



Report prepared for the

National Association of Hispanic Journalists

Network Brownout Report 2005:

**The Portrayal of Latinos & Latino Issues
on Network Television News, 2004
With a Retrospect to 1995**

Quantitative & Qualitative Analysis of the Coverage

BY

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WITH

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Introduction

NAHJ's 2005 Network Brownout Report examines the nation's major English-language television networks' – ABC, CBS, NBC and CNN – coverage of Latinos and Latino-related issues on their evening news programs in 2004. This year marks the 10th anniversary of this study. A retrospective review is included in this installment.

Since this report was first published in 1996, NAHJ has found that Latinos remain underrepresented and often stereotypically portrayed by the news networks. In short, Latinos have remained virtually invisible and marginalized on the network evening news.

The goals of the report are to bring greater awareness to the portrayal of Latinos and to urge the networks to increase their coverage of issues affecting the Latino community.

The problem of poor media coverage of Latinos and people of color is historic. In 1947, the Commission on Freedom of the Press, known as the Hutchins Commission, outlined the responsibilities of the news media in a democratic society. Among its five major recommendations, the Commission stated that the press should project a "representative picture of the constituent groups in the society." Twenty years later, President Lyndon Johnson appointed the National Advisory Commission on Civil Disorders, known as the Kerner Commission, to examine the causes of the riots that erupted across the country in the late 1960s. Among its major findings, the Kerner Commission concluded that the media's inaccurate portrayals and misrepresentations of the black community contributed to the racial divisions in our nation. Both the Hutchins and Kerner Commissions urged the nation's news media to improve their coverage of minority communities.¹

Since then, coverage of people of color has

failed to reflect the reality of these groups. The Brownout Report has found that the Latino community continues to be covered through a narrow prism even though this group has grown exponentially. According to the Pew Hispanic Center, Latinos in the United States numbered 22.3 million in 1990 but now comprise 40.4 million, a 58 percent increase. The U.S. Census estimates that by 2050, Latinos will number 102.5 million and comprise 24.4 percent of the country's population.

Acceptable news coverage of Latinos is an issue of fairness and accuracy. Stories on illegal immigration or Latino gangs may not be inaccurate, but this becomes unfair when it comprises an overabundance of coverage. This issue of accurate news coverage is crucial because more than 30 million people watch the evening news and are influenced by these programs. While the media landscape is dramatically changing, the evening news still plays a prominent role in determining issues covered across a range of media platforms.

The networks' coverage has failed to reflect the changes in U.S. society and the Latino community since NAHJ issued its first Brownout Report in 1996.

The 2005 report begins with quantitative findings of Latino stories from 2004. Part two presents the qualitative findings of Latino stories. Part three provides an overview of Latinos as secondary or background subjects. Part four presents an analysis of Latino-related stories and a content audit of two sample weeks of network news coverage. Part five offers a retrospect of the past decade. The report closes with conclusion and recommendation sections, followed by the study's methodology and limitations.

Executive Summary

This year's report examines news stories about Latinos and Latino issues that aired in 2004 on *ABC World News Tonight with Peter Jennings*, *CBS Evening News with Dan Rather*, *NBC Nightly News with Tom Brokaw* (later *Brian Williams*) and *CNN NewsNight with Aaron Brown*. In addition, this report examines the networks' weekend newscasts.

As in prior studies, Latino-related stories were identified by searching Vanderbilt University's Television News Archive. Other networks, such as Fox and MSNBC, are not fully archived at the university and thus are not included.

The 2004 report contains quantitative and qualitative assessments of news stories about Latinos. NAHJ also performed a content analysis of news coverage that aired during the weeks of February 16-20, 2004 and March 1-5, 2004. Finally, the report compares coverage of Latinos in 1995 and in 2004, plus the patterns of coverage during the last decade.

The quantitative analysis of the 2004 network news showed:

- Of the estimated 16,000 stories that aired on ABC, CBS, CNN and NBC in 2004, only 115, or 0.72 percent, were exclusively about Latinos. By comparison, the networks aired 131 Latino-related stories (0.82 percent) in 2003.
- Out of a total of 548 hours of network news in 2004, only three hours and 25 minutes were devoted to Latino stories – a decline from 2003, when four hours and two minutes were devoted to Latino stories.
- One out of every three Latino stories (34.7 percent) was about immigration in 2004. More than one hour of coverage was devoted to the topic, making up almost a third (31.6 percent) of the total time (three hours 25 minutes) devoted to Latino stories.
- One positive trend: crime stories sharply decreased in 2004, dropping from 27 stories in 2003 to 9 stories last year.
- Half of all Latino stories (58 out of 115 stories) did not feature an interview with a Latino.

- Latino coverage lacked depth, with one third (33 percent) of all stories lasting 30 seconds or less.
- Only six Latino stories featured Latino reporters. Four were Telemundo journalists reporting for NBC.
- Out of 115 Latino stories, 47 (41 percent) featured visual images of groups of unidentified Latinos. Of the 47 stories, 31 (66 percent) featured immigrants, including images of illegal border crossings.
- Latinos did not often appear in non-Latino-related stories. Out of an estimated 16,000 news stories in 2004, Latinos appeared as sources in only 265 non-Latino-related stories (1.7 percent).
- A significant proportion of Latino stories lacked diversity of opinion. Of 115 stories, more than one third (41 stories) did not cite a single source. Of the stories using sources, 40 percent (46 stories) presented mostly one perspective.

Critical viewing of Latino stories found:

Immigration was a central theme in much of the networks' coverage, regardless of story topic. Most immigration stories focused on undocumented immigration. Many showed images of unidentified groups of undocumented immigrants crossing the border illegally or being arrested by the U.S. Border Patrol.

- Overall, Latinos were viewed as problem people and burdens to society in 2004.
- As in 2003, Latino soldiers were portrayed as patriots and victims willing to sacrifice for their country.
- Stories on Latinos and politics focused on the use of Spanish by the presidential candidates and portrayed Latinos as a monolithic group of voters. Issues important to Latinos were virtually ignored.
- Networks continued to use the theme of the American dream to frame stories about Latinos, without providing more substantive coverage.

Content analysis of sample weeks of network news coverage found:

- Latinos were nearly absent from general news coverage. Out of 115 stories NAHJ examined during two sample weeks, only two were about Latinos (both about baseball player Alex Rodriguez), and only two stories featured an interview with a Latino.

Ten-year retrospect found:

- From 1995 to 2004, the networks aired an estimated 140,000 stories. Of those, only 1,201 stories, or 0.85%, were about Latinos.
- Immigration and crime have been the dominant topics for Latino stories over the past 10 years. Out of 1,201 stories, these two topics have accounted for 36 percent of coverage.
- Coverage of Latinos has not advanced since 1995. The networks still explore the same issues and themes in coverage of the Latino community, such as undocumented immigration and the growing influence of the Latino vote.

- Out of 1,201 stories about Latinos, only 42 (3.5 percent) have been covered by Latino journalists over the past 10 years.

Conclusion:

The country is undergoing an historic demographic shift, yet network coverage has failed to explain this change and its impact on our society. We fear viewers watching the network news have learned very little about the Latino community since we issued our first Network Brownout Report in 1996.

What viewers have learned is that too often Latinos are portrayed as problem people living on the fringes of U.S. society. Rarely do we see stories about the positive contributions of Latinos.

PART 1. The Quantitative Assessments

This section presents the results of the quantitative assessment of Latino-related stories. Specifically, information is provided on story frequency, story topic, story length, use of Latino reporters and anchors, number of sources used in each story, balance of views of opinions presented and overall statistics on the presence of Latinos in Latino stories.

In almost every category, the results show declining coverage of Latinos and Latino issues, despite the rapid growth of the U.S. Latino population.

Overall Number of Stories

This year, NAHJ found that stories about Latinos and Latino issues made up less than 1 percent of all nightly news coverage. This pattern repeats itself in nine of the 10 years we have conducted this report.

In 2004, out of an estimated 16,000 news stories that aired on the ABC, CBS, NBC, and CNN evening newscasts, a scant 115 stories, or 0.72 percent, focused centrally and exclusively on Latinos or Latino-related issues.²

This represents a significant decrease from 2003, when 131 stories (0.82 percent) were exclusively about Latinos. Among the networks:

- NBC slightly increased its coverage of Latinos with 33 stories in 2004, compared to 27 in 2003.
- ABC increased its coverage to 30 stories, up from 27.
- CBS's coverage declined from 30 stories in 2003 to 23 in 2004.
- CNN's coverage decreased from 47 stories in 2003 to 29 stories last year.

NAHJ remains troubled by the dearth of coverage of Latinos since the inception of this report. Latinos remain practically invisible on the nation's nightly news programs, even though they comprise 14 percent of the U.S. population. The U.S. Census projects that Latinos will make up 17.8 percent of the population by 2020 and 24.4 percent by 2050.

Stories about Latinos should make up a greater percentage of network coverage. We are concerned about the impact their near absence will have on our country and on the majority of U.S. citizens and residents who receive their news from watching TV.

Table 1.
Overall distribution of stories by number, time, and length

Network	ABC	CBS	NBC	CNN	Total
Number of stories	30	23	33	29	115
Total time in minutes	51:36	39:09	1h 6m 6s	48:41	3h 25m 32s
Average minutes per story	1:43	1:41	2:11	1:41	1:49
Distribution by seconds	n (%)	n (%)	n (%)	n (%)	n (%)
< 30 seconds	10 (33)	8 (36)	6 (18)	14 (48)	38 (33)
30-59 seconds	2 (7)		2 (6)		4 (4)
60-119 seconds	1 (3)	4 (18)	2 (6)		7 (6)
120-179 seconds	13 (43)	8 (35)	19 (57)	9 (31)	49 (43)
180+ seconds	4 (13)	3 (14)	4 (12)	6 (21)	17 (15)

Topics Covered

In 2004, four story topics made up the majority of coverage about Latinos (see Table 2). Immigration made up more than one third of all stories, with 40 (34.7 percent). Human-interest stories finished a distant second (14 stories or 12.2 percent) followed by homeland security (12 stories or 10.4 percent) and elections and politics (10 stories or 8.7 percent).

The dominant topic, immigration, focused mostly on undocumented immigration. Many stories focused on President Bush's proposal for a new temporary worker program. Even though 40 stories were explicitly about immigration, the topic had a much larger presence since it was a central theme in framing a number of stories about Latinos, regardless of topic. For instance coverage of the Hispanic vote focused on the presidential candidates' position on immigration and ignored other issues affecting the community.

NAHJ understands immigration is a critical issue that must be covered. Even so, the networks have failed to cover a wider range of issues affecting Latinos due to their excessive, and at times obsessive, coverage of immigration.

We challenge the U.S. news media to cover

Latinos from a myriad of perspectives and to seek out more Latino viewpoints in all their coverage, regardless of story topic.

One positive trend was the decline in coverage of crime stories involving Latinos (nine stories in 2004 as opposed to 27 in 2003). This contradicts historic patterns. Stories about crime have numbered more than 20 in seven of the 10 years of the Brownout Report.

Time Devoted to Latino Stories

The total amount of time devoted to coverage of Latinos continues to be dismal. Of the 548 hours devoted to network news in 2004, only 3 hours and 25 minutes, or 0.62 percent, were dedicated to stories exclusively about Latinos.³ This represents a 37 minute decrease from 2003.

Out of three hours and 25 minutes of airtime, four topics (immigration, human interest, election/politics and homeland security) accounted for 68 percent (more than two hours) of coverage (see Table 3). Specifically, immigration stories made up more than an hour and 30 minutes of coverage (close to a third of the airtime for Latino stories). The networks' coverage is inadequate because Latinos are portrayed within a limited framework that fails to address a range of issues affecting the community.

Table 2.
Distribution of number and (%) of exclusively Latino stories by topic

Network	ABC	CBS	NBC	CNN	Total
Arts, Culture	1 (3.0)				1 (.87)
Business/Economy			1 (3.0)		1 (.87)
Calamities (disasters)			1 (3.0)	1 (3.4)	2 (1.7)
Crime	2 (6.7)	2 (8.7)	2 (6.1)	3 (10.3)	9 (7.8)
Education		1 (4.3)	1 (3.0)		2 (1.7)
Election/Politics	2 (6.7)	2 (8.7)	5 (15.2)	1 (3.4)	10 (8.7)
Government: Domestic	2 (6.7)	2 (8.7)	2 (6.1)	3 (10.3)	9 (7.8)
Government: Foreign	2 (6.7)		1 (3.0)	1 (3.4)	4 (3.5)
Health/Medical/Science		2 (8.7)			2 (1.7)
Homeland Security	3 (10.0)	2 (8.7)	4 (12.1)	3 (10.3)	12 (10.4)
Human Interest	3 (10.0)	4 (17.4)	2 (6.1)	5 (17.2)	14 (12.2)
Immigration	12 (40.0)	7 (30.4)	11 (33.3)	10 (34.5)	40 (34.7)
Sports	3 (10.0)	1 (4.3)	3 (9.1)	2 (6.9)	9 (7.8)
Total	30 (26.3)	23 (20)	33 (28.9)	29 (25.4)	115

Shorter Stories

Another negative trend was that Latino stories lasting 30 seconds or less comprised 33 percent of stories in 2004, compared to 24 percent in 2003. At CNN, practically half (48 percent) of its stories about Latinos were less than 30 seconds – 10 percent more than in 2003 (see Table 1).

The biggest shift was at ABC, where Latino stories under 30 seconds increased to 33 percent, up from 11 percent in 2003. Furthermore, the percentage of stories longer than two minutes dropped from 65 percent in 2003 to 56 percent in 2004.

The rise in the number of short stories about Latinos and the decrease in total time devoted to Latino stories signal two critical points. First, while the U.S. Latino population is increasing (not only in population but also in purchasing power and in the political arena), the time the networks devote to Latinos has decreased. Second, airing shorter stories is problematic because it produces a ripple effect in the quality of coverage. Less time is devoted to story development. Fewer sources and perspectives are explored. Fewer Latinos are seen or heard.

Latino Reporters

Only six stories about Latino issues featured Latino reporters in 2004 compared to nine in 2003. These stories made up slightly more than 14 minutes of coverage last year, compared to 21 minutes in 2003 (see Table 4).⁴ Four stories in 2004 featured Telemundo journalists reporting for NBC, their parent company.

NAHJ applauds NBC for using Telemundo reporters. We were disappointed, however, that the only stories these reporters covered related to immigration. We understand that immigration is a major social and political issue, but NBC had the opportunity to use Telemundo reporters for other types of stories. For example, these reporters could have covered election-related stories given that 2004 was a presidential election year.

CBS and CNN each had one story covered by a Latino reporter. ABC had none. Six Latino stories, however, aired on ABC with Elizabeth Vargas as the anchor.

NAHJ is disappointed by the dearth of Latino reporters covering Latino stories. We are not suggesting that only Latino reporters can cover these stories. But it is clear that few

Table 3.
Number of minutes and (average number of minutes) of
exclusively Latino stories by topic

Topics	Networks	ABC	CBS	NBC	CNN	Total
Arts, Culture		3:57 (3:57)				3:57 (3:57)
Business/Economy				:24 (:24)		:24 (0:24)
Calamities (disasters)				2:06 (2:06)	:22 (:22)	2:28 (1:14)
Crime		0:51 (0:26)	2:08 (1:04)	4:17 (2:09)	4:15 (1:25)	11:31 (1:17)
Education			2:10 (2:10)	2:29 (2:29)		4:39 (2:20)
Election/Politics		4:55 (2:28)	5:50 (2:55)	11:07 (2:13)	:19 (:19)	22:11 (1:13)
Government: Domestic		3:24 (1:42)	2:40 (1:20)	2:38 (1:19)	7:13 (2:24)	15:55 (1:46)
Government: Foreign		2:38 (1:19)		:28 (:28)	:29 (:29)	3:35 (0:54)
Health/Med/Science			4:15 (2:08)			4:15 (2:08)
Homeland Security		5:37 (1:52)	2:09 (1:05)	8:53 (2:13)	5:03 (1:41)	21:42 (1:46)
Human Interest		5:42 (1:54)	7:04 (1:46)	4:45 (2:23)	15:20 (2:19)	32:51 (2:21)
Immigration		19:54 (1:40)	10:47 (1:32)	21:05 (1:55)	13:08 (1:28)	64:54 (1:39)
Sports		4:38 (1:33)	2:06 (2:06)	7:54 (2:38)	2:32 (1:16)	17:10 (1:59)
Totals		51:36 (1:43)	39:09 (1:41)	1h6m6s (2:11)	48:41 (1:41)	3h25m32s (1:49)

Table 4.
 Latino reporters in Latino-related stories by network, topic, date, minutes
 and location of report

Reporter	Network	Topic	Date	Minutes	Location
Vince Gonzales	CBS	Hispanic Development	4/14	1:38	Los Angeles, CA
*Gustavo Mariel	NBC	Guest Worker Program	2/15	2:16	Brownsville, TX
*Lori Montenegro	NBC	Illegal Immigration/Education	5/23	2:29	Washington, D.C.
*Mariela Salgado	NBC	Immigration Law/Jerez	8/7	2:45	Jerez, Guatemala & U.S.
*Angie Sandoval	NBC	Flights for Mexican Deportation	9/19	2:30	Mexico City & U.S./Mexico border
Thelma Gutierrez	CNN	Mr. Mom/Figueroa	5/23	2:57	California

*= *Telemundo reporter*

Latinos work at the networks. NAHJ believes this is a major reason the networks continue to fail in diversifying its coverage.

In addition, NAHJ has no idea of the number or percentage of Latino journalists working at the networks. The networks have refused NAHJ's repeated requests to make their newsroom figures public. Once again, we call on the networks to release their figures.

Number of Sources and Balance of Views

This year, more than a third of Latino stories (41 out of 115 or 36 percent) had no sources, meaning no one was interviewed or commented during a story except for the reporter or the anchor (see Table 5). Perhaps more disturbing, 58 Latino stories (50 percent) did not feature an

interview with a Latino, meaning half of Latino stories had no Latino input.

One positive change was that, compared to 2003, a greater number of stories contained one or more sources (64 percent vs. 57 percent). Another positive change for 2004 was that more stories included a mixture of opinions compared to 2003 (18 percent vs. 8 percent). Even so, the majority of Latino stories in 2004 (72 percent) either contained one opinion or contained no viewpoints or perspectives (the "not applicable" category in Table 6). This number becomes even higher when stories that had mostly one opinion are added (10 percent). In summary, 82 percent of Latino stories either had no viewpoint or one dominant viewpoint. Stories with mixed, diverse opinions were scarce meaning that Latino stories lacked different sources and perspectives.

Table 5.
 Number of stories (and percentages) for each network by number of sources
 used for news exclusively about Latinos

No. of sources	Network				Totals
	ABC	CBS	NBC	CNN	
none	11 (37)	8 (35)	8 (24)	14 (48)	41 (36)
1	2 (7)	1 (4)	2 (6)	3 (10)	8 (7)
2	4 (13)	4 (17)	4 (12)	2 (7)	14 (12)
3	3 (10)	3 (13)	9 (27)	2 (7)	17 (15)
4 or more	10 (33)	7 (30)	10 (30)	8 (28)	35 (30)
Total	30	23	33	29	115

Table 6.
Number of stories (and percentages) for each network by balance of views
of the sources used for news exclusively about Latinos

Balance of views	Network				
	ABC	CBS	NBC	CNN	Totals
All of one opinion	11 (37)	6 (26)	10 (30)	7 (24)	34 (30)
Mostly one opinion	2 (7)	2 (9)	4 (12)	4 (14)	12 (10)
Mix of opinions (none >75%)	5 (17)	7 (30)	5 (15)	4 (14)	21 (18)
Not applicable	12 (40)	8 (35)	14 (42)	14 (48)	48 (42)
Total	30	23	33	29	115

NAHJ believes the high number of Latino stories less than 30 seconds long was a major reason why such a large percentage contained no sources and viewpoints. This type of coverage is problematic because it lacks depth and is one-dimensional. NAHJ encourages the networks to increase the amount of coverage and time devoted to Latino stories that includes diverse sources and viewpoints.

Presence and Voices of Latinos on Camera

This year, NAHJ examined and counted the number of identifiable Latinos in Latino stories, the number of Latinos sources in these stories and the number of stories that included unidentifiable

Latinos, often portrayed in groups. The following section explains these findings.

Identifiable Latinos are individuals who appear in a story and who we can deduce are Latino. They are either interviewed or individually shown and do not necessarily have to be named or speak on camera.

For example, Alex Rodriguez is counted as an identifiable Latino in a story about his trade to the New York Yankees. He did not speak in the story but was shown.

Overall, 34 percent of the 115 Latino stories in 2004 featured two or more identifiable Latinos, 46 percent showed only one, and 20 percent showed none (see Table 7). This means that 66 percent of Latino stories featured, at best, one Latino.⁵

Table 7.
Number (and percentages) of stories with individual Latinos on camera

Number by news story	Network				
	ABC	CBS	NBC	CNN	Totals
none	5 (17)	4 (17)	7 (21)	7 (24)	23 (20)
1	15 (50)	9 (39)	14 (42)	15 (52)	53 (46)
2	4 (13)	4 (17)	3 (9)	3 (10)	14 (12)
3 or more	6 (20)	6 (26)	9 (27)	4 (13)	25 (22)
Total number of stories	30	23	33	29	115

Table 8.
Number (and percentages) of individual Latinos on camera
and their type of presence

	Network				
	ABC	CBS	NBC	CNN	Totals
Image/Voice	32 (70)	23 (56)	41 (73)	20 (49)	116 (63)
Image/No Voice	14 (30)	18 (44)	15 (27)	20 (49)	67 (37)
No Voice/No Image (mentioned)	- -	- -	- -	1 (2)	1 (<1)
Total	46	41	56	41	184

Unidentifiable Latinos

This report also examined the use of unidentifiable Latinos in each story. Unidentifiable Latinos are shown in large groups, such as undocumented immigrants crossing the border or groups on a crowded city street. They do not speak on camera and are not individually named.

Altogether, 47 out of 115 Latino stories (41 percent) featured unidentified groups of Latinos. Of the 47 stories, 31 (66 percent) featured group shots of immigrants.

The high percentage of stories featuring unidentified groups of Latinos is problematic. Most images are of mass illegal border crossings, providing the viewing audience with a stereotypical image that has come to be associated with coverage of Latinos. For many, images of mass illegal border crossings are threatening. Several anchors used terms like "pouring in" to describe these images. NAHJ is concerned that this repeated image is one of

many that has come to marginalize issues and coverage affecting the Latino community.

Locations

The networks aired 115 stories about Latinos in 2004. Of these, 72 were longer than one minute. Fifteen stories originated in California, another 16 in Washington, D.C., nine in southwestern states, six in Florida, four in New York and three in Texas.

More stories originated from states like California due to their large Latino populations. The Latino population grew 58 percent from 1990 to 2000 nationwide and 14 percent from 2000 to 2004. Latinos now have a significant presence in states like North Carolina and cities like Atlanta, places not previously known for having large Latino communities. These communities now exist throughout the United States and network news should reflect this reality.

PART 2. Critical Viewing of Latino Stories

In this section, NAHJ examines additional and more critical characteristics of the portrayal of Latinos on the network evening news. NAHJ found that immigration was the central theme in much of the networks' coverage of Latinos, regardless of story topic.

In 2003 several stories, including a number of human-interest stories, focused on the positive contributions made by Latinos to our society. Several featured immigrant success stories. Others profiled sacrifices made by Latino soldiers. In contrast, Latinos were mostly viewed as problem people who were a burden on society in 2004.

Immigration

Immigration, particularly undocumented immigration, defined news coverage of Latinos in 2004. Many stories focused on the effort to curb undocumented immigration. Images of undocumented immigrants crossing the U.S.-Mexico border was a common visual in most stories. Undocumented immigrants were portrayed as invaders threatening our nation's well-being.

In contrast, several stories portrayed undocumented immigrants as victims in 2003 while other stories addressed the economic and political impact of immigration.

Overall, immigration made up 40 of the 115 Latino stories (34.7 percent). Many stories focused on President Bush's proposal for a new temporary worker program. Other immigration stories included:

- Government flights to repatriate undocumented workers deep into Mexico, making it harder for them to attempt another crossing.
- Efforts by Cubans and Dominicans to migrate to the United States and Puerto Rico by sea on inner tubes and overcrowded vessels, often with tragic results.
- The discovery of undocumented immigrants left by smugglers in a safe house in a residential neighborhood in Phoenix.

Many of these stories showed large groups of undocumented immigrants crossing the border illegally. Others showed Border Patrol agents making mass arrests. Several anchors and reporters used terms such as "pouring in" and "flood" to describe undocumented

immigration.

Other story topics about Latinos also focused on the impact of immigration, such as stories about the Hispanic vote. However, most stories did not address whether Latino immigrants were making a positive contribution to society.

Latino Soldiers: Patriots and Victims

In 2004, several human-interest stories profiled Latino soldiers, particularly those who died in combat. Most stories framed these soldiers as heroes and patriots who sacrificed for their country.

The profile of Latino soldiers was a new topic in coverage of Latinos in 2003. The number of stories profiling Latino soldiers, however, declined last year.

Stories about Latino soldiers included:

- A profile of Marine Lance Cpl. Jose Gutierrez, one of the first soldiers to die in Iraq as a result of friendly fire.
- Residents of San Diego, Texas, grieving the loss of two soldiers, Amancio Perez and Ruben Valdez.
- The sacrifice of the Figueroa family. Armando Figueroa takes care of his three children while his wife Angelina completes her tour of duty in Iraq.

The networks aired several short stories on the court martial of staff sergeant Camilo Mejia. Mejia was on trial for desertion after declaring himself a conscientious objector, refusing to return to duty in Iraq. These stories did not explore why Mejia deserted.

The Potential Role of Latinos in Politics

Inexplicably, the networks covered fewer stories about Latinos in politics and elections in 2004, even though it was a presidential election year. The networks aired 12 stories in 2003 and 10 stories in 2004.

Several stories framed Latino voters as swing votes in the presidential election. Network reporters often used Spanish to frame their stories, either by sprinkling a few words of Spanish in their reports or by showing candidates attempting to connect with Latino voters by speaking the language. Election stories

focused on the campaign strategies to attract more Hispanic voters, as opposed to examining issues affecting them.

These stories treated Hispanic voters as a monolithic group. They did not examine the different voting patterns that exist among Hispanic voters. In short, the networks' coverage showed a lack of understanding about the Hispanic community. One reporter made an unfortunate mistake by saying that Sen. John Kerry would have to learn how to "dance Mariachi" if he wanted to attract more Latino voters. Mariachi is a genre of music, not a dance move.

In addition, the networks did not air any follow-up stories examining the impact of the Latino vote in the 2004 presidential elections.

The American Dream

The American dream was a primary theme for many stories about Latinos. This theme was central in stories about Latino soldiers who died in combat in Iraq or to explain why undocu-

mented immigrants risk their lives to enter the country illegally.

This theme was also mentioned in describing achievements in stories about President Bush's nomination of Carlos Gutierrez to be Commerce Secretary and Alberto Gonzales to be U.S. Attorney General. In 2003, the theme of the American dream was featured in several human-interest stories profiling Latino soldiers who died in combat, as well as in stories examining the impact of immigrants on the economic and political landscape. Several of these stories portrayed Latinos as making positive contributions to society.

In 2004, however, many Latino stories mentioned the American dream but did not focus on the positive contributions immigrants or Latinos made to society. Too many stories portrayed them as living on the fringes of U.S. society.

NAHJ is concerned that the networks rely too often on convenient themes and fail to provide more substantive coverage.

PART 3. Other Representations of Latinos in the News in 2004

In researching Latino stories on the networks' nightly news, we found that 517 stories featured Latinos or Latino issues. Of these, 115 were centrally and exclusively about Latinos. We have already examined these stories in the previous sections.

Of the 402 remaining stories:

- 65 centrally involved Latinos, but were not exclusively about them.
- 31 involved issues important to the Latino community (such as immigration policy or the No Child Left Behind Act) but did not explicitly feature Latinos or a Latino perspective.
- 265 featured Latinos as news sources (interviews) in stories not involving the Latino community or Latino issues.
- 41 mentioned Latinos in passing.

While stories about Latinos were scarce on the network news, the Latino presence in non-Latino related stories was only slightly better.

Out of 16,000 news stories that aired in 2004, 265, or 1.7 percent, featured Latinos as interviewed sources in reports not involving the Latino community or Latino issues. That figure was 1.8 percent in 2003. Stories about homeland security or the war in Iraq made up 32 percent of these stories, the most of any story topic.

Of the 65 stories centrally, but not exclusively about Latinos, 45 percent were about homeland security, with many involving General Ricardo Sanchez or suspected terrorist José Padilla. In addition, 45 percent were about homeland security with many involving General Ricardo Sanchez or suspected terrorist José Padilla. For example, coverage of the government's enemy combatant policy often mentioned Padilla, but did not focus on him.

PART 4. Comparisons with Two Sample Weeks of News Coverage

In the following section, we examine the portrayal of Latinos during two typical composite news weeks. The composite weeks were derived from news broadcasts in 2004 that were not dominated by a particular topic, such as the war in Iraq. We selected the weeks of February 16-20, 2004 and March 1-5, 2004 to examine.⁶

The report found that Latinos were virtually non-existent during these composite weeks.

Topics

Out of 115 stories that aired during these two weeks, elections and politics received the most coverage with 25 stories (22 percent). The second most common topic was business and economics with 16 stories (14 percent), followed by crime and homeland security, each with 15 stories (13 percent), and the topic of U.S. domestic government with 14 stories (12 percent). These five topics represented 74 percent of all news stories that aired during the composite weeks (see Table 9).

Table 9.
Number (percentage of network totals) and seconds of stories by topic during sample week.

Topic	Network	ABC		CBS		NBC		CNN		Totals	
Topic		Secs/ n (%)	topic	Secs/ n (%)	topic	Secs/ n (%)	topic	Secs/ n (%)	topic	n (%)	Secs/% Per topic
Arts, Culture		-	-	-	-	-	-	1 (3)	270	1 (1)	270 (2)
Buss, Econ		2 (8)	160	3 (10)	44	2 (7)	19	9 (26)	714	16 (14)	937 (9)
Calamities		-	-	2 (7)	139	1 (4)	26	-	-	3 (3)	165 (2)
Celeb/Entmt		-	-	-	-	-	-	1 (3)	28	1 (1)	28 (<1)
Crime		4 (17)	520	3 (10)	303	2 (7)	130	6 (17)	1422	15 (13)	2375 (22)
Elections/Politics		7 (29)	578	6 (21)	526	7 (26)	657	5 (14)	576	25 (22)	2337 (22)
Govt: Domestic		2 (8)	289	5 (17)	445	4 (15)	352	3 (9)	210	14 (12)	1296 (12)
Govt: Foreign		2 (8)	134	2 (7)	230	2 (7)	140	1 (3)	23	7 (6)	527 (5)
Health/Med/Sci		3 (13)	356	2 (7)	182	2 (7)	254	2 (6)	39	9 (8)	831 (8)
Homeland Secty		4 (17)	163	4 (14)	178	5 (19)	455	2 (6)	171	15 (13)	967 (9)
Human interest		-	-	1 (3)	158	1 (4)	60	1 (3)	270	3 (3)	488 (4)
Sports		-	-	-	-	-	-	2 (6)	447	2 (2)	447 (4)
Interntl affairs		-	-	1 (3)	25	1 (4)	133	2 (6)	39	4 (3)	197 (2)
Totals		24	2200	29	2230	27	2226	35	4209	115	10865 (100%)

The majority of stories that aired during the composite weeks and the majority of Latino stories fell under a narrow range of topics. Even so, important differences exist (see Table 10).

Immigration ranked first among Latino stories, making up 34 percent of coverage. This issue was not covered during the two sample weeks NAHJ examined.

During the sample weeks, elections and politics was the most common topic covered (22 percent of stories). Among Latino stories, elections and politics ranked fourth (9 percent). Business and economics ranked second (14 percent) during the sample weeks but was absent from the top story topics for Latinos.

Table 10.
Top Four Topics for Latino and Sample Weeks' Stories

Sample Weeks' Stories				Latino Stories			
Rank	Topic	N	(%)	Rank	Topic	N	(%)
1	Elections/Politics	25	22)	1	Immigration	40	(34.7)
2	Business/Economics	16	(14)	2	Human Interest	14	(12.2)
3	*Crime	15	(13)	3	Homeland Security	12	(10.4)
	*Homeland Security	15	(13)				
4	U.S. Domestic Govmnt.	14	(12)	4	Elections/Politics	10	(8.7)

* Tied in rank 3.

Latino Faces and Voices

Latinos were nearly absent from coverage when we examined the two composite sample weeks. Out of these 115 stories, only two were about Latinos, and only two featured Latinos as news sources.

CNN featured two stories about baseball player Alex Rodríguez and his trade to the New York Yankees. In addition, a gay man named Daniel Hernández appeared as a news source on a CNN story discussing same sex marriage. Patrick Guerrero, executive director of the Log Cabin Republicans, appeared as a source in an ABC story about gay marriage.

Latino Anchors/Reporters

Latino network correspondents and anchors were virtually absent from the two sample weeks NAHJ examined. Out of 115 stories from these two sample weeks, only three were filed by Latino reporters. In comparison, the 115 stories about Latinos that appeared on the network news in 2004, only six were filed by Latino reporters.

During the composite sample weeks, ABC and CNN did not air a story with a Latino anchor or reporter. CBS had two Latino reporters, Jim Acosta and Vince Gonzales. Neither covered stories exclusively about Latinos. NBC's Carl Quintanilla appeared covering an election story.

PART 5. A 10-Year Retrospect

For this 10-year retrospect, we reviewed NAHJ's Brownout Reports from 1995 through 2004. (NAHJ began including CNN in 2000.) The analysis reveals consistent patterns in the networks' coverage of Latinos.

In the 10 years that NAHJ has been conducting the annual Brownout Report, the networks have failed to advance the story of immigration. Immigrants have continuously been framed either as burdens on society or as victims in pursuit of the American dream.

A Closer Look at the News Coverage in 1995

NAHJ published the first Brownout Report in 1996. The report examined Latino stories within

a limited framework. NAHJ's analysis has become more in-depth over subsequent reports. For example, we now specify how Latinos are portrayed and determine the points of view expressed in these stories, elements missing from previous studies.

Using the Vanderbilt archive to conduct our 10-year evaluation, we analyzed 30 Latino stories in 1995 and 2004 to compare how coverage has changed.

The 10-Year Patterns

From 1995 to 2004, the networks aired an estimated 140,000 stories. Of those, only 1,201 stories, or 0.85 percent, were about Latinos, an average of 120 stories a year.

In nine of 10 years, Latino stories made up less than 1 percent of all network news stories. While the results are dismal, they could be worse. The number of stories about Latinos may have been even lower than what NAHJ had reported. NAHJ has strengthened the report's methodology in recent years to determine coverage of Latinos more accurately. Despite this, the network coverage continues to marginalize the Latino community.

Topics

The main focus of the networks' coverage of Latinos during the past 10 years continues to be immigration (mostly illegal immigration) and crime. Since the report's inception, the networks have aired 218 stories about immigration and 218 stories about crime. Once again, these numbers may be higher if we used our current methodology. Combined, these two topics made up 36 percent of the network's coverage of Latinos during the past 10 years. The third most covered topic, election and politics, finished a distant third with 90 stories.

Coverage

Crime and immigration have defined the networks' coverage of Latinos. This is problematic because the networks have marginalized Latinos by relegating coverage of the community to a few topics.

Even more disappointing is the failure of the networks to advance their coverage of the Latino community. The central themes the networks use to cover the community have not changed much from 1995 to 2004.

For instance, several stories in 1995 focused on the efforts of the Border Patrol and the government to curb illegal immigration. Many showed images of unidentified undocumented immigrants crossing the border and getting arrested. Several stories described how undocumented immigrants risked everything for a better life in the United States. Others described undocumented immigrants as burdens to society. Ten years later, the story remains unchanged.

In 1995, several stories aired efforts to curb benefits to undocumented workers in California. In 2004, the networks reported on efforts to curb benefits to undocumented workers in Arizona. In 1995, immigration and border security were a major issue. The same was true last year.

Despite more than 200 stories about immigration over the past 10 years, we have learned

little about the people at the center of this story – the immigrants themselves. Who are they? Who are their employers? Have any employers of undocumented immigrants targeted by federal authorities? What towns and cities do many of these immigrants come from? What are the conditions that lead migrants to leave their homelands for the United States?

These questions and others are seldom discussed or examined. Instead, immigration has been viewed largely as an economic and social threat to the nation.

Political Coverage

Political coverage of Latinos has lacked during the past 10 years considering the increasing role Latino voters have played in recent elections. The most alarming shortcoming of political coverage has been the lack of substantive stories addressing important Latino issues. Latinos are often treated as commodities to be bought and traded by political candidates.

Most stories feature political candidates attempting to speak Spanish. Too much time is spent showing this political gimmick and not enough time exploring issues affecting the community.

In addition, these stories lump Latinos together to form the "Latino vote" – a voting block that is non-existent due to the political diversity among Latino groups. Historically, political stories have focused either on the efforts of candidates to woo Latino voters or on which candidate was ahead in Latino polls. Occasionally, prominent Latino politicians (such as Bill Richardson) were covered by the networks, but stories addressing political issues relevant to the Latino community are virtually non-existent.

Sources and Views

One positive pattern that emerged from the 1995 sample was the use of sources in lengthier stories about Latinos. Of the 30 stories we viewed, 26 cited at least two sources (12 cited four or more). This means that the majority of the stories included several information sources. Also, close to half of the stories from ABC and NBC provided a mix of perspectives from the consulted sources. (The same was not true for CBS.)

Latino Reporters and Anchors

In a full decade of analysis, the presence of Latinos as reporters has been dismal, with little

change over time. Table 11 illustrates the Latino reporters identified in each Brownout Report since 1996. We have noted two Latina

anchors in our cumulative analysis: Giselle Fernandez in the first year of the report and Elizabeth Vargas in the most recent report.

Table 11.
Latino reporters covering Latino-related news: 1995-2004

<i>Year</i>	<i>Name</i>	<i>Network</i>	<i>Number of stories each</i>	<i>Total number of stories per year</i>
1995	John Quiñones	ABC	1	1995: 1
1996	Diana González	CBS	1	1996: 4
	Antonio Mora	ABC	1	
	John Quiñones	ABC	1	
	Art Rascón	CBS	1	
1997	Jim Avila	NBC	2	1997: 6
	Vince Gonzáles	CBS	1	
	Antonio Mora	ABC	1	
	John Quiñones	ABC	1	
	Art Rascón	CBS	1	
1998	Jim Avila	NBC	1	1998: 4
	Art Rascón	CBS	3	
1999	Jim Avila	NBC	3	1999: 7
	Vince Gonzáles	CBS	3	
	Soledad O'Brien	NBC	1	
2000	None	-	-	2000: 0
2001	Vince González	CBS	2	2001: 4
	María Hinojosa	CNN	2	
2002	Jim Avila	NBC	1	
	Ed Lavandera	CNN	1	
	John Quiñones	ABC	1	2002: 4
	Lucia Newman	CNN	1	
2003	Jim Avila	NBC	4	2003: 6
	Vince Gonzáles	CBS	2	
	Miguel Marquez	CNN	1	
2004	Vince Gonzáles	CBS	1	2004: 6
	Gustavo Mariel*	NBC	1	
	Lori Montenegro*	NBC	1	
	Mariela Salgado*	NBC	1	
	Angie Sandoval*	NBC	1	
	Thelma Gutiérrez	CNN		
Total				1995-2004: 42

Geographic Pegs

The final repeated pattern in the networks' coverage of Latinos is the predominance of Los Angeles and Washington, D.C. as locations for the plurality of Latino stories. Even though the

Census Bureau points to the growth of the Hispanic population all across the country, news about Latinos continues to be portrayed as occurring in largely Latino areas – Los Angeles, D.C., Florida and the Southwest.

Conclusions

Latinos now make up one of every seven U.S. residents, according to a recent U.S. Census report. In addition, Latinos accounted for half of the country's population growth between July of 2003 and 2004. These staggering figures should be a wake-up call for the networks and other news media.

NAHJ will leave it to others to discuss the business opportunities the networks are missing by not covering the Latino community. Our assertion is that the news media are failing to cover one of the most important stories of our time.

A few decades from now, people of color will make up half the U.S. population. The country is undergoing an historic demographic shift, yet, coverage has failed to explain this change and its impact on our society. We fear viewers watching the network news have learned little about the Latino community since we issued our first Network Brownout Report in 1996.

What viewers have learned is that Latinos are problem people living on the fringes of U.S. society. Rarely do we see stories about the positive contributions they make.

Those who happen to see a Latino story often watch coverage of undocumented immigration that includes images of mass illegal border crossings. The issue of immigration has come to define coverage of Latinos even in stories on other topics, such as business and politics.

For example, coverage of Latinos and politics in 2004, which inexplicably declined, focused on the presidential candidates' positions and strategies to reach Latino voters but failed to examine issues affecting the community.

Another major concern is the lack of overall time devoted to coverage of Latinos, including a high percentage of stories 30 seconds or less. As a result, much of the coverage was not substantive in 2004.

NAHJ believes the dearth of Latinos working at the networks is a major reason for the virtual absence of Latino coverage on the evening news. NAHJ has no idea how many Latino journalists work at the networks. They have refused to make those figures public, despite repeated requests. At a time when journalists are fighting for more openness in government, we ask our colleagues to make public their newsroom employment figures.

While we are critical of the news networks, we are also eager to help them improve their coverage of the community and hire more Latino journalists. We respect our colleagues and those NAHJ members working at the networks for their dedication to the profession, and we share their goal of improving the overall quality of news. This is why we hope this report will lead to better coverage of the Latino community.

The source for the data analyzed in this Brownout Report is the Vanderbilt University Television News Archives (TNA), which contains videotapes, indexes and summaries of all the evening news programs transmitted by the nation's major television news networks: ABC, CBS, NBC and CNN. The summaries, accessible via the TNA web site (www.tvnews.vanderbilt.edu), provide the following key descriptors for each story archived: 1) network and program on which the story aired; 2) date of the news program; 3) running title or topic; 4) the name of the anchor or studio correspondent who introduced the story; 5) the city where it originated; 6) the field correspondent(s) who reported it; 7) an abstract, including the names and titles of any persons interviewed; 8) beginning, time, ending time, and duration; 9) the reporters' last names.

Using the TNA's powerful search capabilities available via the Internet, we input key words to select stories related to Latinos transmitted via the four networks during the year 2004 (see below). We reviewed all stories containing the key words for possible selection for the Brownout analysis.ⁱ

To identify the stories related to Latinos and Latino issues, we used some of the same words and criteria as in previous studies, and enhanced the process. We proceeded as follows:

We searched for stories containing the general and most important Latino designations: "Latino," "Latin-Americans," "Hispanic," and "Hispanic-Americans." We obtained the vast majority of stories for the first phase of the selection from this search. Searches using the next round of key words produced the remaining stories.

We prepared a broad list of specific Latino subgroups, such as "Cuban," "Cuban American," "Puerto Rican," "Colombian," "Ecuadorian," "Chilean."

We searched the countries of origin of Latino groups, such as "Puerto Rico," "Mexico," "Cuba."

We prepared a comprehensive list of key-words such as "bilingual education," "crime,"

"undocumented laborers" and "border." This list comprised more than 30 descriptors associated with Latino society in the US and with Latino surnames.

Finally, we searched the top 100 "Hispanic" last names from the U.S. Census Bureau. These last names were from a 1996 U.S. Census Bureau working paper called: *Building A Spanish Surname List for the 1990s: A new Approach to an Old Problem*.

Using these very broad and encompassing words and last names, the search yielded over 1,800 stories. Each story included the following five descriptors: 1) network and program, 2) date, 3) running title or topic, with a live link to the story abstract; 4) beginning and end time and duration. We downloaded all 1,800+ stories from the TNA archives into an Excel file.

In the second round of selection, we assessed the TNA's abstracts of each story for two key variables: central involvement of Latinos (CIL), and exclusivity.

CIL establishes what, if any, specific role Latinos played in a news story. We assigned each of the 1,000+ stories one of the following codes:

1 = Primary newsmaker role: One or more Latinos clearly played a central role in the creation, development, or resolution of a news issue being aired. The topic of the story is also relevant or centered on the Latino individual or his/her community, business, or organization. If one of the newsmakers is Latino, but the story showed no visuals of him or her, we still coded it as centrally involving Latinos.

2 = Secondary for relevant specific issues: The topic is pertinent to Latinos and/or a Latino community, but not explicitly or primarily about them. The story mentions how a legal case, law or pending legislation may or will affect diverse communities, among them Latinos. The accompanying graphic may show a person, neighborhood, or other image that could be explicitly identified as Latino. If the story focuses primarily on the effects on Latinos, or Latinos are key players, the code is 1.

ⁱ For a full list of the key words used in the TNA search, contact NAHJ.

3 = Mainstreaming: Regardless of topic, one or more Latinos (excluding the reporter) appear in medium or close-up shots *and* speak on camera. The main difference between categories 2 and 3 is that the topic here is not specifically relevant to a Latino or Latino community. Typically, this type of story involves a person-on-the street who comments on a non-Latino aspect of the story. It could also be a sports story in which a Latino player is mentioned, but not featured. The key is that a Latino is part of the story, but not necessarily for being Latino. If a story features a Latino because he or she is Latino, then it should be coded as 1 or 2 depending on the centrality of his or her involvement.

4 = Passing: The stories under this category are those that show up in the index search, but in which for the actual story Latinos or Latino communities have no bearing as described by any of the previous three categories. For example, the accident/ceremony/event took place in the Mexican neighborhood of Chicago, but nothing else is mentioned about the community there. The word “Mexican” caused the story to show up but, lacking any other context, it is only a passing mention.

5 = None: The story showed up because of key word search only, but is not related to U.S. Latinos.

Exclusivity establishes if the story was *exclusively* about Latinos or Latino-related issues. If so, a code 1 was given for this variable. Stories coded CIL 1 could be coded 1 or 2 for exclusivity. By default definition, stories coded CIL 2, 3 or 4 could be coded only as 2 for exclusivity. Stories coded 5 for CIL were not coded for exclusivity, and we gave them no further consideration.

Two trained NAHJ staff members coded for CIL and exclusivity. They agreed on over 90 percent of the codes given to the stories. They discussed discrepancies with each other and, when necessary, with the principal investigator. Thus we ensured very high inter-coder reliability for all the variables.

After excluding all the news stories classified as CIL 5 (e.g., those about Latin America, Spain and other matters for which the key words were in the abstract yet had no reference to Latinos in the United States), we reduced the sample to 517 stories coded for the topics indicated in Tables 1 and 2.

Next, we selected the stories in which Latinos were centrally involved or which were exclusively about Latinos and Latino-related issues. A total of 115 stories fit these criteria. We purchased videotapes of those 115 stories from the Vanderbilt University TNA. We based the first set of quantitative analysis on the viewing and coding of these 115 stories via video, then did a second set of quantitative analysis to assess the use of Latinos as reporters and the number of sources and their balance of views.

For the qualitative analysis, we again watched the videotapes of the 115 stories that were centrally and exclusively about Latinos. This time we did not code the videos, but instead observed the framing and development of each story to look for trends and patterns.

NAHJ selected 30 stories from 1995 that were centrally and exclusively about Latinos and longer than a minute and a half. We then purchased from the Vanderbilt University TV archives the tapes with these news segments and performed quantitative analysis to assess the number of sources and balance of views in each story. NAHJ then performed qualitative analysis by viewing the tapes to observe the framing and development of each story.

The TNA’s abstracts were the unit of analysis for the first phase of selection of stories and for the coding of CIL, exclusivity, and topics. An additional unit of analysis – as well as a source for enhancing the information needed for coding – was each story’s transcript, obtained from the Lexis-Nexis archives. Thus, while the individual news story remained the basic unit of analysis, the source for obtaining information shifted as needed from running headlines and abstracts to transcripts and videos.

For the qualitative phase of the study, the unit of analysis was each story’s video segment.

Limitations

All efforts were made to find and include the universe of network news stories related to Latinos. That is why NAHJ conducted multiple category searches of the index of Vanderbilt University's Television News Archives. Even so, we acknowledge that we may have overlooked Latino stories that were not indexed by using our search criteria. For example, we looked for stories that included the top 100 Spanish surnames as listed by the U.S. Census bureau. There are thousands of other last names we did not search. Likewise, there are many Latinos

who do not have Spanish surnames. We may have missed stories about them, too. However, we attempted to capture any of those stories with other key words.

We also acknowledge the possibility of stories that were not indexed with key words related to Latinos, but were about Latinos, nonetheless. The only way to capture the full universe of Latino-related stories would have been to observe each and every news story that aired in 2004, a task not possible given our time and human resources.

End Notes

1. See Commission on the Freedom of the Press, [A Free and Responsible Press: A General Report on Mass Communication: Newspapers, Radio, Motion Pictures, Magazines, and Books](#) (University of Chicago Press: Chicago) and National Advisory Commission on Civil Disorders, [Report of the National Advisory Commission on Civil Disorders](#) (Bantam Books: New York).
2. Estimate based on a conservative calculation of approximately 9 stories per each half-hour newscast. The actual number of stories is most probably larger, possibly 12 stories per half-hour newscast for a total of over 20,000 stories. When calculation is based on the estimate of 20,000 stories, the percentage of stories about Latinos and Latino issues is much lower, i.e., only 0.57%.
3. We base these numbers on an estimate of 18 minutes of news per half-hour program of the three broadcast networks and 36 minutes of news for CNN's hour-long program. These time estimates are derived from the coding of the sample week discussed in section 4 in this report. These time estimates are similar to those found with last year's data. In Brownout Reports prior to 2004, the time estimates were based on 24 minutes of news per half-hour of broadcast. Due to deregulation, the average time of actual news has been reduced quite notably.
4. Here its important to keep in mind that as with most news stories with field reports, the reporter participates in only part of the story. Thus, the air-time of the Latino reporters was much less than these 14 minutes.
5. For a list of on-camera Hispanics, the networks in which they appeared and their voice/no voice role, contact NAHJ or the principle author of this report.
6. For the sample weeks of news coverage, we decided to view two composite weeks of network news, meaning that we randomly chose a network to watch each night during this two week period (Feb 16-20 and Mar 1-5). For example, we randomly assigned CNN to February 16th, thus we watched that news broadcast for that date. Since we only had four networks, we watched eight nights of coverage in order for all networks to be seen equally, thus missing one night of broadcasting for each week. Each network was thus assigned to two nights over the two week period that we chose. Our hope was to compile two weeks of general news coverage.

About NAHJ

The National Association of Hispanic Journalists (NAHJ) is dedicated to the recognition and professional advancement of Hispanics in the news industry. Established in April 1984, NAHJ created a national voice and unified vision for all Hispanic journalists.

NAHJ is governed by an 18-member board of directors that consists of executive officers and regional directors who represent geographic areas of the United States and the Caribbean. The national office is located in the National Press Building in Washington, DC.

NAHJ has 2,300 members, including working journalists, journalism students, other media-related professionals and academic scholars.

The goals of the association are:

1. To organize and provide mutual support for Hispanics involved in the gathering or dissemination of news.
2. To encourage and support the study and practice of journalism and communications by Hispanics.
3. To foster and promote fair treatment of Hispanics by the media.
4. To further the employment and career development of Hispanics in the media.
5. To foster a greater understanding of Hispanic media professionals' special cultural identity, interests, and concerns.

NAHJ is continually adding to its list of exciting programs and services. They include:

- National Convention and Career Expo
- Mid-career and professional development programs
- The Parity Project, which concentrates efforts in target cities to increase the presence and influence of Hispanics in newsrooms
- Online career and referral services
- Scholarships and student journalism workshops and internships
- Regional workshops and seminars
- Journalism awards for excellence and leadership
- Internship and fellowship opportunities

For further information about NAHJ, please contact the national office at 1-888-346-NAHJ or via email at

nahj@nahj.org. NAHJ welcomes your support and participation. The future of our association lies in the efforts and achievements of our members.

Hoja Informativa de la NAHJ

La Asociación Nacional de Periodistas Hispanos (NAHJ) se dedica al reconocimiento y al desarrollo profesional de los hispanos en la prensa.

Fundada en abril del 1984, la NAHJ constituye una voz a nivel nacional y una visión unida para todos los periodistas hispanos.

La NAHJ está regida por una junta directiva de 18 miembros, compuesta por oficiales ejecutivos y directores regionales que representan zonas geográficas de Estados Unidos y el Caribe. Su sede se encuentra en el Edificio Nacional de Prensa, en Washington, D.C.

La NAHJ cuenta con unos 2,300 miembros, incluyendo periodistas activos, estudiantes de periodismo, académicos y otros profesionales relacionados con los medios de comunicación.

Las metas de la NAHJ son:

1. Organizar y proveer una red de apoyo mutuo a los periodistas hispanos dedicados a la recopilación y a la disseminación de noticias.
2. Fomentar y apoyar entre los hispanos el estudio y el desempeño del periodismo y de la comunicación.
3. Impulsar y promover el trato justo de los hispanos en los medios de información.
4. Promover el empleo y el desarrollo profesional de los hispanos en los medios de difusión.
5. Fomentar un entendimiento mayor de la identidad cultural, los intereses y las preocupaciones de los profesionales hispanos que trabajan en los medios.

La NAHJ está expandiendo sus programas y servicios constantemente, entre los que se destacan:

- Una convención nacional y una feria de empleo
- Programas de desarrollo profesional
- El Proyecto Paridad, el cual busca concentrar esfuerzos en ciertas ciudades seleccionadas para incrementar la presencia y la influencia de los hispanos en las redacciones y los noticieros
- Servicios exclusivos en la red para los afiliados para impulsar sus carreras periodísticas
- Becas, talleres de entrenamiento, y pasantías para estudiantes de periodismo
- Talleres y seminarios regionales
- Galardones para premiar la excelencia periodística y servicio al público
- Pasantías y becas postgrado

Para más información acerca de la NAHJ, favor de comunicarse al 1-888-346-NAHJ ó envíe un email a nahj@nahj.org. La NAHJ le agradece su apoyo y participación. El futuro de nuestra organización depende de los esfuerzos y los logros de nuestros afiliados.

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