



Press Forward **Media Diversity Project**

Preliminary Study Key Findings in Brief

The purpose of this study, a preliminary effort of the Pittsburgh Black Media Federation, was to assess issues related to diversity and inclusion within Pittsburgh-area newsrooms.

For this study, the Pittsburgh Black Media Federation sent out surveys to 24 local newsrooms. We received completed surveys from 10 newsrooms, including the Pittsburgh Post-Gazette, Pittsburgh Tribune-Review, Pittsburgh City Paper, and Beaver County Times. None of the major broadcast or radio stations we asked to participate – WPXI, WTAE, WESA, WQED or KDKA – completed a survey.

The survey asked questions related to three areas:

Newsroom Diversity
Diversity Recruitment
Ethics and Diversity

It is our goal to continue our efforts to study issues related to diversity and inclusion within Pittsburgh-area newsrooms over the next two years. In addition to completing an updated, more comprehensive survey, we will specifically seek information pertaining to diversity, inclusion and newsroom climate, the coverage of women of color, and journalism education.

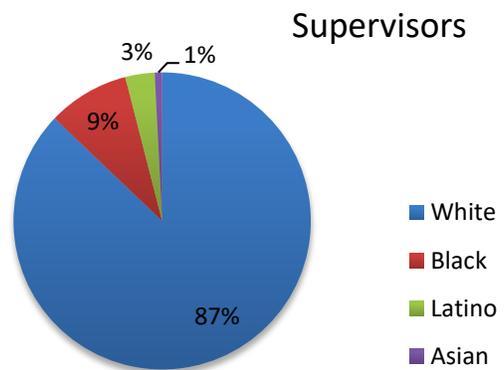
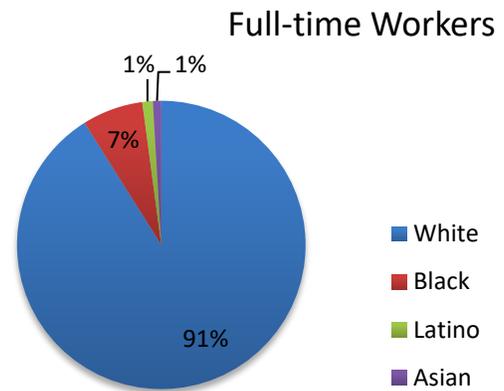
Newsroom Workers

People of color make up about 13% of the Pittsburgh Metropolitan Statistical Area. On average, they make up only 9% of workers among the newsrooms surveyed.

- People of color make up about 20% of the population in Allegheny County, and 35% of Pittsburgh’s population. On average, people of color make up about 10% of workers among the newsrooms surveyed.
- Asians and Latinos each make up only 1% of workers among the newsrooms surveyed.

	Black	Latino	Asian	White
Post Gazette	15	2	2	140
Tribune-Review	7	2	0	178
Beaver County Times	1	0	0	39
City Paper	1	0	0	9
New Castle News	0	0	0	12
PublicSource	0	0	1	3
Pittsburgh Quarterly	0	1	1	4
Next Pittsburgh	0	0	0	1
New Pittsburgh Courier	1	0	0	1
Soul Pitt	4	0	0	0
Total Number of Workers	29	5	4	387

No newsroom had a meeting to discuss issues of diversity with regard to coverage and newsroom climate in the past two years.



- Only one newsroom, The Pittsburgh City Paper, had any minority reporters assigned to cover issues related to criminal justice, education or urban neighborhoods. Only the Tribune-Review had a minority reporter assigned to cover government issues.
- More people of color left the newsrooms surveyed than were hired over the past two years.
- No newsroom surveyed had a specific plan in place for the recruitment of newsroom workers of color.
- No newsroom requires diversity training of its employees.
- No newsroom had a public editor or community group designed to review coverage of communities of color.