecting the size of the non-white population in the circulation areas of most daily newspapers.
- The representation of journalists of color is lowest in top leadership positions in Washington bureaus. While there were three bureau chiefs of color — or their equivalents — in 2004 heading major news operations in the nation's capital, there is just one in 2008, and minority journalists comprise barely 12 percent of those in editing positions.
- Retention of minority journalists continues to be a challenge. More than half of the journalists of color identified in the 2004 study are no longer part of the Washington press corps today.
- Since 2004 Asian American journalists have made the most progress proportionally in the Washington press corps, going from 1.9 percent to 3.2 percent of the total. Latino representation improved by almost a percentage point, and African-American representation remains about the same. There is one Native American journalist covering Washington for daily newspapers.
- Nearly 80 percent of the newspapers with their own staffs in Washington have no journalists of color working for them as reporters, editors, correspondents or bureau chiefs. Many of those are staffs consisting of one person. Larger newspapers report the most diverse staffs.
- Among individual newspapers, USA TODAY made the biggest gains in the number of journalists of color on its Washington staff, going from 3.8 percent to 20 percent. The Washington Times and The Washington Post also made substantial gains. But other large newspapers, including The Dallas Morning News, the New York Daily News and the Houston Chronicle, report no minority journalists covering Washington.
- News bureaus run by newspaper chains, including Newhouse News Service and Gannett News Service, have among the most diverse newsrooms in Washington. But other chain bureaus, including Scripps Newspapers, Hearst, Media General and Copley News Service, have among the least diverse newsrooms in Washington.



Denis Collins, juror in the I. Lewis 'Scooter' Libby trial, speaks to the media outside the federal courthouse March 6, 2007, in Washington, D.C.



President Bush addresses the press corps in a question-and-answer session in the Old Executive Office Building Dec.20, 2006.

- Among corporate ownership groups, Gannett has the highest cumulative percentage of journalists of color in Washington at 23.1 percent. Some of the smaller ownership groups have among the least diverse newspaper operations in Washington. Hearst, Belo, Copley and The Church of Christ, Scientist, owner of the Christian Science Monitor, do not have any journalists of color in their Washington bureaus.
- The number of women in the Washington press corps rose from 26.5 to 32.3 percent from 2004 to 2008. Women hold 23.8 percent of the editing positions.
- A number of newspaper organizations declined to provide staff lists and/or other information about their Washington staffs for the UNITY study, despite UNITY leadership's call for transparency following the 2004 study.
- More than three-quarters of the journalists of color in Washington newspaper bureaus say the capital press corps does a fair or good job covering race-related issues. But none rate the coverage excellent, and few rate it even very good.
- Journalists say they believe readers are interested in both Washington news and in stories related to race.

Yet they describe the Washington press corps as being out of touch with audiences back home, and they attribute that, at least in part, to the lack of diversity in the Washington press corps.

- Journalists of color say they have limited influence over the coverage of race-related stories in their bureaus.
- The majority of respondents say their race has no impact on their ability to move upward in their news organizations. Nearly 40 percent say their race somewhat helps them advance.
- Almost a quarter of the journalists report being very satisfied with their

jobs, slightly more than in the 2004 study. The overwhelming majority say that if they had to do it again they would choose journalism as a career and they would work in the Washington press corps.

- Respondents express uncertainty about the long-term prospects of a journalism career. More than 40 percent say they don't know whether they will finish their professional careers as journalists, and 27 percent say they do not plan to end up in journalism — an increase from 2004.

REACTION FROM UNITY

**Karen Lincoln Michel, president,
UNITY: Journalists of Color**

The great changes engulfing our nation are shaped by decisions made in Washington, D.C. And in a country where more than one-third of the population is racially diverse, the team of journalists covering those influential decisions should reflect that diversity.

Instead, 65 of the 495 reporters, columnists and editors that make up the Washington press corps are journalists of color. We represent a mere 13.1 percent of journalists pressing for answers and keeping watch over a federal government that serves a population that is 34.7 percent non-white, according to 2007 figures from the U.S. Census Bureau.

Just as our industry is undergoing tremendous change, Washington news bureaus must also transform. New blood, fresh perspectives and renewed energy brought by journalists of color would reinvigorate a press corps that soon will be covering a new presidential administration.

UNITY considers the findings in this 2008 study a call to action for media companies to reinvent their Washington

news bureaus by staffing them with more journalists of color.

It's a call to prepare more journalists of color for Washington bureau jobs and to seriously consider the experienced journalists among us who are qualified and poised to take on those positions.

No longer should coverage of the nation's most critical issues be dominated by a press corps that fails to reflect the changing face of America.

**Jeanne Mariani-Belding, president,
Asian American Journalists Association**

The UNITY census once again shows how much work remains to be done in diversifying our newsrooms — particularly when it comes to covering the seat of power in this nation, Washington, D.C.

While the number of journalists of color assigned to cover our nation's capital grew slightly to 13.1 percent, from the 10.45 percent in the 2004 study, the number of bureau chiefs who are journalists of color declined to one. And the numbers don't come close to reflecting our country's demographics.

For Asian American journalists, progress was modest. The study showed

that 3.2 percent of the Washington press corps was Asian American, up from 1.9 percent in 2004. As an industry, we can do better.

AAJA joins our alliance partners in collectively calling for improvement. Washington coverage is crucial, with some of the most important news coming out of our nation's capital. Having a Washington press corps that is more reflective of our nation's demographics will serve to enhance that coverage.

**Barbara Ciara, president, National
Association of Black Journalists**

This year's survey on the diversity of the Washington press corps is enlightening and disturbing. We recognize the radical way our business has changed. It's reflected in the number of newspapers whose staffs are dotted with one-person offices. We implore and encourage those who select people for these positions to keep a keen eye on who they consider. We would encourage a rotation of those asked to cover the nation's capital.

The Washington press corps needs "fresh eyes." From a bottom-line

perspective, having diverse staffs will help news organizations reach audiences that are abandoning traditional media for more nimble and flexible coverage.

Demographically, the days for white male-only staffs are over. We want news organizations to pick the best and brightest minds, but we also want them to think about the demographic changes among their readers.

A word to those who make news hires: If your staff in Washington reflects this "dinosaur" mentality, a shrinking readership will soon have you looking for new employment.

The types of journalists needed in Washington in the coming years include those with military knowledge, a global view of the world, an understanding of religion, a curiosity about technology and the ability to traverse racial groups with ease.

In some instances, our NABJ members will have these attributes, and they will make the best hires. "Opportunity is what they need most. It's instinctive; it's a gut feeling — and by acting on a hunch about an individual, you may just end up looking like a genius.

“ ... diverse staffs will help news organizations reach audiences that are abandoning traditional media ... ”

— Barbara Ciara, president,
National Association of Black Journalists

Rafael Olmeda, president, National Association of Hispanic Journalists

There has to be something wrong when 80 percent of newspapers with their own staffs in Washington, D.C., have no journalists of color in their ranks.

True, many of those staffs have only one person, as shown by the second Washington newsroom survey commissioned by UNITY: Journalists of Color. And at any given paper, you could no doubt make an argument that the person best qualified to cover Washington, D.C., is a non-minority. But when the same argument is made by 80 percent of newspapers, it's hard to take seriously.

No, the problem has to be either that these newspapers don't hire enough people of color to begin with or that when it comes to assigning journalists to the plum job of Washington correspondent, diversity is just not a consideration.

NAHJ understands the plight of small and mid-sized papers that have had trouble recruiting and retaining people of color. Our Parity Project specifically targets these papers to help them boost the numbers of Latinos in their

newsrooms. But hiring is only part of the goal. Career advancement, job satisfaction and sheer opportunity are another part, and it's a significant one.

If a news organization doesn't have enough people of color to consider assigning one to its Washington bureau, that's a problem. If a paper has enough people of color but doesn't provide them with that opportunity, that's a problem, too. And this number tells us that the problem is industry-wide.

NAHJ and UNITY are here to help. Our members have the talent. It's time the industry as a whole recognized it.

Cristina Azocar, president, Native American Journalists Association

While it's good news that the number of journalists of color in the Washington daily newspaper press corps increased by more than 2.5 percent over the past four years, the actual number continues to be abysmally low. Put simply, it does not reflect the racial demographics of the United States.

The issues reported on by the press corps affect citizens' daily lives on the local, national and world levels. Yet how can citizens be truly informed about our



Sens. Dick Durbin, D-Ill., Harry Reid, D-Nev., Charles Schumer, D-N.Y., and Patty Murray, D-Wash., hold a news conference in the minority leader's office Nov. 14, 2006.

democracy without the cultural competence a diverse staff brings to the reporting process and therefore to journalism?

The 2004 study showed no Native-American journalists covering Washington. In 2008 the number is just one. Given the sovereign status that Native nations have with the U.S. government, it seems that this number would be much higher. Native journalists do not just want to work for tribal news organizations, as is often wrongly assumed. We would welcome the opportunity — and we have the necessary skills — to work with our colleagues in the national press corps. Even more important than opportunities for individual journalists is this important fact: Unless more Native

journalists are offered positions covering Washington, Native communities will continue to lack critical information on national issues that affect them.

The biggest problems with diversity seem to lie within the leadership ranks. According to the study, “Representation of journalists of color is lowest in top leadership positions in Washington bureaus.” In fact, journalists of color represent only 12 percent of editors, and there is only one bureau chief of color in the 2008 study. Newspapers need to give people of color leadership opportunities in their Washington bureaus. The Unity convention provides a prime opportunity for newspapers to start this process. We invite them to utilize our membership to address the problem immediately.

CENSUS FINDINGS

The Census

The census, conducted in May and June of 2008, looked at full-time reporters, correspondents, columnists, bureau chiefs and editors who cover Washington for U.S. daily newspapers. It included staff members in comparable positions for the Web operations of their newspapers.

The census excluded photographers, graphic artists, editorial assistants, foreign correspondents who report to Washington bureaus and Washington-based editors whose primary function is directing foreign coverage. Editors and bureau chiefs contacted via e-mail and telephone were asked to provide staff lists that included names and positions and race and gender. All were told that individuals' names would not be published.

Most newspapers and newspaper groups provided all of the information requested. However, The Dallas Morning News, Hearst Newspapers, the New York Post and The Washington Examiner failed to provide any information at all. A number of news organizations provided partial information, citing privacy concerns in

identifying the race of staff members. Some took the privacy concerns further. For instance, The New York Times extended the privacy argument to its staff list, declining to provide the names of its Washington reporters and editors. This was despite a key recommendation by UNITY's leadership following the 2004 study that called on media companies to publicly disclose ethnic and racial makeups of their staffs in all departments, including their Washington bureaus.

When organizations declined to provide information or provided partial information, researchers obtained data from newsroom sources who provided the information on the condition of anonymity and through online research. In the end, data were obtained for 100 percent of the Washington news bureaus of the nation's daily newspapers and newspaper groups.

Changes from 2004

The 2004 UNITY census showed that just under 10.5 percent of the reporters, columnists and editors

assigned to the nation's capital were journalists of color. In 2008 that number was 13.1 percent.

The rise can be attributed to both an increase in the actual number of minority journalists in the Washington press corps and the fact that the press corps itself shrank in size. There were 60 journalists of color in the Washington press corps in 2004 and 65 in 2008 (although more than half of the individuals had changed).

At the same time, the size of the press corps declined by 13.8 percent, due primarily to staff cutbacks by financially strapped news organizations. The census found that a press corps numbering 574 in 2004 had declined to 495 in 2008. The Los Angeles Times lost 10 journalists from its Washington staff over the four-year period, as did Newsday. Since the 2004 study, some organizations have closed their Washington bureaus altogether. The Seattle Times, the St. Paul Pioneer Press, the Boston Herald, the Los Angeles Daily News, the New Haven Register, the Pittsburgh Post-Gazette and the Lowell Sun in Massachusetts no longer had dedicated correspondents

in Washington in 2008.

Many major news organizations had far fewer staff members covering Washington than they did four years earlier. The Baltimore Sun, Copley News Service, The Dallas Morning News, The Hartford Courant and Newsday each had fewer than half the number of journalists covering Washington as in 2004. Others, including the Los Angeles Times, The Boston Globe, Detroit News, Hearst Newspapers, the Houston Chronicle, Newhouse News Service, the St. Louis Post-Dispatch, San Francisco Chronicle and Gannett News Service, were all down by one-quarter or more.

Of the top 10 dailies by circulation, two publications posted gains in their national reporting and editing staffs: The Wall Street Journal and The Washington Post. The increase in the latter's size was, in part, due to an expanded Web staff dedicated to national news.

Of the bureaus operated by newspaper chains, the McClatchy Washington Bureau tripled in size as it took in former Knight Ridder

journalists. In 2008 the combined bureau was about the same size as the Knight Ridder bureau was previously.

Results by Race

The research found 65 of 495 reporters, columnists and editors assigned to the nation’s capital were journalists of color — 13.1 percent, about 2.6 percentage points more than reported in 2004. That was comparable

to the percentage of reporters, editors and supervisors of color in daily newspaper newsrooms around the country as reported in the 2008 American Society of Newspaper Editors’ census, and represents an improvement since 2004, when the number of minority journalists covering Washington lagged behind the number of minority journalists in daily newspaper newsrooms.

However, a gap remained between

overall newsroom diversity and the diversity in the Washington bureaus of some newspapers. For example, the Los Angeles Times reported to ASNE that 19.1 percent of its staff was made up of journalists of color in 2008, yet its Washington bureau was 6.7 percent minority.

Disparity was also evident in leadership positions. While there were three journalists of color heading major

news operations in the nation’s capital in 2004, there was just one in 2008: Dean Baquet of The New York Times. The three others — Alison Bethel of The Detroit News, Caesar Andrews of Gannett News Service and Vickie Walton-James of the Chicago Tribune — left for other positions. In addition, the 2008 study showed that only 15 of 122 editors — including desk editors, bureau chiefs and online producers — were journalists of color, just over 12 percent.

Andrews said in an e-mail that the decrease in bureau chiefs of color “is clearly not encouraging. At the same time, it’s great to see growing representation among reporters, even with the tricky math of smaller staffs.”

Andrews added that while the ethnic or racial makeup of staffs is not the only factor in how well a news organization reports for diverse audiences “assembling diverse talent to cover Washington remains a basic starting point.”

Within racial categories, the 2008 census found 16 Latino journalists in the Washington bureaus, or 3.2 percent of the journalists. That compares to

RACIAL BREAKDOWNS IN WASHINGTON BUREAUS OF U.S. DAILY NEWSPAPERS

RACE	PERCENTAGE OF REPORTERS AND EDITORS IN WASHINGTON BUREAUS*		REPORTERS AND EDITORS IN WASHINGTON BUREAUS*		PERCENTAGE OF REPORTERS AND EDITORS IN NEWSROOMS OVERALL**	PERCENTAGE OVERALL U.S. POPULATION***
	2008	2004	2008	2004		
Asian	3.2%	1.9%	16	11	3.2%	4.4%
Black	6.5%	6.1%	32	35	5.3%	12.4%
Hispanic	3.2%	2.4%	16	14	4.5%	14.7%
Native American	0.2%	0.0%	1	0	0.5%	0.8%
White	86.9%	89.5%	430	514	86.5%	73.9%

*Washington bureau diversity data from the UNITY studies

**2008 newsroom diversity statistics from the American Society of Newspaper Editors

*** 2006 population figures from the U.S.Census Bureau exceed 100 due to changes in racial categories that recognize multiracial groups.

4.5 percent Latinos at daily newspapers nationwide, according to the 2008 ASNE census of newsroom diversity. Across the United States, Latinos made up 14.7 percent of the population in 2006, according to the U.S. Census Bureau.

African-Americans made up the largest group of minority journalists in Washington bureaus in 2008, just as they did in 2004. The UNITY-Cronkite census counted 32 African-American journalists, including eight editors. The percentage of African-American journalists — 6.5 percent — was higher than the 5.3 percent ASNE reported for newsrooms nationwide. African-Americans made up 12.4 percent of the U.S. population in 2006, according to the U.S. Census Bureau.

The 2008 census found there were 16 Asian American journalists, 3.2 percent of the total and the same percentage as in newsrooms nationally. The Asian American population in the United States was 4.4 percent in 2006.

Of the 495 Washington journalists in 2008, one was Native American — 0.2 percent of the total. In daily newspaper newsrooms nationwide, Native

Americans represented 0.5 percent. In the U.S. population overall, the figure was 0.8 percent in 2006.

Compared to 2004, Asian American journalists made the most progress proportionally in the Washington press corps, going from 1.9 percent to 3.2 percent of the total. Latino representation increased by almost a percentage point, while African-American representation remained about the same.

Retention Issues

The 2008 UNITY-Cronkite study showed that retention of minority journalists continues to be an area of concern. More than half of the journalists of color identified in the 2004 study were no longer covering Washington news in 2008.

Among those who left were the three “rising stars” identified in a 2004 American Journalism Review article: Mei-Ling Hopgood, Washington correspondent for Cox’s Dayton Daily News who is freelancing in South America; Jennifer 8. Lee, who moved from the Washington bureau of The New York Times to the newspaper’s

main office; and Rafael Lorente, Washington correspondent for the South Florida Sun-Sentinel, who runs the Annapolis bureau of Capital News Service at the University of Maryland’s Philip Merrill College of Journalism.

Hopgood said in an e-mail interview that she left Washington to move with her husband to Buenos Aires, Argentina. But, she said, there was a professional reason as well: “I never felt like I fit in very well among the D.C. press corps. This was not because of my race, though there were so few minorities. It had more to do with the kind of writing/coverage I was interested in. I was attracted to more ‘diverse’ stories and diverse people and issues and a different kind of storytelling, and generally the jobs available that covered D.C. in that way were very few and far between. Bureaus were being pared down so much. In any case, there was a terribly long wait to advance to the best jobs in any bureau, and I didn’t love it enough to wait it out.”

Lorente said that in most cases minority journalists leave for the same reasons that others do: “The industry is a little scary and people are looking for

other places to go.” However, he said that journalists of color may be more affected by downsizing because many have less seniority than their white counterparts. “They were the last ones in, so maybe they’re the first to go,” he said.

ASNE has long identified retention of minority journalists as a key issue. A 2001 ASNE study, funded by The Freedom Forum, documented a decline in full-time minority journalists — the first in 23 years. The study concluded that journalists of color did not feel they had enough opportunities to advance and that newsrooms failed to value and reward the contributions they made.

Results by Gender

Women made up 32.3 percent of the Washington press corps in 2008. Twenty-nine women held editing positions of some kind, 23.8 percent. Eight held bureau chief positions, 20 percent of those who held that title. Compared to the 2004 UNITY census, women made progress in overall numbers but lost some ground in leadership positions. Four years before, women

made up 26.5 percent of the Washington press corps and 27.3 percent of the editors. They held 22.5 percent of the bureau chief positions.

Susan Page, Washington bureau chief for USA TODAY, said she is encouraged by the progress women have made overall. She said in an e-mail that she doesn't remember any women or minorities heading major bureaus when she began working in Washington in 1979. "Now, in contrast, women head Washington bureaus for a half-dozen of the biggest bureaus in town," she said.

Results by Individual Newspaper

Eighty percent of the newspapers with their own staffs in Washington had no journalists of color working for them as reporters, editors, correspondents or bureau chiefs covering Washington news in 2008. Many of those were staffs consisting of one person.

Larger newspapers reported the most diverse staffs. For example, the USA TODAY bureau had five journalists of color on a staff of 25, or 20 percent of the total, the same proportion as the Chicago Tribune. The New York Times

had 10 journalists of color in its bureau of 53, or 18.9 percent.

When it came to gains in diversity, USA TODAY made the biggest jump. The paper's Washington staff was 20 percent minority in the 2008 study, compared to 3.8 percent four years earlier. The Washington Times made similar gains. Journalists of color made up 17.9 percent of its national staff in 2008, up from 3.7 percent in 2004. Both papers went from one journalist of color to five.

Four other of the nation's largest dailies also made gains — the Chicago Tribune, The New York Times, The Wall Street Journal and The Washington Post.

While news organizations as a whole made progress in diversifying their staffs, there were some notable exceptions. The Los Angeles Times had two journalists of color out of 30 in its Washington bureau. The five-member Washington staff of The Baltimore Sun was made up of all white males, as was the four-member staff of The Dallas Morning News. All 10 of the journalists in the Christian Science



Sen. Harry Reid, D-Nev., flanked by Sens. Mitch McConnell, R-Ky., (left) and Patty Murray, D-Wash., (right) speak to reporters in the hallway outside of the Senate Chamber in the Capitol Building in Washington, D.C., Nov. 14, 2006.

Monitor's Washington bureau were white. Other all-white multiple-person bureaus included the Detroit News, the Houston Chronicle, New York Daily News, Newsday and the St. Louis Post-Dispatch.

In all but two cases — USA TODAY and The New York Times — the nation's largest newspapers had proportionately fewer journalists of color in Washington than in their newsrooms overall. Some were significantly lower. The Los Angeles Times' Washington bureau was 6.7 percent minority compared to the 19.1 percent journalists of color on its overall staff that the Times reported in the most recent ASNE survey. The Washington Post's

national staff was 16.9 percent minority compared to 25.1 percent non-white reporters and editors overall at the newspaper.

Even those newspapers with relatively diverse staffs did poorly when the non-white population of their circulation areas was taken into account. The New York Times, for example, had 30.9 percent people of color in its circulation area, according to a 2004 Knight Foundation study by Bill Dedman and Steve Doig. That was substantially higher than the proportion of minority editors, reporters and columnists in either its Washington bureau or its home newsroom.

The Washington Post's minority staff numbers lagged far behind the demographics of its circulation area, which had a 43.2 percent minority population in 2004, according to the Dedman-Doig study. The Houston Chronicle, with no minority reporters or editors in Washington, had a non-white population in its circulation area of more than 51 percent, according to the study. And the New York Daily News' circulation area was 65 percent non-white, yet the paper had no journalists of color in Washington.

The most diverse newsroom of the single-newspaper Washington bureaus was the Chicago Tribune, where minority journalists made up 20 percent of its Washington staff and 22.9 percent of its overall staff, just below the minority population in its circulation area of 28.5 percent. The Tribune recently lost its senior Washington editor, Vickie Walton-James, who was one of a handful of minority journalists to head up a Washington bureau. She left after 20 years at the Tribune to join National Public Radio.

DIVERSITY IN WASHINGTON PRESS CORPS — TOP 10 U.S. DAILIES BY CIRCULATION				
NEWSPAPER (BY CIRCULATION)	PERCENTAGE OF NON-WHITE REPORTERS AND EDITORS IN WASHINGTON BUREAU*		PERCENTAGE OF NON-WHITE REPORTERS AND EDITORS OVERALL AT NEWSPAPER**	NON-WHITE POPULATION IN NEWSPAPER'S CIRCULATION AREA***
	2008	2004	2008	2004
USA TODAY	20.0%	3.8%	18.7%	30.9%
Wall Street Journal	15.4%	12.8%	20.4%	30.9%
New York Times	18.9%	12.7%****	17.3%	30.9%
Los Angeles Times	6.7%	9.3%	19.1%	60.0%
(N.Y.) Daily News	0.0%	0.0%	14.7%	65.0%
New York Post	0.0%	0.0%	No report	40.3%
Washington Post	16.9%	8.7%	25.1%	43.2%
Chicago Tribune	20.0%	17.6%	22.9%	28.5%
Houston Chronicle	0.0%	12.5%	24.5%	51.2%
Arizona Republic*****	0.0%	No report	22.4%	33.0%

* Washington bureau diversity data from the UNITY studies

** 2008 newsroom diversity statistics from the American Society of Newspaper Editors

*** Non-white population in the newspaper's circulation areas from 2004 study by Bill Dedman and Steve Doig for the John S. and James L. Knight Foundation. (U.S. minority population figures are used for national newspapers – USA TODAY, The Wall Street Journal and The New York Times.)

**** The New York Times says the number for 2004 should be 14 percent; however, it did not provide a staff list for verification.

***** The Arizona Republic had no full-time correspondents in Washington, D.C.

Results by Washington Bureaus

Representing Newspaper Chains

The most representative Washington chain bureaus in 2008 were run by Newhouse News Service and Gannett News Service. The former had a staff that was 30 percent minority (three out of 10) and the latter a staff that was 28 percent minority (seven out of 25).

That represents an improvement for Newhouse from the 2004 census, when 25 percent of its reporting and editing staff consisted of journalists of color. Gannett News Service remained about the same as in 2004 when it was the second most diverse of the chain bureaus.

In the 2004 census, Knight Ridder operated the most diverse Washington bureau. In 2008 McClatchy, which bought Knight Ridder, had a minority staff of 13.2 percent in its Washington bureau, less than half as diverse as the previous Knight Ridder bureau but better than McClatchy's 2004 number.

Most bureaus improved their diversity during the four-year period. The exceptions were Newsday, the Los Angeles Times and The Boston Globe, all of which dropped in the percentage of their staffs made up of people of color. Hearst, Media General and Copley showed no minority editors, reporters or columnists in their Washington bureaus. (Note: Regional reporters who were based in chain bureaus but who reported directly to their home

DIVERSITY IN WASHINGTON PRESS CORPS — BY NEWSPAPER BUREAU

COMPANY	PERCENTAGE OF NON-WHITE REPORTERS AND EDITORS IN WASHINGTON		NON-WHITE REPORTERS AND EDITORS IN WASHINGTON		REPORTERS AND EDITORS IN WASHINGTON	
	2008	2004	2008	2004	2008	2004
Newhouse News Service	30.0%	25.0%	3	4	10	16
Gannett News Service	28.0%	28.1%	7	9	25	32
Chicago Tribune	20.0%	17.6%	3	3	15	17
USA TODAY	20.0%	3.8%	5	1	25	26
New York Times*	18.9%	12.7%	10	8	53	63
Washington Post	16.9%	8.7%	10	4	59	46
Washington Times	17.9%	3.7%	5	1	28	27
Wall Street Journal	15.4%	12.8%	8	5	52	39
McClatchy	13.2%	7.7%	5	1	38	13
Boston Globe	12.5%	18.2%	1	2	8	11
Cox	8.3%	7.7%	1	1	12	13
Scripps Newspapers	6.7%	0.0%	1	0	15	19
Los Angeles Times	6.7%	9.3%	2	4	30	43
Hearst News Service	0.0%	0.0%	0	0	6	8
Media General	0.0%	0.0%	0	0	6	7
Copley News Service	0.0%	0.0%	0	0	4	10
Newsday	0.0%	15.4%	0	2	3	13
Knight Ridder	NA	29.2%	NA	7	NA	24

* This data was supplied by 2004 researchers because The New York Times did not provide a staff list for verification. The Times says its 2004 bureau staff numbered 58 with a 14 percent minority representation.

newspapers were included in the overall census but not as a part of their chains' Washington bureaus.)

Results by Corporate Ownership Group

Gannett-owned newspapers had the highest cumulative percentage of journalists of color in Washington at 23 percent. Gannett's leadership in diversity also was reflected nationally in the 2004 Dedman-Doig study, which found that Gannett had the nation's highest "Newsroom Diversity Index," which measures the non-white population in newspaper circulation areas against newsroom diversity numbers.

The New York Times Co., The Washington Post Co. and News World Communications, owner of the Washington Times, reported minority staffs between 16 percent and 18 percent. They were followed by News Corp., which purchased The Wall Street Journal, McClatchy and Newhouse.

Some of the smaller ownership groups had among the least diverse newspaper operations in Washington. E.W. Scripps Co. and Cox Newspapers had just one minority journalist each, while Hearst, Belo, Copley and the Church of Christ, Scientist, owner of The Christian Science Monitor, had no journalists of color in the Washington press corps.

DIVERSITY IN WASHINGTON NEWSPAPER PRESS CORPS — BY OWNERSHIP						
CORPORATION	PERCENTAGE OF NON-WHITE REPORTERS AND EDITORS IN WASHINGTON		NON-WHITE REPORTERS AND EDITORS IN WASHINGTON		REPORTERS AND EDITORS IN WASHINGTON	
	2008	2004	2008	2004	2008	2004
Gannett	23.1%	16.9%	12	11	52	65
News World Communications	17.9%	3.7%	5	1	28	27
New York Times Co.	17.7%	13.3%	11	10	62	75
Washington Post Co.	16.9%	8.7%	10	4	59	46
News Corp.	14.5%	12.8%*	8	39*	55	5
McClatchy	13.2%	7.7%	5	1	38	13
Newhouse	13.0%	11.4%	3	4	23	35
Tribune Co.	8.6%	11.7%	5	11	58	94
Cox	6.7%	11.1%	1	2	15	18
E.W. Scripps Co.	6.7%	0.0%	1	0	15	19
Hearst	0.0%	4.5%	0	1	14	22
Church of Christ, Scientist	0.0%	No report	0	No report	10	No report
Belo	0.0%	0.0%	0	0	5	13
Copley	0.0%	0.0%	0	0	4	10
Knight Ridder	NA	23.7%	NA	9	NA	38

* Reported by Dow Jones prior to its purchase by News Corp.

STAFF SIZES FOR SELECTED WASHINGTON BUREAUS 2004 TO 2008

ORGANIZATION	SIZE IN 2008	SIZE IN 2004	DIFFERENCE
Baltimore Sun	5	11	(6)
Boston Globe	8	11	(3)
Chicago Tribune	15	17	(2)
Cleveland Plain Dealer	3	4	(1)
Copley News Service	4	10	(6)
Cox Newspapers	12	13	(1)
Dallas Morning News	4	11	(7)
Denver Post	1	3	(2)
Detroit News	3	5	(2)
Gannett News Service	25	32	(7)
Hartford Courant	1	5	(4)
Hearst	6	8	(2)
Houston Chronicle	5	8	(3)
Los Angeles Times	30	43	(13)
McClatchy*	38	13	25
Milwaukee Journal Sentinel	2	2	0
New York Daily News	5	5	0
New York Post	3	3	0

ORGANIZATION	SIZE IN 2008	SIZE IN 2004	DIFFERENCE
New York Times	53	63**	(10)
Newhouse News Service	10	16	(6)
Newsday	3	13	(10)
Omaha World Herald	1	2	(1)
Orange County Register	1	1	0
Oregonian	2	2	0
Philadelphia Inquirer	1	2	(1)
San Francisco Chronicle	2	4	(2)
St. Louis Post-Dispatch	3	5	(2)
St. Paul Pioneer Press	0	1	(1)
Scripps Newspapers	15	19	(4)
Seattle Times	0	1	(1)
Stephens Media Group	3	4	(1)
Times Picayune, New Orleans	1	3	(2)
USA TODAY	25	26	(1)
Wall Street Journal	52	39	13
Washington Post	59	46	13
Washington Times	28	27	1

* McClatchy purchased the Knight Ridder newspapers in 2006.

** This number was supplied by 2004 researchers. The New York Times says its 2004 bureau staff numbered 58; however, it did not provide a staff list for verification.

SURVEY FINDINGS

The 75-question survey was the same as that used for the 2004 UNITY study. It was created under the guidance of UNITY leadership, drawing in part on the work of Lawrence T. McGill's "Newsroom Diversity: Meeting the Challenge" and "The American Journalist in the 21st Century" by David Weaver and his colleagues at Indiana University. The questionnaire was distributed via e-mail during May and June of 2008 to the 65 Washington reporters, editors, bureau chiefs, correspondents and columnists who were identified as journalists of color in the census portion of the project. Thirty of the 65 journalists responded, a 46 percent response rate.

Washington Coverage of Race-Related Issues

More than three-quarters of the journalists of color in Washington newspaper bureaus believed the capital press corps as a whole does a fair or good job covering race-related issues. But no one rated the coverage excellent, and few rated it even very good.

The proportion that rated coverage of racial issues as good (27 percent) was

substantially higher than in 2004, when only 13 percent thought that was the case.

More than a third of respondents said they thought the Washington press corps' coverage of race-related issues has improved over the past few years. In 2004 only 16 percent noticed improvement.

Several respondents attributed the improvement to the news originating from the current presidential race. One respondent wrote: "If there has been

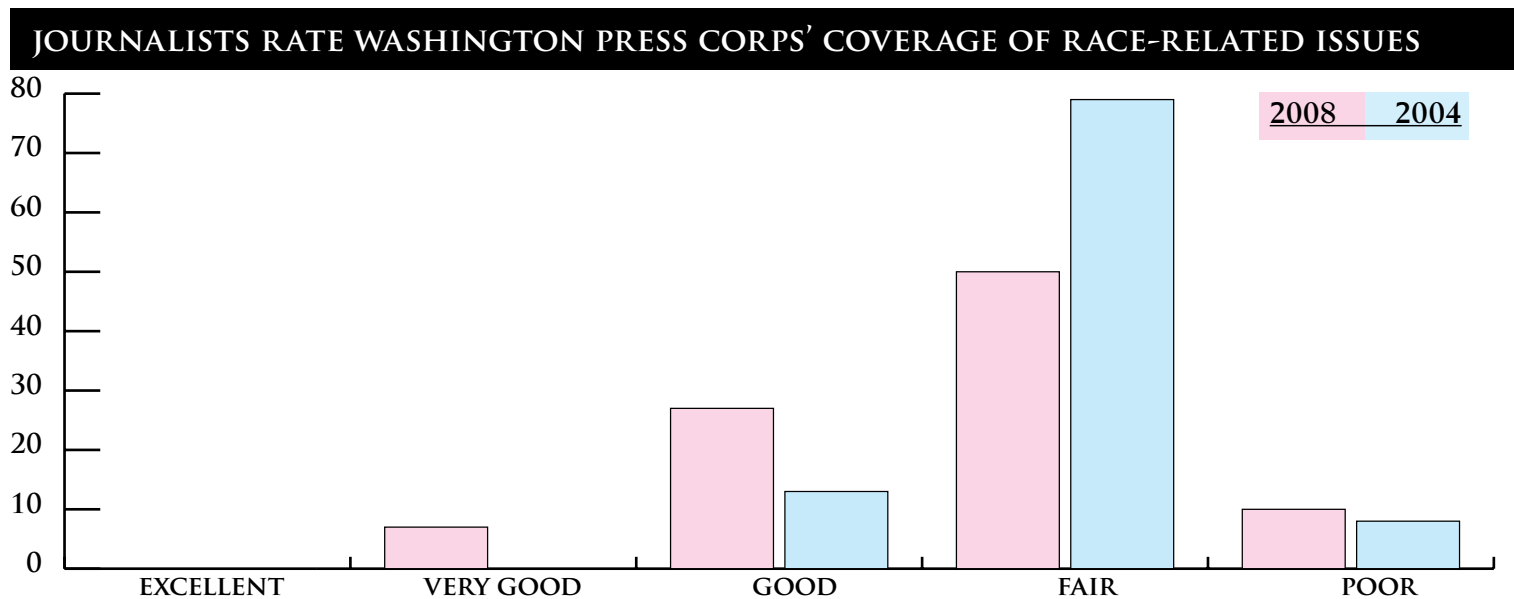
any improvement in the coverage of race issues, it is in the context of having an African-American as a viable candidate for president. The issues that face minority communities, like violence, are often ignored."

The journalists gave their own bureaus relatively high marks for race-related coverage, with most rating their bureaus' coverage as fair or good (40 percent and 33 percent, respectively), a more positive assessment than in 2004.

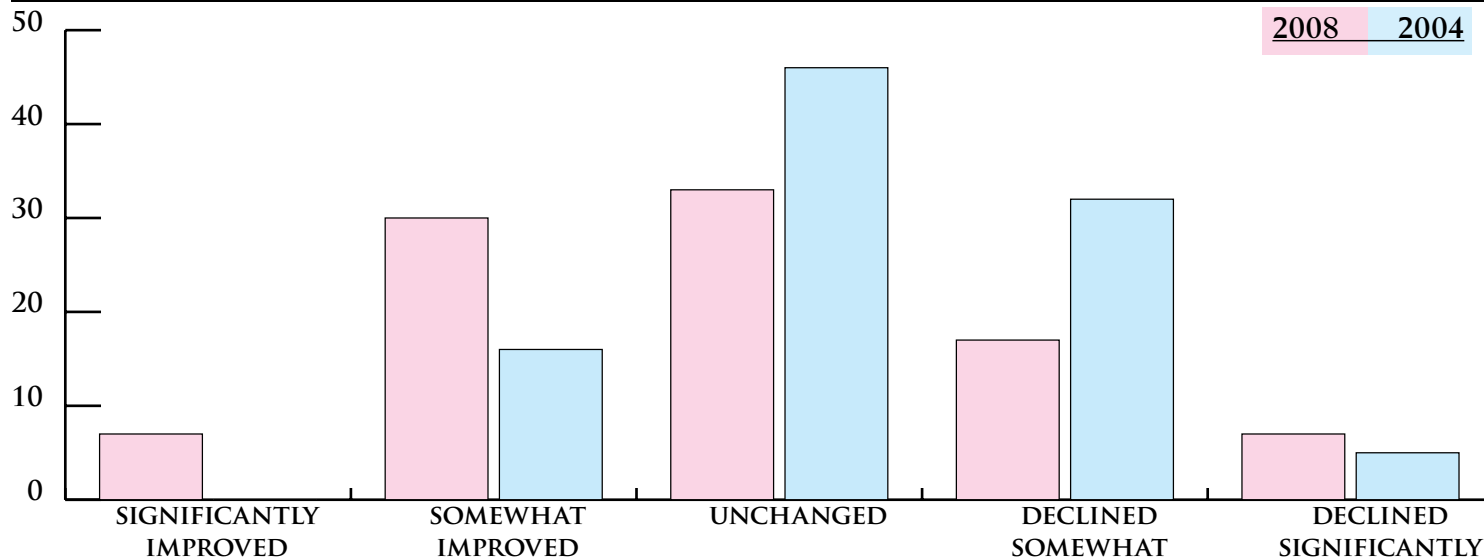
Journalists also said their bureaus

have improved their race coverage. More than 43 percent in the 2008 survey said that their bureaus' coverage has improved somewhat, although none said coverage had significantly improved. In the 2004 survey, only 26 percent of respondents said that their bureaus' coverage had improved.

Most Washington reporters and editors who responded to the survey said their bureaus did the same or a somewhat worse job of covering race-



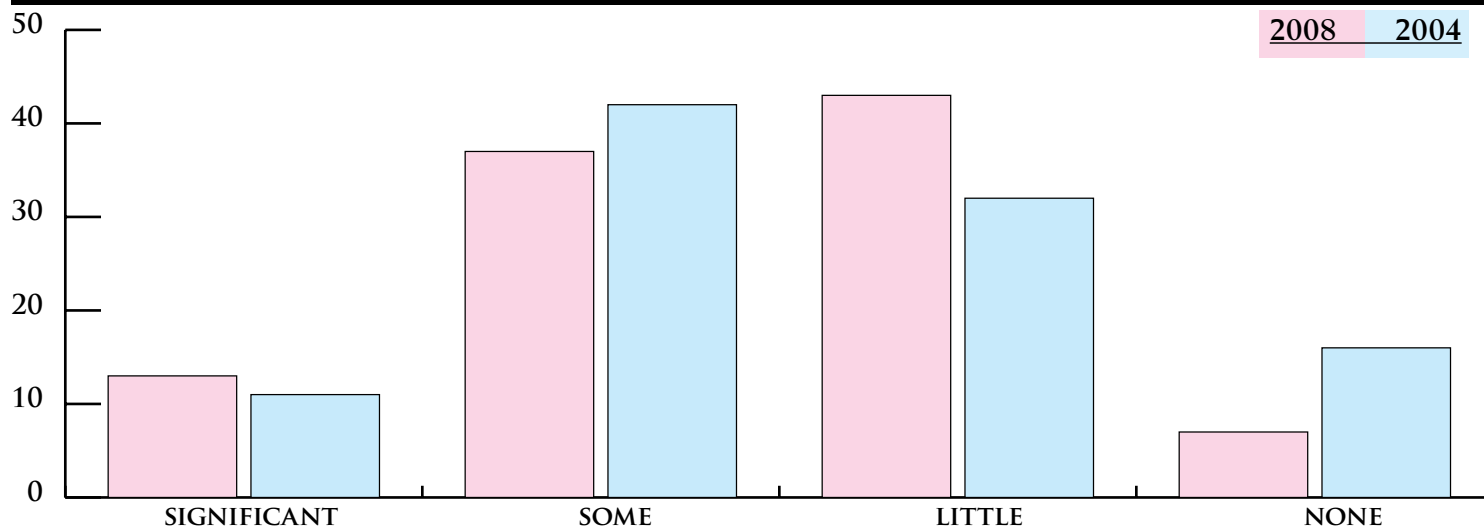
JOURNALISTS RATE CHANGES IN PRESS CORPS' COVERAGE OF RACE-RELATED ISSUES OVER THE PAST FEW YEARS



related issues than their news organizations as a whole. Fourteen percent said their bureaus did worse. That was a significant improvement from 2004 when half of respondents said their bureaus' performance was worse than that of their overall news organizations'.

A third of the journalists said the Washington press corps doesn't cover race-related issues as well as news organizations outside the Beltway, while a little more than a quarter said they do better than their colleagues elsewhere. That was a more positive assessment than in 2004, when more than 70 percent of journalists surveyed said the Washington press corps doesn't cover race as well as U.S. news organizations in general.

DEGREE OF INFLUENCE JOURNALISTS FEEL THEY HAVE OVER COVERAGE OF RACE-RELATED STORIES IN THEIR NEWS BUREAUS



Impact of Diversity in the Washington Press Corps

Journalists said they believe readers are interested in both Washington news and in stories related to race. Yet they described the Washington press corps as out of touch with audiences back home, and they attributed that, at least in part, to the lack of diversity in the Washington press corps.

Respondents said they feel strongly that an increase in racial diversity in the Washington press corps would affect coverage of race-related issues. More than 80 percent said it would have some or a significant impact. The response mirrored the 2004 survey.

Nearly three-quarters said they believe that the race of journalists has at least some impact on their coverage of the nation's government. And two-thirds said their own race affects how they cover Washington. Journalists in the 2004 survey were even more adamant that race affects coverage: Nine out of 10 in that survey said journalists' race had at least some impact on their Washington coverage, and eight out of 10 said it affected their own coverage.

More than half of respondents said they believe they personally do a somewhat or very effective job of covering issues of race, up from 42 percent in 2004. And minority journalists in both surveys said they do a much better job of seeking out minority voices for their stories than their white colleagues.

Respondents said their Washington bureau colleagues often look to them for expertise on race-related stories. Nearly a quarter said their colleagues come to them regularly, compared to 13 percent who gave that response in the 2004 survey. In the 2004 survey, a third of respondents said their colleagues seldom sought their expertise for race-related stories. That dropped to 10.3 percent in the 2008 survey.

More than 70 percent of respondents said they have a great deal or almost complete freedom to select the stories

they work on — even more than their white colleagues. Yet the journalists said they still feel limited in how much influence they have over the coverage of race-related stories in their bureaus. Half said they believe they have little or no influence over such coverage, almost exactly the same response as four years earlier.

Professional Advancement and Development

More than half of the journalists surveyed said their race helped them obtain their positions in Washington bureaus, down from nearly three-quarters four years earlier. In both surveys, a substantial majority of

journalists of color said their white colleagues think race played an even larger role than they did.

The majority of respondents said their race has no impact on their ability to move upward in their news organization. Nearly 40 percent said their race somewhat helps them advance.

Slightly more journalists of color said they were strongly recruited or groomed for their bureau positions in 2008 than in 2004 (20 percent compared to 17 percent). But substantial numbers in both surveys still said they were recruited very little or not at all.

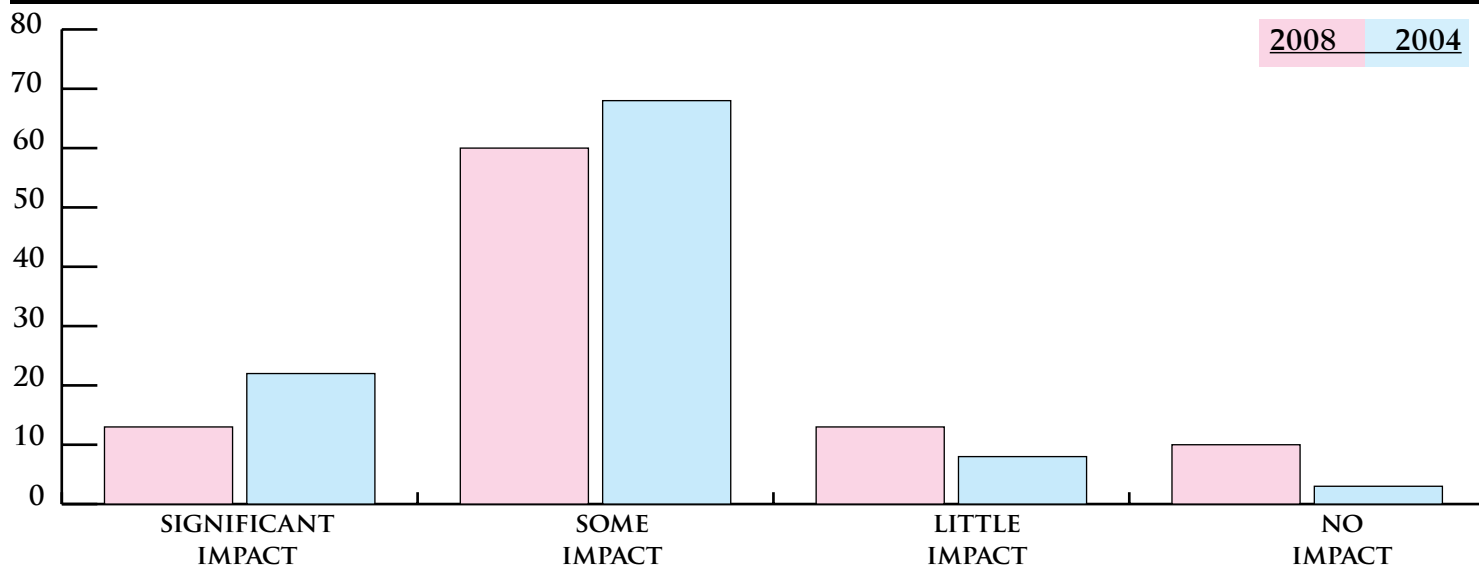
The survey found that 83 percent of

respondents believe it's important for a Washington journalist to have a mentor. Only 3 percent said it's not important at all to have a mentor, yet 73 percent said they don't have a mentor in the Washington press corps. That number was even higher in the 2004 survey when 85 percent of the journalists of color said they did not have a mentor.

Seventy percent of the journalists who responded to the survey said they have been working as journalists for more than 10 years. Ten percent had been in journalism more than 30 years. The vast majority (93 percent) have worked for more than one news organization.

Nearly two-thirds reported first

RESPONDENTS RATE HOW MUCH IMPACT A JOURNALIST'S RACE HAS ON HIS/HER COVERAGE OF WASHINGTON



becoming interested in journalism in high school or before, and more than half worked on their high school newspapers. Almost two-thirds worked on their college newspapers, and nearly as many held newspaper internships before entering the profession.

Job Satisfaction

Almost a quarter of the journalists in the 2008 study reported being very satisfied with their jobs, compared to 18 percent in the 2004 study. The majority (73 percent) said they were fairly satisfied and the remainder was somewhat dissatisfied.

Overwhelming majorities said that if they had to do it again they would choose journalism as a career and they

would work in the Washington press corps.

Still, respondents expressed uncertainty about the long-term prospects of a journalism career. More than 40 percent said they don't know whether they will finish their careers as journalists. And 27 percent said they do not plan to end up in journalism, compared to only 18 percent who answered that way in the 2004 study.

Twenty-three percent said they want to be working in a profession other than journalism within five years. That was up from 13 percent of respondents in the 2004 survey.

One respondent voiced what seemed to be a growing pessimism about the

industry this way: "...I'll be very surprised if this bureau is still open in another five years given the economy and the ongoing turbulence in the industry."

General Background

Half of respondents were under 40 years old; 27 percent were between the ages of 50 and 59. Sixty percent were male.

Eight out of 10 journalists responding to the survey were reporters; the rest were editors, columnists or did not describe their positions.

About half said they grew up in suburban areas, and about half grew up in urban areas. More than two-thirds described their families growing up as

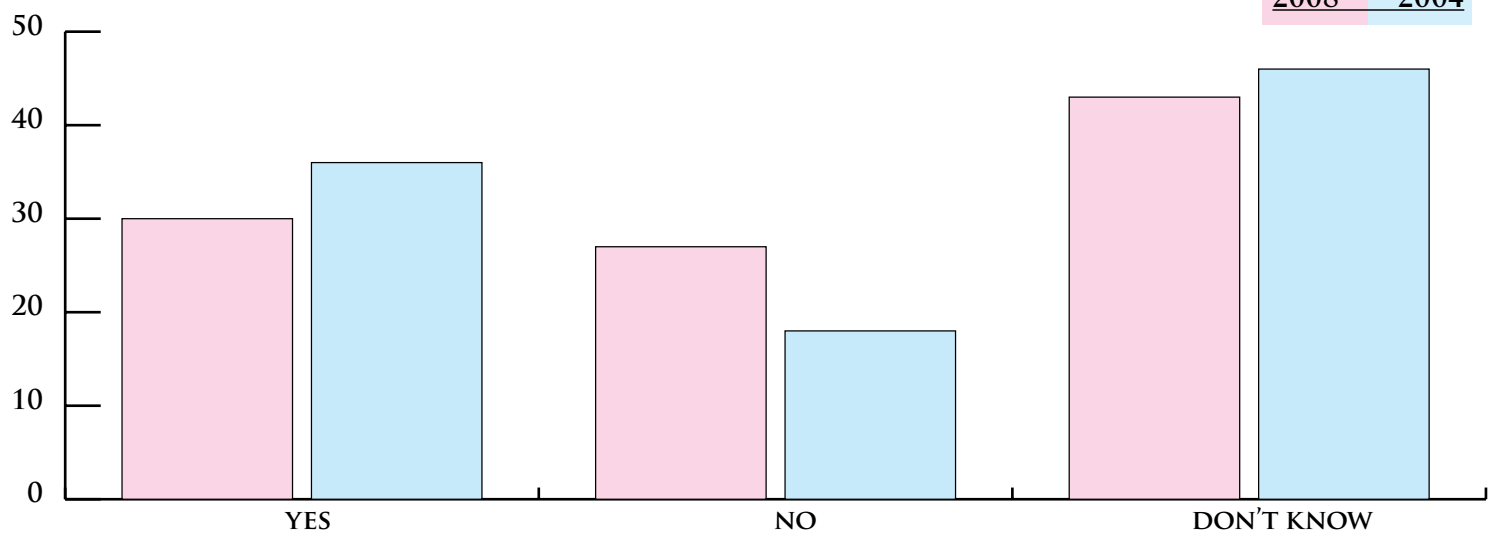
middle or upper-middle class, while a quarter said they were from lower or lower-middle class backgrounds.

About three-fourths of respondents attended public high schools, and nearly two-thirds graduated from a public college or university. Forty percent majored in journalism, followed by government/political science and English. Forty percent hold advanced degrees.

Forty percent reported earning \$100,001 or more a year from their newspaper jobs. Ten percent reported earning under \$50,000 a year.

Nearly six in 10 respondents reported belonging to at least one of the professional organizations that represent journalists of color: National Association of Black Journalists (38 percent); National Association of Hispanic Journalists (10 percent); Asian American Journalists Association (7 percent); and South Asian Journalists Association (3 percent).

RESPONDENTS SAY WHETHER THEY PLAN TO FINISH THEIR CAREERS AS JOURNALISTS



BREAKDOWN OF QUESTIONNAIRE RESULTS

The following questions are designed to examine your thoughts and experiences on Washington coverage as it relates to race-related issues.

	2008	2004
	%	%
Q1. How would you rate the Washington press corps' coverage of race-related issues?		
Excellent	0	0
Very good	7	0
Good	27	13
Fair	50	79
Poor	10	8
Q2. How would you rate your Washington news bureau's coverage of race-related issues?		
Excellent	3	3
Very good	10	5
Good	33	11
Fair	40	63
Poor	10	18
Q3. How has the Washington press corps' coverage of race-related issues changed in the past few years?		
Significantly improved	7	0
Somewhat improved	30	16
Unchanged	33	46
Declined somewhat	17	32
Declined significantly	7	5

	2008	2004
	%	%
Q4. How has your Washington news bureau's coverage of race-related issues changed in the past few years?		
Significantly improved	0	0
Somewhat improved	43	26
Unchanged	40	43
Declined somewhat	7	17
Declined significantly	0	12
Q5. What effect would an increase in the racial diversity of the Washington press corps — to the point where the diversity of the press corps mirrored the diversity of the nation — have on coverage of race-related issues?		
Significant	50	49
Some	33	35
Little	7	14
None	0	3
Q6. What impact does the race of a journalist have on her/his coverage of our nation's government?		
Significant impact	13	22
Some impact	60	68
Little impact	13	8
No impact	10	3

	2008	2004
	%	%
Q7. What impact does your race have on your coverage of Washington?		
Significant impact	13	16
Some impact	53	63
Little impact	13	16
No impact	17	5
Q8. How often do you believe your white colleagues in the Washington press corps seek out minority voices for their stories that are not race-related?		
Regularly	0	0
Occasionally	40	26
Seldom	47	63
Never	3	11
Q9. How often do your white colleagues in your Washington bureau seek out minority voices for their stories that are not race-related?		
Regularly	3	3
Occasionally	37	36
Seldom	40	50
Never	7	11

	2008	2004
	%	%
Q10. How often do you seek out minority voices for stories that are not race-related?		
Regularly	37	24
Occasionally	40	50
Seldom	13	8
Never	0	3
Not applicable	7	16

	2008	2004
Q11. How often do your Washington bureau colleagues look to you for expertise on race-related stories?		
Regularly	23	13
Occasionally	37	39
Seldom	30	34
Never	10	13

	2008	2004
Q12. How much of a responsibility do you feel in suggesting stories relating to race?		
Significant	20	23
Some	47	69
Little	20	8
None	3	0

	2008	2004
Q13. How much influence do you have over the coverage of race-related stories in your news bureau?		
Significant	13	11
Some	37	42
Little	43	32
None	7	16

	2008	2004
Q14. How effectively do you as a current member of the Washington press corps cover issues of race?		
Very effectively	13	5
Somewhat effectively	43	37
Not very effectively	23	13
Not at all effectively	0	16
Not applicable	20	29

	2008	2004
	%	%
Q15. What impact does your race have on your ability to cover race-related issues?		
Strongly helps	20	34
Somewhat helps	70	45
No impact	7	21
Somewhat hurt	0	0
Strongly hurts	0	0

	2008	2004
Q16. What impact does your race have on your ability to successfully affect your news organization's coverage of race-related issues?		
Strongly helps	7	11
Somewhat helps	70	74
No impact	20	16
Somewhat hurts	0	0
Strongly hurts	0	0

	2008	2004
Q17. How does your Washington bureau's coverage of race-related issues compare to your news organization's overall coverage of race issues?		
Significantly better	7	0
Somewhat better	17	19
Same	47	31
Somewhat worse	7	47
Significantly worse	7	3

	2008	2004
Q18. How does the Washington press corps' coverage of race-related issues compare to the coverage of race issues by U.S. news organizations in general?		
Significantly better	0	0
Somewhat better	27	11
Same	33	18
Somewhat worse	33	53
Significantly worse	0	18

	2008	2004
	%	%
Q19. Describe the level of interest among your readers in Washington news.		
Significant	43	46
Some	43	46
Little	10	8
None	0	0

	2008	2004
Q20. Describe the level of interest among your readers in Washington news that is race related.		
Significant	23	6
Some	57	76
Little	17	12
None	0	6

	2008	2004
Q21. To what extent, if any, do you believe the Washington press corps is out of touch with its audiences back home?		
Significantly	17	34
Somewhat	63	57
Little	17	9
Not at all	0	0

	2008	2004
Q22. If you believe the Washington press corps is on some level out of touch with its audiences back home, do you believe lack of diversity in the press corps contributes to that?		
Significantly	20	11
Somewhat	37	65
Little	23	19
Not at all	7	5
Not applicable	10	0

	2008	2004
	%	%

In this section, we want to focus on your career, your Washington news bureau and your news organization.

Q23. How difficult is it for any journalist in your news organization — regardless of race — to ascend to the Washington bureau?

Very difficult	23	34
Somewhat difficult	67	66
Not very difficult	3	0
Not at all difficult	0	0

Q24. How difficult is it for a journalist of color in your news organization to ascend to the Washington bureau?

Very difficult	30	45
Somewhat difficult	50	50
Not very difficult	10	3
Not at all difficult	0	3

Q25. Describe the impact your race had on your ascension to Washington.

Strongly helped	7	11
Helped somewhat	47	62
No impact	37	19
Hurt somewhat	3	8
Strongly hurt	0	0

Q26. Describe the impact your white colleagues in the Washington press corps believe your race had on your ascension to Washington.

Strongly helped	10	44
Helped somewhat	57	42
No impact	23	14
Hurt somewhat	0	0
Strongly hurt	0	0

	2008	2004
	%	%

Q27. Before joining your current Washington news bureau, you were:

In the Washington bureau of another news organization	33	33
In a foreign or non-Washington national bureau of another news organization	3	0
In a foreign or non-Washington national bureau of your current news organization	7	3
In the local newsroom of another news organization	13	15
In the local newsroom of your current news organization	37	41
Other journalism position	3	8
Not in journalism full time	0	0

Q28. Before coming to Washington, what was your newsroom position?

Editor	13	26
Reporter	73	71
Other	7	3
Not applicable	7	0

Q29. Before coming to Washington, to what area/desk were you assigned?

Business	7	11
City hall/other local government	17	11
Features	0	5
Foreign	7	5
Metro/State	23	42
National	13	8
Sports	0	0
Statehouse	10	3
Other	17	13
Not applicable	10	3

	2008	2004
	%	%

Q30. Before coming to the Washington bureau, were you recruited or groomed for a Washington position?

Strongly	20	17
Somewhat	13	22
Very little	20	6
Not at all	40	56

Q31. If you checked one of the first three options in the previous question, then tell us how long were you recruited/groomed before joining the Washington bureau?

Less than 6 months	17	24
6-12 months	13	6
1-2 years	10	6
2-5 years	3	3
More than 5 years	0	3
Not applicable	27	59

Q32. Do you have a journalistic mentor in the Washington press corps?

Yes	27	15
No	73	85

Q33. If you answered “yes” to the question above, is that person:

A minority journalist of your same race	8	5
A minority journalist of a different race	0	0
A white journalist	17	8
Not applicable	40	87

Q34. How important is it for a Washington journalist to have a mentor?

Very important	43	30
Somewhat important	40	54
Not very important	13	14
Not at all important	3	3

	2008	2004
	%	%

Q35. Do you feel being a journalist of color helps or hurts your ability to have a mentor?

Strongly helps	3	0
Helps somewhat	10	0
No impact	63	72
Somewhat hurts	20	23
Strongly hurts	0	5

Q36. What impact does your race have on your ability to continue to move upward in your news organization?

Strongly helps	0	6
Somewhat helps	38	47
No impact	53	28
Somewhat hurts	7	19
Strongly hurts	3	0

Q37. What impact does your race have on your ability to interact and build relationships with your newsroom colleagues?

Strongly helps	0	0
Somewhat helps	3	3
No impact	90	74
Somewhat hurts	7	24
Strongly hurts	0	0

Q38. What impact does your race have on your ability to develop news sources?

Strongly helps	3	0
Somewhat helps	20	21
No impact	60	54
Somewhat hurts	13	10
Strongly hurts	0	5
Not applicable	3	10

	2008	2004
	%	%

Q39. How much freedom do you usually have in selecting the stories you work on?

Almost complete freedom	23	18
A great deal of freedom	50	50
Some freedom	27	32
None at all	0	0

Q40. How much freedom do your white colleagues in the Washington press corps have in selecting the stories they work on?

Almost complete freedom	3	3
A great deal of freedom	60	50
Some freedom	37	47
None at all	0	0

Q41. How much freedom do you usually have in deciding which aspects of a story should be emphasized?

Almost complete freedom	27	8
A great deal of freedom	27	54
Some freedom	43	38
None at all	3	0

Q42. How much freedom do your white colleagues in the Washington press corps have in deciding which aspects of a story should be emphasized?

Almost complete freedom	10	0
A great deal of freedom	47	39
Some freedom	40	61
None at all	3	0

	2008	2004
	%	%

Q43. How would you describe your news organization's commitment to coverage of race-related news in Washington?

Excellent	0	3
Very good	23	8
Good	27	22
Fair	37	50
Poor	13	17

Q44. How would you describe your news organization's commitment to coverage of race-related news in general?

Excellent	0	3
Very good	30	16
Good	30	38
Fair	30	38
Poor	10	5

The next set of questions relate to your job satisfaction and your future in journalism:

Q45. Overall, how satisfied are you with your present Washington job?

Very satisfied	23	18
Fairly satisfied	73	56
Somewhat dissatisfied	3	23
Very dissatisfied	0	3

Q46. Overall, how satisfied were you with your last non-Washington journalism job?

Very satisfied	23	26
Fairly satisfied	47	39
Somewhat dissatisfied	20	32
Very dissatisfied	3	3

	2008	2004
	%	%
Q47. Including your current job, how many different news organizations have you worked for as a journalist (not including internships)?		
1	7	5
2	30	16
3	23	26
4	20	34
5 or more	20	18

	2008	2004
Q48. How many years have you worked as a journalist (not including internships)?		
Less than 2 years	3	0
2-5 years	3	3
6-10 years	23	18
11-20 years	33	49
21-30 years	27	26
More than 30 years	10	5

	2008	2004
Q49. How many years have you worked for your current news organization?		
Less than 2 years	20	13
2-5 years	27	38
6-10 years	20	26
11-20 years	20	13
21-30 years	10	10
More than 30 years	3	0

	2008	2004
Q50. How many years have you worked in your current Washington bureau?		
Less than 2 years	27	21
2-5 years	30	39
6-10 years	21	29
11-20 years	20	11
21-30 years	0	0
More than 30 years	0	0

	2008	2004
	%	%
Q51. How long do you want to remain part of the Washington press corps?		
Less than 2 years	7	26
2-5 years	27	34
6-10 years	27	17
More than 10 years	7	6
Remainder of career	30	17

	2008	2004
Q52. If you had it to do over again, would you choose journalism as a career?		
Yes	83	79
No	7	10
Don't know	7	10

	2008	2004
Q53. Do you plan on finishing your professional career as a journalist?		
Yes	30	36
No	27	18
Don't know	43	46

	2008	2004
	%	%
Q54. Where would you most like to be working in five years?		
In your current Washington bureau	30	16
In the Washington bureau of another news organization	7	9
In the home newsroom of your current news organization	3	9
In the home newsroom of a different news organization	10	13
In a foreign or non-Washington national bureau of another news organization	3	13
In a foreign or non-Washington national bureau of your current news organization	10	16
In the local newsroom of another news organization	0	6
In the local newsroom of your current news organization	0	6
In another journalism position	13	6
In a non-journalism profession	23	13

	2008	2004
Q55. If you had it to do over again, would you come to the Washington bureau?		
Yes	93	97
No	0	0
Don't know	3	3

	2008	2004
Q56. How many years were you a full-time journalist (not including internships) before you came to a Washington news bureau?		
Less than 2 years	7	5
2-5 years	27	13
6-10 years	30	39
11-20 years	27	39
More than 20 years	3	3

	2008	2004
	%	%
The following questions explore your educational experiences and how you entered journalism.		
Q57. When did you first become interested in journalism?		
Elementary school or earlier	13	10
Middle school/junior high school	7	21
High school	43	46
College	20	18
After college	13	5
Q58. Did you work as a journalist on your high school newspaper?		
Yes	53	59
No	43	41
Q59. What kind of school was your high school?		
Private	23	14
Public	77	86
Q60. Did you work as a journalist on your college newspaper?		
Yes	63	69
No	37	31
Q61. Did you take an internship at a newspaper before entering journalism as a profession?		
Yes	57	69
No	40	31
Q62. What best describes the college where you received your undergraduate degree?		
Public	63	62
Private, non-Ivy League	23	28
Ivy League	10	10
Not applicable	3	0

	2008	2004
	%	%
Q63. What was your major as an undergraduate?		
English	17	28
Government/political science/public policy	17	13
History	0	0
Journalism	40	56
Mass communication/communications	13	5
Sciences	7	5
Other	10	8
Not Applicable	0	0
Q64. Do you hold any of the following graduate degrees?		
MA	20	23
MJ	10	0
PhD	3	0
JD	0	3
MBA	0	0
MD	0	0
Other	7	10
Q65. If you went to graduate school, what did you study?		
English	3	9
Government/political science/public policy	7	9
History	0	4
Journalism	10	17
Mass communication/communications	7	0
Sciences	0	0
Other	10	17
Not Applicable	33	43

	2008	2004
	%	%
Finally, we would like to know a little bit about you so we can see how different types of people feel about the issues we have been examining.		
Q66. What is your gender?		
Female	40	49
Male	60	51
Q67. What is your race or ethnicity (multiracial respondents should check all appropriate boxes)?		
Asian American or South Asian	17	23
Black or African-American	50	59
Hispanic or Latino	27	18
Native American	3	0
White	10	0
Q68. What is your age?		
Under 30	13	5
30-39	37	46
40-49	20	36
50-59	27	13
60 and over	3	0
Q69. How would you describe the area where you lived growing up?		
Rural	10	3
Suburban	47	57
Urban	47	41
Q70. How would you describe your socioeconomic background growing up?		
Lower	7	15
Lower middle	20	21
Middle	47	49
Upper middle	20	15
Upper	3	0

	2008	2004
	%	%
Q71. What is your personal yearly income from your full-time journalism job today?		
Under \$40,000	3	0
\$40,000 to \$50,000	7	0
\$50,001 to \$75,000	17	23
\$75,001 to \$100,000	20	51
\$100,001 or more	40	26

Q72. Which category best describes your job?		
Reporter	80	77
Columnist	3	3
Copy editor	0	0
Bureau chief	0	5
Assignment editor	7	13
Other editor	10	3
Photographer or artist	0	0

Q73. About what percentage of the people you see socially are connected in some way with journalism or the communications field?		
0-10 percent	13	15
11-25 percent	43	23
26-50 percent	23	28
51-75 percent	10	23
76-90 percent	10	10
More than 90 percent	0	0

	2008	2004
	%	%
Q74. About what percentage of the people you see socially are connected in some way with the issues you write about or edit?		
0-10 percent	47	67
11-25 percent	33	18
26-50 percent	7	13
51-75 percent	3	3
76-90 percent	10	0
More than 90 percent	0	0

Q75. Please check the professional journalism organizations to which you currently have a membership.		
AAJA	7	21
IRE	10	18
NPC	10	18
NABJ	38	41
NAHJ	10	15
NAJA	0	0
NLGJA	0	0
SAJA	3	10
SPJ	10	10
Others (please write in)	3	15

UNITY: Journalists of Color, Inc. is a strategic alliance of journalists of color acting as a force for positive change to advance their presence, growth and leadership in the fast-changing global news industry. This alliance includes the Asian American Journalists Association, National Association of Black Journalists, the National Association of Hispanic Journalists and the Native American Journalists Association.

The Walter Cronkite School of Journalism and Mass Communication at Arizona State University is a nationally recognized professional journalism program with 1,400 undergraduate and graduate students. The Phoenix-based school is home to the Donald W. Reynolds National Center for Business Journalism, the Knight Center for Digital Media Entrepreneurship, the New Media Innovation Lab and the Reynolds High School Journalism Institute.

The McCormick Foundation is a national leader in news diversity issues. The non-profit organization provides major support to programs promoting diversity in journalism, ethnic media, journalism education, news leadership, freedom of expression and youth voices, awarding more than \$45 million in journalism grants since 2000.

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