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## Election News Bad For Minority Journalists

### Study: Minority Reporters' Visibility Dips, Female Presence Stays Steady

WASHINGTON, DC—Minority correspondents were 23 percent less visible last year than in 2003, the third straight presidential election year that saw a decline in minority visibility, according to a new study by the **Center for Media and Public Affairs (CMPA)**. The study also found that the ratio of stories reported by women remained steady at 25 percent, and three women finished among the ten most visible reporters for the first time in a decade.

According to **CMPA** Director S. Robert Lichter “The networks always turn to their familiar faces when it comes time to cover the presidential campaigns. Unfortunately for minority correspondents, familiar is a synonym for white.”

These are the results of **CMPA's** fifteenth annual report on “**Gender and Minority Representation in Network News.**” This report examined the 11,567 news stories broadcast on the ABC, CBS and NBC evening news programs during 2004. **CMPA** began tracking “Gender and Minority Representation” in 1990.

**Campaign Trail Trend:** Minorities covered 10 percent of all nightly network news stories in 2004, compared to 13 percent in 2003—continuing a trend of election year drops for reporters of color. In 2000 the rate of reporting dropped from 14 percent to 11 percent, and in 1996 it fell from 12 percent to 9 percent. In 2004, CBS correspondent Byron Pitts was the most prominent minority journalist, ranking 13th with 96 stories reported. Pitts and NBC's Carl Quintanilla were the only minorities among the thirty most visible reporters.

**Female Flatline:** For the third year in a row, women reported a quarter of the stories on the nightly network newscasts. Martha Raddatz (ABC), Kimberly Dozier (CBS) and Andrea Mitchell (NBC) all cracked the top ten list of most visible reporters, the first time three women have done so since 1994.

**NBC Worst Diverse, CBS Best:** At NBC, minority correspondents covered only seven percent of all stories and women covered 23 percent while at CBS, 12 percent of all stories were covered by minority reporters while women reported 27 percent. In the middle, ABC assigned 12 percent of its stories to minorities, but only 23 percent to women.