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The 2008 Racial and Gender Report Card of the Associated Press Sports Editors

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with Eric Little, Ray Mathew and Jessica Zahn
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EXECUTIVE SUMMARY

Minneapolis, MN...June 26, 2008 – Following a first of its kind report in 2006, the **2008 Racial and Gender Report Card of the Associated Press Sports Editors**, covering more than 378 Associated Press websites and newspapers (up from 300 APSE members in 2006), was released today at the APSE Annual Conference in Minneapolis. It measures changes from the set of baseline data for the industry established in the 2006 Report. The 2008 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 second time TIDES was asked by the organization to review the data of its own staff.

The APSE websites and newspapers received a grade of **C** for racial hiring practices and an **F** for gender hiring practices in the key positions covered in the 2008 study. Grades were not issued for the 2006 Report Card.

Richard Lapchick, The Institute's Director and primary author of this report, noted, "While two years is not a great deal of time for change, there was hardly any change in five of the key positions we examined. The biggest change was with columnists where the percent of African-American columnists increased from 7.4 percent to 10.7 percent.

"It is important to have voices from different backgrounds in the media. This report shows that in 2008, 94 percent of the sports editors, 89 percent of the assistant sports editors, 88 percent of our columnists, 87 percent of our reporters and 89 percent of our copy editors/designers are white, and those same positions are 94, 90, 94, 91 and 84 percent male."

The APSE, the group that represents almost every sports section of newspapers and online media sources 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. The positions of more than 5,200 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.

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

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 dot com sports department staffs? How would a more diverse staff of sports editors, columnists, and reporters affect what is commonly written about in our newspapers? This is the second time the media has turned the mirror on itself. And once again, APSE newspapers saw how little progress they had made regarding representation of women and people of color in their key positions where decisions on what is covered, who covers it and who offers opinions on it are made. I have to credit APSE for having the courage to replicate the study so there will continue to be real transparency.”

John Cherwa, who is an editor at the Orlando Sentinel, and serves as the Tribune (Co.) Sports Coordinator, said, “I know we were all hoping for better results but it should serve as a constant reminder as to how far we have to go and to why we can never give up the fight.

“Never has the newspaper industry been at such a point of crisis. Newspapers across all regions and circulation sizes have been downsizing at accelerated rates. People just don’t consume the newspaper the way they used to. The youngest generation is getting its news mostly from the web. Newspapers, facing these financial realities, and realizing that the web does not generate the revenue that the printed product does, have had to adapt.

“There are fewer hiring opportunities than there used to be. For example, if you look at the figures for ESPN.com and its columnists, you’ll see great numbers. Now, take into account that the web definition of a columnist and the traditional newspaper columnist definition differ quite a bit. But, where did those columnists come from? Newspapers. Were the newspapers allowed to fill those positions? Not usually.

“But despite all these reasons, the diversification of America’s newspapers and websites should remain one of our top priorities. Let’s hope the business sees its bottom very soon, and let’s hope we do the study again in two years, and let’s hope the meter can start ticking back in the right direction.

“I truly believe, despite these results, that APSE members are firmly committed to make this work.”

Lapchick emphasized that, “Our media clearly neither reflects America’s workforce nor the competitors in the world of sports. In basketball, football and baseball, there is a disproportionate number of athletes who are African-American or Latino. More than 40 percent of the student-athletes are girls and women on the high school and college levels.

“As stated in the 2006 Report, 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.”

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.

Tables for the Report are included in Appendix I.

A list of non-participating APSE member newspapers and websites can be found in Appendix II.

OVERALL GRADES

The APSE newspapers and websites received a grade of **C** for racial hiring practices and an **F** for gender hiring practices in the key positions covered in the 2008 study. Grades were not issued for the 2006 Report Card.

They received **C+**'s for race for total staff and reporters; **C**'s for race in assistant sports editors, columnists and copy editors/designers; and an **F** in 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%
Race:	C+	11.5
Gender:	F	7.5
Grade for APSE Sports Editors:		20%
Race:	F	12
Gender:	F	10
Grade for APSE Assistant Sports Editors:		15%
Race:	C	11
Gender:	F	7.5
Grade for APSE Columnists:		20%
Race:	C	14
Gender:	F	10
Grade for APSE Reporters:		15%
Race:	C+	11.5
Gender:	F	7.5
Grade for APSE Copy Editors/Designers:		15%
Race:	C	11
Gender:	F	7.5

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:

- 94 percent of the sports editors were white.
- 89 percent of the assistant sports editors were white.
- 88 percent of the columnists were white.
- 87 percent of the reporters were white.
- 89 percent of the copy editors/designers were white.
- 94 percent of the sports editors were men.
- 90 percent of the assistant sports editors were men.
- 93 percent of the columnists were men.
- 91 percent of the reporters were men.
- 84 percent of the copy editors/designers were men.

Other highlights from the study include:

- The percentages of African-Americans increased as sports editors, columnists, copy editors and support staff/clerks while decreasing as assistant sports editors and reporters.
- Whites decreased by percentage in all categories covered except assistant sports editors.
- Latinos decreased by percentage in all categories covered except reporters and support staff/clerks.
- Asians increased in all categories except assistant sports editors.
- Women increased as sports editors and copy editors/designers while decreasing as assistant sports editors, reporters and support staff/clerks. The percent of women columnists remained the same though the number increased by eight.
- In 2008, white men and women comprised 87.8 percent of the total staffs of all APSE member newspapers and websites, African-Americans held 6.3 percent, Latinos equaled 3.3 percent, Asians totaled 1.9 percent, and "other" people of color held less than one percent. In 2006, white men and women comprised 88.4 percent of the total staffs of all APSE member newspapers and websites while African-Americans held 6.2 percent, Latinos equaled 3.6 percent, Asians totaled 1.3 percent, and "other" people of color held less than one percent.
- In 2008, women made up 11.5 percent of total staffs of APSE member newspapers and websites, less than in 2006 when women made up 12.6 percent of total staffs of APSE member newspapers and websites.

- The percentages of women and people of color serving as sports editors increased slightly since 2006 by 1.5 and 0.6 percentage points, respectively.
- In 2008, 94.1 percent of APSE sports editors were white while 88.3 percent were white males, African-Americans held only 2.1 percent, Latinos held 2.4 percent, and Asians and “others” were each less than one percent. There were two Asian sports editors (up from zero in the previous report), while the number of “other” sports editors remained the same at three. In 2006, 94.7 percent of APSE sports editors were white while 90.0 percent were white males; African-Americans held only 1.6 percent of APSE sports editors while Latinos held 2.8 percent and “others” totaled for less than one percent.
- Sports editors who are women increased to 6.5 percent in 2008 after totaling 5.0 percent in 2006.
- In contrast, the percentages of assistant sports editors who are both white and male increased from the 2006 Report. In 2008, whites held 88.7 percent of the assistant sports editor posts in the survey while people of color made up 11.3 percent. African-Americans equaled 4.7 percent, Latinos held 3.5 percent, Asians comprised 1.5 percent, and other people of color were at 1.6 percent. In 2006, 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 at 5.3 percent, Latinos equaled 5.5 percent, Asians held 1.6 percent, and other people of color made up 0.8 percent. The percentages of African-Americans, Latinos, and Asians all declined slightly.
- Assistant sports editors who are women decreased to 10.0 percent in 2008 after being 12.7 percent in 2006.
- The percentage of columnists who were people of color increased while that of women remained the same.
- Columnists who are African-American increased nearly three percentage points from 7.7 in 2006 to 10.6 percent in 2008. The percentage of Latino columnists declined from 1.0 percent to 0.5 percent while the percentage of Asian columnists increased slightly from .67 to .72 percent. The percentage of white columnist dropped slightly from 89.9 to 88.3 percent.
- In 2008, women and people of color combined to make up 17.5 percent of columnists of the surveyed APSE member newspapers. This was up from 16.8 in 2006.
- In 2008, there were far more reporters within the APSE newspapers and websites than any other category with a total of 2,236. Of these, 87.0 percent were white. In 2006, 87.5 percent of the 2,128 reporters were white.
- In 2008, of all copy editors/designers, 88.7 percent were white, which was down from 89.7 percent in 2006.
- In 2008, the position of support staff/clerks comprised the most diverse position of APSE member newspaper and website sports staffs with women occupying 22.9 percent (down from 24.1 percent in 2006), more than double any other category for women, except copy editors; people of color held 20.2 percent (up from 13.5 percent in 2006) 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.
- 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, a Latino, was the first person of color to be APSE President in 2007.

- Lynn Hoppes, who is Asian-American, is the incoming APSE President.
- Garry Howard, an African-American, will follow shortly thereafter as the third person of color to fill the position of APSE president in 2009.
- The Western Region of the APSE had the best record for sports editors who were people of color with 17.7 percent. The Northeast region had the most female sports editors at 12.2 percent. The Western Region reported the highest percentage of women and people of color combined with 23.5 percent. The Northwest Region reported the lowest overall percentage of any region with only 4.4 percent of its sports editors who were women and had no people of color.
- In circulation size "A" papers, the *Sacramento Bee (CA)* had the highest percentage for people of color at 52.6 percent. The *Honolulu Advertiser (HI)* had the highest percentage of people of color at "B" newspapers with 82.6 percent. The *El Paso Times (TX)* had the highest percentage for people of color for size "C" newspapers at 55.6 percent. In size "D" newspapers, the *Selma Times-Journal (AL)* and the *Herald-Zeitung (TX)* each had a person of color as its one-person staff.
- Looking at opportunities for women in size "A," *The Sporting News (MO)* was tops with 35.7 percent. In size "B" newspapers, the *Honolulu Advertiser (HI)* was first with 39.1 percent. The *Reno Gazette-Journal (NV)* led size "C" with 45.5 percent. The *Middletown Press (CT)*, which employs two people in sport, had 50 percent women to be tops in size "D" newspapers.
- Of all the "A" circulation size papers, *the Sacramento Bee (CA)* totaled the highest percentage of diversity within its sports staff, with 63.2 percent being women or people of color. The *Sacramento Bee (CA)* also finished first in this category in 2006 at 54 percent. The *Honolulu Advertiser (HI)* topped the circulation size "B" papers with 91.3 percent of its sports staff being women or people of color. The *El Paso Times (TX)* led the circulation size "C" papers with 55.6 percent of its sports staff being women or people of color.

GRADES BY CATEGORY

Total staffs of all APSE member newspapers

The percent of people of color increased as members of the total staffs of all APSE member papers and websites in 2008 while the percentage of women decreased.

In 2008, white men and women comprised 87.8 percent of the total staffs of all APSE member newspapers and websites while African-Americans held 6.3 percent, Latinos held 3.3 percent, Asians held 1.9 percent, and “other” people of color equaled less than one percent. In 2006, white men and women comprised 88.4 percent of the total staffs of all APSE member newspapers and websites while African-Americans held 6.2 percent, Latinos equaled 3.6 percent, Asians were at 1.3 percent, and “other” people of color held less than one percent.

In 2008, women made up 11.5 percent of total staffs of APSE member newspapers. In 2006 women made up 12.6 percent of total staffs of APSE member newspapers.

Grade for APSE Total staffs:

Race:	C+
Gender:	F

See Table 1.

Sports Editor

White men still ran our sports departments as editors in spite of the fact that the percentages of women and people of color serving as sports editors increased slightly since 2006 by 1.45 and 0.56 percentage points, respectively. There were nine people of color and two women who were sports editors in circulation size “A” newspapers.

According to the data that was collected within the survey period of February 24, 2008 to June 20, 2008 there were six African-American male sports editors (up from five in 2006) at all participating APSE newspapers and websites. Four of the six African-American sports editors were employed at circulation size “A” newspapers and websites. There was one African-American female sports editor (up from zero in 2006).

There was a total of eight Latino male sports editors (down from nine in 2006) with three at circulation size “A” papers, three at circulation size “C” papers and one each at circulation size “B” and “D” papers. There were two Asian sports editors (up from zero in 2006). The “other” people of color category had two male and one female sports editors, the same as in 2006.

There were not any Latina or Asian females who were sports editors among the APSE newspapers, also the same as in 2006. There were 301 white males and 20 white females (up from 288 and 15 in 2006, respectively) who were sports editors accounting for 94.1 percent of the most important positions (down from 94.7 percent in 2006) on the surveyed newspapers. African-Americans held 2.1 percent, Latinos held 2.4 percent, while Asians and “others” each had less than one percent. In 2006, African-Americans

held only 1.6 percent, Latinos equaled 2.8 percent, “others” were at less than one percent and Asians held zero percent.

There were 20 people of color in the sports editor position:

- Joe Sirera, Greensboro News & Record
- Ruben Luna, Detroit News
- Emilio Garcia Ruiz, Washington Post
- Arnold Feliciano, Gainesville Sun
- Jorge Rojas, Miami Herald
- Tommy Trujillo, Sante Fe New Mexican
- Bill Bradley, Sacramento Bee
- Mark Patton, Santa Barbara News-Press
- Lynn Hoppes, Orlando Sentinel
- Curtis Murayama, Honolulu Advertiser
- Garry Howard, Milwaukee Journal Sentinel
- George Jones, Selma Times-Journal
- Leon Carter, New York Daily News
- Patricia Mays, Riverside Press Enterprise
- Carlton Thompson, Houston Chronicle
- Will Wright, Herald-Zeitung
- Rob King, ESPN.com
- Mike Fannin, Kansas City Star
- Mark Whittington, Las Vegas Sun
- Ashley Conklin, San Luis Obispo Tribune

Including Mays and Conklin, there were 22 women in this position:

- Terry Taylor, Associated Press
- Lauren Gustus, Reno Gazette-Journal
- Sherry Johnson, Raleigh News & Observer
- Colleen McDaniel, Norfolk Virginian-Pilot
- Mary Ullmer, Grand Rapids Press
- Betty Szudlo, Medina Gazette
- Jennifer Osieczanek, Boulder Daily Camera
- Judith Hildner, Pueblo Chieftain
- Judy Connelly, Scranton Times and Tribune
- Angela Daidone, The Jersey Journal
- Tiffany Venture, Middletown Press
- Laurie Los, Taunton Daily Gazette
- Sandy Smith, Concord Monitor
- Susie Arth, Journal News
- Cathy Henkel, Seattle Times
- Kathy Laughlin, South Florida Sun-Sentinel
- Lee Nessel, Florida Today
- Kim Pendery, Tampa Tribune
- Ellen Alfano, Fort Worth Star-Telegram

- Shannon Conner, Arizona Daily Star

Grade for APSE Sports Editors:

Race: F
Gender: F

See Tables 1, 4, and 5.

Assistant Sports Editor

The percentages of whites and men increased in the position of assistant sports editor. In 2008, whites held 88.7 percent (up from 86.9 percent in 2006) of the assistant sports editor posts in the survey while people of color made up 11.3 percent (down from 13.1 percent in 2006). African-Americans were at 4.7 percent (down from 5.3 percent in 2006), Latinos held 3.5 percent (down from 5.5 percent in 2006), Asians equaled 1.5 percent (down from 1.6 percent in 2006), and other people of color held 1.6 percent (up from 0.8 percent in 2006).

White males accounted for 443 (80.7 percent, up from 78.4 percent in 2006) of the 549 APSE member newspaper and website assistant sports editors. White females held 44 (8.0 percent, down from 8.6 percent in 2006). There were 21 African-American male assistant sports editors (3.8 percent, down from 4.3 percent in 2006) while African-American females accounted for five (less than one percent, just as they did in 2006), 16 Latino assistant sports editors (2.9 percent, the same as in 2006) and three Latina assistant sports editors (0.6 percent, down from 2.5 percent in 2006) as well as six Asian male (1.1 percent, down from 1.2 percent in 2006) and two Asian women (0.4 percent, the same as in 2006) assistant sports editors. All “other” people of color included eight male and one female assistant sports editor.

Grade for APSE Assistant Sports Editors:

Race: C
Gender: F

See Tables 4.

Columnist

The percentages of white, Latino, and “other” columnists all declined slightly while that of Asians increased slightly and African-Americans increased by nearly three percentage points. Whites held 88.3 percent (down from 89.9 percent in 2006) of America’s columnist positions. White males held 344 columnist positions (82.5 percent, down from 83.6 percent in 2006) of the total 417 columnists and white females accounted for 24 (5.8 percent, down from 6.4 percent in 2006).

There were 44 African-American columnists including 40 African-American male (9.6 percent) and four African-American female (1.0 percent) columnists. Thirty two of the 40 African-American males and all four of the African-American females were employed at size “A” newspapers. There was a total of 20 African-American men and women columnists at ESPN.com.

There were only two Latinos (down from three in 2006) and three Asian males (0.72 percent, a slight increase from the two in 2006 which were equivalent to 0.67 percent) columnists.

In addition, there was no Latina or Asian female columnists, as was the case in 2006. Both the Latino males and one of the Asian males came from “A” size newspapers.

There were 73 columnists who are either people of color or women; 59 came from size “A” newspapers.

Women still made up less than seven percent of sports columnists of APSE members. Women and people of color combined made up only 17.5 percent (up from 16.4 percent in 2006) of columnists.

Grade for APSE Columnists:

Race:	C
Gender:	F

See Tables 3 and 4.

Reporter

The percentage of reporters who are Asian and Latino increased while the percentages for African-Americans, whites and women all decreased.

There were far more reporters within the APSE newspapers and websites than any other category with a total of 2,236. Of these, 87.0 percent (down from 87.5 percent in 2006) were white including 1,772 white males (79.3 percent, up from 79.0 percent in 2006) and 174 white females (7.8 percent, down from 8.4 percent in 2006). There were only 146 African-American males (6.5 percent, down from 6.6 percent in 2006) and 15 African-American females (0.7 percent, down from 0.9 percent in 2006) reporters, 67 Latinos (3.0 percent, up from 2.7 percent in 2006) and seven Latinas (0.3 percent, down from 0.5 percent in 2006) reporters, 33 Asian men (1.5 percent, up from 1.1 percent in 2006) and 10 Asian women (0.5 percent, up from 0.4 percent in 2006) reporters. There were 10 men and two women in the “other” people of color category.

Grade for APSE Reporters:

Race:	C+
Gender:	F

See Table 4.

Copy Editor/Designer

The percentage of copy editors/designers for African-Americans, Asians and women increased. The percentages decreased for whites and Latinos despite increasing in total number for both categories.

Of all copy editors/designers, 88.7 percent (down from 89.7 percent in 2006) were white. There were a total of 1,034 white men (75.2 percent, down from 78.6 percent in 2006) and 186 white women (13.5 percent, up from 11.1 percent in 2006) who were in copy editor/designer positions within the APSE. There were 48 African-American men (3.5 percent, up from 3.4 percent in 2006) and 41 Latinos (3.0 percent, down from 3.4 percent in 2006) copy editor/designer positions while African-American women and Latinas had 17 (1.2 percent, up from 1.1 percent in 2006) and six posts (0.4 percent, down from 0.5 percent in 2006) respectively. Asian men held 22 posts (1.6 percent, up from one percent in 2006) and Asian women held nine posts (0.70 percent, up from 0.4 percent in 2006). The “other” people of color category had 11 men (0.8 percent, up from 0.4 percent in 2006) and one woman (0.1 percent, down from 0.2 percent in 2006).

Grade for APSE Copy Editors/Designers:

Race:	C
Gender:	F

See Table 4.

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.

People in these positions had the largest gains for African-Americans, Latinos, and Asians with increases of 2.1, 2.7, and 2.3 percentage points respectively. This category had the largest decline for whites with a decline of nearly seven percentage points.

There are 68 women (22.9 percent, down from 24 percent in 2006) in support staff positions. There were 188 (63.3 percent, down from 66.8 percent in 2006) white men occupying positions in this category and 49 (16.5 percent, down from 19.7 percent in 2006) white women. There were 18 African-American men (6.1 percent, up from 4.2 percent in 2006) and nine African-American women (3.0 percent, up from 2.8 percent in 2006), 14 Latinos (4.7 percent, up from 3.4 percent in 2006) and six Latinas (2.0 percent, up from 0.7 percent in 2006), eight Asian men (2.7 percent, up from 1.0 percent in 2006) and three Asian women (1.0 percent, up from 0.4 percent in 2006) who were support staff/clerks. The “other” people of color category had one man (0.3 percent, down from 0.6 percent in 2006) and one woman (0.3 percent, down from 0.4 percent in 2006).

See Table 4.

CONCLUSION AND WHERE DO THE APSE NEWSPAPERS GO FROM HERE

It was outstanding that the APSE asked for a follow-up study, especially being urged by a combination of sports editors who were white and people of color, men and women.

Second, newspapers have to broaden the searches for talented writers and editors so that we get the best qualified candidates into the interview process. Where do we advertise? What campuses do we visit? Do we 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?

If we are successful at changing the numbers, can we change the atmosphere to make our 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.

Now that APSE has looked 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. It will be a win-win for everyone.

HOW THE GRADES WERE CALCULATED

As in our other Racial and Gender Report Cards, 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** if 15 percent of the positions were held by people of color, and **C** if it had only 10 percent. Grades for race below this level were assigned a **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** for 32 percent, **C** for 27 percent, **D** for 22 percent and **F** for anything below that. The 40 percent is also taken from the federal affirmative action standards.

METHODOLOGY

This study was commissioned by APSE, the Associated Press Sports Editors through John Cherwa and Lynn Hoppes. Three DeVos graduate assistants (Eric Little, Ray Mathew, and Jessica Zahn) surveyed 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 February 24, 2008 to June 20, 2008.

APPENDIX I

Total APSE Staff Data

	2006		2008			2006		2008	
	#	%	#	%		#	%	#	%
Entire Staff					Reporters				
White Men	3,995	78.12%	4,082	78.27%	White Men	1,682	79.04%	1,772	79.25%
African-American Men	258	5.04%	279	5.35%	African-American Men	140	6.58%	146	6.53%
Latino Men	147	2.87%	148	2.84%	Latino Men	57	2.68%	67	3.00%
Asian Men	49	0.96%	74	1.42%	Asian Men	23	1.08%	33	1.48%
Other Men	22	0.43%	32	0.61%	Other Men	7	0.33%	10	0.45%
White Women	524	10.25%	497	9.53%	White Women	179	8.41%	174	7.78%
African-American Women	59	1.15%	51	0.98%	African-American Women	20	0.94%	15	0.67%
Latina Women	35	0.68%	22	0.42%	Latina Women	11	0.52%	7	0.31%
Asian Women	17	0.33%	24	0.46%	Asian Women	8	0.38%	10	0.45%
Other Women	8	0.16%	6	0.12%	Other Women	1	0.05%	2	0.09%
Total	5,114		5,215		Total	2,128		2,236	
Sports Editors					Copy Editors/Designers				
White Men	288	90.00%	301	88.27%	White Men	899	78.58%	1,034	75.20%
African-American Men	5	1.56%	6	1.76%	African-American Men	39	3.41%	48	3.49%
Latino Men	9	2.81%	8	2.35%	Latino Men	39	3.41%	41	2.98%
Asian Men	0	0.00%	2	0.59%	Asian Men	11	0.96%	22	1.60%
Other Men	2	0.63%	2	0.59%	Other Men	4	0.35%	11	0.80%
White Women	15	4.69%	20	5.87%	White Women	127	11.10%	186	13.53%
African-American Women	0	0.00%	1	0.29%	African-American Women	13	1.14%	17	1.24%
Latina Women	0	0.00%	0	0.00%	Latina Women	6	0.52%	6	0.44%
Asian Women	0	0.00%	0	0.00%	Asian Women	4	0.35%	9	0.65%
Other Women	1	0.31%	1	0.29%	Other Women	2	0.17%	1	0.07%
Total	320		341		Total	1,144		1,375	
Assistant Sports Editors					Support Staff/Clerks				
White Men	402	78.36%	443	80.69%	White Men	475	66.81%	188	63.30%
African-American Men	22	4.29%	21	3.83%	African-American Men	30	4.22%	18	6.06%
Latino Men	15	2.92%	16	2.91%	Latino Men	24	3.38%	14	4.71%
Asian Men	6	1.17%	6	1.09%	Asian Men	7	0.98%	8	2.69%
Other Men	3	0.58%	8	1.46%	Other Men	4	0.56%	1	0.34%
White Women	44	8.58%	44	8.01%	White Women	140	19.69%	49	16.50%
African-American Women	5	0.97%	5	0.91%	African-American Women	20	2.81%	9	3.03%
Latina Women	13	2.53%	3	0.55%	Latina Women	5	0.70%	6	2.02%
Asian Women	2	0.39%	2	0.36%	Asian Women	3	0.42%	3	1.01%
Other Women	1	0.19%	1	0.18%	Other Women	3	0.42%	1	0.34%
Total	513		549		Total	711		297	
Columnists									
White Men	249	83.56%	344	82.49%					
African-American Men	22	7.38%	40	9.59%					
Latino Men	3	1.01%	2	0.48%					
Asian Men	2	0.67%	3	0.72%					
Other Men	2	0.67%	0	0.00%					
White Women	19	6.38%	24	5.76%					
African-American Women	1	0.34%	4	0.96%					
Latina Women	0	0.00%	0	0.00%					
Asian Women	0	0.00%	0	0.00%					
Other Women	0	0.00%	0	0.00%					
Total	298		417						

Table 1

Persons of Color and Women Sports Editors

	2008	
	#	%
Circulation Size A		
African-American Men	4	9.52%
Latino Men	3	7.14%
Asian Men	1	2.38%
Other Men	1	2.38%
White Women	2	4.76%
African-American Women	0	0.00%
Latina Women	0	0.00%
Asian Women	0	0.00%
Other Women	0	0.00%
Total	11	26.18%
Circulation Size B		
African-American Men	0	0.00%
Latino Men	1	1.75%
Asian Men	1	1.75%
Other Men	1	1.75%
White Women	8	14.29%
African-American Women	1	1.75%
Latina Women	0	0.00%
Asian Women	0	0.00%
Other Women	0	0.00%
Total	12	21.29%
Circulation Size C		
African-American Men	0	0.00%
Latino Men	3	3.16%
Asian Men	0	0.00%
Other Men	0	0.00%
White Women	4	4.21%
African-American Women	0	0.00%
Latina Women	0	0.00%
Asian Women	0	0.00%
Other Women	0	0.00%
Total	7	7.37%
Circulation Size D		
African-American Men	2	3.70%
Latino Men	1	1.85%
Asian Men	0	0.00%
Other Men	0	0.00%
White Women	6	11.11%
African-American Women	0	0.00%
Latina Women	0	0.00%
Asian Women	0	0.00%
Other Women	1	1.85%
Total	10	18.51%

Table 2

Persons of Color and Women Columnists			
	2006	2008	
	#	#	%
Circulation Size A			
African-American Men	18	32	15.17%
Latino Men	3	2	0.95%
Asian Men	2	1	0.47%
Other Men	1	0	0.00%
White Women	14	20	9.48%
African-American Women	1	4	1.90%
Latina Women	0	0	0.00%
Asian Women	0	0	0.00%
Other Women	0	0	0.00%
Total	39	59	27.96%
Circulation Size B			
African-American Men	3	6	6.25%
Latino Men	0	0	0.00%
Asian Men	0	1	1.04%
Other Men	1	0	0.00%
White Women	2	4	4.17%
African-American Women	0	0	0.00%
Latina Women	0	0	0.00%
Asian Women	0	0	0.00%
Other Women	0	0	0.00%
Total	6	11	11.46%
Circulation Size C			
African-American Men	1	2	2.63%
Latino Men	0	0	0.00%
Asian Men	0	1	1.32%
Other Men	0	0	0.00%
White Women	1	0	0.00%
African-American Women	0	0	0.00%
Latina Women	0	0	0.00%
Asian Women	0	0	0.00%
Other Women	0	0	0.00%
Total	2	3	3.95%
Circulation Size D			
African-American Men	0	0	0.00%
Latino Men	0	0	0.00%
Asian Men	0	0	0.00%
Other Men	0	0	0.00%
White Women	2	0	0.00%
African-American Women	0	0	0.00%
Latina Women	0	0	0.00%
Asian Women	0	0	0.00%
Other Women	0	0	0.00%
Total	2	0	0.00%

Table 3

APSE Positions by Race

	2006		2008			2006		2008	
	#	%	#	%		#	%	#	%
Total					Reporters				
White	4519	88.37%	4579	87.80%	White	1861	87.45%	1946	87.03%
African-American	317	6.20%	330	6.33%	African-American	160	7.52%	161	7.20%
Latino	182	3.56%	170	3.26%	Latino	68	3.20%	74	3.31%
Asian	66	1.29%	98	1.88%	Asian	31	1.56%	43	1.92%
Other	30	0.59%	38	0.73%	Other	8	0.00%	12	0.54%
Women	643	12.57%	600	11.51%	Women	219	10.29%	208	9.30%
Sports Editors					Copy Editors/Designers				
White	303	94.69%	321	94.13%	White	1026	89.69%	1220	88.73%
African-American	5	1.56%	7	2.05%	African-American	52	4.55%	65	4.73%
Latino	9	2.81%	8	2.35%	Latino	45	3.93%	47	3.42%
Asian	0	0.00%	2	0.59%	Asian	15	1.31%	31	2.25%
Other	3	0.94%	3	0.88%	Other	6	0.01%	12	0.87%
Women	16	5.00%	22	6.45%	Women	152	13.29%	219	15.93%
Assistant Sports Editors					Support Staff/Clerks				
White	446	86.94%	487	88.71%	White	615	86.49%	237	79.80%
African-American	27	5.26%	26	4.74%	African-American	50	7.03%	27	9.09%
Latino	28	5.46%	19	3.46%	Latino	29	4.08%	20	6.73%
Asian	8	1.56%	8	1.46%	Asian	10	1.40%	11	3.70%
Other	4	0.78%	9	1.64%	Other	7	0.98%	2	0.67%
Women	65	12.67%	55	10.02%	Women	171	24.05%	68	22.90%
Columnists									
White	268	89.93%	368	88.25%					
African-American	23	7.70%	44	10.55%					
Latino	3	1.01%	2	0.48%					
Asian	2	0.67%	3	0.72%					
Other	2	0.67%	0	0.00%					
Women	20	6.72%	28	6.71%					

Table 4

Sports Editors by Region			
	Racial Diversity	Gender Diversity	Racial & Gender Diversity
2006			
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%
2008			
Great Lakes	3.08%	3.08%	6.15%
Northeast	2.44%	12.20%	14.63%
Northwest	0.00%	4.35%	4.35%
Southeast	7.41%	5.56%	12.96%
Great Plains	3.23%	6.45%	9.68%
Western	17.65%	11.76%	23.53%
Mid-Atlantic	2.44%	4.88%	7.32%
Atlantic Coast	3.70%	7.41%	11.11%
Southwest	15.00%	5.00%	20.00%

Table 5

APPENDIX II

APSE MEMBERS THAT DECLINED TO PARTICIPATE

- **A size Circulation**
 - Toronto Globe and Mail
 - San Diego Union Tribune
 - YahooSports.com
 - CBSSports.com

- **B size Circulation**
 - Pittsburgh Tribune-Review
 - Los Angeles Newspaper Group
 - Los Angeles Daily News
 - Contra Costa Times
 - San Antonio Express-News
 - Tacoma News Tribune

- **C size Circulation**
 - Spartanburg Herald Journal (SC)
 - Post-Tribune of Northwest Indiana
 - South Bay Daily Breeze (CA)
 - Springfield Republican (MA)
 - Green Bay Press Gazette (WI)
 - Appleton Post-Crescent (WI)
 - Youngstown Vindicator (OH)
 - Saginaw News (MI)

- **D size Circulation**
 - Rocky Mount Telegram (NC)
 - Hilton Head Island Today (SC)
 - Decatur Herald & Review (IL)
 - Midland Daily News (MI)
 - St. Cloud Times (MN)
 - Findlay Courier (OH)
 - Norristown Times Herald (PA)
 - The Day (CT)
 - New Britain Herald (CT)
 - Kingston Daily Freeman (NY)
 - Oneonta Daily Star (NY)
 - Skagit Valley Herald (WA)
 - Florence Daily Times (AL)
 - Cherokee Tribune (GA)
 - Marietta Daily Journal (GA)
 - Murfreesboro Daily News Journal (TN)
 - Galveston County Daily News (TX)
 - Farmington Daily Times (NM)
 - Davis Enterprise (CA)
 - Napa Valley Register (CA)