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NETWORK BROWNOUT REPORT, NAHJ Staff

Is this study reasonable and objective?

The National Association of Hispanic Journalists has been studying coverage of Latinos on the network evening news for the past dozen years in an effort to argue the lack of coverage of this important subgroup in U.S. culture.

Sadly they study only the NBC, CBS and ABC network evening news. With around the clock news outlets -- particularly the Internet for many -- radio for all -- the nightly news has shrunk to an audience of basically persons over age 50

Not surprisingly stories about Latinos remain absent on these three nightly network news summaries.

They also object that those stories that make it to the air are -- as they see and hear and analyze them -- are often stereotypical. Although the U.S. Latino community has grown significantly in the dozen years of this report, the amount of coverage devoted to Latinos has not reflected this growth.

Is it consistent with standard economic methodology? No. This is social analysis, not economic analysis.

Are the data relevant to the question at hand? Yes. But see below.

Are the data sufficient quality? They take this data because it is the only source for analysis that is easily accessible. As in prior studies, Latino-related stories were identified by searching Vanderbilt University's Television News Archive. Other networks, such as Fox and MSNBC, are not fully archived and thus were not included.

Do any of the conclusions reached follow from the analysis, the basic questions at issue?

Yes. They make their point that on the network evening news that the vast majority of immigration stories were not told from the Latino perspective. NAHJ strongly believes that increasing the number of Latino journalists and managers will improve news coverage of the Latino community.

The goals of this report are to bring greater awareness to how Latinos are being portrayed on national news programs and to urge the networks to increase and improve their coverage of the Latino community. The news media's poor media coverage of Latinos and people of color is historic. In 1947, the Commission on Freedom of the Press, also known as the Hutchins Commission, outlined the responsibilities of the news media in a democratic society. Among its five major recommendations, the commission stated that the press should project a representative picture of the constituent groups in the society. Twenty years later, President Lyndon Johnson appointed the National Advisory Commission on Civil Disorders, known as the Kerner Commission, to examine the causes of the riots that erupted across the country in the late 1960s. Among its major findings, the Kerner Commission concluded that the then media inaccurate portrayals and misrepresentations of the black community contributed to the racial division. Both the Hutchins and Kerner Commissions urged the nation's news media to improve their

coverage of minority communities.

Since then, news coverage of people of color has increased.

Sadly this is an analysis with a conclusion already set in place.

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