



## The 2006 Racial and Gender Report Card of the Associated Press Sports Editors

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### Executive Summary

**Las Vegas, NV...**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 sports department staffs? How would a more diverse staff of sports editors, columnists, and reporters affect what is commonly written about in our newspapers?

The first of its kind **2006 Racial and Gender Report Card of the Associated Press Sports Editors**, covering more than 300 Associated Press newspapers, was released today at the APSE Annual Conference in Las Vegas and establishes a set of baseline data for the industry. The report was published by the Institute for Diversity and Ethics in Sport at the University of Central Florida. It was requested by the Associated Press Sports Editors, representing the first time the Institute was asked by an organization to review the data of its own staff.

The APSE, the group that represents almost every sports section in the United States and Canada, reported their data for sports editors, assistant sports editors, columnists, reporters, copy editors and designers, and support staff/clerks. More than 5,100 people were included in the study. The data collected for this study was then analyzed by separating the newspapers by region, circulation size, and totals by race, gender, and position. The nine regions that were used are the official regions of the APSE and circulation size pertains to the reach of the newspaper, with "A"-size papers being the largest circulation size and "D"-size papers having the smallest reach.

Prior to this new Report Card, the Institute's Director and primary author of this report, Richard Lapchick, had been publishing Racial and Gender Report Cards on the NBA, NFL, MLB, WNBA, MLS, and college sport for two decades.

Lapchick noted that, "The media has been excellent at reporting the diversity records for professional and college sport. Yet the media had never turned the mirror on itself. When it did so through this study, APSE newspapers saw how little progress they had made regarding representation of women and people of color in decisions on what is covered, who covers it and who offers opinions on it. We have assigned grades to all categories in pro and college sport. While we will not assign official grades in this initial

report compiling baseline data, if we did the print media would have worse grades for both race and gender than the sports themselves. That being said, I have to credit APSE for having the courage to initiate the study so there will be real transparency.”

Issues of race and gender continue to be a major concern regarding employment in America. The phenomenon of exclusion is not limited to Fortune 500 companies but includes the realm of sport and the sports media. This study represents an attempt to compile and analyze the racial and gender breakdown of newspaper sport staffs.

John Cherwa, who is an editor at the Orlando Sentinel, and serves as the Tribune (Co.) Sports Coordinator, emphasized, "The idea for this survey came out of the APSE convention we had in Orlando last year. Dr. Lapchick and Fitz Hill were doing a presentation for the group when a couple of sports editors spoke up and said, 'Hey, we need to be held accountable, too.' From there the leadership of the group was very enthusiastic about this idea and 12 months later it's a reality." The APSE assigned Cherwa the task of completing this survey.

Cherwa added, "Rather than coming out with a lot of finger pointing, we believed that we needed to establish a baseline, a point from which we can measure our progress. As we repeat this study in coming years, we will actually have quantifiable data from which to measure our successes, or worst case, our failures.

I think no one in the organization is surprised that the results are so dismal. Our sampling is very large and the results by both circulation class and geographical region are so similar that we have a high level of confidence that this is an accurate picture of where our business is.

I guess I hope that any sports columnist who has chided a professional sports league for its lack of diversity will look at these results and decide whether they should be challenging their bosses to do better."

Richard Lapchick emphasized that, "It is important to have voices from different backgrounds in the media. When 94.7 percent of the sports editors, 86.7 percent of the assistant sports editors, 89.9 percent of our columnists, 87.4 percent of our reporters and 89.7 percent of our copy editors/designers are white, and those same positions are 95, 87, 93, 90 and 87 percent male, we clearly do not have a group that reflects America's workforce. And in the world of sports, they are covering a disproportionate number of athletes in basketball, football and baseball who are African-American or Latino. On the high school and college levels, more than 40 percent of the student-athletes are girls and women.

Having that additional perspective might lead writers to ask questions or look at angles that might shed light on the particular situation of an African-American, Latino or female coach or athlete. The chance to make the stories more interesting and, in some cases, more accurate, should be apparent. In addition to the writing of the stories, the assigning of the stories by a sports editor might take a different angle in coverage if there was a team more representative of our athletes and coaches making those decisions."

Tables for the Report are included in Appendix I.

Like all businesses, it is imperative that newspapers hire the most qualified person for each position. The Institute strives to emphasize the value of diversity to sports organizations and newspapers alike when choosing qualified candidates for open positions. Diversity initiatives such as diversity 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 board room as well as with the public audience.

## **Report Highlights**

As of June 16<sup>th</sup> 2006:

- White men and women comprised 88 percent of the total staffs of all APSE member newspapers; African-Americans held 6.2 percent, Latinos 3.6 percent, Asians 1.3 percent, and “other” people of color less than 1 percent.
- Women made up 12.6 percent of total staffs of APSE member newspapers.
- 94.7 percent of APSE sports editors were white while 90.0 percent were white males; African-Americans held only 1.6 percent; Latinos 2.8 percent and “others” less than 1 percent. There were no Asian sports editors.
- Whites held 86.9 percent of the assistant sports editor posts in the survey while people of color made up 13.1 percent. African-Americans were 5.3 percent, Latinos 5.5 percent, Asians 1.6 percent, and other people of color 0.8 percent.
- There were more Latino editors and assistant editors than there were African-Americans in these critical categories. Neither was well represented compared to whites.
- However, there were far more African-American columnists (7.7 percent) and reporters (7.5 percent) than Latinos, (1 and 3.2 percent, respectively) Asians (0.7 and 1.6 percent, respectively) and other people of color (0.7 and less than 1 percent, respectively) combined.
- America’s sports columnists were 89.9 percent white.
- Women made up less than 7 percent of columnists at APSE member newspaper sports staff.
- Women and people of color combined to make up only 16.4 percent of columnists of the surveyed APSE member newspapers.
- There were far more reporters within the APSE newspapers than any other category with a total of 2,128. Of these, 87.5 percent were white.
- Of all copy editors/designers, 89.7 percent were white.
- The position of support staff/clerks comprised the most diverse position of APSE member newspaper sports staff with women occupying 24 percent, nearly double any other category for women; people of color held 13.5 percent of the support staff/clerk positions, which was also the highest percentage in any category for people of color. These positions are usually non-professional positions with limited upward mobility and lower salary and benefit ranges.
- Currently the APSE Officers and Regional Chairs, which are considered positions of leadership within the APSE, have a total of 12 white males and two Latinos. Thus 14.3 percent are people of color in Officer/Regional Chair positions.
- Sandy Bailey (1992-93) and Tracy Dodds (1999-00) have been the only female APSE presidents in the history of the organization since 1973.
- Mike Fannin will be the first person of color to be APSE President in 2007.
- Lynn Hoppes will follow shortly thereafter as the second person of color to fill the position of APSE president in 2008.

- The Southwest Region of the APSE had the best record for sports editors who were people of color with 9.1 percent. The Northwest region had the most female sports editors at 11.8 percent. The Southwest Region reported the highest percentage of women and people of color combined with 13.6 percent. The Mid-Atlantic Region reported the lowest percentage of any region with only 2.4 percent of its sports editors who were people of color and no women sports editors.
- In circulation size “A” papers, the *Sacramento Bee* had the highest percentage for people of color at 54 percent. The *Fresno Bee* had the highest percentage of people of color at “B” newspapers with 45 percent. The *Tallahassee Democrat* had the highest percentage for people of color for size “C” newspapers at 36 percent. In size “D” newspapers, the *Laredo Morning Times* has all five staff who were people of color or 100 percent.
- Looking at opportunities for women in size “A,” the *Fort Lauderdale Sun-Sentinel* was tops with 24 percent. In size “B” newspapers, *Columbia State* was first with 29.6 percent. The *Bucks County Courier Times* led size “C” with 29.4 percent. The *Iowa City Press-Citizen*, which employs nine people in sport, had 44 percent women to be tops in size “D” newspapers.
- Of all the “A” circulation size papers, the *Sacramento Bee* totaled the highest percentage of diversity within its sports staff, with 54 percent being women or people of color. The *Fresno Bee* topped the circulation size “B” papers with 50 percent of its sports staff being women or people of color. The *Tallahassee Democrat* along with the *Duluth News Tribune* led the circulation size “C” papers with 50 percent of its sports staff being women or people of color.

## **Sports Editor**

According to the data that was collected within the survey period of March 6, 2006 to June 16, 2006 there were five African-American male sports editors at all participating APSE newspapers. Three of the five African-American sports editors were employed at circulation size "A" newspapers. There were a total of nine Latino male sports editors with four at circulation size "A" papers. The "other" people of color category had two male and one female sports editors. There were no Asian males and no African-American, Latina, and Asian females who were sports editors among the APSE newspapers. There were 288 white males and 15 white females who were sports editors accounting for 94.7 percent of the most important positions on the surveyed newspapers. African-Americans held only 1.6 percent; Latinos 2.8 percent and "others" less than one percent. There were no Asian sports editors.

See Tables 1 and 2.

## **Assistant Sports Editor**

Whites held 86.9 percent of the assistant sports editor posts in the survey while people of color made up 13.1 percent. African-Americans were 5.3 percent, Latinos 5.5 percent, Asians 1.6 percent, and other people of color 0.8 percent.

White males accounted for 402 (78.4 percent) of the 513 APSE member newspaper assistant sports editors. White females held 44 (8.6 percent). There were 22 African-American male assistant sports editors (4.3 percent) while African-American females accounted for five (less than 1 percent); 15 Latino assistant sports editors (2.9 percent) and 13 Latina assistant sports editors (2.5 percent); and six Asian male (1.2 percent) and two Asian women (.4 percent) assistant sports editors. All "other" people of color included three male and one female assistant sports editor.

See Tables 2 and 3.

## **Columnist**

Nearly ninety (89.9) percent of America's columnists are white. White males held 249 (83.6 percent) of the total 298 columnists and white females accounted for 19 (6.4) percent. There were 22 African-American males (7.4 percent) and only one (.3 percent) African-American female columnist. Eighteen of the 22 African-American males and the African-American female were employed at size "A" newspapers. There were only three Latinos (1 percent) and two Asian male (.7 percent) columnists. There were no Latina or Asian female columnists. All "other" people of color totaled two male (.7 percent) and no female columnists. All three Latino males, both Asian males and one of the males from the "other" category came from "A" size newspapers. There were 49 columnists who are either people of color or women; 39 come from size "A" newspapers.

Women made up less than 7 percent of sports columnists at APSE member newspapers. Women and people of color combined made up only 16.4 percent of columnists.

See Tables 1, 2 and 3.

## **Reporter**

There were far more reporters within the APSE newspapers than any other category with a total of 2,128. Of these, 87.5 percent were white including 1,682 white males (79.0 percent) and 179 white females (8.4 percent). There were only 140 African-American male (6.6 percent) and 20 African-American female (.9 percent) reporters; 57 Latino (2.7 percent) and 11 Latina (.5 percent) reporters; and 23 Asian men (1.1

percent) and eight Asian women (.4 percent) reporters. There were seven men and one woman in the “other” people of color category.

See Tables 2 and 3.

### **Copy Editor/Designer**

Of all copy editors/designers, 89.7 percent were white. There were a total of 899 white men (78.6 percent) and 127 white women (11.1 percent) who were in copy editor/designer positions within the APSE. African-American men and Latinos each had 39 (3.4 percent) copy editor/designer positions while African-American women and Latinas had 13 and six posts (1.1 percent and .5 percent, respectively). Both Asian men and women were under 1 percent, with 11 men and four females (.96 and .35 percent, respectively). The “other” people of color category had four men (.35 percent) and two women (.17 percent).

See Tables 2 and 3.

### **Support Staff/Clerk**

The support staff/clerk position statistically is the most diverse position for both race and gender. However, this may be interpreted as more negative than positive since these are usually non-professional positions with limited upward mobility and lower salary and benefit ranges.

There are 171 women (24 percent) in this position. There were 475 (66.8 percent) white men occupying positions in this category and 140 (19.7 percent) white women. There were 30 African-American men and 20 African-American women (4.2 percent and 2.8 percent, respectively); 24 Latinos (3.4 percent) and 5 Latinas (.7 percent); and seven Asian men and three Asian women (.98 percent and .4 percent) of the total support staff/clerks. The “other” people of color category had four (.6 percent) men and three (.4 percent) women.

See Tables 2 and 3.

## **Methodology**

The study was done by members of the Sport Business Media class in the DeVos Sport Business Management Graduate Program at the University of Central Florida, which is taught by Professor John Cherwa, to survey the racial and gender breakdown of hiring practices by position within APSE member newspapers. Data was collected from Associated Press member newspapers' sports editors and tabulated into a spreadsheet containing each newspaper's information. The data was collected through survey format. Surveys were done in person, via telephone, and electronically via email. 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 March 6<sup>th</sup> and June 16<sup>th</sup>.

## Appendix I

<b>Persons of Color and Women Columnists by Circulation Size</b>			
	#		#
<i>Circulation Size A</i>		<i>Circulation Size C</i>	
African-American Male	18	African-American Male	1
Latino Male	3	Latino Male	0
Asian Male	2	Asian Male	0
Other Men	1	Other Men	0
White Women	14	White Women	1
African-American Women	1	African-American Women	0
Latina Women	0	Latina Women	0
Asian Women	0	Asian Women	0
Other Women	0	Other Women	0
Total	39	Total	2
<i>Circulation Size B</i>		<i>Circulation Size D</i>	
African-American Male	3	African-American Male	0
Latino Male	0	Latino Male	0
Asian Male	0	Asian Male	0
Other Men	1	Other Men	0
White Women	2	White Women	2
African-American Women	0	African-American Women	0
Latina Women	0	Latina Women	0
Asian Women	0	Asian Women	0
Other Women	0	Other Women	0
Total	6	Total	2

**Table 1**



Total APSE Staff Data					
	#	%		#	%
<b>Entire Staff</b>			<b>Reporters</b>		
White Men	3995	78.12%	White Men	1682	79.04%
African-American Men	258	5.04%	African-American Men	140	6.58%
Latino Men	147	2.87%	Latino Men	57	2.68%
Asian Men	49	0.96%	Asian Men	23	1.08%
Other Men	22	0.43%	Other Men	7	0.33%
White Women	524	10.25%	White Women	179	8.41%
African-American Women	59	1.15%	African-American Women	20	0.94%
Latina Women	35	0.68%	Latina Women	11	0.52%
Asian Women	17	0.33%	Asian Women	8	0.38%
Other Women	8	0.16%	Other Women	1	0.05%
<b>Total</b>	<b>5114</b>		<b>Total</b>	<b>2128</b>	
<b>Sports Editors</b>			<b>Copy Editors/Designers</b>		
White Men	288	90.00%	White Men	899	78.58%
African-American Men	5	1.56%	African-American Men	39	3.41%
Latino Men	9	2.81%	Latino Men	39	3.41%
Asian Men	0	0.00%	Asian Men	11	0.96%
Other Men	2	0.63%	Other Men	4	0.35%
White Women	15	4.69%	White Women	127	11.10%
African-American Women	0	0.00%	African-American Women	13	1.14%
Latina Women	0	0.00%	Latina Women	6	0.52%
Asian Women	0	0.00%	Asian Women	4	0.35%
Other Women	1	0.31%	Other Women	2	0.17%
<b>Total</b>	<b>320</b>		<b>Total</b>	<b>1144</b>	
<b>Assistant Sports Editors</b>			<b>Support Staff/Clerks</b>		
White Men	402	78.36%	White Men	475	66.81%
African-American Men	22	4.29%	African-American Men	30	4.22%
Latino Men	15	2.92%	Latino Men	24	3.38%
Asian Men	6	1.17%	Asian Men	7	0.98%
Other Men	3	0.58%	Other Men	4	0.56%
White Women	44	8.58%	White Women	140	19.69%
African-American Women	5	0.97%	African-American Women	20	2.81%
Latina Women	13	2.53%	Latina Women	5	0.70%
Asian Women	2	0.39%	Asian Women	3	0.42%
Other Women	1	0.19%	Other Women	3	0.42%
<b>Total</b>	<b>513</b>		<b>Total</b>	<b>711</b>	
<b>Columnists</b>					
White Men	249	83.56%			
African-American Men	22	7.38%			
Latino Men	3	1.01%			
Asian Men	2	0.67%			
Other Men	2	0.67%			
White Women	19	6.38%			
African-American Women	1	0.34%			
Latina Women	0	0.00%			
Asian Women	0	0.00%			
Other Women	0	0.00%			
<b>Total</b>	<b>298</b>				

Table 2

<b>APSE Positions by Race</b>							
		#	%		#	%	
<b>Total</b>				<b>Reporters</b>			
	White	4519	88.37%		White	1861	87.45%
	African-American	317	6.20%		African-American	160	7.52%
	Latino	182	3.56%		Latino	68	3.20%
	Asian	66	1.29%		Asian	31	1.56%
	Other	30	0.59%		Other	8	0.00%
	Women	643	12.57%		Women	219	10.29%
<b>Sports Editors</b>				<b>Copy Editors/Designers</b>			
	White	303	94.69%		White	1026	89.69%
	African-American	5	1.56%		African-American	52	4.55%
	Latino	9	2.81%		Latino	45	3.93%
	Asian	0	0.00%		Asian	15	1.31%
	Other	3	0.94%		Other	6	0.01%
	Women	16	5.00%		Women	152	13.29%
<b>Assistant Sports Editors</b>				<b>Support Staff/Clerks</b>			
	White	446	86.94%		White	615	86.49%
	African-American	27	5.26%		African-American	50	7.03%
	Latino	28	5.46%		Latino	29	4.08%
	Asian	8	1.56%		Asian	10	1.40%
	Other	4	0.78%		Other	7	0.98%
	Women	65	12.67%		Women	171	24.05%
<b>Columnists</b>							
	White	268	89.93%				
	African-American	23	7.70%				
	Latino	3	1.01%				
	Asian	2	0.67%				
	Other	2	0.67%				
	Women	20	6.72%				

**Table 3**

<b>Sports Editors by Region</b>			
<i>Region</i>	<b>Racial Diversity</b>	<b>Gender Diversity</b>	<b>Racial &amp; Gender Diversity</b>
Great Lakes	4.84%	6.45%	11.29%
Northeast	4.00%	6.00%	10.00%
Northwest	0.00%	11.76%	11.76%
Southeast	5.88%	1.96%	7.84%
Great Plains	6.67%	6.67%	13.33%
Western	8.70%	8.70%	13.04%
Mid-Atlantic	2.38%	0.00%	2.38%
Atlantic Coast	8.70%	4.35%	13.04%
Southwest	9.09%	4.55%	13.64%

**Table 4**