

2012



2012 NABJ Network Newsroom Management Diversity Census

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National Association of Black Journalists



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NABJ Network Diversity Census 2012

EXECUTIVE SUMMARY

The National Association of Black Journalists has compiled data on the level of diversity in the senior editorial ranks of U.S. television network and cable news organizations. The goal of the diversity census is to paint an accurate picture of exactly who is making the decisions about news content and coverage produced and disseminated to the U.S. population and the world. A key question we ask is, “How closely does the level of diversity in management at these news organizations reflect the diversity of the most recent U.S. Census?” The latest U.S. Census population data show the number of people identifying as White Non-Hispanic to be 63 percent of the total U.S. population. (2011)

We applaud the commitment of news organizations that reflect the increasingly diverse U.S. population. When companies fall short and do not reflect the society they serve, our goal and NABJ’s mission is to find ways to work together to increase the number of diverse voices, particularly African-American journalists. The level of polarization in our country on issues covered by network and cable news providers as part of the 24-hour news cycle is in part a reflection of the lack of diversity among the teams of people making decisions on editorial content. When it comes to covering these diverse communities and the issues that concern them, decisions are often made in a vacuum.

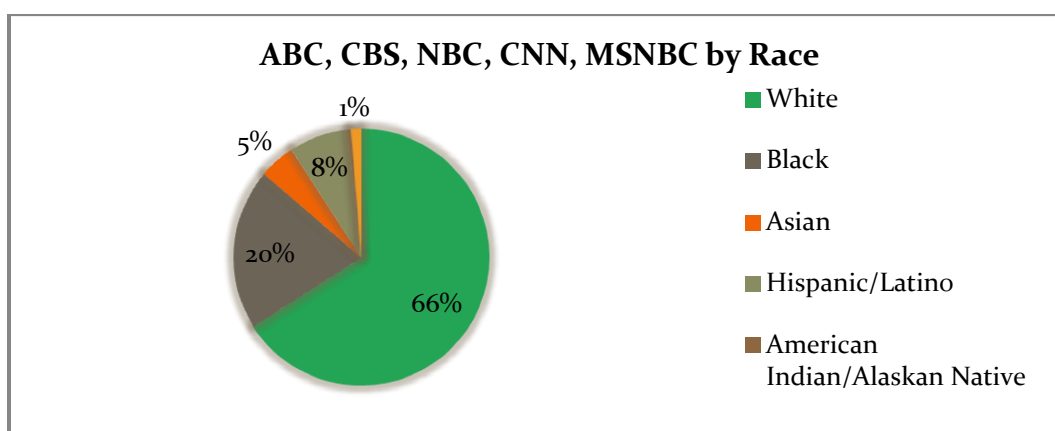
METHODOLOGY

NABJ evaluated the following cable and network news organizations: ABC, CBS, NBC, CNN, MSNBC, and FOX. We requested each network supply us with information, such as the name, race and title of employees who serve in the capacity of vice-president, executive producer, senior producer, bureau chief, and other decision-making roles in their news organizations. Since 2008, NABJ has used a variety of sources to verify this information, including company websites, news releases, online media sources and blogs, as well as people with knowledge of the networks’ hierarchy. NABJ’s leadership has had constant talks with the network television executives, and today, some share information

or verify personnel information. We appreciate them for being more forthcoming about their progress and goals for recruiting and retaining managers of color even during challenging economic times.

This year, every network acknowledged receiving the data and some replied with comments. FOX replied, but did not supply sufficient information on the senior level managers at the FOX News Channel. Therefore, once again, information about FOX News Channel is not included in the census. Last year, FOX News Channels officials say they did not receive our request in a timely manner. ABC News has neither responded nor supplied NABJ with information.

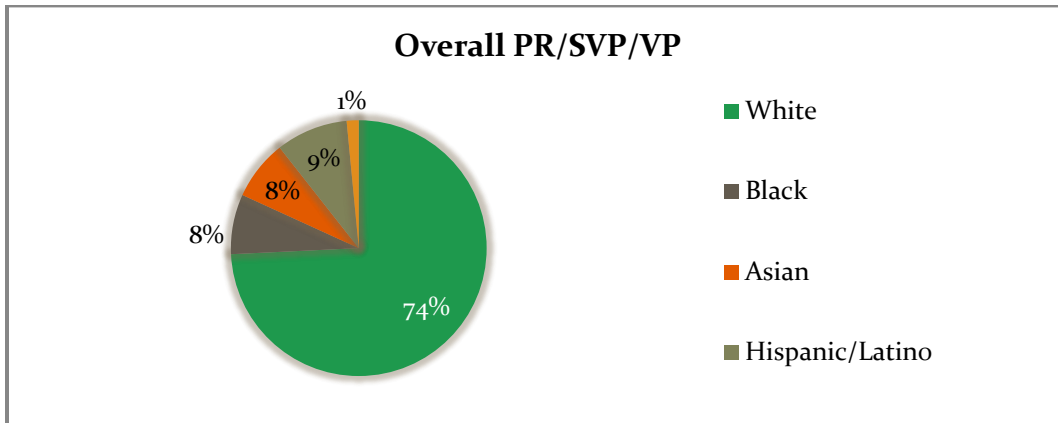
This chart provides a glimpse of the racial make-up of all networks in 2012:



The story behind these numbers is an all too familiar one. The higher up you go in the management ranks the less diversity you see. There are no people of color among the Presidents of any of the networks we surveyed. Our data collected for Presidents, Senior Vice Presidents and Vice Presidents show:

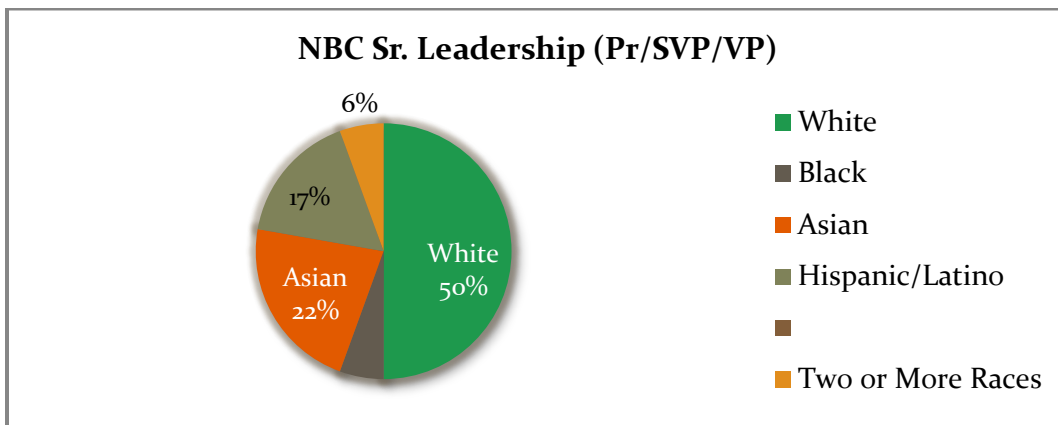
- 49 whites
- 6 Hispanic/Latinos
- 5 African Americans
- 5 Asians

We identified at least four vice presidents who are mixed race. Overall 74 percent of the senior most positions were held by whites.



Our census did not find any Hispanic/Latino or Asian Sr. Vice Presidents, or Vice Presidents at MSNBC, or ABC News. CBS News lacked any Asian employees among those ranks. NBC remains the most diverse in this particular category. Among the Presidents, Senior VPs and VPs NBC has:

- 9 whites
- 1 African-American
- 4 Asians
- 3 Hispanic Latinos
- 2 people identified as mixed race (two or more races)



What's changed since 2008 at NBC News?

In our first since in 2008, NABJ identified four vice presidents of color with direct ties to news or the management of news resources and personnel.

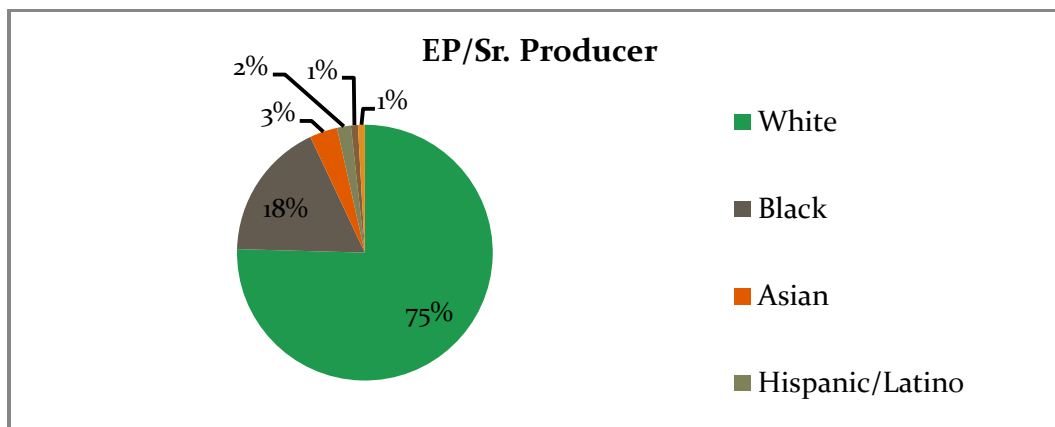
Today there are 8 vice presidents of color. All of the company presidents are white males.

EXECUTIVE PRODUCERS AND SENIOR PRODUCER

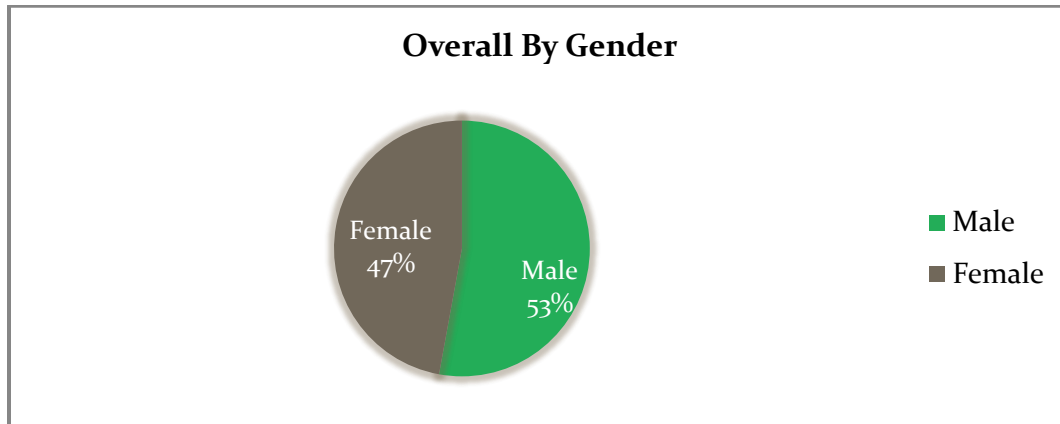
The committee would like to note a slight growth of people of color within the ranks of senior managers and executive producers at the networks since we started the census in 2008, but the numbers are still disappointing among executive producers. Executive producers wield a wealth of influence in day-to-day news coverage and oversee shows such as NBC's "Today." Out of 113 senior managers, there are 19 African-Americans with the title of Executive Producer or Senior Producer among all of the networks where our committee gathered data. We identified three African-American women with the title of Executive Producer supervising network news shows (CNN's Midday 12-2pm, MSNBC's Dayside 11 a.m., and NBC's Weekend Today).

There are four Asians, two Latino, and one American Indian/ Alaskan Native-American listed as Executive Producers or Senior Producers.

Here's a breakdown of network executive producers and senior managers by race:



GENDER



Our census found the least disparity overall between genders, with the exception of the top spots at the networks which remain all male and all white. Beyond the company presidents is a much more diverse picture between men and women in the newsrooms.

57 percent (129) of the senior managers are male and 43 percent (115) are female. CNN, CBS, and NBC actually have one or two more females than males in management positions in news.

CNN has 29 females and 27 males

CBS has 21 females and 20 males

NBC has 30 females and 29 males.

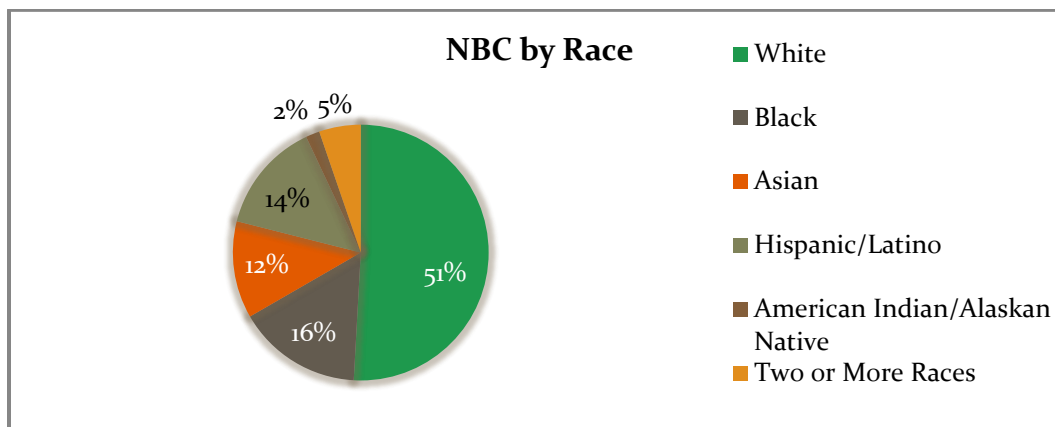
MSNBC has 15 females and 20 males

The census data we collected shows 62 percent of the managers at ABC are male compared to 38 percent female. The charts for individual networks are at the end of the summary.

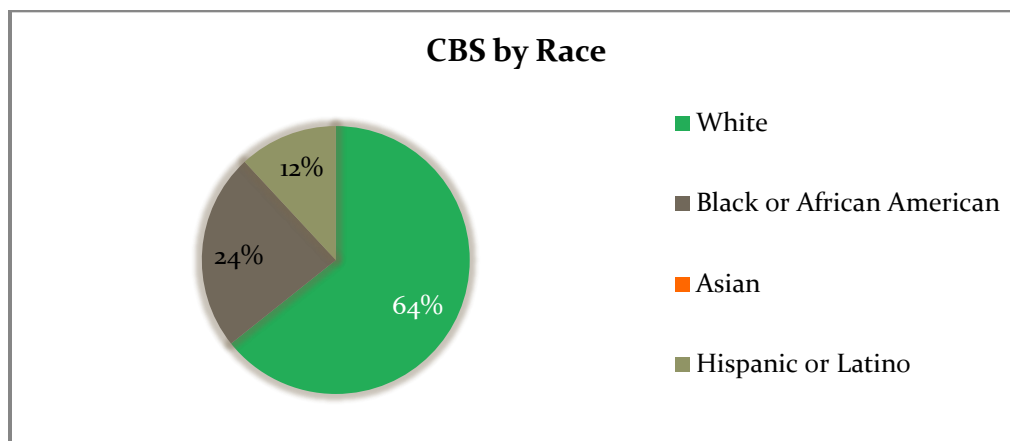
RACE AND ETHNICITY

Overall NBC has the most diversity among senior-level managers.

At NBC News, out of 57 managers and executives, 28 are people of color. CBS also has a strong showing compared to others in our census.



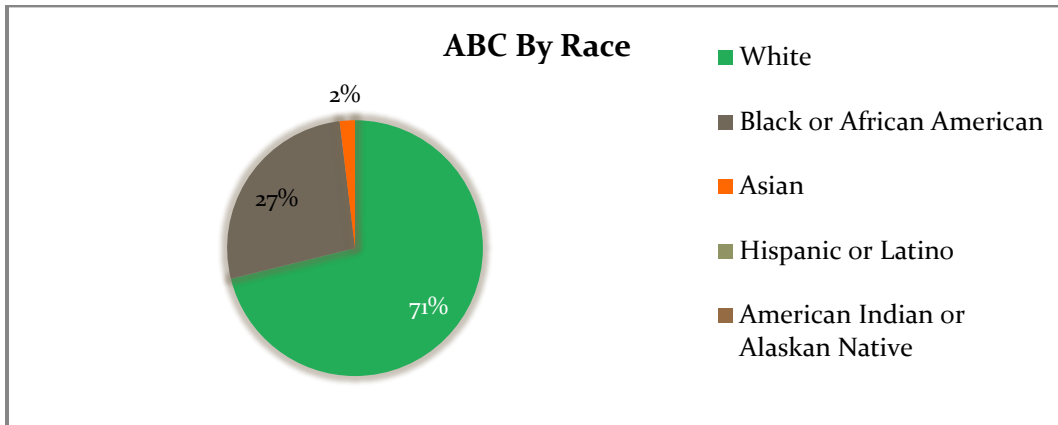
At CBS News, we found about a third of its senior managers are people of color. In fact, last year, CBS News promoted longtime foreign editor Ingrid Ciprian-Matthews to Vice President of CBS News, making her the first Hispanic to attain this position.



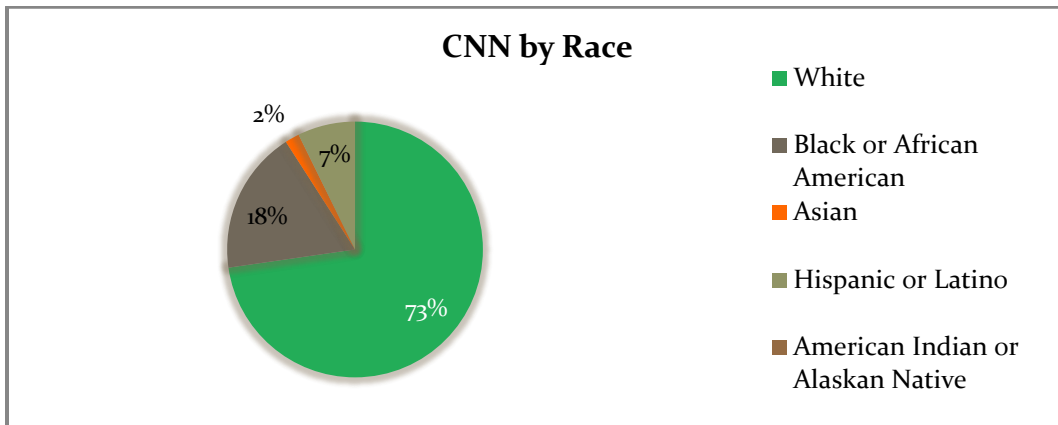
However, there are voids at the network. There is only one executive producer of color, and as CBS' "60 Minutes" approaches its 45th anniversary, there are no people of color in the management ranks.

CNN and MSNBC are making strides in the executive ranks, but still need improvement in the number of people of color who supervise daily shows.

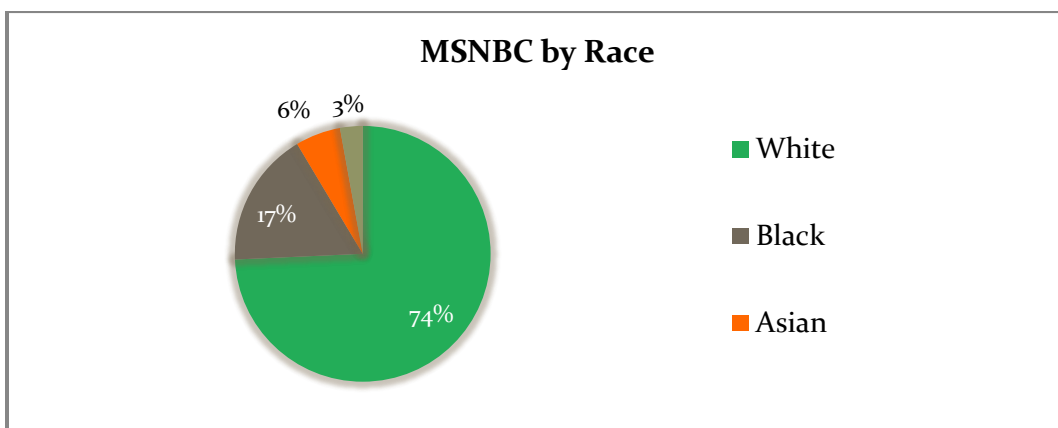
ABC needs the most improvement. We found 15 out of 52 News managers are people of color. Those fifteen are African-American and one Asian-American. The committee has not found any Hispanic/Latino news managers at ABC.



15 out of 55 News Managers are people of color at CNN



And at MSNBC there are 9 News Managers of color out of 35

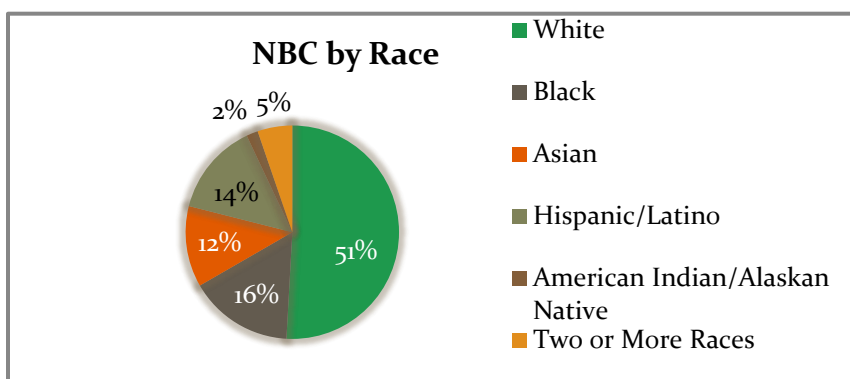


However, CNN and MSNBC have people of color – two African Americans leading their news coverage as senior executives. They are CNN’s Executive Vice President and Manager Mark Whitaker, who is mixed-race and Yvette Miley, MSNBC’S Vice President/Executive Editor, who is African-American.

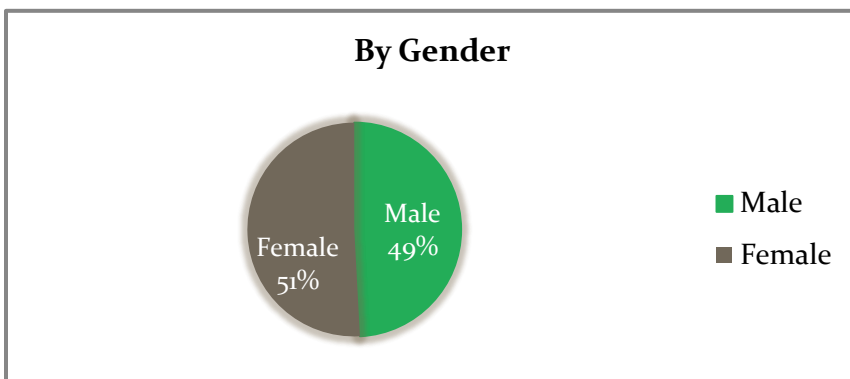
NBC

NBC News verified the data gathered for the 2012 Network Diversity Census. The company has been awarded by NABJ in the past for its commitment to diversity. Our committee concludes were it not for the strong showing that NBC has across the board in levels of diversity among senior management, the network census numbers showing all networks combined would be less of a reflection of the national population than it is.

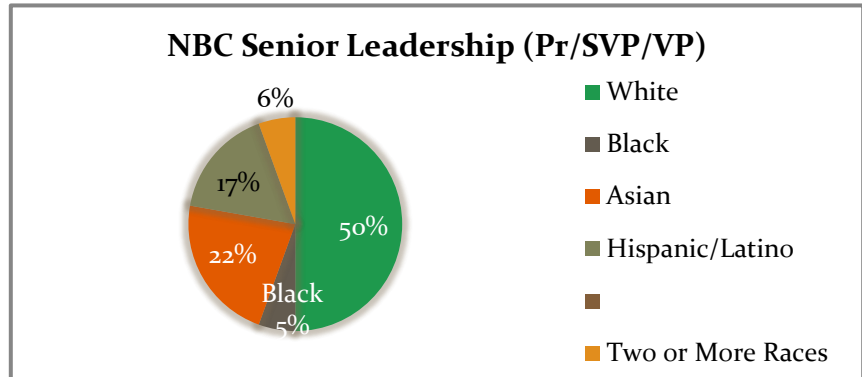
White	29
Black	9
Asian	7
Hispanic/Latino	8
American Indian/Alaskan Native	1
Two or More Races	3



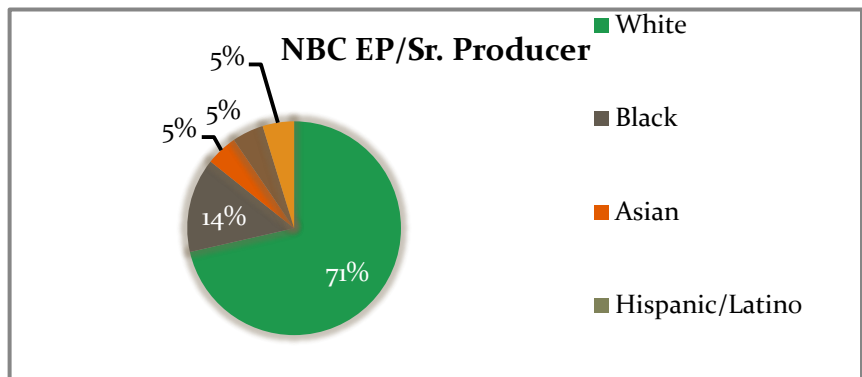
Male	29
Female	30



White	9
Black	1
Asian	4
Hispanic/Latino	3
Two or More Races	1



White	15
Black	3
Asian	1
Hispanic/Latino	
American Indian/Alaskan Native	1
Two or More Races	1



FOX News Channel

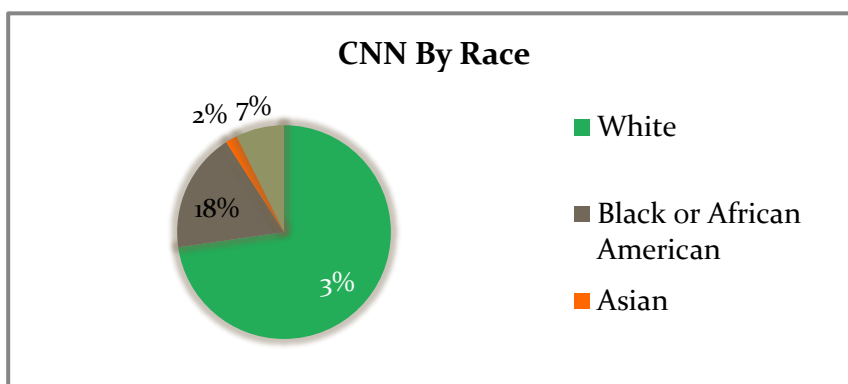
FOX News Channel data is not included in the 2012 NABJ Network Diversity Census. We are optimistic that the network will see the value in participating in the census in the future. DaMar Smith at FOX thanked the committee for requesting the information but stated an H.R. executive left the Fox Televisions Groups unexpectedly for family matters and “As a result we’re unable to provide the information for the census report in a timely manner.” He encouraged us to use data from public sources.

CNN

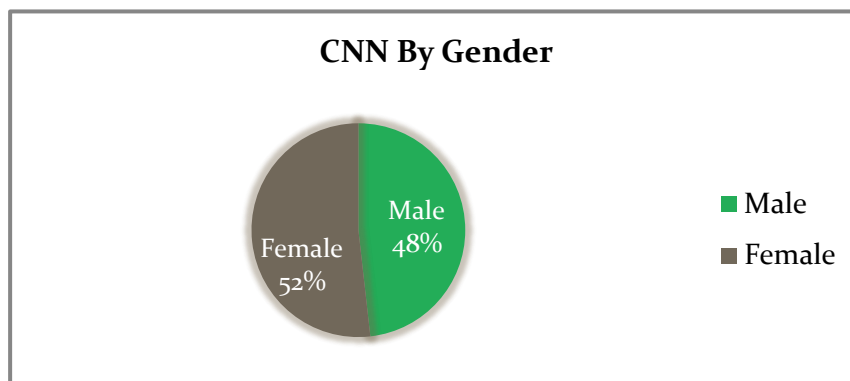
CNN’s Senior Legal Analyst Johnita Due acknowledged receiving the data we

collected for the NABJ 2012 Diversity Census and replied to our committee saying, “CNN does not provide this kind of information to third parties. We do note that the information is inaccurate and incomplete. We would like to request that you do not publish any of the names of our employees out of respect for their Privacy.” The committee notes that NABJ’s leadership has had continuous meetings with CNN’s leadership during the past three years, but CNN has not attempted to correct any of the data in our census since we started including cable news networks in 2009. CNN’s data is gathered from the company’s Web site, public records, press releases, news reports, and people with knowledge of the news organization’s hierarchy.

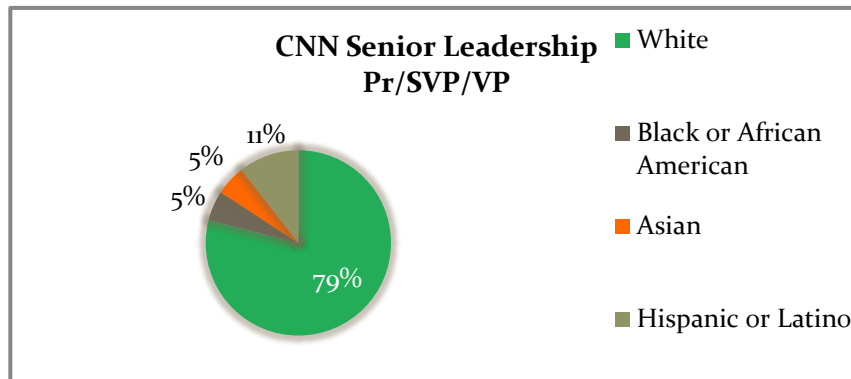
White	40
Black or African American	10
Asian	1
Hispanic or Latino	4
American Indian or Alaskan Native	0



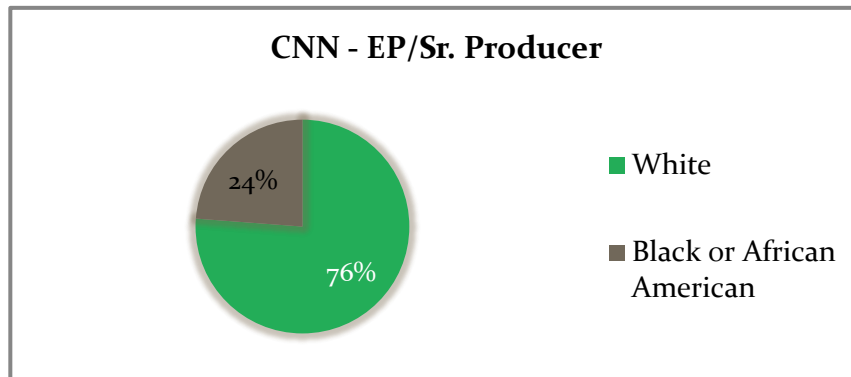
Male	27
Female	29



White	15
Black or African American	1
Asian	1
Hispanic or Latino	2



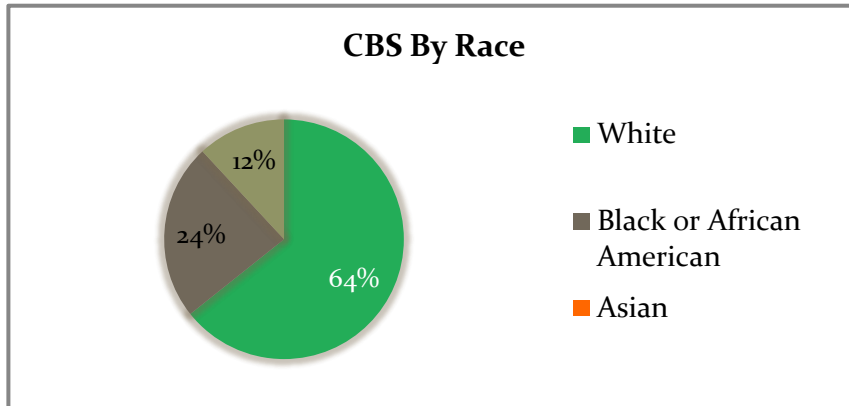
White	16
Black or African American	5



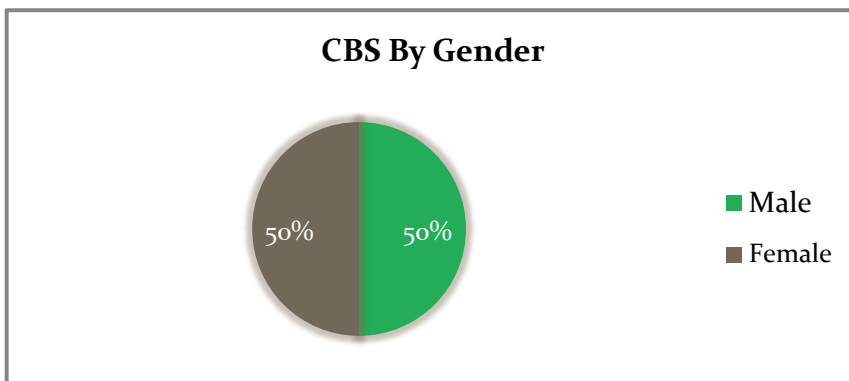
CBS

CBS acknowledged receiving the census data, but gave no comment. In published statements on the company Web site, CBS identifies itself as recognizing its influence as one of the world's leading media companies, with assets that include national television networks, local TV and radio stations, interactive and outdoor media and publishing houses, CBS Corporation strives to use its power and reach for the public good. Its commitment to quality news coverage, community outreach, and support, public service announcements, diversity effort and socially responsible content across all its divisions has earned CBS the distinction of being a public trust.

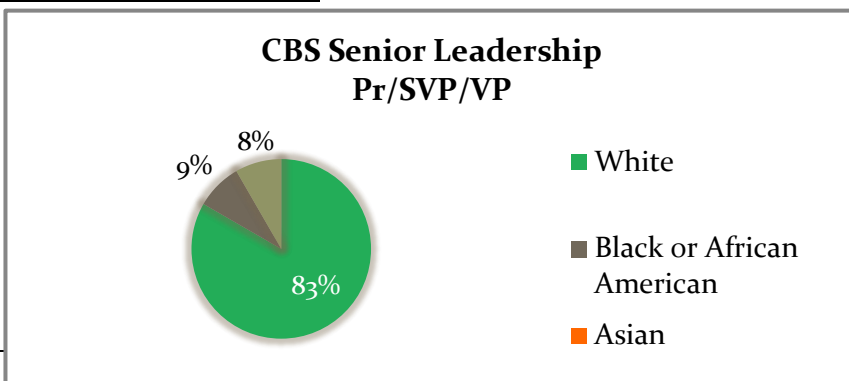
White	27
Black or African American	9
Asian	0
Hispanic or Latino	5
American Indian or Alaskan Native	0



Male	20
Female	21

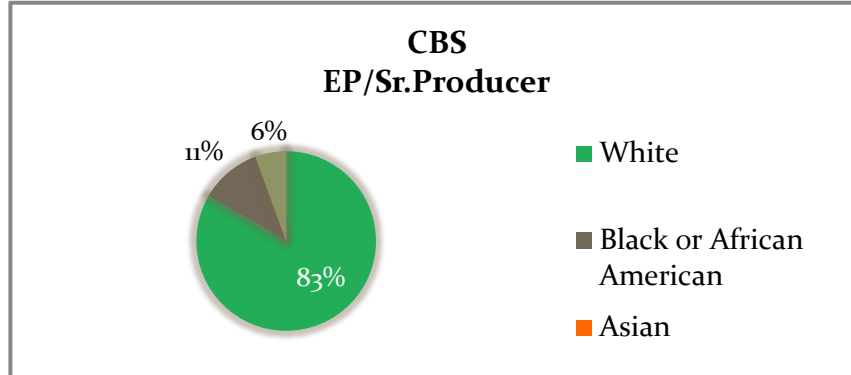


White	10
Black or African American	1
Hispanic or Latino	1



White	
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Black or African American	2
Asian	
Hispanic or Latino	1

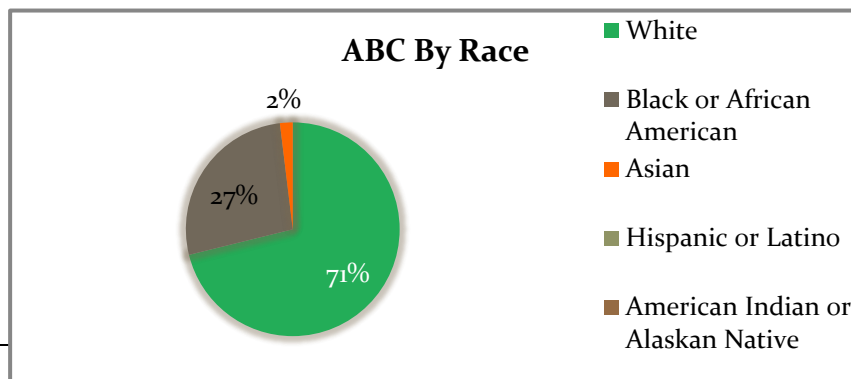


ABC

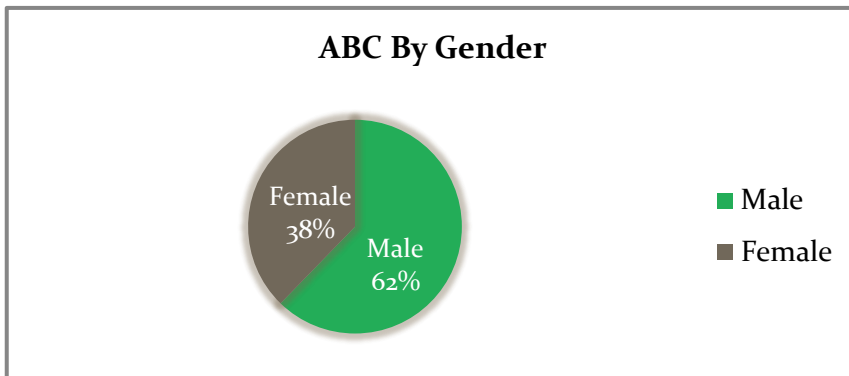
This is the second year that ABC has not complied with NABJ's request for verification of data collected in the Network Diversity Census. The network has undergone a change in its management structure in recent years, but the number of people of color has declined or become stagnant. Our 2008 census showed ABC News had one vice president of color, an African-American, responsible for news coverage. This year, we identified two African-American vice presidents.

In 2008, ABC News did not have any Hispanic senior managers. Five years later it appears nothing has changed at the network. ABC News still does not have any Hispanic vice presidents or senior managers.

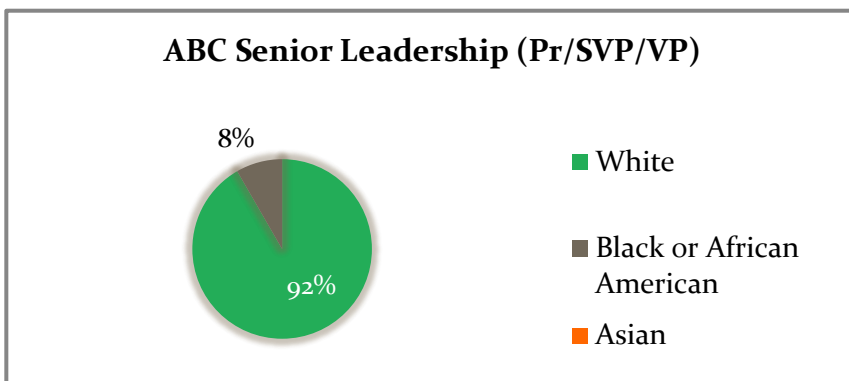
White	37
Black or African American	14
Asian	1
Hispanic or Latino	0
American Indian or Alaskan Native	0



Male	33
Female	20



White	11
Black or African American	1
Asian	
Hispanic or Latino	



White	18
Black or African American	5
Asian	1

