



2023 LDC-NAHJ U.S. Latinos in Journalism Report







LATINO
DATA
COLLABORATIVE
THINK TANK



ABOUT THE LATINO DONOR COLLABORATIVE

The LDC is a non-profit and non-partisan organization that creates original economic research about the Latino/Hispanic community in the United States. Our data is used by decision-makers and resource allocators to promote growth in the new mainstream American economy. Together with our partners at top U.S. research centers, we produce fact-based data to identify opportunities.

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A Letter from The Latino Donor Collaborative

Dear Partners and Readers,

We are pleased to introduce the first LDC-NAHJ U.S. Latinos in Journalism Report, a collaborative effort of The Latino Data Collaborative Think Tank (LDC) and the National Association of Hispanic Journalists (NAHJ). In an era where news media plays a pivotal role in shaping societal narratives, this report delves into the current state of Latino representation in American English-language journalism. As the first of its kind, it is intended to serve as a benchmark, offering insights to news organizations seeking to grow and to detect opportunities for competitiveness and market segmentation.

The economic impact of the Latino cohort is impressive, comprising nearly 20% of the U.S. population and 25% of those aged 18 and under. U.S. Latinos contribute significantly to the nation's economy, with an annual economic output of \$3.2 trillion, positioning them among the world's leading economies. Latino purchasing power exceeded \$3.4 trillion in 2021, significantly outpacing non-Latino counterparts in growth. Notably, Latino entrepreneurship thrived, with 50% of net new small businesses over the last decade being Latino-owned, even amidst the challenges of the COVID-19 pandemic.

The 2023 LDC-NAHJ U.S. Latinos in Journalism Report reveals the blind spot of resource allocators in this industry. The U.S. Latino cohort is where the growth is coming from but the lack of Latino journalists and, therefore, the lack of U.S. Latino news is shocking. Disparities in Latino representation vs. population are evident across all sectors examined, including Broadcast News, Cable News, Print Newspapers, and Digital News Sites.

A Letter from The Latino Donor Collaborative (cont'd)

From a business perspective, this signifies an industry missing an opportunity for success and even recovery, as many news outlets around the country are currently suffering. A crucial consideration in today's economic landscape, to neglect a segment that represents between 20% and 30% of the potential audience in broadcast, cable, print, and digital news sites is an oversight by any business standard.

We encourage decision-makers and resource allocators to analyze the data presented in this report and develop strategies that rectify the underrepresentation of this vital and influential demographic. As we embark on this analysis and journey together, let us recognize the potential for innovation and sustainable growth that lies within our reach.

Sincerely,



Sol Trujillo
Co-Founder and Chairman of the Board



Ana Valdez
President and CEO

A Letter from The National Association of Hispanic Journalists

The lack of representation of Latinos in U.S. media is not just a missed business opportunity, it's a missed opportunity to strengthen our democracy. This report goes beyond what broadcast viewers already know – there are few Latinos on anchor desks – and confirms that the trend extends behind the scenes, to executive producers and newsroom leaders.

At NAHJ, we're working to change that. When newsrooms reflect the diversity of the communities they serve, they produce accurate, informed journalism, including stories that would have gone untold without the cultural understanding and knowledge that Latino journalists bring to the table. Good stories have universal appeal; when Latinos are part of the story, and are accurately portrayed, it ensures news organizations don't lose a growing part of the population to alternative information sources.

News presents an opportunity to come together around a shared set of facts, the starting point for effective democracy. To build a strong, multicultural democracy, let's start by building and supporting news organizations that serve all of us.



Yvette Cabrera

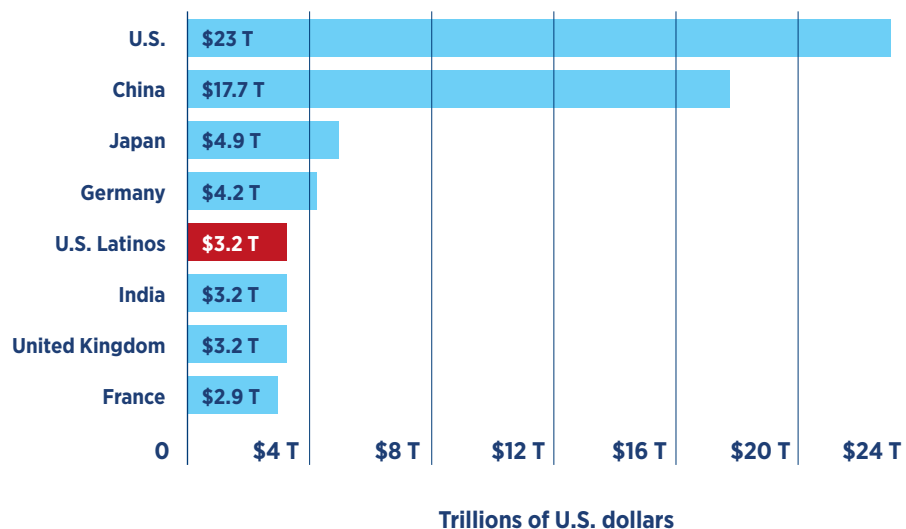
Yvette Cabrera
President, National Association of Hispanic Journalists Board of Directors

The New General Market

U.S. Latinos are a powerful demographic that significantly drives the economy and re-defines market dynamics. Constituting nearly 20% of the total U.S. population¹ and 25% of people aged 18 and under,² Latinos boast a remarkable total economic output of \$3.2 trillion annually (Figure 1.1). If the U.S. Latino population were its own country, it would have the fifth-largest GDP in the world and be the third-fastest growing major economy, trailing only China and India (Figure 1.2).³

U.S. Latino GDP consistently ranks among the top 10 global economies (Table 1).³ Another tangible example of U.S. Latino economic strength is in the economies of California and Texas, states where Latinos are the largest racial group, that have the highest GDPs of U.S. states (Figure 1.3).^{4,5}

Figure 1.1 The Latino GDP on the World Stage.³



The world's leading economies in 2021 compared to the U.S. Latino GDP as estimated from expenditures "by and on behalf" of members of this demographic.



Figure 1.2 Real annualized percent GDP growth among the world's leading economies between 2011 and 2021.³

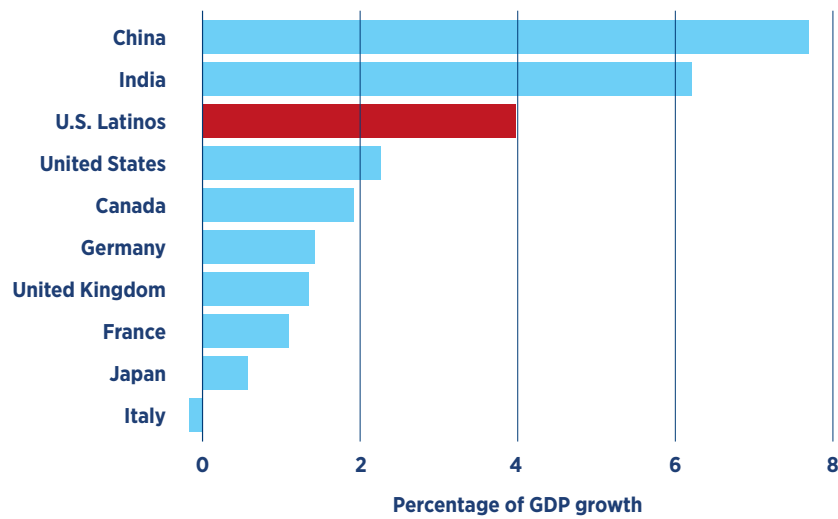
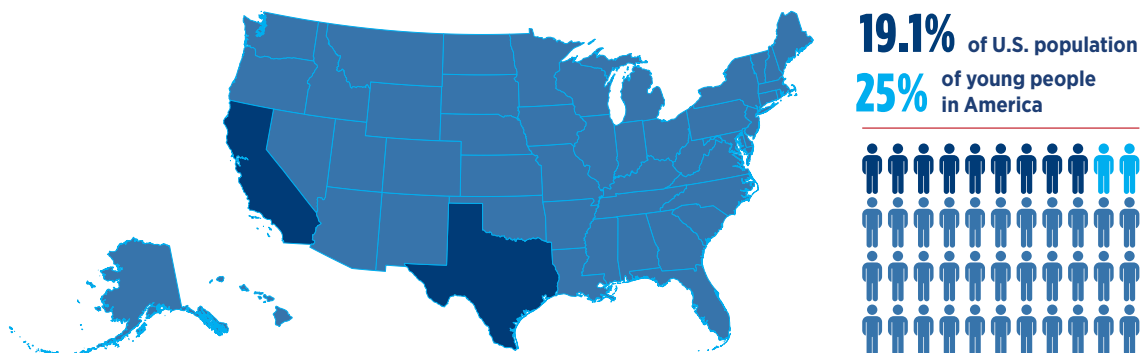


Table 1 In 11 years, U.S. Latino GDP has increased by 88%.^{1,3}

	Latinos as a percentage of U.S. population	U.S. Latino GDP	If U.S. Latinos were their own country, its economy would be the...
2010	16.0%	\$1.7 T	-
2015	17.0%	\$2.13 T	7th largest
2017	18.4%	\$2.3 T	8th largest
2018	18.7%	\$2.6 T	8th largest
2019	18.7%	\$2.7 T	7th largest
2020	19.0%	\$2.8 T	5th largest
2021	19.1%	\$3.2 T	5th largest

Figure 1.3 U.S. Latino Population in Top U.S. states by GDP.^{4,5}



California and Texas, the states with the highest GDP in the U.S., are states where Latinos now outnumber non-Latino Whites.

Latino purchasing power was \$3.4 trillion in 2021.³ The growth rates are even more remarkable: Latino income exhibited a genuine annualized growth of 4.7%, in contrast to 1.9% in non-Latinos.³ Equally noteworthy are the robust growth rates in consumption and purchasing power, surpassing those of non-Latino counterparts by over a factor of two.³ These figures underscore the substantial contribution the Latino community makes in driving the U.S. economy.

Latinos are often entrepreneurs by nature, accounting for 50% of net new small businesses over 2007–2017.⁶ Even during the COVID-19 pandemic, from 2019 to 2022, Latino-owned businesses experienced exceptional growth, increasing revenue by 25% and outpacing their White-owned counterparts, which grew by only 9% (Figure 1.4).⁷ This notable achievement underscores the entrepreneurial spirit and resilience embodied by the U.S. Latino community, which is 1.7% more likely to become entrepreneurs than non-Latinos.⁷

U.S. Latinos are valuable contributors to the news industry. They are younger than the average American (median age of 29 years vs. 38 years), 84.4% speak English (Figure 1.5),⁸ and they over-index in English media consumption.⁹ Their significant contribution to the American economy³ underlines the need to prioritize their authentic representation.

Figure 1.4 Median Annual Revenue Growth Rate of Latino-Owned Businesses Compared to White-Owned Businesses From 2019–2020.⁷

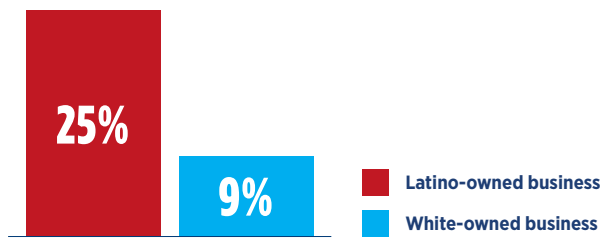
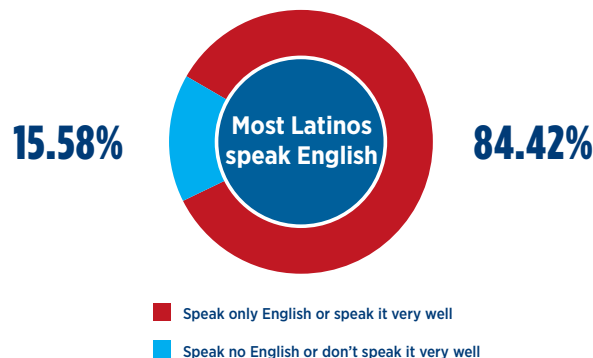


Figure 1.5 English Language Proficiency Among Latinos.

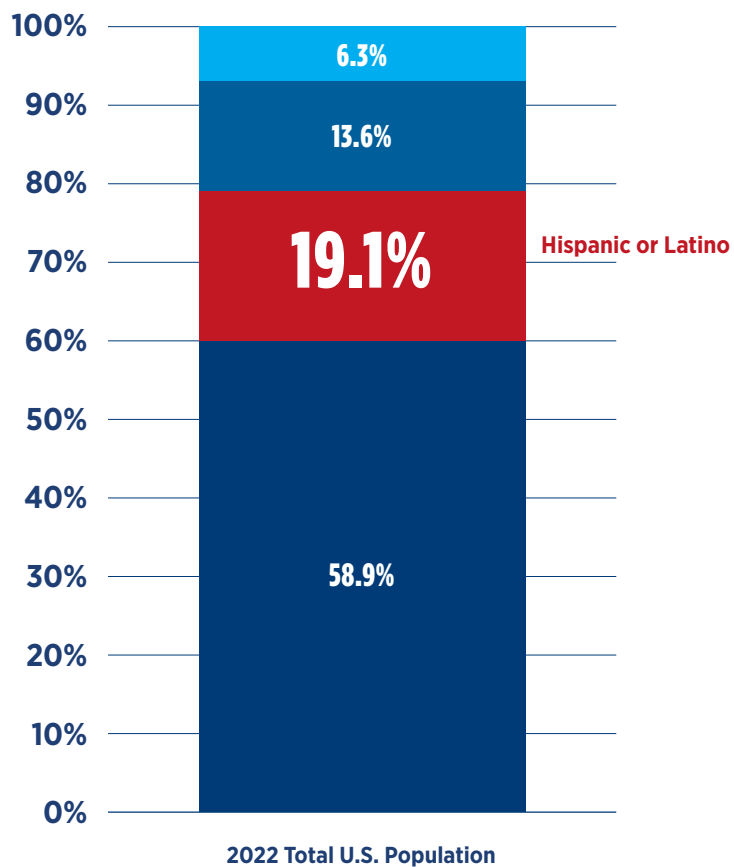


Latino-owned businesses experienced exceptional growth, increasing revenue by 25% and outpacing their White-owned counterparts



There is no complete business strategy without U.S. Latinos, as they comprise almost 20% of the U.S. population (Figure 1.6). The powerful presence of Latino consumers in the U.S. demands attention and action. Their collective influence, rooted in their rapidly expanding population, purchasing power, and cultural affinity, holds the potential to reshape industries. Resource allocators must recognize the indispensable value of this dynamic cohort to drive growth by establishing a market-proportionate segmentation approach.

Figure 1.6 U.S. Population Breakdown by Race.¹



- American Indian and Alaska Native alone
- Native Hawaiian and Other Pacific Islander alone
- Asian alone
- Black or African American alone
- Hispanic or Latino
- White alone, not Hispanic or Latino

What is this Report and Why is it Needed?

This study specifically investigates news media, a world that shapes social narratives and influences how we perceive people, places, and things. The 2023 LDC-NAHJ U.S. Latinos in Journalism Report aims to comprehensively analyze the current state of Latino representation in the American English-language journalism industry, specifically focusing on the absence and, in some cases, the total lack of Latino anchors, hosts, and leadership in newsrooms across the country in broadcast news, cable news, print newspapers, and digital news sites.

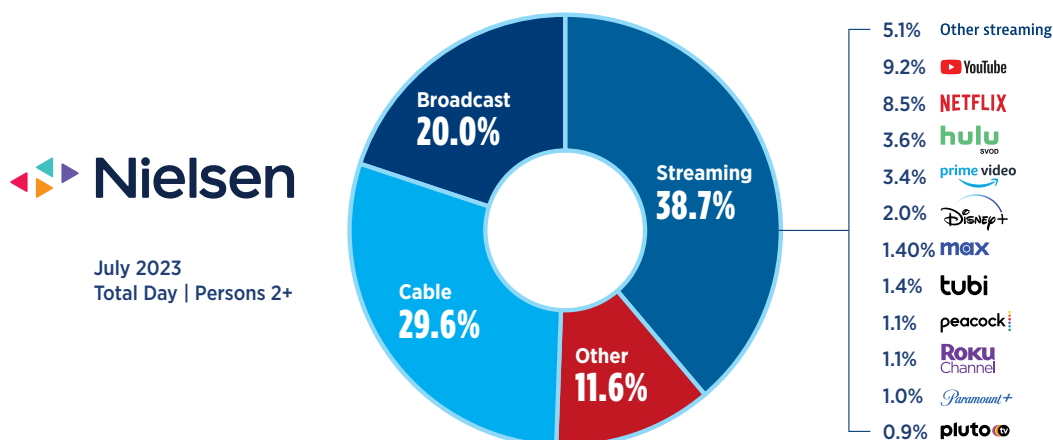
The report raises awareness of the importance of U.S. Latino representation in journalism and promotes the inclusion of Latino perspectives in American news media. This report seeks to engage decision-makers to drive positive change and foster market-proportionate representation of U.S. Latinos in journalism, leading to real industry growth.

The data on the following pages are quite revealing. From a diversity and inclusion perspective, the data sets within this report are alarming. With some exceptions, there is a near complete omission of U.S. Latino participation in American English-language news.

Examining the data from a business perspective uncovers an entire industry that is missing an opportunity for top-line growth, which is hugely important for any business in the current economic environment. To ignore and exclude the largest growth opportunity in the U.S. market across broadcast, cable, print, and digital news sites would be considered a missed opportunity by all business standards. Most of the companies in this report are publicly traded. By ignoring the largest growth market in the U.S., they risk losing one of the greatest profit opportunities and jeopardizing their future positions in the market. U.S. Latinos represent almost 20% of the U.S. population and 25% of Americans aged 18 and under. But, most importantly, U.S. Latinos, as indicated in the data, represent growth.

Because of their lack of representation, U.S. Latinos are shifting from TV viewership to other media sources that provide more authentic representation. Nielsen reports that 56% of Hispanics are inclined to watch content that features their identity group.¹⁰ U.S. Latino consumption of streaming content is growing significantly (Figure 2.1). This growth is driven by YouTube, which is increasingly becoming a primary source of news; Latinos significantly over-index on this platform.¹¹ To further strengthen this point, a recent study by Nielsen states that YouTube is most popular among U.S. Latinos, who dedicated 57% more time to the platform than non-Latino Whites in July 2022.¹² This audience migration of U.S. Latinos, together with their demographic and economic growth trends, represents a challenge for any healthy business strategy within the news industry.

Figure 2.1 Total TV Usage by Delivery Platform.¹³



We encourage news organizations to use this report as a benchmark to ensure proportional representation of U.S. Latinos at all levels. Our goal is to inform but also to drive real change among decision-makers in the news industry.

The news sector, like the entertainment industry, is committed to delivering high-quality journalism across existing and emerging platforms. As linear television diminishes in importance, streaming platforms become increasingly vital for the success of news organizations.

This first report primarily focuses on examining traditional news media to establish a basis for comparison. Future editions will expand to encompass streaming platforms, where we aspire to see news organizations proportionally represent U.S. Latinos.

Our objective extends beyond solely sharing information. We aim to stimulate tangible transformation among influential decision-makers within the news industry to drive positive change and revenue growth in news journalism.

This report seeks to engage decision-makers to drive positive change and foster market-proportionate representation of U.S. Latinos in journalism

Executive Summary

The New General Market and the Exclusion of U.S. Latinos

The U.S. Latino population, constituting nearly 20% of the total U.S. population¹ and 25% of people aged 18 and under,² has a significant impact on the U.S. economy. U.S. Latinos boast a \$3.2 trillion annual economic output. This economic strength places U.S. Latinos in the top 5 of the world's economies.³ The Latino GDP has consistently ranked among the top 10 global economies,³ underscoring the U.S. Latinos' potential to reshape multiple industries. Notably, California and Texas are states where Latinos now outnumber non-Latino whites, and rank among the highest state GDPs in the U.S.^{4,5}

Latino purchasing power reached \$3.4 trillion in 2021, with remarkable growth rates in income and consumption, significantly outpacing non-Latino counterparts. Latinos exhibit entrepreneurial vigor, comprising 50% of net new small businesses in the U.S. over the past decade.⁶ Latino-owned businesses experienced exceptional growth, increasing revenue by 25% and outpacing their White-owned counterparts, which only grew by 9%. Notably, part of this growth happened during the COVID-19 pandemic.⁷

The 2023 LDC-NAHJ U.S. Latinos in Journalism Report focuses on U.S. Latino representation in the American English-language journalism industry. The report aims to raise awareness, promote the inclusion of Latino journalists and executives, and drive industry growth. The report reveals alarming gaps in U.S. Latino representation in **broadcast news, cable news, print newspapers, and digital news.**

Broadcast news suffers from a total underrepresentation of Latino executive producers (Figure 3.1). This has far-reaching effects on decision-making, talent pool, and content selection, leading to the loss of potential business opportunities. There is some representation of Latinos in single-anchor shows and multiple-anchor shows on ABC, CBS, and NBC. PBS and syndicated news programs completely lack Latino representation.

Cable news reinforces the ongoing exclusion of U.S. Latinos (Figure 3.2). An exception is NBCUniversal, which has elevated Latino representation and a Latino chairman dedicated to diverse group inclusivity, including U.S. Latinos. This approach has yielded remarkable business outcomes, as analyzed in the Case Study within this report. However, data concerning other cable news networks indicates marked deficiencies in U.S. Latino participation, notably Fox Business and HBO, which lack any Latino representation. The absence of U.S. Latinos on cable networks poses a financial risk in a competitive landscape.

Figure 3.1 Latino Participation in Broadcast News Shows by Network.

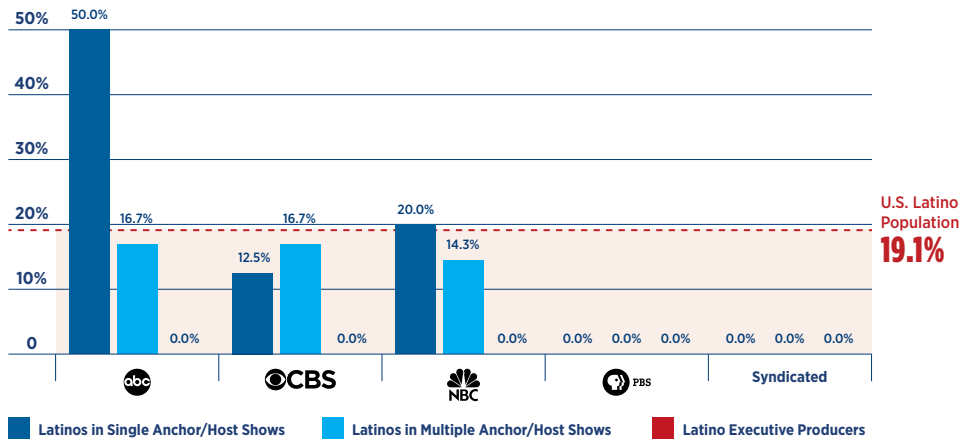
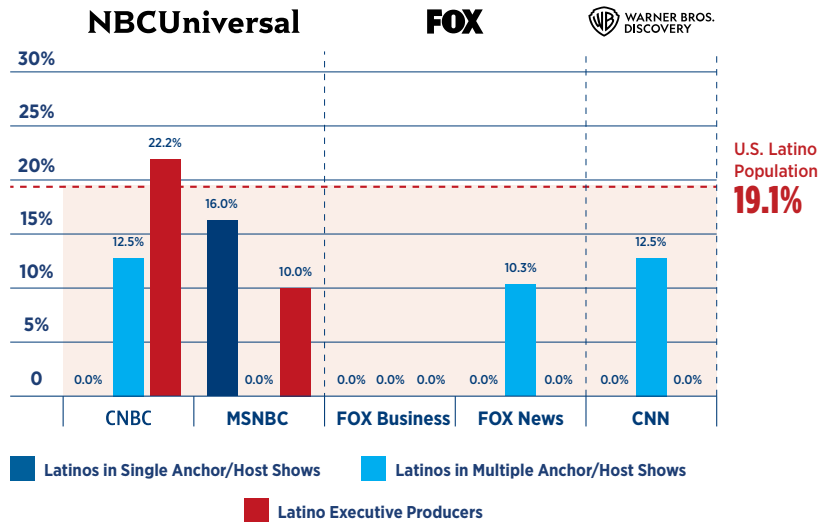


Figure 3.2 Latino Participation in Cable News Shows by Network.



Print newspapers also severely lack U.S. Latino representation. Out of 22 newspapers studied, there are zero U.S. Latino presidents, zero Latino publishers, and only three executive editors. **Editorial boards** exhibit some Latino representation. However, it is important to recognize that some of the top national publications, like *The Wall Street Journal*, *The Washington Post*, and the *New York Post*, have no Latinos on their editorial boards (Figure 3.3).

Digital news similarly lacks U.S. Latino representation. Among a total of 22 organizations analyzed in this category, only two have Latino presidents, and only five news sites have Latino managing editors. **16 out of the 22 organizations have a complete absence of Latino representation in key positions**, such as presidents, CEOs, editors-in-chief, executive editors, and managing editors (Figure 3.4).

This report also discusses the consequences of including the U.S. Latino population within the broader Black, Indigenous, and People of Color (BIPOC) categorization. This approach overlooks the distinctiveness and growing influence of the Latino cohort. Although Latinos account for half of the BIPOC segment, their representation remains disproportionately low.

In conclusion, it is no secret that broadcast news, cable news, print, and digital news all rely heavily on advertising sales to sustain their financial viability. This report stresses the need for news companies to invest in the Latino market, appoint Latino diversity heads, and elevate Latino voices to executive positions. Even though progress is evident in examples like the NBCUniversal News Group, systemic change is necessary to ensure the proportionate representation of the U.S. Latino market in a diverse America.

This report serves as a call to action for news organizations, encouraging them to use the findings as a catalyst to achieve proportional U.S. Latino representation in leadership roles and, ultimately, seize the financial growth opportunity within the news industry.

Figure 3.3 Latino Participation in Top Newsroom Positions Across All Newspapers.



Figure 3.4 Latino Participation in Top Newsroom Positions Across 22 Digital News Sites.



Results by Media Platform

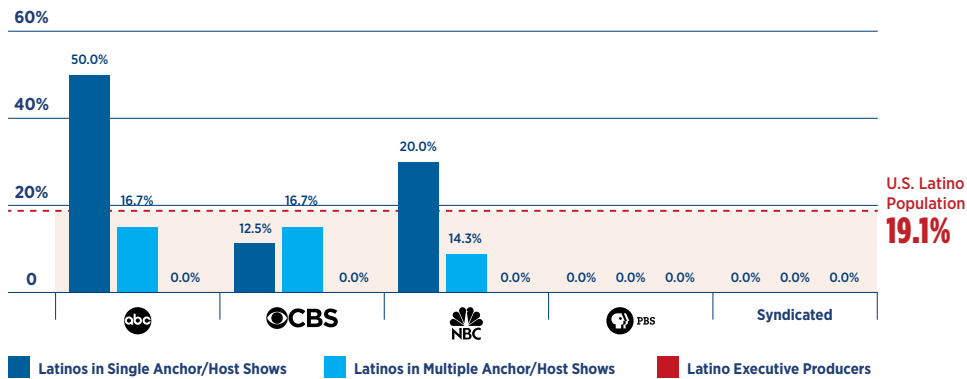
Broadcast News

To understand how U.S. Latinos are represented in broadcast news, we analyzed the following roles:

- ➔ Anchors/hosts
- ➔ Co-anchors/co-hosts
- ➔ Executive producers
- ➔ Top 3 correspondents covering national, international, and White House news

Participation in Broadcast News Shows by Network

Figure 4.1 Latino Participation in Broadcast News Shows by Network.



In terms of the cumulative U.S. Latino representation in broadcast media companies, ABC News stands out for its high proportion of Latinos in single-anchor/host shows, as shown in Figure 4.1. CBS and NBC also have some Latino representation in single-anchor/host and multiple-anchor/host shows. Both PBS and syndicated news lack representation across all categories, with no Latino presence.

Notably, none of the networks currently have Latino executive producers. The role of an executive producer is pivotal, influencing a show's tone, talent, and decision-making. This absence persists across all broadcast network television, sparking questions about market-proportionate representation in an industry that advocates for diversity and inclusivity.

From a business perspective, broadcasters primarily derive revenue from top designated market areas (DMAs), where Latinos exhibit disproportionately high consumption rates compared to their share of both income and representation.¹⁴ In some key DMAs, like Dallas, Los Angeles, San Antonio, Miami, and Houston, Latinos account for 30% to over 65% of the population.^{15,16} Given these demographics, **the absence of Latino executive producers in broadcast news is even more striking, as it demonstrates that broadcasters are failing to genuinely engage consumers in these substantial markets.**

Advertisers strategically focus on the Latino demographic to maximize market share and profitability. Broadcasters must understand their U.S. Latino audience and recognize that consumer loyalty is pivotal for their financial well-being. Overlooking audience insights from this group could result in financial instability.

Participation in Broadcast News Shows by Day

In the most widely watched categories of daily news shows and Sunday shows, there is no U.S. Latino representation in single-anchor/host shows or executive producer roles. Sunday shows have a Latino representation of 14.3% in multiple-anchor/host shows, while daily shows feature a slightly higher Latino representation of 15.4% (Figure 4.2).

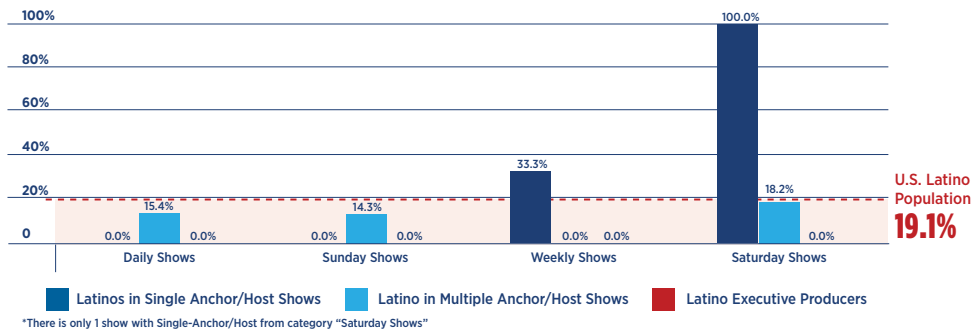
Unfortunately, the Saturday news shows, traditionally linked with lower viewership, exhibit the highest Latino representation among hosts and co-hosts. However, the absence of Latino executive producers persists. It is important to highlight that the 100% Latino representation on single-anchor/host shows on Saturdays stems from the sole Saturday single-anchor show, which is hosted by José Díaz Balart.

Single-anchor weekly shows is the only other category where proportionate U.S. Latino representation is achieved, thanks to shows hosted by John Quiñones and Elaine Quijano. Notably, however, there are no co-anchors in multiple-anchor shows. As previously mentioned, the absence of Latino executive producers persists across all time slots. Having Latino executive producers will help improve the front-of-camera problem in all categories.

Broadcasters must understand their U.S. Latino audience and recognize that consumer loyalty is pivotal for their financial well-being



Figure 4.2 Latino Participation in Broadcast News Shows by Day.

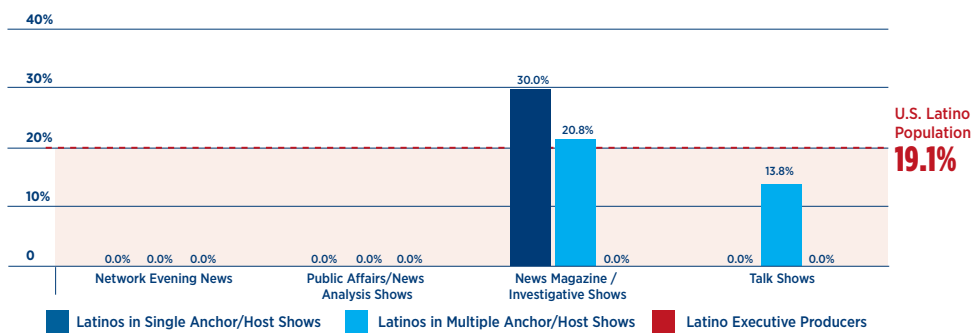


Participation in Broadcast News Shows by Genre

The LDC Think Tank investigates the state of U.S. Latino representation in all genres of English-language network television news, including network evening news, news magazine/investigative shows, talk shows, and public affairs/news analysis shows, as presented in Figure 4.3 (please see Methodology for more details).

In the popular categories of network evening news and public affairs/news analysis shows, U.S. Latinos are absent in all roles.

Figure 4.3 Latino Participation in Broadcast News Shows by Genre.



The only genre with proportionate, or above-market-segmentation, representation is news magazines/investigative shows, with 30% representation on single-anchor shows and 20.8% on multiple-anchor shows, both of which are above national market parity.

In the talk show genre, U.S. Latinos are only represented in multiple-anchor shows, accounting for 13.8% of hosts.

Reiterating a prior point, there remains a consistent deficiency of Latino executive producers in all genres.

Representation as Broadcast Correspondents

Table 2 Latino Participation in Top Correspondent Positions in Broadcast Networks.

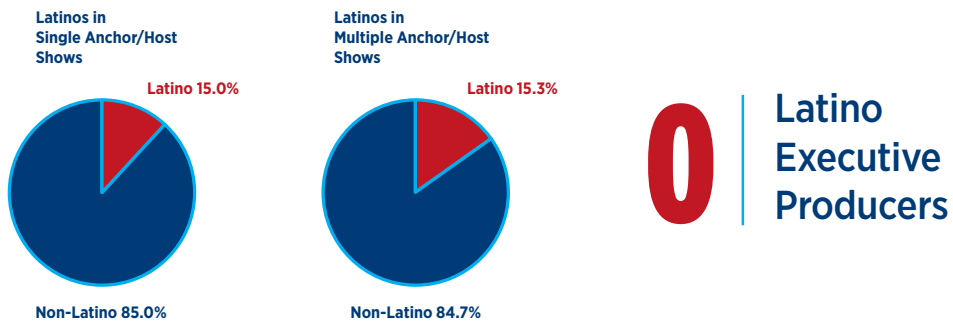
Broadcast TV Correspondents						
Network	Total White House Correspondents	Latino White House Correspondents	Total National Correspondents	Latino National Correspondents	Total International Correspondents	Latino International Correspondents
ABC	3	0	5	1	1	0
CBS	3	1	5	0	1	0
NBC	6	3	5	1	2	0
PBS	2	1	2	0	2	0
Total	14	5	17	2	6	0

We analyzed the proportion of Latinos in top broadcast correspondent roles by network, including White House correspondents, national correspondents, and international correspondents. Networks typically have one to six correspondents per category (Table 2).

All major networks feature some level of Latino representation in their broadcast correspondents. Notably, NBC is distinguished with three out of six White House correspondents being Latino, and one Latino correspondent out of five on the national team.

The overall Latino representation in broadcast networks is 15% for anchors, 15.3% for co-anchors, and 0% for executive producers (Figure 4.4). There is still work to do to attain market parity representation of 19%.

Figure 4.4 Latino Participation in Anchor, Co-anchor, and Executive Producers Roles Across all Broadcast News Shows.



The only genre with proportionate, or above-market-segmentation, representation is news magazines/investigative shows, with 30% representation on single-anchor shows and 20.8% on multiple-anchor shows



Case Study 1



PBS AND AN ANALYSIS OF BIPOC GROUPING

PBS's **Annual Diversity, Equity, and Inclusion Report for Fiscal Year 2022** reported that "58% of PBS's content featured BIPOC talent, was produced by BIPOC makers, or explored diversity-related topics. Behind the camera, their report states that 28% of primetime documentary content for PBS national distribution was created by BIPOC makers in executive producer, producer, director, or writer roles."¹⁷

While we strongly applaud PBS's diversity efforts and achievements with other groups, our analysis reports that the numbers are quite different when specifically examining the U.S. Latino presence on PBS national news; it is essentially non-existent, except for one Latina, Laura Barrón-López, occupying one out of the two White House correspondent roles.

The lack of Latino representation in pivotal roles, such as executive producers, anchors, co-anchors, and top correspondents, based on the criteria delineated in this report, is a matter of considerable concern. This concern is particularly pronounced given that **PBS, a publicly funded entity, is effectively excluding a demographic that comprises almost 20% of the American population.**

PBS's official mission is to "provide the **American public** with top-tier programming and services that educate, inspire, entertain, and encompass **diverse viewpoints.**"¹⁸ Yet, the 2023 LDC-NAHJ U.S. Latinos in Journalism Report found no Latino representation in the top-positions mentioned above.

The Consequences of BIPOC Grouping for the U.S. Latino Cohort: The Latino Invisibility Problem

Unfortunately, Latinos have been excluded when diversity efforts are driven by BIPOC terminology.¹⁹ This is a major failing in every aspect, as Latinos are the largest non-Anglo group in the U.S. (19.1%) and are quickly growing. Latino youths represent 25% of all Americans aged 18 and under.

This omission is even more significant when we analyze the economic power and increasing education of U.S. Latinos. The lack of U.S. Latino representation in leadership roles in organizations like PBS, which report inclusion outcomes under the term BIPOC, might pose biases and strategic risks to organizational growth.

As in other industries, encompassing all minority groups into one single category, such as BIPOC, POC, or even minority/diversity, in many instances erases the presence of the individual groups within the category. Latinos account for half of the BIPOC segment but receive only approximately 3% of representation in general.¹⁹

U.S. Latinos must be considered as a stand-alone group. These Americans deserve and must be a stand-alone group, as they represent almost 20% of all audiences, customers, and taxpayers. It is the right thing to do, as society acknowledges the distinctiveness and value of each group of people.

Employing terms like POC and BIPOC unintentionally creates a deceptive narrative that actively works to divert attention away from the significant amount of work that still needs to be done to achieve market-proportionate representation for U.S. Latinos and all communities at all levels.



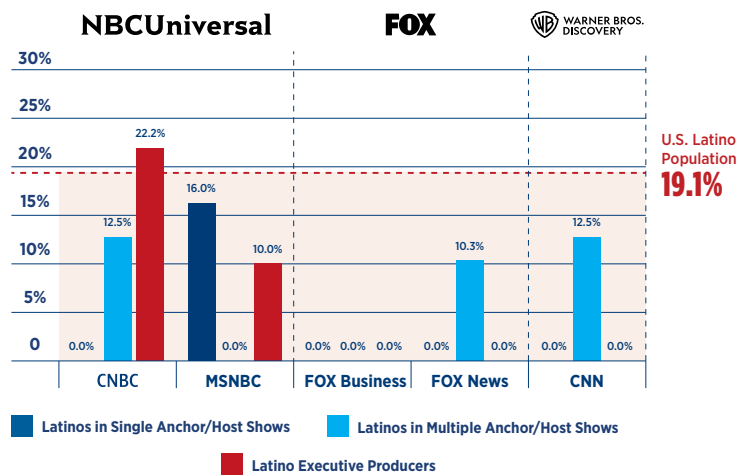
Cable News

In addition to broadcast news, we analyzed U.S. Latino representation in national cable news shows in the roles of:

- ➔ Anchors/hosts
- ➔ Co-anchors/co-hosts
- ➔ Executive producers
- ➔ Top 3 correspondents covering national, international, and White House news

Participation in Cable News Shows by Network

Figure 6.1 Latino Participation in Cable News Shows by Network.



In the context of cable news shows, NBCUniversal News Group has the highest Latino representation compared to other companies and networks (Figure 6.1). CNBC (22.2%) and MSNBC (10.0%) are the only networks among all cable and broadcast networks that have Latinos in executive producer roles. Furthermore, MSNBC is the only cable network that represents Latinos in single-anchor shows.

All other networks have no Latino representation, except in co-anchor roles; however, CNBC still surpasses all other networks in this area.

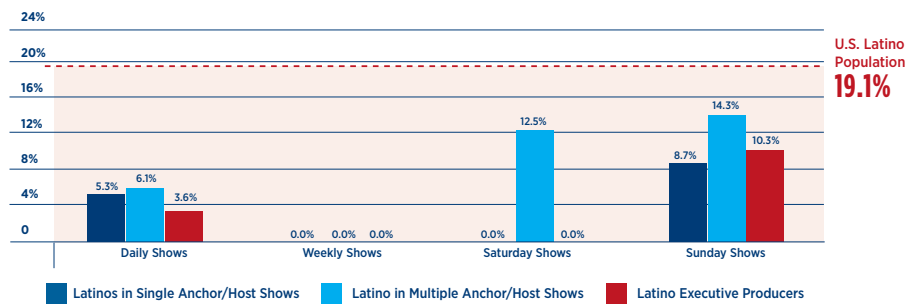
NBCUniversal’s Latino leadership, represented by Cesar Conde, is effectively achieving its goal of reflecting all the diverse communities they serve, with remarkable business outcomes (see Case Study 2 on page 28).

Fox Business and Fox News, conversely, both have 0% Latino representation in all categories, except for 10.11% Latino co-anchors. CNN has 12.5% Latino representation of co-anchors but demonstrates a lack of Latinos in single-anchor shows and executive producers.

As they compete for viewership in a very crowded sector, where data-driven audience segmentation has the potential to improve bottom lines, cable news media networks have substantial work ahead in their quest to achieve U.S. Latino market inclusion. By continuing to ignore this cohort, they expose their companies to greater financial risk.

Participation in Cable News Shows by Day

Figure 6.2 Latino Participation in Cable News Shows by Day.



When examining cable news shows by day, the underrepresentation of U.S. Latinos is more pronounced than in broadcast for most roles. In cable TV, all categories fall below national market parity (Figure 6.2).

In the category of **daily shows**, the representation of U.S. Latino anchors, co-anchors, and executive producers is notably low, with figures of 5.3%, 6.1%, and 3.6%, respectively.

The highest representation of Latinos occurs on **Saturday and Sunday shows**.

Weekly shows represent another total exclusion of Latino representation. There is zero Latino participation as anchors, co-anchors, and executive producers.

In conclusion, facilitating change at the top will help improve overall U.S. Latino representation. Latino executives and executive producers can broaden a network’s perspective and help them connect to their audience. Latino executives know how to diversify on-air talent, which improves the substantial underrepresentation of Latinos, and understand how to manage the important topics that resonate with the U.S. Latino audience.

Participation in Cable News Shows by Genre

The inception of 24-hour cable news channels initiated the emergence of new genres of news programs, distinct from their broadcast counterparts. This development created shows dedicated to business and market analysis (Figure 6.3), while also erasing the formal category of primetime news as a genre due to the continuous flow of news throughout the day.

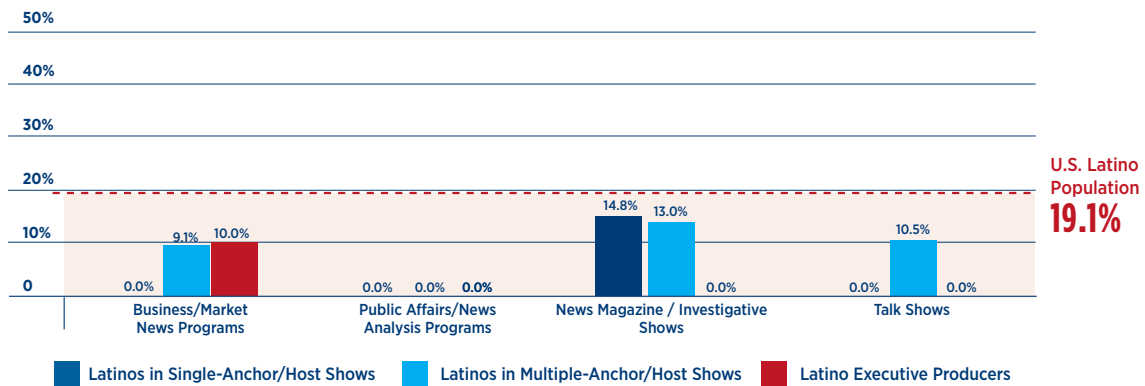
Like broadcast news, cable TV also lacks representation in public affairs/news analysis programs. News magazines/investigative shows have the highest level of Latino representation, although they still fall short of achieving a proportionate share of the market.

While business/market news programs exhibit some U.S. Latino representation as co-hosts (9.1%) and executive producers (10.0%), there are no Latino hosts in this genre.

In talk shows, the only instance of Latino representation is found in co-hosts (10.5%), with no Latino hosts or executive producers.

The media companies that own cable news networks, including both those that broadcast news 24 hours a day and those with alternative schedules, have significant work to reach parity in the growing U.S. Latino market. Deploying an immediate strategy that yields positive results is crucial if these companies are to stay on top of the current demographic and market trends.

Figure 6.3 Latino Participation in Cable News Shows by Genre.



Representation as Cable Correspondents

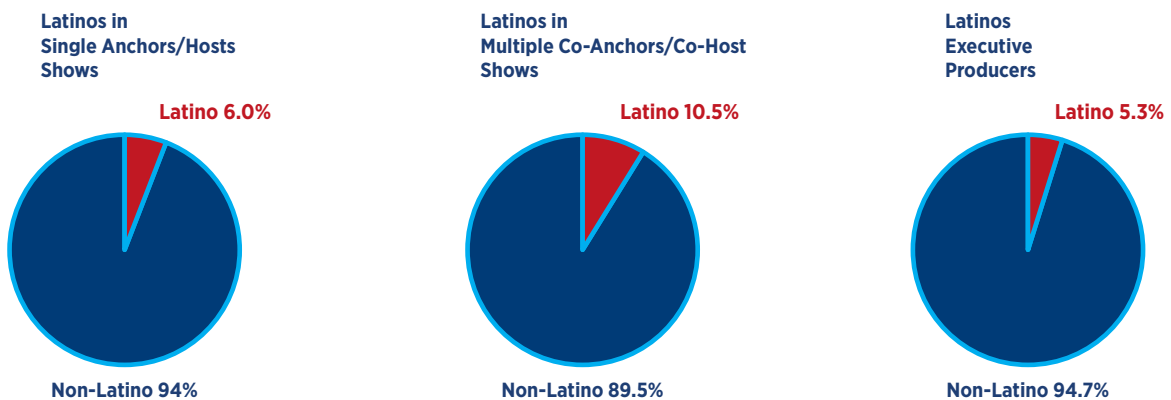
Table 3 presents yet another instance where the potential for diverse correspondent roles in cable networks has not been fully realized. However, there are a few notable instances worth mentioning. MSNBC has two out of four White House correspondents who are Latino. CNN represents Latinos in both its White House and national correspondent teams. Fox News includes 1 Latino national correspondent. Both CNBC and Fox Business do not represent Latinos.

The overall Latino representation stands at 6.0% for anchors, 10.5% for co-anchors, and 5.3% for executive producers at cable news networks (Figure 6.4), clearly demonstrating the considerable ground that still needs to be covered to align with the expanding U.S. Latino market.

Table 3 Latino Participation in Top Correspondent Positions in Cable Networks.

Network	Total White House Correspondents	Latino White House Correspondents	Total National Correspondents	Latino National Correspondents	Total International Correspondents	Latino International Correspondents
CNBC	1	0	2	0	1	0
MSNBC	4	2	2	0	1	0
Fox Business	1	0	3	0	1	0
Fox News	2	0	6	1	3	0
CNN	4	1	14	4	11	0
Total	12	3	27	5	17	0

Figure 6.4 Latino Participation in Anchor, Co-anchor, and Executive Producers Roles Across all Cable News Shows.



Case Study 2



HOW NBCUNIVERSAL BECAME THE MOST-WATCHED NEWS ORGANIZATION IN THE U.S.

NBCUniversal 2023 Successes:

- Seven in ten U.S. adults access NBCUniversal News Group content each month, totaling 182 million people per month.²⁰
- NBCUniversal News Group (NBC News, TODAY, MSNBC, and CNBC) ranked the #1 news organization in the U.S. for 2022, with 131 million monthly users.²¹
- MSNBC has added more viewers year-over-year than any other TV network, posting double-digit viewership growth among both total viewers and the 25-54 age group, while viewership at Fox News and CNN declined.²²
- CNBC is the #1 business news network for business decision-makers, C-suite executives, financial investors, household financial decision-makers, and ultra affluent.²³⁻²⁵
- NBC has #1 ranked morning shows like *TODAY*, top three daily television programs, like *NBC Nightly News*, the most-watched Sunday public affairs programs, like *Meet the Press*, and the most-watched news magazine and true-crime franchises across all TV, such as *Dateline*.²⁶
- NBCUniversal's diverse representation is reflected in its audience. MSNBC was the #1 cable network among Black viewers and #1 in cable news among Hispanic and Asian viewers.²¹ Also, for the 31st consecutive year, more affluent Americans watched CNBC TV than any other business news media platform.²⁷
- The largest presence and following across emerging social platforms, including Snapchat, TikTok, and YouTube, along with a publisher portfolio of numerous #1 hits and award-winning podcasts.
- NBC News NOW is the fastest-growing streaming news network in the U.S.: NBC News NOW has more live original hours (11+) than any other streaming news network with both domestic and international distribution.
- Launched in January 2021, NBCU Academy is a sustainable pipeline from classrooms to the newsroom and media technology industry, targeting underrepresented communities. 37% of its academic partners are Hispanic Serving Institutions.

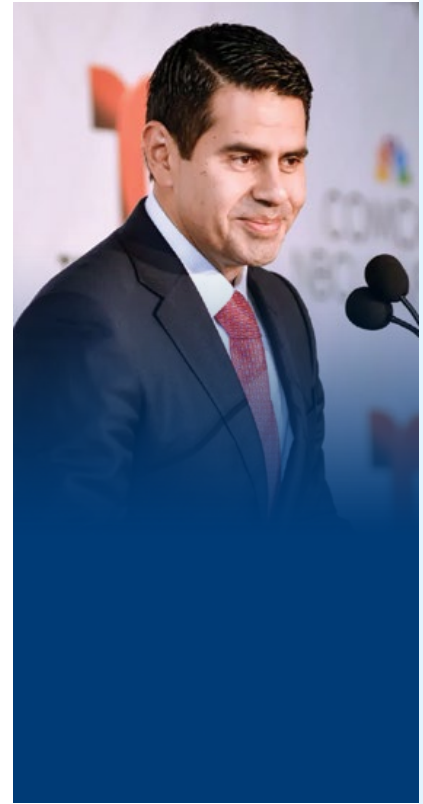
In the past 3 years, NBCUniversal News Group has hired and promoted more than 30 Hispanic, Black, and Asian-American/Pacific Islander executives, whose communities represent 40% of the total American audience.²⁸ The group considers diversity, equity, and inclusion as central to their culture. They are proud to lead the industry with their strategic commitment to reflect all the communities they serve, by making meaningful investments in them in their own business and beyond.

NBCUniversal News Group is the only English-language news organization led by a Latino. Cesar Conde became chairman of NBCUniversal News Group in May 2020 and promptly sought to build and sustain a culture of excellence and diversity. He established a bold initiative to build greater trust with the organization's diverse audiences, in turn enabling the NBCUniversal News Group to represent all communities it serves and increase its position as a market leader.

For the NBCUniversal News Group, streaming is fundamental to ensure the organization remains a dependable and pertinent global news entity. It is not only an essential platform but one that has been constructed with a strong commitment to diversity. Leading NBC News NOW (the online streaming network) is Janelle Rodriguez, a Latina, joined by two Latinos in primetime (Tom Llamas and Gadi Schwartz). Additionally, there are two Latinas, Savannah Sellers and Morgan Radford, who co-anchor crucial segments of the day, along with a team of other diverse anchors and correspondents.

Today, the group leads the news industry with more diverse anchors than any other news organization, including nine Latinos. The results of this strategy over the past three years have led to a winning position for all brands and platforms of the NBCUniversal News Group and outstanding results for the company and its shareholders.

NBCUniversal is a compelling illustration of the successful business outcomes that result from endeavors to attain market-proportionate segmentation. It is important to highlight that the authenticity and success of this initiative were propelled by leadership that possesses an in-depth understanding of diverse communities.



NBCUniversal News Group is the only English-language news organization led by a Latino

Print Newspapers

We analyzed Latino representation in the top 15 newspapers by circulation in the U.S., and the main newspapers from the cities with the top 10 U.S. Latino populations (minus duplicates) in the following roles:

- ➔ Publisher
- ➔ CEO/president
- ➔ Executive editor
- ➔ Editorial board
- ➔ Managing editor

To understand Latino representation in newspapers according to the population they serve, it is imperative to consider the proportion of national and local U.S. Latino populations.

Newspaper Leadership Positions

As presented in Table 4.1, only three out of the 22 newspapers and 66 top news leadership positions represent Latinos (4.5%). These are *El Paso Times*, *Miami Herald*, and *San Antonio Express News*. Many other newspapers serving cities with a large Latino population have no Latinos in top leadership positions; examples include **Latino-plurality cities such as Los Angeles, where 47% of the population is Latino, Houston, where 44% of the population is Latino, and Dallas, where 42% of the population is Latino.¹ None of these three cities have newspapers with Latinos in top leadership positions.**

The invisibility of Latinos in top leadership positions is evident in local newspapers in cities with large Latino populations and top national newspapers, like *USA Today*, the *New York Post*, *The New York Times*, *The Washington Post*, and *The Wall Street Journal*.

Although there is some representation of Latinos in executive editor and managing editor positions, it is conspicuous that there are no Latino publishers or presidents in these newspapers (Figure 5.1).

The disparity between demographic representation and newspaper leadership is striking. The absence of Latino leaders in these prominent newspapers is not merely an oversight; it is a substantial void that has ramifications beyond the newsroom. Diverse leadership is not just about numerical parity; it is about ensuring that news organizations reflect the narratives, perspectives, and interests of the diverse communities that they serve, accurately representing and advocating for these communities at every level of decision-making.

Figure 7.1 Latino Participation in Top Newsroom Positions Across All Newspapers.

3 Latino Executive Editors

Tim Archuleta at *El Paso Times*, Nora Lopez at *San Antonio Express News* and Alex Mena at the *Miami Herald*.

0 Latino CEOs/ Presidents

0 Latino Publishers

Table 4.1: Latino Representation in Top Newsroom Positions Compared to the Latino Population in the Area Served

Ranking	Newspaper	City/State	Latino Population (%)	Latino Publisher	Latino CEO/ President	Latino Executive Editors	Total Managing Editors	Latino Managing Editors
-	<i>El Paso Times</i>	El Paso, TX	81.2%	0	0	Tim Archuleta	-	-
-	<i>Miami Herald</i>	Miami, FL	70.2%	0	0	Alex Mena	1	0
-	<i>San Antonio Express News</i>	San Antonio, TX	63.8%	0	0	Nora López	1	0
6	<i>LA Times</i>	Los Angeles, CA	46.9%	0	0	0	2	0
16	<i>Houston Chronicle</i>	Houston, TX	43.9%	0	0	0	1	0
15	<i>Dallas Morning News</i>	Dallas, TX	42.2%	0	0	0	2	0
13	<i>Fort Worth Star Telegram</i>	Fort Worth, TX	32.3%	0	0	0	1	0
-	<i>Austin Chronicle</i>	Austin, TX	34.8%	0	0	0	1	0
-	<i>The Arizona Republic</i>	Arizona	32.4%	0	0	0	6	Kimberly Torres
-	<i>The Mercury News</i>	San José, CA	31.2%	0	0	0	2	0
7	<i>Chicago Tribune</i>	Chicago, IL	28.7%	0	0	0	1	0
9	<i>Tampa Bay Times</i>	Tampa Bay, FL	26.2%	0	0	0	1	0
10	<i>Newsday</i>	Long Island, NY	20.2%	0	0	0	1	0
14	<i>Boston Globe</i>	Boston, MA	20.1%	0	0	0	1	0
3	<i>USA Today*</i>	U.S.	19.1%	0	0	0	7	Cristina Silva Laura Trujillo
5	<i>New York Post*</i>	U.S.	19.1%	0	0	0	6	Juan Rodriguez
2	<i>New York Times*</i>	U.S.	19.1%	0	0	0	2	0
1	<i>Washington Post*</i>	U.S.	19.1%	0	0	0	3	0
4	<i>Wall Street Journal*</i>	U.S.	19.1%	0	0	0	1	0
11	<i>Seattle Times</i>	Seattle, WA	7.2%	0	0	0	1	0
8	<i>Star Tribune Minnesota</i>	Minnesota	5.8%	0	0	0	3	0
12	<i>Star Advertiser</i>	Honolulu, HI	5.4%	0	0	0	2	0

Ranking marked with - are not in the top 20 newspapers by circulation, but are from the most important Latino cities (by population). *Compared with the U.S. Latino Population. The column labeled "Latino Publisher", "Latino President/CEO" and "Latino Executive Editors" provides an overview of the overall headcount of individuals that identify as Latinos. The "Total Managing Editor" column shows the total count of individuals in this position. In the "Latino Managing Editors" column, you can find the tally of individuals who identify as Latinos.

Editorial Boards

Editorial boards meet frequently to discuss the latest news, decide on their publications' positions on issues, and make decisions about publishing important opinions. An editorial board that is not diverse or representative of its community is a detriment to both the community and the publication.

Seven out of the 22 publications listed have editorial boards that are comparable with the national Latino population. However, it is important to recognize that **some of the top 5 national publications like *The Wall Street Journal*, *The Washington Post*, and the *New York Post* have no Latinos on their editorial boards** (Table 2.2).

Among the national publications analyzed, *USA Today* is the only one that meets or exceeds representation parity with the national Latino population on its editorial board. *The Arizona Republic* is the only local newspaper that achieves proportionate market parity, with Latinos representing 33% of the editorial board compared to the 32.4% of Arizona residents who are Latino.

In markets where the Latino population falls below 10%, there is no representation dent across all categories. While one might argue that the Latino population is too small to warrant consideration in these markets, a 2020 statement by Verizon CEO Hans Vestberg rings true: ***"If your company doesn't invest in the U.S. Latino market now, in 10 years, you won't have a company."*** These words underscore the future implications of disregarding the significance of this demographic.²⁹

Some of the top 5 national publications like *The Wall Street Journal*, *The Washington Post*, and the *New York Post* have no Latinos on their editorial boards



Table 4.2 Latino Representation in Editorial Board Compared to the Latino Population in the Area Served.

Latino Population				Editorial Board		
Ranking	Newspaper	City/State	Latino Population (%)	Editorial Board	Latinos on the Editorial Board	Latino Editorial Board %
-	<i>El Paso Times</i>	El Paso, TX	81.2%	7	4	57%
-	<i>Miami Herald</i>	Miami, FL	70.2%	5	3	60%
-	<i>San Antonio Express News</i>	San Antonio, TX	63.8%	5	1	20%
6	<i>LA Times</i>	Los Angeles, CA	46.9%	8	3	38%
16	<i>Houston Chronicle</i>	Houston, TX	43.9%	9	2	22%
15	<i>Dallas Morning News</i>	Dallas, TX	42.2%	9	2	22%
13	<i>Fort Worth Star Telegram</i>	Fort Worth, TX	32.3%	5	0	0%
-	<i>Austin Chronicle</i>	Austin, TX	34.8%	7	0	0%
-	<i>The Arizona Republic</i>	Arizona	32.4%	6	2	33%
-	<i>The Mercury News</i>	San José, CA	31.2%	2	0	0%
7	<i>Chicago Tribune</i>	Chicago, IL	28.7%	6	1	17%
9	<i>Tampa Bay Times</i>	Tampa Bay, FL	26.2%	6	0	0%
10	<i>Newsday</i>	Long Island, NY	20.2%	9	0	0%
14	<i>Boston Globe</i>	Boston, MA	20.1%	22	1	5%
3	<i>USA Today*</i>	U.S.	19.1%	8	2	25%
5	<i>New York Post*</i>	U.S.	19.1%	6	0	0%
2	<i>New York Times*</i>	U.S.	19.1%	14	1	7%
1	<i>Washington Post*</i>	U.S.	19.1%	12	0	0%
4	<i>Wall Street Journal*</i>	U.S.	19.1%	12	0	0%
11	<i>Seattle Times</i>	Seattle, WA	7.2%	5	0	0%
8	<i>Star Tribune Minnesota</i>	Minnesota	5.8%	7	0	0%
12	<i>Star Advertiser</i>	Honolulu, HI	5.4%	4	0	0%

Ranking marked with - are not in the top 20 newspapers by circulation, but are from the most important Latino cities (by population). * Compared with U.S. Latino Population. The "Editorial Board" column shows the total count of individuals in this position. In the "Latino on Editorial Board" column, you can find the tally of individuals who identify as Latinos.

Case Study 3



THE LA TIMES' DISCONNECTION FROM LOS ANGELES

Los Angeles is the largest city in California, a state in which Latinos are the biggest group (40.3% Latino, 34.7% White, 16.3% Asian, and 6.5% Black),³ and is one of the U.S. cities that is also plurality Latino. Half of its residents (49% according to the 2020 US Census) self-identify as Latino.

Nevertheless, the *LA Times* barely has any Latino representation within its ranks. Latinos are especially **invisible in leadership**. Its content tends to ignore Latinos most of the time and, when it does cover Latinos, the coverage is often negative, highlighting and enforcing stereotypes.

A 2020 letter directed to Patrick Soon-Shiong (owner of the *LA Times*) from Latino journalists in Los Angeles addressed these issues.³¹

Highlights of the open letter “Latino journalists at the *LA Times*: for better newsroom representation”:

- “For much of its history, the *LA Times* has covered the Latino community in dehumanizing ways, painting us as criminals or victims or simply ignoring us.”
- “Today *LA Times* continues to fail, in its staffing and coverage, to reflect a region where nearly one of every two residents is Latino. In doing so, it has neglected to serve what should be its largest audience.”
- “Today, only 13% of *The Times* newsroom is Latino. Of 109 editors and managers, only 11% of them are Latino. *The Times* has only had three Latino masthead editors in its history.”
- Some of the calls to action provided in the letter:
 - Stop treating Latinos as a minority.
 - Stop spreading stereotypes.
 - Start reflecting on our REAL stories.
 - Build a newsroom that reflects the demographics of L.A. County, where Latinos are nearly 50% of the population.
 - Create a path for Latinos on staff to grow into influential roles: columnists, critics, editors, and managers.



The *LA Times* has barely any Latino representation within its ranks and Latinos are especially invisible in leadership

In June 2023, UCLA released yet another report on the lack of Latino representation in the *LA Times*:³²

STILL UNSEEN AND UNHEARD? A Follow-Up Evaluation of The Underrepresentation of Latino Voices and Stories in the Los Angeles Times Opinion and Editorials Section

👉 “Despite great improvements in diverse representation, our findings suggest that Latinos, their narratives, their lived experiences, and their policy needs remain largely invisible in both authorship of op-eds and in the editorial content of the *LA Times*.”

Underrepresentation of Latinos and Latino issues in the news results in Latino voices going unheard. Although Latino representation on the editorial board and authorship of the *LA Times* increased, it is far from achieving proportional representation with the Latino population of L.A. County.

The biggest representation of Latinos in the *LA Times* this year was in layoffs: 27% of people laid off this year were Latinos.

Not surprisingly, the *LA Times* is not doing well financially after neglecting almost 50% of its natural constituency and potential readership:

👉 “*Los Angeles Times* Cuts More Than 10% of Newsroom, 74 jobs”³³

👉 “*Los Angeles Times* owners sell San Diego Union-Tribune to publishing powerhouse”³⁴

MARKETING 101: KNOW YOUR AUDIENCE!

Digital News Sites

We also analyzed Latino representation at the top digital news sites in the following roles:

- ➔ President/CEO
- ➔ Editor-in-chief
- ➔ Executive editor
- ➔ Managing editor

A total of 22 organizations were included in the category of digital news sites, out of which a staggering 16 exhibit no Latino representation across the board. These 16 American companies have no Latino representation in key positions, such as presidents, CEOs, editors-in-chief, executive editors, managing editors, and managing editors (Figure 9.1).

Figure 9.1 Latino Participation in Top Newsroom Positions Across 22 Digital News Sites.



While this comprehensive absence of representation of the fastest-growing demographic in America poses a significant concern for the U.S. Latino population, it also signifies a substantial business risk that no company can afford to overlook.

The news media has grown fiercely competitive as more individuals source their news via a diverse array of digital formats, such as computers, cell phones, and podcasts. Notably, the younger U.S. Latino demographic, comprising over 25% of Gen Z and Gen Alpha,³⁵ adeptly embraces digital platforms and formats. This youthful demographic will shape the future audience and growth trajectory of news outlets.

As more Americans get their news from social media sites, the digital news landscape is growing. According to Pew Research, TikTok is used by 31% of U.S. Latinos, surpassing the 21% average usage across all groups.³⁶ Also, a recent study by Nielsen states that YouTube is most popular among U.S. Latinos, who dedicated 57% more time to the



platform than non-Latino Whites in July 2022.¹² These patterns can be attributed to TikTok and YouTube’s abilities to represent the experiences of U.S. Latinos via content, making them the platform’s dominant demographic for a clear reason.

We extend recognition to CBS and BuzzFeed for their appointments of two Latinas as presidents: Marcela Martín, as President of BuzzFeed, and the recent appointment of Ingrid Ciprian-Matthews as President of CBS News. It is also worth noting that CBS has achieved a 33% Latino representation in its managing editors. These steps reflect commendable progress in terms of U.S. Latino leadership inclusion.

The *New York Post* and *USA Today* have also made some progress, with U.S. Latino managing editors surpassing parity relative to the U.S. Latino population (Table 5). The *New York Post* leads with 50% Latino managing editors, followed by *CBS News* at 33%, and *USA Today* at 22%. However, these successes are spoiled when juxtaposed with the lack of U.S. Latinos in top roles, such as editor-in-chief and executive editors. There is a pressing need for broader improvement. Politico and CNN have displayed incremental progress, with approximately 14% of the managing editors at each site being U.S. Latino.

We extend an invitation to all news organizations to use this report as a foundation and benchmark to enhance U.S. Latino representation in pivotal journalistic roles.

The news media has grown fiercely competitive as more individuals source their news via a diverse array of digital formats, such as computers, cell phones, and podcasts.

Table 5 Latino Representation in Top Digital News Sites in Main Newsroom Positions.

Ranking (visits)	Digital News Sites	Latino President	Latino CEO	Latino Editor-in-Chief	Executive Editor	Latino Executive Editor	Latino Managing Editors (%)*
1	<i>CNN</i>	0	0	-	2	0	14.3%
2	<i>NYT</i>	0	0	-	1	0	0.0%
3	<i>Fox News</i>	0	0	0	1	0	0
4	<i>New York Post</i>	0	0	0	1	0	50.0%
5	<i>BBC News (US)</i>	0	0	0	1	0	0.0%
6	<i>Finance Yahoo</i>	0	0	0	1	0	-
7	<i>WA Post</i>	0	0	-	1	0	0.0%
8	<i>USA today</i>	0	0	-	1	0	22.2%
9	<i>People</i>	0	0	0	1	0	0.0%
10	<i>CNBC</i>	0	0	-	1	0	0.0%
11	<i>News Yahoo</i>	0	0	0	1	0	0
12	<i>Forbes</i>	0	0	-	6	0	0.0%
13	<i>AP NEWS</i>	0	0	-	1	0	-
14	<i>CBS News</i>	Ingrid Ciprian-Matthews	0	-	1	0	33.3%
15	<i>The Guardian</i>	0	0	0	1	0	0.0%
16	<i>NBC News</i>	0	0	-	1	0	0.0%
17	<i>WSJ</i>	0	0	-	1	0	0
18	<i>Buzzfeed</i>	Marcela Martin	0	0	1	0	0.0%
19	<i>The Sun</i>	0	0	-	1	0	0.0%
20	<i>Business Insider</i>	0	0	0	3	0	0.0%
21	<i>Político</i>	0	0	0	1	0	14.3%
22	<i>Huff Post</i>	0	0	0	2	0	0

Cells marked with "-" means that the company does not have the corresponding position or data was not found. Ranking is by visits to the website (Updated: June 2023).
 *Percentage of Latino Managing Editors, displayed when the base number is greater than 1.



Conclusions

The free press is often referred to as the fourth branch of government. Many Americans rely on the information that they receive from a variety of news outlets, ranging from broadcast to cable to print. Democracy is reliant on a free and fair press, a press that offers a diverse perspective in a country that is becoming even more diverse by the minute. However, the data in this report demonstrate that there is still much work to be done.

Publications must allocate meaningful investment that targets and includes the U.S. Latino market, especially in areas where there is limited or no Latino inclusion. This will improve their bottom line and their financial future.

It is no secret that the media industry relies heavily on advertising sales to drive revenue. Advertisers have a wide range of platforms on which they can advertise and are more likely to use those that reach their target consumers. The news industry must make a major pivot to better address the missed opportunity to benefit from the continued growth of both the population and spending power of the U.S. Latino cohort.

The boards of these news media companies, as well as of the large organizations and hedge funds that hold significant stock positions in many of these companies, must demand that their companies hire Latino heads of diversity to focus on creating parity for the U.S. Latino cohort, which will benefit their financial well-being. These media companies must be aware that a one-size-fits-all “ethnic approach” is guaranteed to fail.

The few Latinos currently in executive positions at news publications must arm themselves with data and be more vocal with management and executives to facilitate change from the top. They must encourage accurate representation of Latinos as executive editors, managing editors, editors-in-chief, executive producers, and journalists to reach parity with the Latinos in the U.S. population and/or the market where they preside.



Publications must allocate meaningful investment that targets and includes the U.S. Latino market, especially in areas where there is limited or no Latino inclusion

Recommendations



IF YOU ARE A CEO OR A DECISION-MAKER WITH BOTTOM-LINE RESPONSIBILITY AT A NEWS ORGANIZATION:

- Use this report to identify your challenges and opportunities with this growing cohort.
- Use this report as a benchmark to follow up on both your individual and team's performance to create accurate U.S. Latino representation at all levels.
- Hire U.S. Latino leadership in your C-suite team and always have Latino executives with green lighting power.
- Understand, detect, recruit, cultivate, and guide investment in the U.S. Latino cohort.
- Move away from stereotypical stories; Latinos exist in all spectrums of society.



IF YOU ARE AN ADVERTISER:

- Advertise through content that targets the Latino audience, which is the fastest-growing demographic, and inform platforms that the Latino cohort is critical to your brand.
- Demand that your investment in content is aimed at authentic stories for U.S. Latinos that go beyond traditional stereotypes.
- Include Latino talent in prominent positions in your ads. According to H Code, 78% of Latinos feel brands do not understand their culture and gravitate towards brands that do.³⁷ Hire U.S. Latino creative talent to create mainstream content.
- Educate your agencies about the fact that a majority of the Latino cohort today, particularly the younger demographic, consumes media in English and wants to be spoken to authentically.



IF YOU ARE PART OF THE AUDIENCE AND WANT TO CREATE CHANGE:


- Spread the word! Our reports are downloadable for free on our website: Latinodonorcollaborative.org
- Use our fact-based reports, share our infographics, and be ambassadors and spokespeople for our community.
- **Use the power of your purse and your voice;** support content that portrays us positively.

- Be outspoken, get loud, and demand your place at the table.
- [Sign up on our website to receive our LDC newsletter.](#)
- Follow us on social media.



IF YOU ARE A U.S. LATINO JOURNALIST:

- Use your platform to share our stories and support authentic representation.
- Present compelling statistics to highlight the urgency for change.
- Use your journalism to provoke thought and demand action among industry leaders and influencers.
- Challenge misconceptions and shift perceptions about the Latino community with facts and reality.
- Fight to introduce positive Latino news.
- Speak up in newsrooms and illuminate the untapped potential of this overlooked demographic.
- Bring more Latinos into your team!
- Take time to mentor up-and-coming Latinos who have a desire to be in your profession.
- If you are not a member yet, become an NAHJ member.



Use this report as a benchmark to follow up
on both your individual and team's
performance to create accurate
U.S. Latino representation at all levels

Methodology

All data collected for this report constitute a snapshot of each organization at a specific period, owing to the substantial personnel turnover in certain positions, both across and within institutions. The information was gathered in August 2023.

Concerning TV programs, we documented both the overall count of hosts for each show and the number of hosts who were of Latino descent. This enabled us to classify programs as featuring either a solitary host or multiple hosts, facilitating the computation of the specific percentages of Latino representation both per program and across the entirety. It is worth noting that exclusively national programs were considered in the scope of this report.

A) BROADCAST TV:

- i) The report analyzed a combined total of 37 shows.
- ii) **Positions analyzed:** Latino representation (number of Latinos) in major news shows by network in the following primetime positions: anchors/ hosts (single-anchor shows), co-anchors/co-hosts (multiple-anchor shows), executive producers, and international, national, and White House correspondents.
- iii) **By Network:** The 37 shows were categorized across ABC, NBC, PBS, and CBS, in addition to syndicated programs. Fox Broadcast and CW, which lack nationwide news shows, were not incorporated.
- iv) **By Genre:** Categorized by their genres, the 37 shows were divided into the following categories: talk shows, news magazine/investigative shows, public affairs/news analysis programs, and network evening news.
- v) **By day:** These 37 shows were categorized into Sunday, Saturday, weekly, and daily programs.

B) CABLE:

- i) The report analyzed a combined total of 93 shows.
- ii) **Positions analyzed:** Latino representation (number of Latinos) in major news shows by network in the following positions: anchors/hosts (single-anchor shows), co-anchors/co-hosts (multiple-anchor shows), executive producers, and international, national, and White House correspondents.

- iii) **By Network:** Out of the entire set of 91 shows, the companies analyzed were NBCUniversal (CNBC and MSNBC), Fox (Fox Business and Fox News), and Warner Discovery (CNN).
- iv) **By Genre:** The 91 shows were categorized into the following genres: talk shows, news magazine/investigative shows, public affairs/news analysis programs and business/market news programs.
- v) **By Day:** These 91 shows were categorized into Sunday, Saturday, weekly, and daily programs.

Regarding **print and digital newspapers**, we documented the complete count of individuals in specific positions, taking note of those who identified as Latinos. In instances when the base exceeded 1, the percentages were computed. Additionally, we cataloged the Latino population of the newspaper's served region, thereby assessing whether the organization had achieved an equitable representation of the population it serves.

C) PRINT NEWSPAPERS:

- i) **Positions:** Latino representation (number of Latinos) in top positions of newsrooms: CEO, presidents, publishers, executive editors, editorial boards, and managing editors.
- ii) **Population:** Latino population of the location served by each newspaper.
- iii) **Selection criteria:** Top 15 newspapers by circulation in the U.S., plus the top 10 newspapers from the most significant Latino cities by Latino population. *The final total was 22 newspapers due to the repetition of some newspapers in both selection criteria.*

B) DIGITAL:

- i) **Positions:** Latino representation (number of Latinos) in top positions of newsrooms: presidents, CEOs, editors-in-chief, executive editors, and managing editors.
- ii) **Selection criteria:** Top 25 digital news sites by monthly visits from the U.S. The list was updated in June 2023. The final list totaled 22 due to the exclusion of some digital sites of foreign origin.

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