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The 2014 Associated Press Sports Editors Racial and Gender Report Card

By Richard Lapchick
with

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EXECUTIVE SUMMARY

Orlando, FL...June 10, 2015 – The fifth bi-annual edition of the *Associated Press Sports Editors Racial and Gender Report Card*, which evaluated over 100 newspapers and websites, was released today. This study is intended to measure the changes in racial and gender hiring practices from the 2012 study. The 2014 Report was published by The Institute for Diversity and Ethics in Sport (TIDES) at the University of Central Florida and was requested by the Associated Press Sports Editors (APSE). This was the fifth time the APSE requested that TIDES review the data related to its current staff and employment practices.

For 2014, the grade for racial hiring practices for APSE newspapers and websites was a **C+**, which was the same grade as in the 2012 study. The APSE newspapers and websites received the fourth consecutive **F** for gender hiring practices. Grades were not issued for the 2006 Report Card. The combined grade for 2014 was a **D**, **the lowest of all the reports issued by TIDES**

Richard Lapchick, the Director of the Institute and primary author of this report, noted, “It has now been eight years since the publication of the 2006 Report. While there was some change in the five key positions we examined for race, there continued to be a failing grade for gender in all five categories. I applaud the APSE for its transparency and its determination to get better.

Nonetheless, it remains important to have voices from different backgrounds in the media. This report shows that in 2014, 91.5 percent of the sports editors, 90.2 percent of the assistant sports editors, 83.5 percent of our columnists, 85 percent of our reporters and 83.3 percent of our copy editors/designers were white. In the 2012 report, those numbers for the same positions were 90.9, 86.6, 83.9, 86.3, and 86 respectively.

The percentages of males in those positions this year are 90.1, 90.2, 87.6, 87.4, and 80.8. In 2012, the percentages were 90.4, 82.8, 90.2, 88.3, and 80.4, respectively.”

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The 2012 report showed a terrible lack of opportunity for people of color. In 2014, there was an increase in opportunities for people of color as copy editors (from 14 percent to 16.7 percent), and slight increases for reporters (13.7 percent to 15 percent), and columnists (16.1 percent to 16.5 percent). There was also an increase for women as reporters (from 11.7 percent to 12.7 percent), sports editors (from 9.6 to 9.9), and women columnists (from 9.7 percent to 12.4 percent). There was a large decrease in women assistant sports editors (from 17.2 to 9.8 percent) and a slight decline for copy editors/designers (from 19.6 to 19.2 percent).

The most positive news was that the percentage of columnists who were women and people of color increased by 2.5 percentage points from 25.3 percent in 2012 to 27.8 percent in 2014. Reporters increased as well. The percentage of women and people of color who held reporter positions increased by 1.9 percentage points from 23.9 percent in 2012 to 25.8 percent in 2014.

Lapchick noted that "ESPN has been a leader in the hiring of women and people of color in key positions. Of the 16 people of color who are sports editors at this level, seven work for ESPN. If the ESPN sports editors of color were removed, the percentage of sports editors of color would drop from 11.7 percent to 6.9 percent. Of the 11 women who were sports editors at this level, seven worked for ESPN. If the ESPN sports editors who are women were removed, the percentage of female sports editors would drop from eight percent to 3.1 percent.

Of the 48 men of color who were columnists at "A" newspapers and websites, 41 worked for ESPN. If the ESPN male columnists who are people of color were removed, the percentage of male columnists of color would drop from 17.5 percent to 3 percent. Of the 37 women who were columnists at this level, 32 worked for ESPN. If the ESPN female columnists who are women were removed, the percentage of female columnists would drop from 13.5 percent to 2.1 percent."

It is understood that the size of America's newspapers has been shrinking for the past several years. One of the few organizations that has been able to increase its hires has been ESPN.

Lapchick added that "My primary recommendation to the APSE remains that it adopts a Ralph Wiley Rule, named after the late African-American writer. The Wiley Rule would be like the Rooney Rule in the NFL and would call for a diverse pool of candidates including people of color and women for each opening of these key positions. According to John Cherwa, many of the individual newspapers have adopted such a rule."

The APSE, an organization comprised of the sports sections of newspapers and online media sources in the United States and Canada, reported data specific to sports editors, assistant sports editors, columnists, reporters and copy editors and designers. The study evaluated data for 1,726 individuals employed within these five positions. The data collected for this study was then analyzed by separating the newspapers by circulation size and totals by race, gender, and position.

Lapchick has been publishing Racial and Gender Report Cards on the NBA, NFL, MLB, WNBA, MLS, and college sport for over two decades.

John Cherwa, who is an editor at the Los Angeles Times and serves as the Advisor for this study, said, "The ongoing lack of improvement continues to be both puzzling and unsettling. You have to ask, 'What are we doing wrong?' I wish I knew the answer. It's certainly not because we don't care. At the LA Times we have a program called Metpro, which is designed specifically to build diversity in the newsroom. In the last five years, only one person spent a few weeks in the sports department, and that's because the interest of the participants is always in other types or forms of journalism.

I don't think there is a magic bullet and maybe incremental progress is the best we can achieve right now. I hope we can do better than that, but we'll continue to look for a solution, even as the number of jobs continues to shrink."

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“The report card is disappointing and shows how far we have to go,” said Mike Sherman, APSE president and sports editor of The Oklahoman. “It’s imperative that APSE continue to encourage and assist member organizations as they strive to build staffs that reflect the growing diversity of our communities.

It’s also important to recognize what is working. This summer, Mary Byrne of ESPN will become APSE’s first woman president since Sandra Rosenbush in 1993.

For the last three years, APSE’s Diversity Fellows program, started by former APSE president Michael Anastasi, has an in-depth, nine-month program for mid-career minority and women journalists interested in pursuing a career in management. I can attest to the benefits of this program: Erik Horne, a member of the Diversity Fellows class of 2014, is our NewsOK Sports editor.

As an organization and APSE members, we must continue to support, expand and plug into these efforts.”

In framing the results, Lapchick asked, “Is the coverage of athletes and sports in the media fair and accurate when women and people of color are the subjects of the reporting? Are women and people of color fairly represented on today’s newspaper and website sports department staffs? How would a more diverse staff of sports editors, columnists and reporters affect what is commonly written about in our newspapers? These are the key positions where decisions on what is covered, who covers it and who offers opinions on it are made.

It is imperative that newspapers, as well as all businesses, hire the most qualified individual for each position. The Institute strives to emphasize the value of diversity to sports organizations and newspapers alike when assessing qualified candidates for open positions. Specific initiatives such as diversity and inclusion management training can help change attitudes and increase the applicant pool for open positions. It is clearly the choice of the organization regarding which applicant is the best fit for the job, but The Institute wants to illustrate how important it is to have a diverse organization including individuals who better reflect the population as well as the people we cover in sports. The Institute strongly believes that diversity is a business imperative and can provide a different perspective and possibly a competitive advantage for a win in the boardroom as well as with the public audience.”

Tables for the Report are included in Appendix I.

OVERALL GRADES

The APSE newspapers and websites received grades of **C+** for racial hiring practices with 75.2 points and an **F** for gender hiring practices with 50 points in the five key positions covered in the 2014 study. This is the fourth consecutive time the APSE has received a grade of **F** for gender hiring practices since TIDES began issuing grades in the 2008 Report Card. The combined grade for 2014 was a **D**.

In the category of racial hiring, APSE newspapers and websites received a grade of **B-** for total staff, a grade of **B** for columnists, copy editors/designers, and reporters, a **C-** for assistant sport editors, and a **D+** for the category of sports editors.

The APSE newspapers and websites received a grade of **F** in every category for gender hiring practices.

The categories of sports editors and columnists were weighted at 20 percent and the other four were 15 percent.

Grade for APSE Total Staffs:		15 percent weight toward final grade
Race:	B-	14.7 percent people of color
Gender:	F	13.3 percent women
Grade for APSE Sports Editors:		20 percent weight toward final grade
Race:	D+	8.5 percent people of color
Gender:	F	9.9 percent women
Grade for APSE Assistant Sports Editors:		15 percent weight toward final grade
Race:	C-	9.8 percent people of color
Gender:	F	9.8 percent women
Grade for APSE Columnists:		20 percent weight toward final grade
Race:	B	16.5 percent people of color
Gender:	F	12.4 percent women
Grade for APSE Reporters:		15 percent weight toward final grade
Race:	B	15.0 percent people of color
Gender:	F	12.7 percent women
Grade for APSE Copy Editors/Designers:		15 percent weight toward final grade
Race:	B	16.7 percent people of color
Gender:	F	19.2 percent women

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REPORT HIGHLIGHTS

The report shows the vast majority of people holding key positions on the major newspapers and media websites in the United States and Canada are white and male. The following report findings demonstrate that:

- 91.5 percent of the sports editors were white.
- 90.2 percent of the assistant sports editors were white.
- 83.5 percent of the columnists were white.
- 85 percent of the reporters were white.
- 83.3 percent of the copy editors/designers were white.
- 90.1 percent of the sports editors were men.
- 90.2 percent of the assistant sports editors were men.
- 87.6 percent of the columnists were men.
- 87.4 percent of the reporters were men.
- 80.8 percent of the copy editors/designers were men.

Other highlights from the study include:

- The percentages of African-American men holding the position of copy editors/designers increased while assistant sports editors, reporters, columnists, and sports editors decreased.
- White male sports editors increased by 0.7 of a percentage point.
- The percentage of women sport editors increased for African-Americans and remained the same for Latinas.
- Latino men increased in percentage for sports editors, columnists, and reporters.
- Asian men increased for sport editors.
- ESPN formed a substantial part of the totals for people of color who were columnists and sport editors.

Sports editors

- African-American men and women combined decreased from 5.7 percent in 2012 to 4.5 percent in 2014.
- There were still no Asian women serving as sports editors as of 2014.
- Of the 16 people of color who were sports editors at the circulation "A" level and websites, seven worked for ESPN which also employed two of the six African-American men who were sports

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editors and three of the six Latinos who were sports editors. ESPN employed the only Latina sports editor and the only Asian sports editor. If the ESPN sports editors of color were removed, the percentage of sports editors of color would drop from 11.7 percent to 6.9 percent.

- Of the 11 women who were sports editors at this level, seven worked for ESPN. If the ESPN sports editors who are women were removed, the percentage of female sports editors would drop from 8 percent to 3.1 percent.
- The Boston Globe employed two of the African-American sports editors and three of the women who were sports editors. If the ESPN and The Boston Globe sports editors who are women were removed, the percentage of female sports editors would drop from 8 percent to 0.8 percent at the time of the survey. If the ESPN and The Boston Globe sports editors who are people of color were removed, the percentage of sports editors of color would drop from 11.8 percent to 5.5 percent.
- Since the studies began in 2006, the 83.2 percent of the sports editor position held by white men in 2012 was the lowest. In 2014 the percentage of white men increased by 0.7 of a percentage point.

Assistant/Deputy Sports Editors

- The percentage of assistant sports editors who were white men increased from 73.3 percent in 2012 to 84.2 percent in 2014 while the percentage of white women decreased from 13.3 percent in 2012 to 6.01 percent in 2014.
- Assistant sports editor of color decreased by 3.4 percentage points from 13.3 percent in 2012 to 9.9 percent in 2014. In 2014, African-Americans made up 3.3 percent, Latinos 4.4 percent, Asians 1.1 percent, and 1.1 percent of “other” people of color.

Columnists

- In 2014, women and people of color combined to make up 27.8 percent of columnists. This showed a 2.5 percentage point increase from 25.3 percent of columnists of the surveyed APSE member newspapers and websites in 2012.
- The percentage of male columnists decreased by 2.7 percentage points to 87.6 percent.
- For the first time in the survey of the APSE newspapers and websites, there was a Latina columnist.
- Of the 48 men of color who were columnists at “A” newspapers and websites, 41 worked for ESPN. ESPN employed 30 of the 35 African-American male columnists, six of the eight Latino columnists, all four of the Asian columnists, and the only person categorized as “Other.” If the ESPN male columnists who are people of color were removed, the percentage of male columnists of color would drop from 17.5 percent to 3 percent.
- Of the 37 women who were columnists at this level, 32 worked for ESPN. If the ESPN female columnists who are women were removed, the percentage of female columnists at this level would drop from 13.5 percent to 2.1 percent. Of the 37 women, two were African-American, one was Latina and one was Asian at “A” newspapers and websites. All four women of color were employed by ESPN.

Reporters

- In 2014, 74.2 percent of the reporters surveyed were white males, which was a decrease of 1.9 percentage points from the 76.1 reported in 2012.
- The percentage of women reporters was 12.7 percent in 2014, which was a one percentage point increase from 11.7 in 2012.

Copy editors/designers

- In 2014, copy editors/designers of color increased by 2.7 percentage points (from 14 percent in 2012 to 16.7 percent in 2012).
- Women represented 19.2 percent of the copy editors/designers in 2014, which was a decrease of 0.4 of a percentage point from 2012 (19.6 percent).

APSE Leadership

- This summer, Mary Byrne of ESPN will become APSE's first woman president since Sandra Rosenbush in 1993. Tracy Dodds (1999-00) was the only other female APSE president in the history of the organization since 1973.
- Mike Fannin, a Latino, was the first person of color to be APSE President in 2007-08.
- Lynn Hoppes, who is Asian-American, was APSE President in 2008-09.
- Garry Howard was the third person of color and the first African-American to fill the position of APSE president in 2009-10.

Miscellaneous

- Circulation size "A" papers had the highest percentage for people of color in their entire staffs at 17.4 percent and the highest percentage of women at 13.9 percent in 2014.
- In circulation size "A" newspapers and websites, the SunSentinel (FL) had the highest percentage for people of color at 57.9 percent. The Charlotte Observer (NC) had the highest percentage of people of color at "B" newspapers with 30.8 percent. The Clarion Ledger (MS) had the highest percentage for people of color for size "C" newspapers at 33.3 percent. In size "D" newspapers, The Monitor (TX) had 66.7 percent people of color.
- Looking at opportunities for women in size "A" newspapers, the Miami Herald (FL) was tops with 29.4 percent. In size "B" newspapers, the Oregonian (OR) was first with 17.9 percent. The Clarion Ledger (MS) also led size "C" in gender with 25 percent.
- Of all the "A" circulation size newspapers and websites, SunSentinel (FL) held the highest percentage of people of color and/or women with 68.4 percent. The Oklahoman leads the "B" circulation size papers with 33.3 percent of their staff being women and/or people of color. The Clarion Ledger (MS) led the circulation size "C" papers with 41.7 percent of its sports staff being women or people of color.

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GRADES BY CATEGORY

Total staffs of all APSE member newspapers

The percentage of total staffs comprised of women and people of color combined decreased for the APSE member newspapers in 2014.

In 2014, 85.3 percent of APSE newspaper total staffs were white men and women which was a 0.6 of a percentage point decrease from 2012 (85.9 percent). African-Americans, Latinos, Asians and “others” held 8.1 percent (up from 7.6 percent), 4.1 percent (up from 3.7 percent), 2 percent (down from 2.5 percent), and 0.6 percent (up from 0.4 percent), respectively, in 2014.

In 2014, women made up 13.3 percent of total staffs of APSE member newspapers. This was a 1.3 percentage point decrease from 2012, when women held 14.6 percent of total staffs of APSE member newspapers.

In 2012, white men and women comprised 85.9 percent of the total staffs of all APSE member newspapers, while African-Americans, Latinos, and Asians were represented 7.6 percent, 3.7 percent, and 2.5 percent, respectively. In 2010, white men and women comprised 87.4 percent of the total staffs of all APSE member newspapers, while African-Americans, Latinos, and Asians were 6.9 percent, 3.3 percent, and 1.9 percent, respectively. In 2008, white men and women comprised 88.3 percent of the total staffs, while African-Americans, Latinos, and Asians were recorded at 6.2 percent, three percent, and 1.7 percent, respectively. In 2006, white men and women comprised 88.6 percent of the total staffs, while African-Americans, Latinos, and Asians, were determined to be 6.1 percent, 3.5 percent, and 1.3 percent, respectively. The percentage of total staff comprised of “other” people of color in every APSE Study has been recorded at less than one percent each time.

The percentage of total staffs comprised of women has remained similar in each of the previous APSE Studies at approximately 11 percent each year before jumping to 14.6 percent in 2012 and then dropping to 13.3 percent in 2014.

Grade for APSE Total staffs:

Race: B-

Gender: F

Sports Editor

White males continued to dominate the sports editor position. Overall, white males held 83.9 percent of these positions in 2014, up 0.7 of a percentage point from the recorded 83.2 percent in 2012. People of color held 8.5 percent of the sports editor posts in 2014, a 0.6 of a percentage point decrease from 2012. White women held the remaining 7.6 percent of the sports editor positions, a 0.1 of a percentage point decrease from the 2012 study.

The biggest gains seen were by white men, who grew from 83.2 percent in 2012 to 83.9 percent in 2014. Latino men grew from 2.4 percent in 2012 to 3.1 percent in 2014. There was an Asian man and four African-American women serving as sports editors. There were two African-American women as editors at an “A” paper.

Breaking down the data further, the percentage of people of color and women sports editors in circulation “A” papers decreased by 9.1 percentage points to 17.5 from the 26.6 percent that was recorded in the 2012 study. Latino males increased to 4.4 percent from 3.8 percent in 2012. The percentage of white women in circulation “A” newspapers decreased dramatically by 5.6 percentage points from 11.4 percent in 2012 to 5.8 percent in 2014.

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Within circulation size “B” papers, there was an increase of 0.7 of a percentage point in the number of sports editors who were people of color and women from 16 percent in 2012 to 16.7 percent in 2015, still far behind the 2008 figure of 21.5 percent. The Buffalo News (NY) hired the only African-American woman sports editor in this report at a Circulation B newspaper.

Circulation size “C” papers saw a sizeable decrease in the overall percentage of women and people of color from 10.9 percent in 2012 to 5.6 percent in 2014. In Circulation “C” publications, there were no reported people of color serving as sports editors.

Of Circulation “D” newspapers 14.3 percent of sports editors were people of color and women. The percentage of white women sports editors at this level increased from 5.2 percent in 2012 to 11.4 percent in 2014. The Monitor hired a Latino male as their sports editor, a first for a Circulation “D” newspaper.

*The following individuals represent people of color who are sport editors at “A” newspapers and websites:

- The Boston Globe – Cheryl Charles (African-American), Bonnie Foust (African-American)
- Chicago Tribune – Phil Thompson (African-American)
- L.A. Times – Mike Hiserman (Latino)
- New York Daily News – Eric Barrow (African-American)
- Orlando Sentinel – Steve Ruiz (Latino)
- San Diego Union Tribune – Larry Graham (African-American)
- Miami Herald – Jorge Rojas (Latino)
- Sun Sentinel – Greg Lee (African-American)
- ESPN – Jason Whitlock (African-American), Otto Strong (African-American), Matthew Lee (Asian), Josh Barbarotta (Latino), Carlos Caban (Latino), Hugo Baltoa (Latino), and Gabrielle Paese (Latina)

* Since the survey was conducted, Greg Lee no longer holds the position sports editor with the Sun Sentinel and Angel Rodriguez has been hired at the L.A. Times.

Of the 16 people of color who were sports editors at this level, seven worked for ESPN and two worked for The Boston Globe, ESPN also employed two of the eight African-American sports editors and four of the seven Latino sports editors. If the ESPN and The Boston Globe sports editors who are people of color were removed, the percentage of sports editors of color would drop from 11.8 percent to 5.5 percent.

The following are women who held sport editor positions at “A” newspapers and websites at the time the survey was conducted:

- The Boston Globe – Cheryl Charles, Colleen Dumont, Bonnie Foust
- USA Today – Mary Byrne
- ESPN – Gabrielle Paese, Lauren Reynolds, Heather Burns, Joy Russo, Neely Lohmann, Jena Janovy, and Alison Overholt

At the time of the survey, Mary Byrne was the managing editor of USA TODAY Sports. It was announced in April that she had become ESPN’s Senior Deputy Editor, overseeing NFL, NHL & NASCAR. Of the 11 women who were sports editors at this level at the time of the survey, seven worked for ESPN and three worked for The Boston Globe. If the ESPN and The Boston Globe sports editors who are women were removed, the percentage of female sports editors would drop from 8 percent to 0.8 percent at the time of the survey. As of the publication date, it would be zero percent.

*ESPN explained how it categorizes its sports editors as follows: “The editors referenced are all charged with leading specific products or sections of our digital properties. Given the fact ESPN is entirely focused on sports, the tasks extend beyond just one overarching editor -- these department heads are roughly the equivalent of the various section leads (i.e. sports, metro, national desk, features, business) at a major

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newspaper. For comparison purposes, they all guide significant efforts across our various sites and platforms.”

Grade for APSE Sports Editor:

Race: D+

Gender: F

See Tables 1, 2 and 7.

Assistant Sports Editor

The percentages of people of color and women combined decreased by 10.8 percentage points in the position of assistant sports editor to 15.9 percent in 2014 from 26.7 percent in 2012. In 2014, whites held 90.2 percent (up from 86.6 percent in 2012) of the assistant sports editor posts in the survey while people of color made up 9.8 percent (down from 13.3 percent in 2012). African-Americans were at 3.3 percent (down from 5.8 percent in 2012). Latinos and Asians held 4.4 percent (up from 3.3 percent in 2012) and 1.1 (down from 2.8 percent in 2012) percent, respectively, while “other” people of color held 1.1 percent (up from 0.6 percent in 2012).

White males accounted for 84.2 percent, (up from 73.3 percent in 2012) of the APSE member newspaper and website assistant sports editors. In 2014, women made up 9.8 percent of assistant sports editor positions of APSE member newspapers (down from 17.2). White females held 6 percent, (down from 13.3 percent in 2012). African-American males held 2.7 percent of the assistant sports editor positions (down from 4.7 percent in 2012). African-American females held 0.6 percent, (down from 1.1 percent in the 2012 study). Latinos held 2.7 percent of the assistant sports editors posts (down from 3.3 percent in 2012). Latinas occupied 1.6 percent of the assistant sports editors positions (up from 0.8 percent in 2012). Asian males held 0 percent (down from 1.1 percent in 2012) and Asian women occupied 1.1 percent (down from 1.7 percent in 2012).

Grade for APSE Assistant Sports Editors:

Race: C-

Gender: F

See Table 1, 3 and 7.

Columnist

The percentage of white male columnists decreased by 2.5 percentage points while that of people of color and women increased from 25.3 percent in 2012 to 27.8 percent in 2014. Whites held 83.5 percent (down from 83.9 percent in 2012) of the columnist positions. White males held 72.3 percent of the columnist positions, down from 74.7 percent in 2012 and white females increased to 11.3 percent from 9.2 percent in 2012.

African-Americans held 12.1 percent of the columnist positions at APSE newspapers and websites surveyed, down 0.5 of a percentage point from 2012. In 2014, African-American men held 11.6 percent of the columnist positions while 0.6 percent were held by African-American women. Most (35 of the 40 African-American men and the two African-American women) were employed by circulation size “A” newspapers.

The number of Latino male columnists increased in 2014. Latinos held 2.3 percent of the columnist positions up from 1.8 percent in 2012. Asian male columnists decreased from 1.6 percent in 2012 to 1.2 percent in 2014. There was one Latina and one Asian female columnist in 2014, an increase from none in

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2012. There had been no Latina columnists reported in any of the four reporting periods since 2006. All eight of the Latino males and all four Asian males came from the circulation size “A” newspapers.

Women made up 12.4 percent of sports columnists of APSE members, up from 9.7 percent in 2012.

Women and people of color combined for 27.8 percent of the sports columnist positions, up from 25.3 percent in 2012.

The following are the Size “A” newspapers and websites with columnists who were men of color:

- The Boston Globe – Chris Gasper (African-American)
- Detroit Free Press – Drew Sharp (African-American)
- Houston Chronicle – Jerome Solomon (African-American)
- Miami Herald – Armando Salguero (Latino)
- Orlando Sentinel – George Diaz (Latino)
- The Seattle Times – Jerry Brewer (African-American)
- USA TODAY – Jarrett Bell (African-American)
- ESPN – Jeff Ma, Brett Okamoto, Ohm Youngmisuk, Sam Alipour (Asian), Edward Aschoff, J.A. Adande, Chris Broussard, C.L. Brown, Howard Bryant, Jeffri Chadiha, Brandon Chatmon, Michael Collins, Amin Elhassan, LZ Granderson, Coley Harvey, Scoop Jackson, Sam Khan, Vaughn McClure, Myron Medcalf, Adrian Melville, Musa Okwonga, Reggie Rankin, Jason Reid, Jared Shanker, Jean-Jacques Taylor, Justin Tinsley, Jim Trotter, James Walker, Michael Wallace, Jesse Washington, Calvin Watkins, Mike Wells, Michael Wilbon, Michael Wright (African-Americans), Ryan Cortes, Israel Gutierrez, Paul Gutierrez, Cesar Hernandez, Doug Padilla, Pablo Torre (Latino), and Baxter Holmes (Other)

Of the 48 men of color who were columnists at this level, 41 worked for ESPN. ESPN employed 30 of the 35 African-American male columnists, six of the eight Latino columnists, all four Asian columnists and the only person categorized as “Other”. If the ESPN male columnists who are people of color were removed, the percentage of columnists of color would drop from 17.5 percent to 3 percent.

The following are the women who were columnists at Size “A” newspapers and websites:

- Arizona Republic – Paola Bolvin
- Los Angeles Times – Helene Elliott
- Miami Herald – Linda Robertson
- USA Today – Christine Brennan and Nancy Armour
- ESPN - Andrea Adelson, Stephania Bell, Anna Katherine Clemmons, Marin Cogan, Heather Dinich, Kate Fagan, Bonnie Ford, Julie Foudy, Ashley Fox, Allison Glock, Johnnette Howard, Melissa Isaacson, Chantel Jennings, Melissa Larsen, Jackie MacMullan, Victoria Matiash, Jane McManus, Elizabeth Merrill, Megan Michelson, Dana O’Neil, Stacey Pressman, Alyssa Roenigk, Mina Rzhouki, Ramona Shelburne, Michelle Smith, Sarah Spain, Katie Strang, Mechelle Voepel (White), Jemele Hill, Danielle Cadet (African-American), Tania Ganguli (Asian), and Andrea Canales (Latina)

Of the 37 women who were columnists at this level, 32 worked for ESPN. If the ESPN female columnists were removed, the percentage of female columnists would drop from 13.5 percent to 2.1 percent.

Of the 37 women, two were African-American, one was Asian and one was Latina (all were employed by ESPN).

Grade for APSE Columnists:

Race: B

Gender: F

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See Tables 1, 4 and 7.

Reporter

The percentages of reporters who are people of color and women increased. People of color held 15 percent of the reporter positions (up from 13.7 percent in the 2012 report) while women held 12.7 percent (up from 11.7 percent in the 2012 report).

In 2014, 85 percent were white, which decreased from the 86.3 that was reported in 2012, 74.2 were white males, down from 76.1 percent in 2012 and 10.8 percent were white females, up from 10.2 percent in 2012.

African-American men held 6.8 percent, which decreased by 0.1 percent from the 2012 study. African-American women held 1 percent, up from 0.8 percent from 2012, Latinos held 3.9 percent (up from 2.9 percent in 2012) and Latinas held 0.3 percent (no change from 2012). Asian men held 1.5 percent (down from 2 percent in 2012) and Asian women held 0.5 percent (up from 0.3 percent in 2012). People categorized as represented 0.9 percent (up from 0.4 percent in 2012).

Grade for APSE Reporters:

Race: B

Gender: F

See Table 1, 5 and 7.

Copy Editor/Designer

The percentage of copy editors/designers who were women decreased, while the percentages for people of color increased from the 2012 study. Part of the decreased gender diversity was the 3.5 percent decrease in white women in copy editors/designer positions.

Of all copy editors/designers, 83.3 percent (down from 86 percent in 2012) were white. In 2014, women made up 19.2 percent of total copy editors/designer positions of APSE member newspapers and websites, a decrease of 0.4 of a percentage point from the 2012 study. White men made up 70.1 percent of the copy editor/designer positions (up from 69.3 percent in 2012) and 13.2 percent of the copy editor/designer positions were held by white women (down from 16.7 percent in 2012). African-American men held 4.1 percent (up from 3.3 percent in 2012) and Latinos held 3.5 percent (down from 4.6 percent in 2012). African-American women held 3.5 percent (up from 1.9 percent in 2012) and Latinas had 1.3 percent (up from 0.4 percent in 2012). Asian men held 2.8 percent, (down from 3.2 percent in 2012) and Asian women held one percent (up from 0.6 in 2012).

Grade for APSE Copy Editors/Designers:

Race: B

Gender: F

See Tables 1, 6 and 7.

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Newspaper by Circulation Size

In circulation size “A” newspapers and websites, the SunSentinel (FL) had the highest percentage for people of color at 57.9 percent. The Charlotte Observer (NC) had the highest percentage of people of color at “B” newspapers with 30.8 percent. The Clarion Ledger (MS) had the highest percentage for people of color for size “C” newspapers at 33.3 percent. In size “D” newspapers, The Monitor (TX) had 66.7 percent people of color.

Looking at opportunities for women in size “A,” papers, the Miami Herald (FL) was tops with 29.4 percent. In size “B” newspapers, the Oregonian (OR) was first with 17.9 percent. The Clarion Ledger (MS) also led size “C” in gender with 25 percent. The Herald and the News (OR) proved to be tops for employing women at size “D” newspapers, at 40 percent.

Of all the “A” circulation size newspapers and websites, SunSentinel (FL) held the highest percentage of people of color and/or women with 68.4 percent. The Oklahoman leads the “B” circulation size papers with 33.3 percent of their staff being women and/or people of color. The Clarion Ledger (MS) led the circulation size “C” papers with 41.7 percent of its sports staff being women or people of color. Finally, in the circulation size ‘D’ papers with more than five employees, The Monitor (TX) had 66.7 percent women and people of color.

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CONCLUSION AND WHERE DO THE APSE NEWSPAPERS GO FROM HERE

It was very positive that the APSE asked for a fifth study, especially being urged by a combination of sports editors who were white and people of color, men and women. There have been positive steps taken by the APSE and their members. The APSE Diversity Fellowship Program started in 2011 for mid-career journalists. Other continuing programs such as the Scripps Howard Day of Diversity at Hampton University and the work of the Sports Journalism Institute, which has an excellent internship program for sports journalism are surely helpful. The first joint conference with the Association for Women in Sports Media was held in 2011.

However, since there has been such small change, I offer mainly the same conclusions as in 2012.

Newspapers and websites have to broaden the searches for talented writers and editors so that they get the best qualified candidates into the interview process. Where do they advertise? What campuses do they visit? Do they include journalism students from the Historically Black Colleges and Universities? The Hispanic Serving Colleges and Universities? Women's colleges? If there is a search committee, is it diverse?

Do they have a policy that you must have a diverse pool of candidates? I again suggest they create such a policy and call it the "Ralph Wiley Rule," named after the late African-American sports writer. It would result in women and people of color being included as candidates for all these key hires in the future. Many of the individual newspapers have such a policy.

If newspapers and websites are successful at changing the numbers, can they change the atmosphere to make their new employees more comfortable and believing they can move up and succeed in that newsroom? Diversity management training will not only change the comfort zone but also may bring better understanding of angles to cover, athletes to follow, and the meaning of words we often use in sports that may be hurtful to some people or groups.

While economic times are difficult for our newspapers, perhaps APSE can create an "academy of excellence" for some of the talented young writers. This is done in sports with basketball and football academies for people of color and women to prepare them for head coaching jobs. These potential reporters, columnists and editors would add to their professional skills but also would meet people who might be in the position to hire them. A key to the academies would be having potential employers in the media present so the young stars are noticed and noted.

As the APSE continues to look inside itself, I hope it will use the data as a tool to implement such changes so that newspapers can increase their base of women and people of color who are editors and their assistants, reporters, columnists and copy editors/designers. Not only will they help further illuminate all of the dimensions of sport in America, but they might help our newspapers to get and keep more new readers.

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HOW THE GRADES WERE CALCULATED

As in other Racial and Gender Report Cards released by TIDES, The Institute issues the grades in relation to overall patterns in society. Federal affirmative action policies state that the workplace should reflect the percentage of the people in the racial group in the population. Thus, with approximately 30 percent of the population being people of color, an **A** was achieved if 30 percent of the positions were held by people of color, **B+** with 22.5 percent, **B** if 15 percent of the positions were held by people of color, **C+** with 12.5 percent and **C** if it had only 10 percent. Grades for race below this level were assigned a **D+** for 8.5 percent, **D** for seven percent or **F** for any percent equal to or below six percent.

For issues of gender, an **A** would be earned if 40 percent of the employees were women, **B+** with 36 percent, **B** for 32 percent, **C+** with 29.5 percent **C** for 27 percent, **D+** for 24.5 percent, **D** for 22 percent and **F** for any percentage equal to or below 22 percent. The 40 percent is also taken from the federal affirmative action standards.

METHODOLOGY

This study was requested by the APSE, the Associated Press Sports Editors through John Cherwa. Thirty-eight DeVos graduate students surveyed the racial and gender breakdown of hiring practices by position within APSE member newspapers. Data was collected from APSE member newspapers and tabulated into a spreadsheet containing each newspaper's information. The data was collected through survey format. Surveys were done in person, via telephone, electronically via email and at the APSE Conference in Orlando, FL. Following collection of the data the information was sorted by region, circulation size, and totals for race and gender. The report includes data collected from newspapers between September 2014 and February 2015.

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APPENDIX I

Total APSE Staff Data										
	2006		2008		2010		2012		2014	
	#	%	#	%	#	%	#	%	#	%
Entire Staff										
White Men	3,520	79.9%	3,894	79.2%	2331	77.8%	2301	73.7%	1,295	75.0%
African-American Men	228	5.2%	261	5.3%	167	5.6%	201	6.4%	112	6.5%
Latino Men	123	2.8%	134	2.7%	92	3.1%	100	3.2%	58	3.4%
Asian Men	42	1.0%	66	1.3%	48	1.6%	62	2.0%	24	1.4%
Other Men	18	0.4%	31	0.6%	16	0.5%	8	0.3%	8	0.5%
White Women	384	8.7%	448	9.1%	287	9.6%	386	12.3%	177	10.3%
African-American Women	39	0.9%	42	0.9%	38	1.3%	37	1.2%	27	1.6%
Latina Women	30	0.7%	16	0.3%	7	0.2%	16	0.5%	13	0.8%
Asian Women	14	0.3%	21	0.4%	8	0.3%	16	0.5%	10	0.6%
Other Women	5	0.1%	5	0.1%	1	0.0%	1	0.0%	2	0.1%
Woman Total	472	10.7%	532	10.8%	341	11.4%	456	14.6%	229	13.3%
People of Color Total	499	11.3%	576	11.7%	377	12.6%	441	14.1%	254	14.7%
People of Color and Women	883	20.1%	1024	20.8%	664	22.2%	827	26.4%	431	24.9%
Total	4403		4918		2995		3128		1,726	
Sports Editors										
White Men	288	90.0%	301	88.3%	202	90.6%	173	83.2%	187	84.2%
African-American Men	5	1.6%	6	1.8%	3	1.4%	9	4.3%	6	2.7%
Latino Men	9	2.8%	8	2.4%	3	1.4%	5	2.4%	7	3.2%
Asian Men	0	0.0%	2	0.6%	1	0.5%	0	0.0%	1	0.5%
Other Men	2	0.6%	2	0.6%	0	0.0%	1	0.5%	0	0.0%
White Women	15	4.7%	20	5.9%	14	6.3%	16	7.7%	16	7.2%
African-American Women	0	0.0%	1	0.3%	0	0.0%	3	1.4%	4	1.8%
Latina Women	0	0.0%	0	0.0%	0	0.0%	1	0.5%	1	0.5%
Asian Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Women	1	0.3%	1	0.3%	0	0.0%	0	0.0%	0	0.0%
Women Total	16	5.0%	22	6.5%	14	6.3%	20	9.6%	21	9.5%
People of Color Total	17	5.3%	20	5.9%	7	3.1%	19	9.1%	19	8.6%
People of Color and Women	32	10.0%	40	11.7%	21	9.4%	35	16.8%	35	15.8%
Total	320		341		223		208		222	
Assistant Sports Editors										
White Men	402	78.4%	443	80.7%	297	78.0%	264	73.3%	154	84.2%
African-American Men	22	4.3%	21	3.8%	20	5.3%	17	4.7%	5	2.7%
Latino Men	15	2.9%	16	2.9%	15	3.9%	12	3.3%	5	2.7%
Asian Men	6	1.2%	6	1.1%	6	1.6%	4	1.1%	0	0.0%
Other Men	3	0.6%	8	1.5%	3	0.8%	1	0.3%	1	0.5%
White Women	44	8.6%	44	8.0%	28	7.4%	48	13.3%	11	6.0%
African-American Women	5	1.0%	5	0.9%	6	1.6%	4	1.1%	1	0.5%
Latina Women	13	2.53%	3	0.6%	1	0.3%	3	0.8%	3	1.6%
Asian Women	2	0.4%	2	0.4%	4	1.1%	6	1.7%	2	1.1%
Other Women	1	0.2%	1	0.2%	1	0.3%	1	0.3%	1	0.5%
Women Total	65	12.7%	55	6.5%	40	10.5%	62	17.2%	18	9.8%
People of Color Total	67	13.1%	62	5.9%	56	14.7%	48	13.3%	18	9.8%
People of Color and Women	111	21.6%	106	11.7%	84	22.0%	96	26.7%	29	15.8%
Total	513		549		381		360		183	

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Columnists										
White Men	249	83.6%	344	82.5%	278	76.8%	284	74.7%	250	72.3%
African-American Men	22	7.4%	40	9.6%	37	10.2%	46	12.1%	40	11.6%
Latino Men	3	1.0%	2	0.5%	5	1.4%	7	1.8%	8	2.3%
Asian Men	2	0.7%	3	0.7%	5	1.4%	6	1.6%	4	1.2%
Other Men	2	0.7%	0	0.0%	1	0.3%	0	0.0%	1	0.3%
White Women	19	6.4%	24	5.8%	32	8.8%	35	9.2%	39	11.3%
African-American Women	1	0.3%	4	1.0%	4	1.1%	2	0.5%	2	0.6%
Latina Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%
Asian Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%
Other Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woman Total	20	6.7%	28	6.7%	36	9.9%	37	9.7%	43	12.4%
People of Color Total	30	10.1%	49	11.8%	52	14.4%	61	16.1%	57	16.5%
People of Color and Women	49	16.4%	73	17.5%	84	23.2%	96	25.3%	96	27.7%
Total	298		417		362		380		346	
Reporters										
White Men	1682	79.0%	1772	79.3%	1053	76.8%	934	76.1%	434	74.2%
African-American Men	140	6.6%	146	6.5%	93	6.8%	85	6.8%	40	6.8%
Latino Men	57	2.7%	67	3.0%	49	3.6%	35	2.9%	23	3.9%
Asian Men	23	1.1%	33	1.5%	22	1.6%	25	2.0%	9	1.5%
Other Men	7	0.3%	10	0.5%	9	0.7%	5	0.4%	5	0.9%
White Women	179	8.4%	174	7.8%	121	8.8%	125	10.2%	63	10.8%
African-American Women	20	0.9%	15	0.7%	16	1.2%	10	0.8%	6	1.0%
Latina Women	11	0.5%	7	0.3%	6	0.4%	4	0.3%	2	0.3%
Asian Women	8	0.4%	10	0.5%	2	0.2%	4	0.3%	3	0.5%
Other Women	1	0.1%	2	0.1%	0	0.0%	0	0.0%	0	0.0%
Woman Total	219	10.3%	208	9.3%	145	10.6%	143	11.7%	74	12.6%
People of Color Total	267	12.5%	290	13.0%	197	14.4%	168	13.7%	88	15.0%
People of Color and Women	446	21.0%	464	20.8%	318	23.2%	293	23.9%	151	25.8%
Total	2128		2236		1371		1227		585	
Copy Editors/Designers										
White Men	899	78.6%	1034	75.2%	501	76.1%	481	69.3%	223	70.1%
African-American Men	39	3.4%	48	3.5%	14	2.1%	23	3.3%	13	4.1%
Latino Men	39	3.4%	41	3.0%	20	3.0%	32	4.6%	11	3.5%
Asian Men	11	1.0%	22	1.6%	14	2.1%	22	3.2%	9	2.8%
Other Men	4	0.4%	11	0.8%	3	0.5%	0	0.0%	1	0.3%
White Women	127	11.1%	186	13.5%	92	14.0%	116	16.7%	42	13.2%
African-American Women	13	1.1%	17	1.2%	12	1.8%	13	1.9%	11	3.5%
Latina Women	6	0.5%	6	0.4%	0	0.0%	3	40.0%	4	1.3%
Asian Women	4	0.4%	9	0.7%	2	0.3%	4	60.0%	3	0.9%
Other Women	2	0.2%	1	0.1%	2	0.2%	0	0.0%	1	0.3%
Woman Total	152	13.3%	219	15.9%	108	16.4%	136	19.6%	61	19.2%
People of Color Total	118	10.3%	155	11.3%	67	10.2%	97	14.0%	53	16.7%
People of Color and Women	245	21.4%	341	24.8%	159	24.2%	213	30.7%	95	29.9%
Total	1144		1375		658		694		318	

Table 1

Persons of Color and Women Sports Editors								
	2008		2010		2012		2014	
	#	%	#	%	#	%	#	%
Circulation Size A								
African-American Male	4	9.5%	3	6.7%	6	7.6%	6	4.4%
Latino Male	3	7.1%	1	2.2%	3	3.8%	6	4.4%
Asian Male	1	2.4%	1	2.2%	0	0.0%	1	0.7%
Other Men	1	2.4%	0	0.0%	1	1.3%	0	0.0%
White Women	2	4.8%	6	15.6%	9	11.4%	7	5.1%
African-American Women	0	0.0%	0	0.0%	1	1.3%	2	1.5%
Latina Women	0	0.0%	0	0.0%	1	1.3%	1	0.7%
Asian Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	11	26.2%	11	26.7%	21	26.7%	23	16.9%
Circulation Size B								
African-American Male	0	0.0%	0	0.0%	1	4.0%	0	0.0%
Latino Male	1	1.8%	2	5.4%	1	4.0%	0	0.0%
Asian Male	1	1.8%	0	0.0%	0	0.0%	0	0.0%
Other Men	1	1.8%	0	0.0%	0	0.0%	0	0.0%
White Women	8	14.3%	2	5.4%	1	4.0%	4	13.3%
African-American Women	1	1.8%	0	0.0%	1	4.0%	1	3.3%
Latina Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	12	21.3%	4	10.8%	4	16.0%	5	16.7%
Circulation Size C								
African-American Male	0	0.0%	0	0.0%	1	2.2%	0	0.0%
Latino Male	3	3.2%	0	0.0%	1	2.2%	0	0.0%
Asian Male	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Men	0	0.0%	0	0.0%	0	0.0%	0	0.0%
White Women	4	4.2%	2	3.5%	3	6.5%	1	5.6%
African-American Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Latina Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	7	7.4%	2	3.5%	5	10.9%	1	5.6%
Circulation Size D								
African-American Male	2	3.7%	0	0.0%	1	1.7%	0	0.0%
Latino Male	1	1.9%	0	0.0%	0	0.0%	1	2.9%
Asian Male	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Men	0	0.0%	0	0.0%	0	0.0%	0	0.0%
White Women	6	11.1%	3	8.6%	3	5.2%	4	11.4%
African-American Women	0	0.0%	0	0.0%	1	1.7%	0	0.0%
Latina Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Women	1	1.9%	0	0.0%	0	0.0%	0	0.0%
Total	10	18.5%	3	8.6%	5	8.6%	5	14.3%

Table 2

Persons of Color and Women Assistant Sports Editors						
	2010		2012		2014	
	#	%	#	%	#	%
Circulation Size A						
African-American Male	15	6.7%	12	5.0%	2	1.5%
Latino Male	11	4.9%	8	3.3%	3	2.2%
Asian Male	6	2.7%	2	0.8%	0	0.0%
Other Men	1	0.5%	0	0.0%	0	0.0%
White Women	17	7.6%	32	13.2%	5	3.7%
African-American Women	4	1.8%	4	1.7%	1	0.7%
Latina Women	0	0.0%	3	1.2%	3	2.2%
Asian Women	4	1.8%	4	1.7%	2	1.5%
Other Women	0	0.0%	0	0.0%	0	0.0%
Total	58	25.9%	65	26.9%	16	11.9%
Circulation Size B						
African-American Male	1	2.7%	2	3.7%	2	9.5%
Latino Male	2	5.4%	1	1.9%	0	0.0%
Asian Male	1	2.7%	0	0.0%	0	0.0%
Other Men	0	0.0%	0	0.0%	1	4.8%
White Women	1	2.7%	6	11.1%	4	19.0%
African-American Women	0	0.0%	0	0.0%	0	0.0%
Latina Women	0	0.0%	0	0.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	1	1.9%	1	4.8%
Total	5	13.5%	10	18.5%	8	38.1%
Circulation Size C						
African-American Male	0	0.0%	0	0.0%	1	7.7%
Latino Male	0	0.0%	3	3.2%	0	0.0%
Asian Male	0	0.0%	0	0.0%	0	0.0%
Other Men	0	0.0%	0	0.0%	0	0.0%
White Women	3	5.1%	4	4.2%	2	15.4%
African-American Women	0	0.0%	0	0.0%	0	0.0%
Latina Women	0	0.0%	0	0.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	0	0.0%	0	0.0%
Total	3	5.1%	7	7.4%	3	23.1%
Circulation Size D						
African-American Male	0	0.0%	2	3.7%	0	0.0%
Latino Male	0	0.0%	1	1.9%	2	15.4%
Asian Male	0	0.0%	0	0.0%	0	0.0%
Other Men	0	0.0%	0	0.0%	0	0.0%
White Women	3	8.6%	6	11.1%	0	0.0%
African-American Women	0	0.0%	0	0.0%	0	0.0%
Latina Women	0	0.0%	0	0.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	1	1.9%	0	0.0%
Total	3	8.6%	10	18.5%	2	15.4%

Table 3

Persons of Color and Women Columnists								
	2008		2010		2012		2014	
	#	%	#	%	#	%	#	%
Circulation Size A								
African-American Male	32	15.2%	33	15.0%	40	14.7%	35	12.8%
Latino Male	2	1.0%	5	2.3%	6	2.2%	8	2.9%
Asian Male	1	0.5%	5	2.3%	6	2.2%	4	1.5%
Other Men	0	0.0%	0	0.0%	0	0.0%	1	0.4%
White Women	20	9.5%	25	11.4%	33	12.1%	33	12.0%
African-American Women	4	1.9%	3	1.4%	2	0.7%	2	0.7%
Latina Women	0	0.0%	0	0.0%	0	0.0%	1	0.4%
Asian Women	0	0.0%	0	0.0%	0	0.0%	1	0.4%
Other Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	59	28.0%	71	32.3%	87	31.9%	85	31.0%
Circulation Size B								
African-American Male	6	6.3%	3	4.7%	1	2.9%	3	6.5%
Latino Male	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asian Male	1	1.0%	0	0.0%	0	0.0%	0	0.0%
Other Men	0	0.0%	1	1.6%	0	0.0%	0	0.0%
White Women	4	4.2%	4	6.3%	2	5.9%	4	8.7%
African-American Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Latina Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	11	11.5%	8	12.5%	3	8.8%	7	15.2%
Circulation Size C								
African-American Male	2	2.6%	0	0.0%	3	6.8%	1	4.8%
Latino Male	0	0.0%	0	0.0%	1	2.3%	0	0.0%
Asian Male	1	1.3%	0	0.0%	0	0.0%	0	0.0%
Other Men	0	0.0%	0	0.0%	0	0.0%	0	0.0%
White Women	0	0.0%	0	0.0%	0	0.0%	2	9.5%
African-American Women	0	0.0%	1	2.4%	0	0.0%	0	0.0%
Latina Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	3	4.0%	1	2.4%	4	9.1%	3	14.3%
Circulation Size D								
African-American Male	0	0.0%	1	3.1%	2	6.9%	1	25.0%
Latino Male	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asian Male	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Men	0	0.0%	0	0.0%	0	0.0%	0	0.0%
White Women	0	0.0%	3	9.4%	0	0.0%	0	0.0%
African-American Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Latina Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	0	0.0%	4	12.5%	2	6.9%	1	25.0%

Table 4

Persons of Color and Women Reporters						
	2010		2012		2014	
	#	%	#	%	#	%
Circulation Size A						
African-American Male	42	7.9%	48	7.5%	22	8.1%
Latino Male	30	5.6%	26	4.1%	16	5.9%
Asian Male	16	3.0%	17	2.7%	5	1.8%
Other Men	2	0.4%	3	0.5%	2	0.7%
White Women	51	9.6%	64	10.0%	30	11.0%
African-American Women	9	1.7%	7	1.0%	3	1.1%
Latina Women	5	0.9%	3	0.5%	2	0.7%
Asian Women	0	0.0%	3	0.5%	2	0.7%
Other Women	0	0.0%	0	0.0%	0	0.0%
Total	155	29.1%	171	26.8%	82	30.0%
Circulation Size B						
African-American Male	30	10.5%	18	10.4%	10	8.0%
Latino Male	6	2.1%	2	1.2%	3	2.4%
Asian Male	4	1.4%	5	2.9%	3	2.4%
Other Men	3	1.1%	1	0.6%	2	1.6%
White Women	22	7.7%	16	9.2%	11	8.8%
African-American Women	2	0.7%	0	0.0%	0	0.0%
Latina Women	0	0.0%	0	0.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	0	0.0%	0	0.0%
Total	67	23.5%	42	24.3%	29	23.2%
Circulation Size C						
African-American Male	13	4.7%	10	4.5%	1	1.2%
Latino Male	7	2.5%	1	0.5%	2	2.3%
Asian Male	2	0.7%	2	0.9%	0	0.0%
Other Men	2	0.7%	1	0.5%	0	0.0%
White Women	20	7.3%	21	9.5%	10	11.6%
African-American Women	3	1.1%	3	1.4%	2	2.3%
Latina Women	0	0.0%	1	0.5%	0	0.0%
Asian Women	2	0.7%	1	0.5%	1	1.2%
Other Women	0	0.0%	0	0.0%	0	0.0%
Total	49	17.8%	40	18.2%	16	18.6%
Circulation Size D						
African-American Male	6	3.2%	9	4.6%	6	7.4%
Latino Male	4	2.1%	6	3.1%	2	2.5%
Asian Male	0	0.0%	1	0.5%	1	1.2%
Other Men	0	0.0%	0	0.0%	1	1.2%
White Women	16	8.6%	24	12.4%	11	13.6%
African-American Women	2	1.1%	0	0.0%	0	0.0%
Latina Women	1	0.5%	0	0.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	0	0.0%	0	0.0%
Total	29	15.5%	40	20.6%	21	25.9%

Table 5

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Persons of Color and Women Copy Editors/Designers						
	2010		2012		2014	
	#	%	#	%	#	%
Circulation Size A						
African-American Male	7	2.2%	17	4.1%	10	4.9%
Latino Male	11	3.4%	22	5.3%	8	3.9%
Asian Male	10	3.1%	17	4.1%	7	3.4%
Other Men	2	0.6%	0	0.0%	1	0.5%
White Women	44	13.7%	63	15.1%	31	15.3%
African-American Women	9	2.8%	12	2.9%	9	4.4%
Latina Women	0	0.0%	2	0.5%	3	1.5%
Asian Women	2	0.6%	4	1.0%	3	1.5%
Other Women	2	0.2%	0	0.0%	1	0.5%
Total	87	26.7%	137	33.0%	73	36.0%
Circulation Size B						
African-American Male	3	2.2%	3	3.0%	2	3.7%
Latino Male	5	3.7%	5	5.0%	3	5.6%
Asian Male	3	2.2%	2	2.0%	1	1.9%
Other Men	1	0.7%	0	0.0%	0	0.0%
White Women	16	11.8%	18	17.8%	3	5.6%
African-American Women	2	1.5%	1	1.0%	1	1.9%
Latina Women	0	0.0%	0	0.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	0	0.0%	0	0.0%
Total	30	22.1%	29	28.7%	10	18.5%
Circulation Size C						
African-American Male	1	0.8%	3	3.1%	1	4.2%
Latino Male	2	1.5%	3	3.1%	0	0.0%
Asian Male	1	0.8%	0	0.0%	0	0.0%
Other Men	0	0.0%	0	0.0%	0	0.0%
White Women	18	13.5%	19	19.4%	4	16.7%
African-American Women	0	0.0%	0	0.0%	0	0.0%
Latina Women	0	0.0%	1	1.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	0	0.0%	0	0.0%
Total	22	16.5%	26	26.5%	5	20.8%
Circulation Size D						
African-American Male	3	4.6%	0	0.0%	0	0.0%
Latino Male	2	3.0%	2	2.6%	0	0.0%
Asian Male	0	0.0%	3	3.8%	1	2.9%
Other Men	0	0.0%	0	0.0%	0	0.0%
White Women	12	18.2%	16	20.5%	4	11.8%
African-American Women	1	1.5%	0	0.0%	1	2.9%
Latina Women	0	0.0%	0	0.0%	1	2.9%
Asian Women	0	0.0%	0	0.0%	0	0.0%
Other Women	0	0.0%	0	0.0%	0	0.0%
Total	18	27.3%	21	26.9%	7	20.6%

Table 6