

AN EXAMINATION INTO THE HIRING PRACTICES OF MINORITIES
IN TENNESSEE'S TELEVISION NEWSROOMS

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An Abstract

Presented to the
Graduate and Research Council of
Austin Peay State University

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts

by
Yvonne R. Prather

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ABSTRACT

This study was conducted to determine the status and perceptions of minorities in Tennessee's television newsrooms and to uncover personal viewpoints concerning whether minority hiring was perceived to be increasing, decreasing or remaining the same and why. The statistics presented are results of surveys that were sent to news directors and news personnel employed at Tennessee television newsrooms. A Likert-style scale was used for responses to most of the survey questions.

This study indicated that employment of black males is declining in Tennessee's television newsrooms. The decline was perceived as being caused by racial discrimination and the lack of managerial positions. Black females far outnumbered black males with regard to the visible positions of anchoring and reporting in front of the camera. However, with regard to the current total work force, black males held about the same number of positions as black females. The 1980 Census statistics indicated that black males and black females are underrepresented compared to the total population of black males and black females in Tennessee. Also indicated in the study, black females and other ethnic minorities were found to be completely unrepresented in management positions. Findings suggested that white females are underrepresented in Tennessee's television market with regard to the total population of white females in Tennessee.

White males are losing ground slightly, due to the low percentages hired in the last 12 months compared to the percentages in the current work force. Black males are losing ground in the current television broadcasting work force. Black females and white females are gaining compared to the current work force.

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To the Graduate and Research Council:

I am submitting herewith a Thesis written by Yvonne R. Prather entitled "An Examination into the Hiring Practices of Minorities in Tennessee's Television Newsrooms." I have examined the final copy of this paper for form and content, and I recommend that it be accepted for partial fulfillment of the requirements for the degree Master of Arts, with a major in Communication Arts.

Paul D. Shufelt
Major Professor

We have read this thesis and
recommend its acceptance:

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Chapter 1

Introduction

The profile of minority employment in television broadcast news across the nation is changing. According to the results from a Radio-Television News Directors Association (RTNDA) 1976-1986 survey, the data indicated women have made considerable gains, but black males have not (Stone, 1987b, p. 288).

Stone (1987b) reports that in television news the increased employment of minorities, which had begun in the 1960's, continued through the 1970's, leveled off in the early 1980's, and turned into decreasing employment in the mid-1980's (pp. 3-4).

Stone suggests a number of reasons why minorities are declining in broadcast news: racism, closed-doors to managerial positions, low-level news assignments, and decreased enrollment in higher education. He also suggests (based on empirical findings) that decreased regulation of broadcasting may also hurt minority opportunities.

In recent years, the Federal Communications Commission has not been considered as interested in the matters of equal opportunity and affirmative action as it once was during the 1960's and 1970's (Stone, 1987b). During the late 1960's, the FCC issued a notice of proposed rules mandating broadcast stations to establish and promote affirmative action programs for the hiring of minorities. The Federal Communications Commission declared it would deny

license renewal to broadcast stations found to have violated national policy against discrimination in employment. In addition, the proposal would also require licensees to post notices at their stations and to include statements in their employment-application forms asserting that they are pledged not to discriminate ("Get in Line", 1968). Furthermore, the Federal Communications Commission called on broadcasters to go beyond requirements of policy and to make affirmative effort to solve the racial crisis.

As the Federal Communication Commission urged, active recruitment was stepped up for minorities as reporters, editors and other news personnel. Into the mid 1980's, members of minority groups said they were still not finding a secure place in broadcast journalism (Stone, 1987c). According to Stone (1987c), "the mid-1980's brought reports that gains by minorities, blacks in particular, were eroding even though it was a gradual and unnoticed process.

No studies were found which compared the status of minorities and women in broadcast news by individual states. Tennessee was chosen for the investigation of this study to help influence change and increase awareness of minority hirings in broadcast journalism in my resident state. Through the use of questionnaires, this study will examine the status and perceptions of minorities in Tennessee's television newsrooms. The hypothesis is that the employment percentages of minorities, particularly black males, in

Tennessee are eroding in television broadcast news.

Statement of the Problem

This study will investigate whether minority employment is decreasing in Tennessee's television newsrooms as might be expected based on the findings of Stone's national research on minority employment in broadcast journalism. This investigation will be vital to the hiring practices of Tennessee's broadcast television stations.

Definition of Terms

The following terms must be defined in order to understand the structure and content of this study.

Federal Communication Commission. A government agency established in 1934 to regulate wire and radio broadcasting; its authority was later expanded to include television. It took over the duties of the Federal Radio Commission (FRC).

News. Information about recent events of general interest appeal reported by television.

Newscast. A television broadcast of events in the news.

Newsroom. A room, as in a television or radio station, in which news is prepared for release.

News Director. A person who manages personnel, budgets, technology and news coverage. News directors act as the major gatekeepers in determining what television audiences see and hear about their communities and the world.

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Minorities. This term refers to a racial or gender classification regarded as different from the larger group of which it is part. In this study, minorities refer to nonwhites.

Chapter 2

Review of the Literature

In recent years, Stone (1987c) states, minorities have failed to increase their share of the broadcast news work force. While women continue to gain prominence in television news, blacks and other minorities have been exiting more often than entering.

In the ten years from 1976 through 1986, the Radio Television News Directors Association reports stated that the decrease of minorities came notably from the black male's share of the broadcast news work force, while the black female's share showed little change. White males lost part of their still strong majority to white females who made remarkable gains during the period. Other minorities showed no notable change in their very small share of the work force (Stone, 1987b).

Stone (1988) found that most of the erosion in the 1980's was by the minority male, whose share of the work force dropped from 10 percent in 1979 to 9 percent in 1986. In contrast, the female, mostly white, share of the television news work force grew from about 10 percent in 1972 to 26 percent in 1979 and 32 percent in 1986. While minorities lagged behind in advancing to head news positions, women moved ahead.

Stone (1987b) suggests that the minority share of the work force has declined because of decreased enrollment in higher education, racism, low-level news assignments,

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closed-doors to managerial positions and the Federal Communication Commission's lack of enforcement of affirmative action policies).

A study by the American Council on Higher Education in Washington, D.C., supports Stone's conclusion that decreased enrollment in higher education accounts for some of the decline of black males in broadcast news. The American Council on Higher Education found that the overall presence of minorities in college increased over the last decade, but the numbers of black men enrolled in higher education declined ("US Stats Show...", 1989). Researchers said "the lack of black men on college campuses was attributed largely to the men being disadvantaged starting with elementary and secondary schools that have low expectations of them and provide them little academic support." The study also found while black men represented 4.3 percent of college enrollment in 1976, their share dropped 3.5 percent by 1986. In contrast, black women held a steady share throughout the period, starting at 5.1 percent in 1976 and ending at 5.2 percent 10 years later.

A study conducted by Richard Levine (1981) also supports another of Stone's conclusions regarding racism as accounting for part of the decline of black males in broadcast news. Levine's study "The Plight of Black Reporters" suggests that "unconscious racism" and separate and unequal treatment is a problem black reporters said

persisted in the nation's newsrooms. In Edith Efron's (1972) series "What's Happening to Blacks in Broadcasting?" her interviews with news executives confirm that "contemporary" racism is a reality. Hall and Stone (1980) found that black newswomen, a so-called "double minority," suggested that problems more often came from being black than being female.

Stone also stated that low-level news assignments and closed-doors to managerial positions account for the erosion of the number of black males in broadcast news. Levine (1981) found that black men and women often felt frustrated over "leftovers" or low-level news assignments. Black reporters agreed that it was very difficult to get assigned to the larger national stories, if only because the assumption is still that they must cover minority stories first. Alter (1986) states that minorities have often been assigned to "urban affairs beats" and left there for years, a practice many complain has kept them out of management jobs.

The closed doors of managerial offices are said to be making broadcast news less attractive to minorities than it was a few years ago when they still had a dream of moving up in the power structure of the mass media. Stone (1987b) points out that underrepresentation of minorities is far greater in management than in the rank and file jobs of broadcast news.

According to Stone (1987b), the United States

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Department of Commerce Bureau of Labor Statistics found blacks were estimated to hold 5.4 percent of the nation's executive, administrative, and managerial positions in 1986, but were news directors at only 1 percent of the television stations. Furthermore, minorities believe the explanation as to why they do not share in decision making is because "unconscious racism" persists and that tokenism has been replaced by "showcase-ism"--making minorities more visible without granting them much real authority, which is not different from racism but rather a different level (Alter, 1986. To make matters worse, minorities leave the profession far faster than whites. In a survey conducted by the Institute for Journalism Education, 40 percent of minorities (nearly double the percentages for whites) said they expected to leave journalism largely because of what they report as a lack of opportunity for advancement (Alter, 1986). In addition, Alter (1986) states that minorities believe news coverage of their communities could be better served if there were minority representation in management, which of course was the purpose for developing the Kerner Commission that called for better coverage of racial issues. During the 1960's, racial riots had created a climate of unrest in the country. Those riots prompted President Lyndon Johnson to appoint a National Advisory Commission on Civil Disorders called the Kerner Commission, named after its chairman, Illinois Governor Otto Kerner. It was asked

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to answer three basic questions concerning the 1967 black riots. They were "What Happened? Why did it happen? and what can be done to prevent it from happening again?" In addition, the Commission was charged with determining what effects the mass media had on riots (Ziegler, 1987). The Kerner Commission stated that "television has been guilty of flaunting before non-white Americans the affluence of most of white society." They called the American media "shockingly backward" in their hiring practices, urging an immediate change in that policy ("Get in Line...", 1968). The Kerner Commission also stated that "until management and ownership opened the doors to minority interests, blacks and others will continue to perceive mass communication as a "tool of the white-power structures" (Ziegler, 1987).

The Kerner Commission said that "a mass medium dominated by whites will ultimately fail in its attempt to communicate with an audience that includes blacks." It noted that visibility of blacks was generally low, particularly in regard to their routine portrayals as part of society, and, when blacks did appear on the screen, they were presented in the way whites saw them, not as they saw themselves. According to Ziegler (1987), the Commission was concerned about the effect on whites as well as on blacks of a television world that is almost totally white in both appearance and attitude.

Most of the few minority news directors in television

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were either heading low-budget operations or at ethnic stations (Stone, 1987b). Alter (1986) states "the desire to manage is partly healthy ambition and partly a reflection of unhappiness over how white-dominated news organizations cover the news." The opportunity for minorities' advancements into management has long been seen as necessary for their long-term progress.

Marzolf and Tolliver (1977) state that the Kerner Commission Report urged the news media to do everything possible to train and promote minority newsmen to positions where those who are qualified can contribute to and have an effect on policy decisions. With the situation much the same, in 1988, the president of the Radio-Television News Directors Association wrote that minorities were found "in highly visible roles in the newsroom" such as anchors, street reporters, talk show hosts, but "not as decision makers" such as editors, producers, news directors (Schultz, 1988).

Stone (1988) contends that to attract minority personnel to broadcast journalism, it must be seen as a field in which they can move up. A national survey found that the job quality that mattered most for minority high school students who were interested in journalism careers was the opportunity for professional advancement (Burgoon, Burgoon, Buller, Coker and Coker, 1987). A survey conducted by Alter (1986) found minority journalists are more likely than

whites to say they aspire to management positions. However, these aspirations have often met frustration.

Decreased regulations of broadcasting may also have hurt minority opportunities. Before 1968, minorities were virtually nonexistent in radio and television newsrooms.

In 1968, the Federal Communications Commission issued notice of proposed rules, which it adopted in 1969 to require stations to establish and promote affirmative action programs for the hiring of members of minority groups ("Memorandum Opinion and Order...", 1968). In 1969, the Federal Communication Commission adopted an equal employment opportunity rule with the provision that "no person shall be discriminated against in employment because of race, color, religion, national origin, or sex" (Ziegler, 1987). And by 1970, the FCC began requiring broadcast licensees to file annual employment reports and to follow Equal Employment Opportunity guidelines. Through the efforts of affirmative action hiring requirements, many blacks were hired and several affirmative action training programs were developed.

As a result of the report and other factors, the 1970's represented a great change for minorities. Through the efforts of affirmative action hiring requirements, many doors were opened. But by the mid 1970's there was a decline in hiring minorities, and several affirmative action training programs were canceled (Ziegler, 1987). According to Efron (1972), blacks in particular were being hired

largely to satisfy the affirmative action rule and, in fact, had little prospect for advancement in broadcasting. Appearance and reality are not the same, said the U.S. Commission of Civil Rights, concluding in a 1977 report that minorities and women tended to be "window dressing on the set."

According to American Broadcasting Company correspondent, Ray Nunn, "I think what happened was the networks looked around and said initially they were under great pressure, great pressure in the 1960's to get blacks involved in television, so they took the easiest route. The easiest route was to put blacks on the air" (Efron, 1972). Ben Bagdikian of the Washington Post said, "Most metropolitan newspapers, wire services and television stations didn't take hiring of black professionals seriously until the ghetto riots of the mid-60's when black faces were the only ones that could get to where the news was . . . When the ghettos stopped burning, the brave promises of massive change were forgotten." It appears that when the racial disturbance dies out and the pressure was off broadcasters, so were the hirings.

The FCC states in section 73.2080 rules 3(c) and 4(c) of Equal Employment Opportunities both specific and general rules regarding Equal Employment Opportunity. It is interesting to note that even though one of the rules includes ways to evaluate a station's employment profile and job

turnover against the availability of minorities and women in its recruitment area, apparently these rules have not been enforced stringently since the late 1970's regarding black males. Another rule regarding promotions practices of minorities and women has also apparently fallen by the wayside with regard to promoting black males ("Equal Employment Opportunities," 1988). Apparently, the pressure to hire minorities that was evident in the sixties has faded.

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Chapter 3

Methodology

Sample

The hypothesis was tested through a mail survey of news directors and reporters asking questions on the status of minorities in broadcast journalism. In the first mailing, a survey (see Appendix A) was sent to twenty-two news directors in the major viewing areas of Tennessee: Nashville, Memphis, Knoxville, Chattanooga and Jackson in the fall of 1989. The survey was essentially the same as the Radio Television News Directors Association's survey used by Stone, except for a few modifications in order to fit this study. There were nine responses received from news directors at Tennessee area television stations. Of the nine, only five stations had news operations. In the second mailing, surveys were again modified to include a perception segment and sent to the twenty-two news directors in the winter of 1990. Only two were returned. This proportion was discounted and not treated due to the low response. A perception study was also sent to 62 news personnel in the same viewing area. This survey was not sent to all news personnel in Tennessee because it focused on the major viewing areas with news departments. Twenty-two completed surveys were returned, a 31 percent return rate for news personnel.

Blanks were provided for respondents to fill in their identification: race, gender and station call letters.

Confidentiality was assured in a cover letter on Austin Peay State University letterhead, and an informed consent statement was included.

Instrument

The first portion of the news director's survey focused on information concerning the numbers of hours spent in news work by men and women. The second portion focused on the demographic information about employees' gender and ethnic background and the number of the employees that regularly did the specific jobs of reporting, production, photography and supervision; how many were hired in the past 12 months; and reasons for not hiring. The third and last portion focused on specific information on the news director: years in charge, gender, age and ethnic status.

The perception survey (see Appendix B) sent to both news directors and news personnel included questions seeking assessment of perceived status of minorities in broadcast news. Questions were framed as statements on a five-point Likert-style scale which ranged from strongly agree to strongly disagree. News directors' responses could not be compared to news personnel responses, due to the low response rate. Of 84 sent, 22 news personnel answered this survey and two news directors responded, so the survey was compromised due to the lack of respondents.

Chapter 4

Results

News Directors

The findings in this study generally agree with those reported in the literature. For example, responses from the news directors' survey indicated that blacks are being hired into news positions, but at a much lower rate than either white males or white females. Blacks made up 18 percent of the total work force in Tennessee television news, while whites made up 82 percent (see Table 1). These figures compare to Stone's 1986 national percentages of 13 percent blacks and 87 percent white. Table 1 also shows that Hispanic men made up 0.5 percent of the work force and Hispanic women and other ethnic minorities made up zero percent of Tennessee's television broadcast work force.

TABLE 1

Tennessee Television Broadcast Work Force

Stations	ND	WM	WF	BM	BF	HM	HF	O
#1	WM	13	7	5	3	1	0	0
#2	WM	38	12	4	5	0	0	0
#3	WM	17	13	1	1	0	0	0
#4	WM	25	7	4	4	0	0	0
#5	WM	14	6	3	3	0	0	0
Totals		107	45	17	16	1	0	0
Percentages		58%	24%	9%	9%	.5%	0%	0%

News Director = ND

White Male = WM

White Female = WF

Black Male = BM

Black Female = BF

Hispanic Male = HM

Hispanic Female = HF

Other = O

Table 2 points out that blacks in visible positions--those which involve being in front of the camera (reporting and anchoring) made up 14 percent, while 86 percent were whites. The results showed that black females outnumbered black males 10 to four with regard to visible news positions. However, with regard to the total number of employees black males held about the same number of news positions as black females, 17 black males and 16 black females.

Table 2

Makeup of Employees in Visible Positions

Stations	WM	WF	BM	BF	HM	HF	O	T
#1	14	6	1	2	0	0	0	23
#2	13	5	1	3	0	0	0	22
#3	9	7	0	1	0	0	0	17
#4	8	5	2	1	0	0	0	16
#5	13	6	0	3	0	0	0	22
Total	57	29	4	10	0	0	0	100
Percentages	57%	29%	4%	10%	0%	0%	0%	100%

T = Total

It is interesting to note that the number of white male news employees hired in the last 12 months far outnumbered white females hired in the last 12 months suggesting perhaps a new trend at least in the Tennessee market of a decline in white female hirings in the last 12 months. However, a larger percentage of those hired in the last 12 months were white females (33 percent) than there are white females in the current work force (24 percent) (see Tables 1 and 3).

White males are losing ground slightly, because 51 percent were hired in the last 12 months as compared to 58 percent in the current work force. Black males are losing ground with 3 percent hired versus 9 percent in the current work force. Black and white women are gaining in comparison to the current work force.

Table 3

Makeup of News Employees Hired in the Last 12 Months

Station	WM	WF	BM	BF	HM	HF	O	T
#1	4	5	0	2	1	0	0	12
#2	7	2	1	0	0	0	0	10
#3	3	2	0	0	0	0	0	5
#4	1	0	0	0	0	0	0	1
#5	5	4	0	3	0	0	0	12
Totals	20	13	1	5	1	0	0	39
Percentages	51%	33%	3%	13%	3%	0%	0%	100%

All five news directors who responded to the survey were white males (see Table 1) ranging in age from 38 to 45 years. They had been managing newsrooms from as little as three months to up to four years. They fit the model for most station managers with decision making duties as stated in the study "Blacks On TV are Window Dressing" ("United States Commission on...", 1977). This study reports 62.2 percent of all station managers are white males. Jonathan Alter and Diane Weathers (1985), in their report "TV Women: Give Us Some Air," state that both network and local management positions are still ruled predominantly by white males. As indicated in Table 4, the managers responding to

the study report only two black males (out of a possible 21 management positions) held management positions. The survey did not distinguish those positions which included decision-making duties for blacks. In this survey, 91 percent of news personnel in supervisory positions were white (65 percent white males and 26 percent white females). Nine percent were black males, while black females and other ethnic minorities remain unrepresented.

Table 4

News Personnel in Supervisory Positions

Stations	WM	WF	BM	BF	HM	HF	O	T
#1	1	1	1	0	0	0	0	3
#2	4	2	0	0	0	0	0	6
#3	3	2	0	0	0	0	0	5
#4	5	1	0	0	0	0	0	6
#5	2	0	1	0	0	0	0	3
Totals	15	6	2	0	0	0	0	23
Percentages	65%	26%	9%	0%	0%	0%	0%	100%

News Personnel

In the survey of news personnel, both white males and white females generally responded that the hiring situation for minorities had either remained the same or increased. However, five of six black males responding to the survey thought that minority hiring had declined and the main reason given was racial discrimination (see Tables 5 and 6). In this study, four of five black women responded that they felt minority hiring had increased. The "double minority" (female as well as black) phenomenon as noted on the study

conducted by Hall and Stone (1980), "Are They Happy in Their Work," may account for some of the increased share of black women in Tennessee's broadcasting field. It may also account for the positive perceptions of increased hirings of minorities. Black women do continue to gain in the job market, even though they have not yet been able to break into television management.

The differences in male and female responses to this issue of minority status should be noted. No men thought minority hiring had increased, and seven of eleven women thought it had increased. Conversely, 100 percent of men thought it had remained the same or decreased, and only 36 percent of women thought it had remained stable or decreased. Black women seem most optimistic of the groups responding (see Table 5).

Table 5

Perceptions of News Personnel Concerning Status
of Minority News Employees

News Personnel	Increased	Remained the Same	Decreased	Total
White Female	3	3	0	6
Black Female	4	0	1	5
White Male	0	4	1	5
Black Male	0	1	5	6
Total	7	8	7	22*
Percentages	37%	36%	32%	100%

*Note: A total of 22 surveys were returned.

As evident in Table 6, some respondents circled more than one choice on the reasons given for increased and decreased hirings. In other words, the selection of choices was not mutually exclusive; therefore, respondents did circle more than one choice.

Table 6

Respondents' Perceptions of Why Minority
Hirings Decreased or Increased

Reasons	Declined	Remained the Same
Racial Discrimination	6	2
Low-Level News Assignment	2	1
Decreased Higher Education	1	2
Other Career Fields	5	1
<u>Other Reasons</u>	<u>5</u>	<u>1</u>
Total	19	7

Note: A total of 15 respondents indicated they believed minority hirings had declined or remained the same.

Reasons	Increased
Affirmative Action	6
Increased Education	5
Minorities in Management Positions	1
<u>Other Reasons</u>	<u>2</u>
Total	14

Note: A total of 7 respondents indicated they believed minority hirings had increased.

Chapter 5

Discussion

There is reason for concern that minorities have failed to increase their share of the work force in Tennessee's broadcast newsrooms in recent years. While women have made gains in the television newsrooms, black men were found to be declining more than entering.

In this study, black males indicated that racial discrimination and lack of managerial positions were the reasons for their decline in Tennessee's broadcast newsrooms. Black women were found more likely than black males to have jobs that put them on the air as reporters and anchors. Even though black women were winning in visible positions, they were losing in managerial positions. Both were underrepresented in the pipelines to advancement in broadcast news and in comparison to the total population of black males (15%) and black females (16%) in Tennessee. Stone (1987d) points out that in 1987 about half of all reporters being hired were women showing a trend of females being hired over males, despite race, which is not quite true in Tennessee--54 percent of those hired in the last 12 months were men; 46 percent were female. Stone's study also showed that while minority women have the same share of the television market, minority men's shares dropped 1 percent in 1985. In 1986, percentages remained the same for minority women and dropped another 2 percent for black males (1987d). Therefore, the black males in this survey do seem

to be accurately perceiving their share of the market drop. Black males are also in agreement on why; five of six males in Tennessee surveyed circled racial discrimination as a perceived reason for their decline.

According to Marzolf and Tolliver (1977), the Kerner plus report stated "discrimination in minority hirings does not usually occur because of individual bigotry, but rather it is the consequence of systematic institutionalized patterns that are rooted in the society."

The primary hypothesis that the employment percentages of minorities in Tennessee are eroding in television broadcast news has been supported in the present study. The employment percentages of minorities are declining in Tennessee newsrooms; only 16 percent of those hired in the last 12 months are minority, whereas 18 percent of the current work force are minority. The decline is accounted for entirely by the drop in the black male share of the work force, with black males making up only 3 percent of those recently hired. These results are consistent with those reported by Stone (1987b) who found the same problem on a national level.

Surprisingly, even though white women claim a substantial share of Tennessee's television broadcast work force and are still being hired at a faster rate as compared to minority women and minority men, this study found them to be underrepresented with respect to the total population of

white females in Tennessee. However, as compared to the percentage hired in the last 12 months white women show a slight gain (see Tables 1 and 3). While white women have taken jobs once held by white men, the survey figures for minorities have not improved. We may be seeing effects of two decades of frustrated aspirations. A third of those surveyed said the reason for a decrease in minority hiring was that minorities were choosing other presumably more hospitable, career fields.

While shedding new light, the present study still raises more questions such as the reasons why minorities, particularly black males, still remain unrepresented in Tennessee's television broadcast work force. However, the role of minorities in Tennessee's newsrooms and management is essential to the survival of minorities remaining in the broadcast field. One fifth of the respondents suggested the number of blacks studying mass communications in colleges is declining. Some recommendations that may help deter the decline of minorities in Tennessee's newsrooms are as follows:

1. Expand high school students' awareness about the wide range of jobs in broadcast communications.
2. Increase the recruiting of minority students in college journalism programs, and include them in the mainstream of programs.
3. Improve the interaction and cross-pollination

between professional broadcast news organizations and journalism schools through internships, conferences, visits, lectures, etc.

4. Expand efforts to attract youngsters to media studies through high school summer journalism workshops.

5. Develop mid-career management programs that will help move minorities into decision making jobs.

Indications from respondents suggested low-level news assignments also were a contributing factor in the decline of minorities in television newsrooms. A suggestion that may be helpful in decreasing the decline is to improve the news assignments given to minorities by issuing an even distribution of story assignments.

Racial discrimination was also a contributing factor respondents indicated caused the decline. A suggestion that may help would be to place concentration on the definition of journalism rather than on individual bigotry. A cultural bridge has to be crossed so that minorities and non-minorities can recognize and understand each other's values.

A black educator writes that the recommendations of the 1986 Kerner Commission report "remains an unfulfilled dream. Although the screen fades to black, whites are still managing the box" (Ziegler, 1987, p. 23). As the civil rights movement showed, nothing improves without some

pressure. A consistent determination to find and appreciate the talent that exists are the only possible guarantees to any permanent change.

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APPENDIX A
News Directors Survey

FOR THE PERSON IN CHARGE OF NEWS

including yourself, how many employees...

...spend 40 or more per week in news work?

_____ Men _____ Women

...spend less than 40 hours per week in news work?

_____ Men _____ Women

of all news
employees,
how many are:

White	
Men	Women

Black	
Men	Women

Hispanic	
Men	Women

Other	
Men	Women

How many regularly
do:

Reporting

Anchoring

production

photography

Supervision
(ND, Asst ND,
Assmt Ed, etc.)

How many were
hired in the
past 12 months?

How many of those
newly hired are
primarily
reporters?

...do newscasting/
anchoring regularly?

How many of newsroom personnel hired within the past 12 months were just out of college?

	White		Black		Hispanic		Other	
	Men	Women	Men	Women	Men	Women	Men	Women
How many were hired from other station?								

How many applicants were turned down?								
---------------------------------------	--	--	--	--	--	--	--	--

Reasons for not hiring:

lack of education _____

lack of experience _____

lack of on the job training _____

Comments: _____

Station(s) _____

City _____

How long have you been in charge of this news operation? ____ years ____ months

Your age: ____ Sex: M ____ F ____ Minority Status: White ____ Black ____

Hispanic ____ Other ____

APPENDIX B
Perception Study

For each statement below, circle the answer that best describes your feelings. Please be as honest as you can. (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree).

1. Do you think a number of minorities in broadcast news has declined, remained the same or increased over the last three years?

Declined

Remained the same

Increased

2. If you circled declined, please answer which best describes your feelings.

a. Is it because of racial discrimination.

SA A N D SD

b. ...of low level news assignments.

SA A N D SD

c. ...decreased enrollment in higher education.

SA A N D SD

d. ...minorities are choosing other career fields.

SA A N D SD

e. ...other reason(s).

SA A N D SD

3. If you circled increasing, please answer which best describes your feelings.

a. Is it because more minorities are on TV because of affirmative action.

SA A N D SD

b. ...increased educational opportunities.

SA A N D SD

c. ...minorities are in managerial hirings postions.

SA A N D SD

d. ...other reason(s).

SA A N D SD

Station _____

City _____

Minority Status: White _____ Black _____ Hispanic _____ Other _____

Sex: M _____ F _____

Comments: _____

Thank you.

APPENDIX C

Cover Letter

AP
AUSTIN PEAY
STATE UNIVERSITY

Clarksville, Tennessee 37044
Department of Speech, Communication and Theatre
P O Box 4446
(615) 648-7378

(Date)

(Name)
(Address)

Dear (),

I need your help. Enclosed is a questionnaire to solicit information concerning the progress of minorities and women in Tennessee's television newsrooms. The validity of the results depends on obtaining a high rate of response and your participation is crucial to the success of this survey. This information could be beneficial to you and your station. Many other television stations in your area are responding. I want to assure you that this information will be kept confidential and will be used for educational purposes only. Therefore, I have enclosed an informed consent statement for your signature.

I would greatly appreciate it if you would complete this brief questionnaire and return it by (Date). I realize that your time is valuable and to express my gratitude I will be please to send you a copy of my findings.

Thank you for your cooperation.

Sincerely,

Yvonne R. Prather
Instructor

enclosures

APPENDIX D
Informed Consent Form

INFORMED CONSENT STATEMENT

The purpose of this investigation is to determine the progress of minorities and women in Tennessee's television newsrooms. Your responses are confidential. At no time will you or your station be identified nor will anyone other than the investigators have access to your responses. The demographic information collected will be used for purposes of analysis. Your participation is completely voluntary, and you are free to terminate your participation at any time without penalty.

The scope of the project will be explained fully upon completion.

Thank you for your cooperation.

I agree to participate in the present study being conducted under the supervision of a faculty member of the Department of Speech, Communication and Theatre at Austin Peay State University. I have been informed, either orally or in writing or both, about the procedures to be followed and about any discomforts or risks which may be involved. The investigator has offered to answer any further inquiries as I may have regarding the procedures. I understand that I am free to terminate my participation at any time without penalty or prejudice and to have all data obtained from me withdrawn from the study and destroyed. I have also been told of any benefits that may result from my participation.

NAME (PLEASE PRINT)

SIGNATURE

Date