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## The 2012 Associated Press Sports Editors Racial and Gender Report Card

By Richard Lapchick

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### EXECUTIVE SUMMARY

**Orlando, FL...March 1, 2013** – The fourth bi-annual edition of the *Associated Press Sports Editors Racial and Gender Report Card*, evaluating over 150 newspapers and websites, was released today. This study is intended to measure the changes in racial and gender hiring practices from the 2010 study. The 2012 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 fourth time the APSE requested that TIDES review the data related to its current staff and employment practices.

For 2012, the grade for racial hiring practices for APSE newspapers and websites remained at a **C+**, the same grade issued in the 2010 Study. The grade issued for gender hiring practices remained constant as well, recording the third consecutive **F** for gender hiring practices. The APSE newspapers have received a failing grade for gender since TIDES began issuing grades in the 2008 Report Card. Grades were not issued for the 2006 Report Card. The combined grade for 2012 was a **D+**.

Richard Lapchick, the Director of the Institute and primary author of this report, noted, “After six years from the 2006 Report to the 2012 report, there was some change in the five key positions we examined for race but little for gender. In spite of the small improvement for race, the overall grade for racial hiring practices remained a **C+**, the same as it was in 2010.

“There continued to be a failing grade for gender in all five categories. I think it is encouraging that the APSE has continued to request the report knowing that the news would not be good. I applaud its determination to get better.”

“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.”

“Nonetheless, it remains important to have voices from different backgrounds in the media. This report shows that in 2012, 90.9 percent of the sports editors, 86.6 percent of the assistant sports editors, 83.9 percent of our columnists, 86.3 percent of our reporters and 86 percent of our copy editors/designers

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were white. In the 2010 report, those numbers for the same positions were 96.9, 85.4, 85.6, 85.6, and 90.1 respectively.

“The percentages of males in those positions this year are 90.4, 82.8, 90.2, 88.3, and 80.4. In 2010, the percentages were 93.9, 89.6, 90.1, 89.5, and 83.8, respectively.

The 2010 report showed a terrible lack of opportunity for people of color. In 2012, there was an increase in opportunities for people of color as sports editors (from 3.1 percent to 9.1 percent), copy editors (from 10.2 percent to 14 percent) and columnists (14.4 percent to 16.1 percent). The percentages of people of color decreased for assistant sports editors (14.7 percent to 13.3 percent). There was also an increase for women as sports editors (from 6.3 to 9.6 percent), assistant sports editors (from 10.5 to 17.2 percent) and copy editors/designers (from 16.4 to 19.6 percent). There was a slight decrease in women columnists (from 9.9 percent to 9.7 percent).”

“The most positive news was that the percentage of sports editors who were women and people of color increased by 7.4 percentage points from 9.4 percent in 2010 to 16.8 percent in 2012. These are meaningful changes. Reporters and copy editors/designers increased as well. The percentage of women and people of color who held reporter positions increased by 0.7 percentage point from 23.2 percent in 2010 to 23.9 percent in 2012. The percentage of women and people of color who were copy editors/designers increased by 6.5 percentage points (from 24.2 percent in 2010 to 30.7 percent in 2012).

“ESPN has played a critical role in the hiring of women and people of color in key positions. Of the 12 people of color who are sports editors at this level, four work for ESPN and three work for The Sporting News. If The ESPN and The Sporting News sports editors of color were removed, the percentage of sports editors of color would drop from 15.2 percent to 6.9 percent. Of the 11 women who were sports editors at this level, six worked for ESPN and two worked for The Sporting News. If the ESPN and The Sporting News sports editors who are women were removed, the percentage of female sports editors would drop from 13.9 percent to 4.2 percent.

Of the 52 men of color who were columnists at “A” newspapers and websites, 37 worked for ESPN. If the ESPN male columnists who are people of color were removed, the percentage of columnists of color would drop from 19.8 percent to 7.2 percent. Of the 35 women who were columnists at this level, 23 worked for ESPN. If the ESPN female columnists who are women were removed, the percentage of female columnists would drop from 12.8 percent to 4.8 percent.

“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 3,128 individuals employed within these six positions. The data collected for this study was then analyzed by separating the newspapers by circulation size and totals by race, gender, and position.

Dr. 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, “As our business is going through seismic changes it’s interesting to see how that relates to our diversity efforts. And, the answer is that those efforts continue to make incremental progress, less than we would

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hope for, but still headed in the right direction. The loss of jobs in the business has been staggering as new delivery platforms have squeezed a lot of journalists out of the workforce.”

“Anyone can be a publisher now and that’s not necessarily a good thing. But, the great thing about APSE is that it is a group dedicated to the highest professional standards and committed to diversity. I believe APSE is the only group that has ever asked for a report card on its progress and that remains something we’re proud of.”

"Clearly there remains much work to be done," APSE president Gerry Ahern said. "Our commitment to improving diversity has not wavered. I point to the APSE Diversity Fellowship Program started last year for mid-career journalists as a positive step that we hope will soon bear fruit. We remain committed to programs such as the Scripps Howard Day of Diversity at Hampton University and the wonderful work of the Sports Journalism Institute, the top internship program for sports in the country. In the past year, we held the first joint conference with the Association for Women in Sports Media and enjoyed robust attendance. Progress will come if we remain steadfast."

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 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.

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## OVERALL GRADES

The APSE newspapers and websites received grades of **C+** for racial hiring practices with 76.6 points and an **F** for gender hiring practices with 50 points in the five key positions covered in the 2012 study. These letter grades were unchanged from the 2010 study, which also issued the APSE a **C+** and **F** for racial hiring practices and gender hiring practices respectively. This is the third consecutive time the APSE has received a grade of **F** for gender hiring practices since The Institute began issuing grades in the 2008 Report Card. The combined grade for 2012 was a **D+**.

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

The APSE newspapers and websites once again 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.

<b>Grade for APSE Total Staffs:</b>		<b>15 percent weight toward final grade</b>
Race:	<b>C+/B-</b>	<b>14.1 percent people of color</b>
Gender:	<b>F</b>	<b>14.6 percent women</b>
<b>Grade for APSE Sports Editors:</b>		<b>20 percent weight toward final grade</b>
Race:	<b>D+/C-</b>	<b>9.1 percent people of color</b>
Gender:	<b>F</b>	<b>9.6 percent women</b>
<b>Grade for APSE Assistant Sports Editors:</b>		<b>15 percent weight toward final grade</b>
Race:	<b>C+</b>	<b>13.3 percent people of color</b>
Gender:	<b>F</b>	<b>17.2 percent women</b>
<b>Grade for APSE Columnists:</b>		<b>20 percent weight toward final grade</b>
Race:	<b>B</b>	<b>16.1 percent people of color</b>
Gender:	<b>F</b>	<b>9.7 percent women</b>
<b>Grade for APSE Reporters:</b>		<b>15 percent weight toward final grade</b>
Race:	<b>C+</b>	<b>13.7 percent people of color</b>
Gender:	<b>F</b>	<b>11.7 percent women</b>
<b>Grade for APSE Copy Editors/Designers:</b>		<b>15 percent weight toward final grade</b>
Race:	<b>C+/B-</b>	<b>14 percent people of color</b>
Gender:	<b>F</b>	<b>19.6 percent women</b>

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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:

- 90.9 percent of the sports editors were white.
- 86.6 percent of the assistant sports editors were white.
- 83.9 percent of the columnists were white.
- 86.3 percent of the reporters were white.
- 86 percent of the copy editors/designers were white.
- 90.4 percent of the sports editors were men.
- 82.8 percent of the assistant sports editors were men.
- 90.2 percent of the columnists were men.
- 88.3 percent of the reporters were men.
- 80.4 percent of the copy editors/designers were men.

Other highlights from the study include:

- The percentages of African-American men holding the position of sports editors, reporters, columnists and copy editors/designers increased while assistant sports editors decreased.
- White male sports editors decreased by 7.4 percentage points.
- The percentage of women sport editors increased for whites, African-Americans and Latinas.
- Latino men increased in percentage for sports editors, columnists and copy editors/designers.
- Asian men increased as columnists, reporters and copy editors/designers' .
- ESPN formed a substantial part of the totals for people of color who are columnists and sport editors.

### **Sports editors**

- African-American men and women combined increased from 1.4 percent in 2010 to 5.7 percent in 2012.
- The first Latina sports editor was reported in this year's study at ESPN.
- There are still no Asian women serving as sports editors as of 2012.

- Of the 12 people of color who were sports editors at the circulation “A” level, four worked for ESPN. ESPN also employed two of the six African-American men who were sports editors and two of the four Latinos who were sports editors. The Sporting News employed two of the six African-American men who are sport editors.
- Of the 11 women who were sports editors at this level, six worked for ESPN and two worked for The Sporting News. If the ESPN and The Sporting News sports editors who are women were removed, the percentage of female sports editors would drop from 13.9 percent to 4.2 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.

### **Assistant/Deputy Sports Editors**

- The percentage of assistant sports editors who were white men decreased from 78 percent in 2010 to 73.3 percent in 2012 while the percentage of white women increased from 7.4 percent in 2010 to 13.3 percent in 2012.
- Assistant sports editor of color decreased by 1.4 percentage points from 14.7 percent in 2010 to 13.3 percent in 2012. In 2012, African-Americans made up 5.8 percent, Latinos 4.1 percent, Asians 2.8 percent, and 0.6 percent of “other” people of color.

### **Columnists**

- In 2012, women and people of color combined to make up 25.3 percent of columnists. This showed a 2.1 percentage point increase from 23.2 percent of columnists of the surveyed APSE member newspapers and websites in 2010.
- The percentage of male columnists increased by 0.2 percentage point to 90.2 percent.
- For the fourth straight survey of the APSE newspapers and websites, there were no Latina columnists.
- Of the 52 men of color who were columnists at “A” newspapers and websites, 37 worked for ESPN. ESPN employed 28 of the 40 African-American male columnists, three of the six Latino columnists and all six of the Asian columnists. If the ESPN male columnists who are people of color were removed, the percentage of columnists of color would drop from 19.8 percent to 7.2 percent.
- Of the 35 women who were columnists at this level, 23 worked for ESPN. If the ESPN female columnists who are women were removed, the percentage of female columnists would drop from 12.8 percent to 4.8 percent. Of the 35 women, two are African-American. There are no Latinas or Asian women at “A” newspapers and websites.

### **Reporters**

- In 2012, 86.3 percent of the reporters surveyed were white, which showed an increase of 0.7 percentage points from the 85.6 reported in 2010.
- The percentage of women reporters was 11.7 percent in 2012, which showed a 1.1 percentage point increase from 10.6 in 2010.

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**Copy editors/designers**

- In 2012, copy editors/designers of color increased by 3.8 percentage points (from 10.2 percent in 2010 to 14 percent in 2012).
- Women represented 19.6 percent of the copy editors/designers in 2012, which was an increase of 3.2 percentage points from 2010 (16.4 percent).

**APSE Leadership**

- 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 2007-08.
- 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 17.3 percent and the highest percentage of women at 15.6 percent in 2012.
- In circulation size “A” papers, the Miami Herald (FL) had the highest percentage for people of color at 38.1 percent. For the second year in a row, The Fresno Bee (CA) had the highest percentage of people of color at “B” newspapers with 45.5 percent. The Lakeland Ledger (FL) had the highest percentage for people of color for size “C” newspapers at 33.3 percent.
- Looking at opportunities for women in size “A,” the Miami Herald (FL) was tops with 38.1 percent. In size “B” newspapers, the New Orleans Times-Picayune (LA) was first with 36.4 percent. The Register-Guard (OR) led size “C” with 90 percent.
- Of all the “A” circulation size papers, the Miami Herald (FL) totaled the highest percentage of people of color and women within its sports staff for the second straight report card with 76.2 percent. The New Orleans Time-Picayune leads the “B” circulation size papers with 63.6 percent of their staff being women and/or people of color. The Register-Guard (OR) led the circulation size “C” papers with 90 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 increased for the APSE member newspapers in 2012.

In 2012, 86 percent of APSE newspaper total staffs were white men and women which was a 1.4 percentage point decrease from 2010 (87.4 percent). African-Americans, Latinos, Asians and “others” held 7.6 percent, 3.7 percent, 2.5 percent, and 0.3 percent, respectively, in 2012.

In 2012, women made up 14.6 percent of total staffs of APSE member newspapers. This was a 3.2 percentage point increase from 2010, when women held 11.4 percent of total staffs of APSE member newspapers.

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 measured at 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.

#### Grade for APSE Total staffs:

**Race: C+/B-**

**Gender: F**

### Sports Editor

In spite of a substantial 7.4 percentage point decline, white males continued to dominate the sports editor position. Overall, white males held 83.2 percent of these positions in 2012, down from 90.6 percent in 2010. People of color held 9.1 percent of the sports editor posts in 2012, a six-percentage point increase from 2010 (3.1 percent). White women held the remaining 7.7 percent of the sports editor positions, a 1.4 percentage point increase from the 2010 study.

The biggest gains seen were by African-American men, who grew from 1.4 percent in 2010 to 4.3 percent in 2012. Other positive news included there being the first Latina and three African-American women serving as sports editors. There is one African-American woman as editor at an “A” paper.

Breaking down the data further, the percentage of people of color and women in circulation “A” papers decreased by one-percentage point to 26.6 from the 26.7 percent that was recorded in the 2010 study. After decreasing by 4.9 percent from 2008 to 2010, Latino males returned to 3.8 percent in 2012. The percentage of white women in circulation “A” newspapers decreased by 4.2 percentage points from 15.6 percent in 2010 to 11.4 percent in 2012.

Within circulation size “B” papers, there was a 5.2 percentage point increase in the number of people of color and women from 10.8 percent in 2010 to 16 percent in 2012. However, that percentage was still lower than the 2008 figure of 21.5 percent. There were no African-American women employed with circulation “B” papers in 2010, but in 2012, the Buffalo News reported an African-American woman sports editor.

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Circulation size “C” papers saw a sizeable increase in the overall percentage of women and people of color from 3.5 percent in 2010 to 10.9 percent in 2012. This is attributable to year-to-year increases in the percentages of African-American males, Latino males, and white women. The Post-Standard in Syracuse, NY has the only African-American male sports editor of the newspapers surveyed. In Circulation “C” publications there are no African-American, Latina, and Asian women serving as sports editors.

There was no year-to-year difference in the percentage of people of color and women sports editors within Circulation “D” newspapers. The percentage of white women decreased from 8.6 percent in 2010 to 5.2 percent in 2012. The Triangle Tribune (Durham, NC) hired an African-American woman, the first at a Circulation D newspaper. The Ste. Genevieve hired an African-American male as their sports editor, a first for a Circulation “D” newspaper.

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

- San Diego Union Tribune – Larry Graham (African-American)
- The Orange County Register – Todd Harmonson (Latino)
- Miami Herald – Jorge Rojas (Latino)
- Sun Sentinel – Greg Lee (African-American)
- The Sporting News – Garry Howard (African-American); DeAntae Prince (African-American); Rana Cash (African-American)
- The Oregonian – Seth Prince (“Other”)
- ESPN – Rob King (African-American), Leon Carter (African-American), Carlos Caban (Latino) and Gabrielle Paese (Latina)

Of the 12 people of color who were sports editors at this level, four worked for ESPN and three worked for The Sporting News, which also had three of the seven African-American sport editors. ESPN also employed two of the seven African-American sports editors and two of the four Latino sports editors. If the ESPN and The Sporting News sports editors who are people of color were removed, the percentage of sports editors of color would drop from 15.2 percent to 6.9 percent.

The following are women who currently hold sport editor positions:

- New York Daily News – Teri Thompson
- Associated Press – Terry Taylor
- USA Today – Mary Byrne
- The Sporting News – Rana Cash; Corrie Anderson Gifford
- ESPN – Kristina Johnson, Mary Fenton, Patricia Mays, Jena Janovy, Gabrielle Paese and Lauren Reynolds

Of the 11 women who were sports editors at this level, six worked for ESPN and two worked for The Sporting News. If the ESPN and The Sporting News sports editors who are women were removed, the percentage of female sports editors would drop from 13.9 percent to 4.2 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 newspaper. For comparison purposes, they all guide significant efforts across our various sites and platforms.”

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**Grade for APSE Sports Editor:****Race: D+/C-****Gender: F**

See Tables 1, 2 and 7.

**Assistant Sports Editor**

The percentages of people of color and women increased by 4.7 percentage points in the position of assistant sports editor to 26.7 percent in 2012 from 22 percent in 2010. In 2012, whites held 86.6 percent (up from 85.4 percent in 2010) of the assistant sports editor posts in the survey while people of color made up 13.3 percent (down from 14.7 percent in 2010). African-Americans were at 5.8 percent (down from 6.9 percent in 2010). Latinos and Asians held 4.1 percent (down from 4.2 percent in 2010) and 2.8 (up from 2.7 percent in 2010) percent, respectively, while “other” people of color held 0.6 percent (down from 1.1 percent in 2010).

White males accounted for 73.3 percent, (down from 78 percent in 2010) of the APSE member newspaper and website assistant sports editors. In 2012, women made up 17.2 percent of assistant sports editor positions of APSE member newspapers. White females held 13.3 percent, (up from 7.4 percent in 2010). African-American males held 4.7 percent of the assistant sports editor positions (down from 5.3 percent in 2010). African-American females held 1.1 percent, (down from 1.6 percent in the 2010 study). Latinos held 3.3 percent of the assistant sports editors posts (down from 3.9 percent in 2010). Latinas occupied 0.8 percent of the assistant sports editors positions (up from 0.3 percent in 2010). Asian males held 1.1 percent (down from 1.6 percent in 2010) and Asian women occupied 1.7 percent (up from 1.1 percent in 2010).

**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 2.1 percentage points while that of people of color and women increased from 23.2 percent in 2010 to 23.9 percent in 2012. Whites held 83.9 percent (down from 85.6 percent in 2010) of the columnist positions. White males held 74.7 percent of the columnist positions, down from 76.8 percent in 2010 and white females increased to 9.2 percent from 8.8 percent in 2010.

African-Americans held 12.6 percent of the columnist positions at APSE newspapers and websites surveyed, up 1.3 percentage points from 2010. In 2012, African-American men held 12.1 percent of the columnist positions while 0.5 percent were held by African-American women. Most (40 of the 46 African-American men and the two African-American women) were employed by circulation size “A” newspapers.

The number of Latino and Asian male columnists increased in 2012. Latinos held 1.8 percent of the columnist positions and Asians held 1.6 percent; both up from 1.4 percent in 2010. There was no Latina or Asian female columnist. There have been no Latina columnists reported in this report or in any of the four reporting periods since 2006. Six of the seven Latino males and all six Asian males came from the circulation size “A” newspapers.

Women made up 9.7 percent of sports columnists of APSE members, down from 9.9 percent in 2010.

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Women and people of color combined for 25.3 percent of the sports columnist positions, up from 23.2 percent in 2010

The following are the Size "A" newspaper with columnists who are men of color:

- Foxsports.com – Jason Whitlock (African-American); A.J. Perez (Latino)
- Washington Post – Jason Reid (African-American)
- Miami Herald – Dan LeBatard (Latino)
- Orlando Sentinel – George Diaz (Latino)
- Boston Globe – Christopher Gasper (African-American)
- Baltimore Sun – Mike Preston (African-American)
- Detroit Free Press – Drew Sharp (African-American)
- New York Daily News – Tim Smith (African-American)
- New York Times – William Rhoden (African-American)
- Houston Chronicle – Jerome Solomon (African-American)
- The Seattle Times – Jerry Brewer (African-American)
- Chicago Tribune – Fred Mitchell (African-American)
- The Sporting News- David Steele (African-American)
- USA Today – Jarrett Bell (African-American)
- ESPN – Edward Aschoff, J.A. Adande, Chris Broussard, Howard Bryant, Jeffri Chadiha, Brandon Chatmon, Michael Collins, Farrell Evans, Doug Glanville, LZ Granderson, Scoop Jackson, Kiese Laymon, Corey Long, Franklin McNeil, Myron Medcalf, Brandon Oliver, Chris Palmer, Reggie Rankin, Damon Sayles, Jared Shanker, Stephen A. Smith, Jean-Jacques Taylor, David Ubben, James Walker, Michael Wallace, Calvin Watkins, Michael Wilbon, Michael Wright (All African-Americans), Lynn Hoppes, Sam Khan, Arash Markazi, Radi Nabulsi, Brett Okamoto, Ohm Youngmiskuk (Asian), Israel Gutierrez, Enrique Rojas, Pablo Torre (Latino)

Of the 52 men of color who were columnists at this level, 37 worked for ESPN. ESPN employed 28 of the 40 African-American male columnists, three of the six Latino columnists and all six Asian columnists. If the ESPN male columnists who are people of color were removed, the percentage of columnists of color would drop from 19.8 percent to 9.5 percent.

The following are the women who are columnists at Size "A" newspapers

- Arizona Republic – Paola Bolvin
- San Francisco Chronicle – Ann Killion
- Foxsports.com – Jen Floyd
- Los Angeles Times – Merlene Elliott
- Washington Post – Sally Jenkins; Tracee Hamilton
- Orange County Register – Marcia Smith
- Miami Herald – Linda Robertson
- Orlando Sentinel – Shannon Owens (African-American)
- Minneapolis Star Tribune – Rachel Blount
- USA Today – Christine Brennan
- The Sporting News- Lisa Olson
- ESPN - Andrea Adelson, Stephania Bell, Anna Katherine Clemmons, Heather Dinich, Kristi Dosh, Kate Fagan, Bonnie Ford, Ashley Fox, Johnnette Howard, Melissa Isaacson, Chantel Jennings, Christina Kahrl, Dana O'Neil, Jackie MacMullan Jane McManus, Elizabeth Merrill, Robbie Pickeral, Ramona Shelbourne, Michelle Smith, Sarah Spain, Katie Strang, Mechelle Voepel, Jemele Hill (African-American)

Of the 35 women who were columnists at this level, 23 worked for ESPN. If the ESPN female columnists were removed, the percentage of female columnists would drop from 12.8 percent to 4.8 percent.

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Of the 35 women, two are African-American. There are no Asians or Latinas.

**Grade for APSE Columnists:**

**Race: B**

**Gender: F**

See Tables 1, 4 and 7.

**Reporter**

The percentages of reporters who are people of color decreased while the percentage of women increased. People of color held 13.7 percent of the reporter positions (down from 14.4 percent in the 2010 report) while women held 11.7 percent (up from 10.6 percent in the 2010 report).

In 2012, 86.3 percent were white, which increased from the 85.6 that was reported in 2010, 76.1 were white males, down from 76.8 percent in 2010 and 10.2 percent were white females, up from 8.8 percent in 2010.

African-American men held 6.9 percent, which increased by 0.1 percent from the 2010 study. African-American women held 0.8 percent, down 0.4 percent from 2010, Latinos were 2.9 percent (down from 3.6 percent in 2010) and 0.3 percent were Latinas. Two percent were Asian men and 0.3 percent were Asian women. "Other" people of color represented 0.4 percent.

**Grade for APSE Reporters:**

**Race: C+**

**Gender: F**

See Table 1, 5 and 7.

**Copy Editor/Designer**

The percentage of copy editors/designers who were white men decreased, while the percentages for people of color and women increased from the 2010 study. Part of the increased diversity was the addition of three Latina women in copy editors/designer positions. There were no Latinas in the 2010 report.

Of all copy editors/designers, 86 percent (down from 90.1 percent in 2010) were white. In 2012, women made up 19.6 percent of total copy editors/designer positions of APSE member newspapers and websites, an increase of 3.2 percentage points from the 2010 study. White men made up 69.3 percent of the copy editor/designer positions (down from 76.1 percent in 2010) and 16.7 percent were held by white women (up from 14 percent in 2010). African-American men held 3.3 percent (up from 2.1 percent in 2010) and 4.6 percent were Latinos (up from three percent in 2010) while African-American women and Latinas had 1.9 percent and 0.4 percent, respectively. Asian men held 3.2 percent, up from 2.1 percent in 2010) and Asian women held 0.6 percent (up from 0.3 in 2010).

**Grade for APSE Copy Editors/Designers:**

**Race: C+/B-**

**Gender: F**

See Tables 1, 6 and 7.

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### Newspaper by Circulation Size

In circulation size “A” papers, the Miami Herald (FL) had the highest percentage for people of color at 38.1 percent. For the second year in a row, The Fresno Bee (CA) had the highest percentage of people of color at “B” newspapers with 45.5 percent. The Lakeland Ledger (FL) had the highest percentage for people of color for size “C” newspapers at 33.3 percent. In size “D” newspapers, both the Triangle Tribune (NC) and Ste. Genevieve Herald (MO) had 100 percent people of color. It should be noted that each only reported one employee. For papers with five or more employees, the Midland Reporter-Telegram (TX) had the highest percentage with 50 percent people of color in the size “D” category.

Looking at opportunities for women in size “A,” papers, the Miami Herald (FL) was tops with 38.1 percent. In size “B” newspapers, the New Orleans Times-Picayune (LA) was first with 36.4 percent. The Register-Guard (OR) led size “C” with 90 percent. Similar to the people of color section in size “D” newspapers, the Triangle Tribune (NC) was comprised of 100 percent females, due to the fact that they employ one African-American woman. For larger staffs, The Iowa City Press-Citizen (IA) proved to be tops for employing both women and people of color at 66.7 percent in size “D” newspapers.

Of all the “A” circulation size papers, the Miami Herald (FL) totaled the highest percentage of diversity within its sports staff for the second straight year with 76.2 percent people of color and/or women. The New Orleans Time-Picayune leads the “B” circulation size papers with 63.6 percent of their staff being women and/or people of color. The Register-Guard (OR) led the circulation size “C” papers with 90 percent of its sports staff being women or people of color. Finally, in the circulation size “D” papers with more than five employees, there was a tie at 66.7 percent women and people of color between the Iowa City Press-Citizen (IA) and the Midland Reporter-Telegram (TX).

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## CONCLUSION AND WHERE DO THE APSE NEWSPAPERS GO FROM HERE

It was very positive that the APSE asked for a fourth 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 last year 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 last year.

However, since there has been such small change, I offer mainly the same conclusions as in 2010.

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. Twenty-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, 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 September 14<sup>th</sup>, 2012 and November 17<sup>th</sup>, 2012.

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## APPENDIX I

Total APSE Staff Data																	
	2006		2008		2010		2012			2006		2008		2010		2012	
	#	%	#	%	#	%	#	%		#	%	#	%	#	%	#	%
<b>Entire Staff</b>								<b>Columnists</b>									
White Men	3,520	79.9%	3,894	79.2%	2,331	77.8%	2,301	73.7%	White Men	249	83.6%	344	82.5%	278	76.8%	284	74.7%
African-American Men	228	5.2%	261	5.3%	167	5.6%	201	6.4%	African-American Men	22	7.4%	40	9.6%	37	10.2%	46	12.1%
Latino Men	123	2.8%	134	2.7%	92	3.1%	100	3.2%	Latino Men	3	1.0%	2	0.5%	5	1.4%	7	1.8%
Asian Men	42	1.0%	66	1.3%	48	1.6%	62	2.0%	Asian Men	2	0.7%	3	0.7%	5	1.4%	6	1.6%
Other Men	18	0.4%	31	0.6%	16	0.5%	8	0.3%	Other Men	2	0.7%	0	0.0%	1	0.3%	0	0.0%
White Women	384	8.7%	448	9.1%	287	9.6%	386	12.3%	White Women	19	6.4%	24	5.8%	32	8.8%	35	9.2%
African-American Women	39	0.9%	42	0.9%	38	1.3%	37	1.2%	African-American Women	1	0.3%	4	1.0%	4	1.1%	2	0.5%
Latina Women	30	0.7%	16	0.3%	7	0.2%	16	0.5%	Latina Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asian Women	14	0.3%	21	0.4%	8	0.3%	16	0.5%	Asian Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Women	5	0.1%	5	0.1%	1	0.0%	1	0.0%	Other Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Women Total	472	10.7%	532	10.8%	341	11.4%	456	14.6%	Women Total	20	6.7%	28	6.7%	36	9.9%	37	9.7%
People of Color Total	499	11.3%	576	11.7%	377	12.6%	441	14.1%	People of Color Total	30	10.1%	49	11.8%	52	14.4%	61	16.1%
People of Color and Women	883	20.1%	1024	20.8%	664	22.2%	827	26.4%	People of Color and Women	49	16.4%	73	17.5%	84	23.2%	96	25.3%
<b>Total</b>	<b>4,403</b>		<b>4,918</b>		<b>2,995</b>		<b>3,128</b>		<b>Total</b>	<b>298</b>		<b>417</b>		<b>362</b>		<b>380</b>	
<b>Sports Editors</b>								<b>Reporters</b>									
White Men	288	90.0%	301	88.3%	202	90.6%	173	83.2%	White Men	1682	79.0%	1772	79.3%	1053	76.8%	934	76.1%
African-American Men	5	1.6%	6	1.8%	3	1.4%	9	4.3%	African-American Men	140	6.6%	146	6.5%	93	6.8%	85	6.9%
Latino Men	9	2.8%	8	2.4%	3	1.4%	5	2.4%	Latino Men	57	2.7%	67	3.0%	49	3.6%	35	2.9%
Asian Men	0	0.0%	2	0.6%	1	0.5%	0	0.0%	Asian Men	23	1.1%	33	1.5%	22	1.6%	25	2.0%
Other Men	2	0.6%	2	0.6%	0	0.0%	1	0.5%	Other Men	7	0.3%	10	0.5%	9	0.7%	5	0.4%
White Women	15	4.7%	20	5.9%	14	6.3%	16	7.7%	White Women	179	8.4%	174	7.8%	121	8.8%	125	10.2%
African-American Women	0	0.0%	1	0.3%	0	0.0%	3	1.4%	African-American Women	20	0.9%	15	0.7%	16	1.2%	10	0.8%
Latina Women	0	0.0%	0	0.0%	0	0.0%	1	0.5%	Latina Women	11	0.5%	7	0.3%	6	0.4%	4	0.3%
Asian Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Asian Women	8	0.4%	10	0.5%	2	0.2%	4	0.3%
Other Women	1	0.3%	1	0.3%	0	0.0%	0	0.0%	Other Women	1	0.1%	2	0.1%	0	0.0%	0	0.0%
Women	16	5.0%	22	6.5%	14	6.3%	20	9.6%	Women	219	10.3%	208	9.3%	145	10.6%	143	11.7%
People of Color Total	17	5.3%	20	5.9%	7	3.1%	19	9.1%	People of Color Total	267	12.5%	290	13.0%	197	14.4%	168	13.7%
People of Color and Women	32	10.0%	40	11.7%	21	9.4%	35	16.8%	People of Color and Women	446	21.0%	464	20.8%	318	23.2%	293	23.9%
<b>Total</b>	<b>320</b>		<b>341</b>		<b>223</b>		<b>208</b>		<b>Total</b>	<b>2,128</b>		<b>2,236</b>		<b>1,371</b>		<b>1,227</b>	
<b>Assistant Sports Editors</b>								<b>Copy Editors/Designers</b>									
White Men	402	78.4%	443	80.7%	297	78.0%	264	73.3%	White Men	899	78.6%	1034	75.2%	501	76.1%	481	69.3%
African-American Men	22	4.3%	21	3.8%	20	5.3%	17	4.7%	African-American Men	39	3.4%	48	3.5%	14	2.1%	23	3.3%
Latino Men	15	2.9%	16	2.9%	15	3.9%	12	3.3%	Latino Men	39	3.4%	41	3.0%	20	3.0%	32	4.6%
Asian Men	6	1.2%	6	1.1%	6	1.6%	4	1.1%	Asian Men	11	1.0%	22	1.6%	14	2.1%	22	3.2%
Other Men	3	0.6%	8	1.5%	3	0.8%	1	0.3%	Other Men	4	0.4%	11	0.8%	3	0.5%	0	0.0%
White Women	44	8.6%	44	8.0%	28	7.4%	48	13.3%	White Women	127	11.1%	186	13.5%	92	14.0%	116	16.7%
African-American Women	5	1.0%	5	0.9%	6	1.6%	4	1.1%	African-American Women	13	1.1%	17	1.2%	12	1.8%	13	1.9%
Latina Women	13	2.5%	3	0.6%	1	0.3%	3	0.8%	Latina Women	6	0.5%	6	0.4%	0	0.0%	3	0.4%
Asian Women	2	0.4%	2	0.4%	4	1.1%	6	1.7%	Asian Women	4	0.4%	9	0.7%	2	0.3%	4	0.6%
Other Women	1	0.2%	1	0.2%	1	0.3%	1	0.3%	Other Women	2	0.2%	1	0.1%	2	0.2%	0	0.0%
Women Total	65	12.7%	55	10.0%	40	10.5%	62	17.2%	Women Total	152	13.3%	219	15.9%	108	16.4%	136	19.6%
People of Color Total	67	13.1%	62	11.3%	56	14.7%	48	13.3%	People of Color Total	118	10.3%	155	11.3%	67	10.2%	97	14.0%
People of Color and Women	111	21.6%	106	19.3%	84	22.0%	96	26.7%	People of Color and Women	245	21.4%	341	24.8%	159	24.2%	213	30.7%
<b>Total</b>	<b>513</b>		<b>549</b>		<b>381</b>		<b>360</b>		<b>Total</b>	<b>1,144</b>		<b>1,375</b>		<b>658</b>		<b>694</b>	

Table 1



Persons of Color and Women Sports Editors													
	2008		2010		2012			2008		2010		2012	
	#	%	#	%	#	%		#	%	#	%	#	%
<b>Circulation Size A</b>						<b>Circulation Size C</b>							
African-American Men	4	9.5%	3	6.7%	6	7.6%	African-American Men	0	0.0%	0	0.0%	1	2.2%
Latino Male	3	7.1%	1	2.2%	3	3.8%	Latino Male	3	3.2%	0	0.0%	1	2.2%
Asian Male	1	2.4%	1	2.2%	0	0.0%	Asian Male	0	0.0%	0	0.0%	0	0.0%
Other Men	1	2.4%	0	0.0%	1	1.3%	Other Men	0	0.0%	0	0.0%	0	0.0%
White Women	2	4.8%	6	15.6%	9	11.4%	White Women	4	4.2%	2	3.5%	3	6.5%
African-American Women	0	0.0%	0	0.0%	1	1.3%	African-American Women	0	0.0%	0	0.0%	0	0.0%
Latina Women	0	0.0%	0	0.0%	1	1.3%	Latina Women	0	0.0%	0	0.0%	0	0.0%
Asian 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%	Other Women	0	0.0%	0	0.0%	0	0.0%
<b>Total</b>	<b>11</b>	<b>26.2%</b>	<b>11</b>	<b>26.7%</b>	<b>21</b>	<b>26.7%</b>	<b>Total</b>	<b>7</b>	<b>7.4%</b>	<b>2</b>	<b>3.5%</b>	<b>5</b>	<b>10.9%</b>
<b>Circulation Size B</b>						<b>Circulation Size D</b>							
African-American Men	0	0.0%	0	0.0%	1	4.0%	African-American Men	2	3.7%	0	0.0%	1	1.72%
Latino Male	1	1.8%	2	5.4%	1	4.0%	Latino Male	1	1.9%	0	0.0%	0	0.00%
Asian Male	1	1.8%	0	0.0%	0	0.0%	Asian Male	0	0.0%	0	0.0%	0	0.00%
Other Men	1	1.8%	0	0.0%	0	0.0%	Other Men	0	0.0%	0	0.0%	0	0.00%
White Women	8	14.3%	2	5.4%	1	4.0%	White Women	6	11.1%	3	8.6%	3	5.17%
African-American Women	1	1.8%	0	0.0%	1	4.0%	African-American Women	0	0.0%	0	0.0%	1	1.72%
Latina Women	0	0.0%	0	0.0%	0	0.0%	Latina Women	0	0.0%	0	0.0%	0	0.00%
Asian Women	0	0.0%	0	0.0%	0	0.0%	Asian Women	0	0.0%	0	0.0%	0	0.00%
Other Women	0	0.0%	0	0.0%	0	0.0%	Other Women	1	1.9%	0	0.0%	0	0.00%
<b>Total</b>	<b>12</b>	<b>21.3%</b>	<b>4</b>	<b>10.8%</b>	<b>4</b>	<b>16.0%</b>	<b>Total</b>	<b>10</b>	<b>18.5%</b>	<b>3</b>	<b>8.6%</b>	<b>5</b>	<b>8.6%</b>

Table 2

Persons of Color and Women Assistant Sports Editors														
	2010		2012			2010		2012			2010		2012	
	#	%	#	%		#	%	#	%		#	%	#	%
<b>Circulation Size A</b>					<b>Circulation Size C</b>									
African-American Men	15	6.7%	12	5.0%	African-American Men	1	1.8%	0	0.0%	African-American Men	1	2.6%	0	0.0%
Latino Male	11	4.9%	8	3.3%	Latino Male	0	0.0%	0	0.0%	Latino Male	2	5.3%	2	4.8%
Asian Male	6	2.7%	2	0.8%	Asian Male	0	0.0%	0	0.0%	Asian Male	0	0.0%	1	2.4%
Other Men	1	0.5%	0	0.0%	Other Men	1	1.8%	0	0.0%	Other Men	0	0.0%	0	0.0%
White Women	17	7.6%	32	13.2%	White Women	3	5.4%	4	10.3%	White Women	2	5.3%	7	16.7%
African-American Women	4	1.8%	4	1.7%	African-American Women	0	0.0%	0	0.0%	African-American Women	0	0.0%	0	0.0%
Latina Women	0	0.0%	3	1.2%	Latina Women	0	0.0%	0	0.0%	Latina Women	0	0.0%	0	0.0%
Asian Women	4	1.8%	4	1.7%	Asian Women	0	0.0%	0	0.0%	Asian Women	0	0.0%	2	4.8%
Other Women	0	0.0%	0	0.0%	Other Women	0	0.0%	0	0.0%	Other Women	0	0.0%	0	0.0%
<b>Total</b>	<b>58</b>	<b>25.9%</b>	<b>65</b>	<b>26.9%</b>	<b>Total</b>	<b>5</b>	<b>8.9%</b>	<b>4</b>	<b>10.3%</b>	<b>Total</b>	<b>5</b>	<b>13.2%</b>	<b>12</b>	<b>28.6%</b>
<b>Circulation Size B</b>					<b>Circulation Size D</b>									
African-American Men	2	3.5%	5	13.5%	African-American Men	1	2.6%	0	0.0%	African-American Men	1	2.6%	0	0.0%
Latino Male	1	1.8%	2	5.4%	Latino Male	2	5.3%	2	4.8%	Latino Male	2	5.3%	2	4.8%
Asian Male	0	0.0%	1	2.7%	Asian Male	0	0.0%	1	2.4%	Asian Male	0	0.0%	1	2.4%
Other Men	1	1.8%	1	2.7%	Other Men	0	0.0%	0	0.0%	Other Men	0	0.0%	0	0.0%
White Women	6	10.5%	5	13.5%	White Women	2	5.3%	7	16.7%	White Women	2	5.3%	7	16.7%
African-American Women	2	3.5%	0	0.0%	African-American Women	0	0.0%	0	0.0%	African-American Women	0	0.0%	0	0.0%
Latina Women	1	1.8%	0	0.0%	Latina Women	0	0.0%	0	0.0%	Latina Women	0	0.0%	0	0.0%
Asian Women	0	0.0%	0	0.0%	Asian Women	0	0.0%	2	4.8%	Asian Women	0	0.0%	2	4.8%
Other Women	1	1.8%	1	2.7%	Other Women	0	0.0%	0	0.0%	Other Women	0	0.0%	0	0.0%
<b>Total</b>	<b>14</b>	<b>24.6%</b>	<b>15</b>	<b>40.5%</b>	<b>Total</b>	<b>5</b>	<b>13.2%</b>	<b>12</b>	<b>28.6%</b>	<b>Total</b>	<b>5</b>	<b>13.2%</b>	<b>12</b>	<b>28.6%</b>

Table 3

**Persons of Color and Women Columnists**

	2006		2008		2010		2012			2006		2008		2010		2012	
	#	%	#	%	#	%	#	%		#	%	#	%	#	%	#	%
<b>Circulation Size A</b>									<b>Circulation Size C</b>								
African-American Men	18	15.2%	32	15.0%	33	15.0%	40	14.7%	African-American Men	1	2.6%	2	0.0%	0	0.0%	3	6.8%
Latino Male	3	1.0%	2	2.3%	5	2.3%	6	2.2%	Latino Male	0	0.0%	0	0.0%	0	0.0%	1	2.3%
Asian Male	2	0.5%	1	2.3%	5	2.3%	6	2.2%	Asian Male	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Other Men	1	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	14	9.5%	20	11.4%	25	11.4%	33	12.1%	White Women	1	0.0%	0	0.0%	0	0.0%	0	0.0%
African-American Women	1	1.9%	4	1.4%	3	1.4%	2	0.7%	African-American Women	0	0.0%	0	2.4%	1	2.4%	0	0.0%
Latina 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%	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%	Other Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Total</b>	<b>39</b>	<b>28.0%</b>	<b>59</b>	<b>32.3%</b>	<b>71</b>	<b>32.3%</b>	<b>87</b>	<b>31.9%</b>	<b>Total</b>	<b>2</b>	<b>4.0%</b>	<b>3</b>	<b>2.4%</b>	<b>1</b>	<b>2.4%</b>	<b>4</b>	<b>9.1%</b>
<b>Circulation Size B</b>									<b>Circulation Size D</b>								
African-American Men	3	6.3%	6	4.7%	3	4.7%	1	2.9%	African-American Men	0	0.0%	0	3.1%	1	3.1%	2	6.9%
Latino Male	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Latino Male	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asian Male	0	1.0%	1	0.0%	0	0.0%	0	0.0%	Asian Male	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Men	1	0.0%	0	1.6%	1	1.6%	0	0.0%	Other Men	0	0.0%	0	0.0%	0	0.0%	0	0.0%
White Women	2	4.2%	4	6.3%	4	6.3%	2	5.9%	White Women	2	0.0%	0	9.4%	3	9.4%	0	0.0%
African-American Women	0	0.0%	0	0.0%	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%	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%	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%	Other Women	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Total</b>	<b>6</b>	<b>11.5%</b>	<b>11</b>	<b>12.5%</b>	<b>8</b>	<b>12.5%</b>	<b>3</b>	<b>8.8%</b>	<b>Total</b>	<b>2</b>	<b>0.0%</b>	<b>0</b>	<b>12.5%</b>	<b>4</b>	<b>12.5%</b>	<b>2</b>	<b>6.9%</b>

**Table 4**

**Persons of Color and Women Reporters**

	2010		2012			2010		2012	
	#	%	#	%		#	%	#	%
<b>Circulation Size A</b>					<b>Circulation Size C</b>				
African-American Men	42	7.9%	48	7.5%	African-American Men	13	4.7%	10	4.5%
Latino Male	30	5.6%	26	4.1%	Latino Male	7	2.5%	1	0.5%
Asian Male	16	3.0%	17	2.7%	Asian Male	2	0.7%	2	0.9%
Other Men	2	0.4%	3	0.5%	Other Men	2	0.7%	1	0.5%
White Women	51	9.6%	64	10.0%	White Women	20	7.3%	21	9.5%
African-American Women	9	1.7%	7	1.0%	African-American Women	3	1.1%	3	1.4%
Latina Women	5	0.9%	3	0.5%	Latina Women	0	0.0%	1	0.5%
Asian Women	0	0.0%	3	0.5%	Asian Women	2	0.7%	1	0.5%
Other Women	0	0.0%	0	0.0%	Other Women	0	0.0%	0	0.0%
<b>Total</b>	<b>155</b>	<b>29.1%</b>	<b>171</b>	<b>26.8%</b>	<b>Total</b>	<b>49</b>	<b>17.8%</b>	<b>40</b>	<b>18.2%</b>
<b>Circulation Size B</b>					<b>Circulation Size D</b>				
African-American Men	30	10.5%	18	10.4%	African-American Men	6	3.2%	9	4.6%
Latino Male	6	2.1%	2	1.2%	Latino Male	4	2.1%	6	3.1%
Asian Male	4	1.4%	5	2.9%	Asian Male	0	0.0%	1	0.5%
Other Men	3	1.1%	1	0.6%	Other Men	0	0.0%	0	0.0%
White Women	22	7.7%	16	9.2%	White Women	16	8.6%	24	12.4%
African-American Women	2	0.7%	0	0.0%	African-American Women	2	1.1%	0	0.0%
Latina Women	0	0.0%	0	0.0%	Latina Women	1	0.5%	0	0.0%
Asian Women	0	0.0%	0	0.0%	Asian Women	0	0.0%	0	0.0%
Other Women	0	0.0%	0	0.0%	Other Women	0	0.0%	0	0.0%
<b>Total</b>	<b>67</b>	<b>23.5%</b>	<b>42</b>	<b>24.3%</b>	<b>Total</b>	<b>29</b>	<b>15.5%</b>	<b>40</b>	<b>20.6%</b>

**Table 5**

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

**Table 6**