

Table 5a

Large newspaper companies, ranked by average diversity index

(ownership groups with at least 500,000 circulation or 20 newspapers)

(average index is weighted; larger papers count more toward the average)

(The Diversity Index is the newsroom minority percentage divided by the community minority percentage. DNR = did not report to ASNE.)

Rank	Newspaper company	Largest paper	Average diversity index	Total papers	Papers reporting	Papers not reporting	Papers reporting zero minority staff	Total Circulation
1	Gannett	USA Today	79	93	91	2	2	7,432,795
2	Knight-Ridder	Miami	74	30	29	1		3,730,260
3	McClatchy	Minneapolis	71	11	10	1		1,332,421
4	Advance (Newhouse)	Newark	64	26	21	5		2,775,518
5	Community Newspaper Holdings	Johnstown, Pa.	62	102	50	52	13	987,921
6	New York Times	New York Times	60	17	15	2		2,285,572
7	Pulitzer	St. Louis	59	14	10	4	1	575,349
8	Cox	Atlanta	58	17	14	3		1,113,778
9	Dow Jones	Wall Street Journal	53	20	14	6	1	2,341,288
10	Tribune	L.A. Times	49	10	9	1		3,365,019
11	Washington Post	Washington Post	48	2	2	0		797,230
12	Belo	Dallas	46	5	3	2		902,055
13	Hearst	Houston	43	12	12	0	1	1,671,427
14	Lee	Escondido, Calif.	41	40	33	7	5	1,031,745
15	Scripps	Rocky Mountain News	41	21	20	1		1,265,516
16	Journal Register	New Haven	40	23	13	10		537,259
17	Copley	San Diego	39	9	8	1	4	666,013
18	Freedom	Orange County	38	27	21	6		980,024
19	MediaNews	Denver Post	36	41	39	2	4	1,675,521
20	Hollinger	Chicago Sun-Times	28	7	3	4		697,569
21	Morris	Jacksonville	27	26	22	4	4	673,165
22	Media General	Tampa	27	25	15	10		863,393
23	Ogden	Warren, Ohio	22	34	17	17	7	499,887
24	Liberty	Adrian, Mich.	19	65	33	32	18	306,737
25	Paxton	Owensboro, Ky.	9	26	18	8	4	294,296

Source: "Does your newspaper reflect its community?"

This Knight Foundation report on newsroom minority employment was presented at the American Society of Newspaper Editors, April 8, 2003, in New Orleans, by Bill Dedman and Stephen K. Doig. The report is at <http://www.asu.edu/cronkite/asne>

Table 5b

Small newspaper companies, ranked by average diversity index

(ownership groups with less than 500,000 and fewer than 20 newspapers)

(average index is weighted; larger papers count more toward the average)

(The Diversity Index is the newsroom minority percentage divided by the community minority percentage. DNR = did not report to ASNE.)

Rank	Newspaper company	Largest paper	Average diversity index	Total papers	Papers reporting	Papers not reporting	Papers reporting zero minorities	Total Circulation
1	Bliss	Janesville, Wis.	300	4	3	1	2	46,140
2	Calkins	Levittown, Pa.	103	5	5	0		221,995
3	Seaton	Hastings, Neb.	95	6	5	1	1	39,772
4	Boone	Natchez, Miss.	89	12	5	7	2	66,336
5	East Oregonian	Pendleton, Ore.	85	2	2	0		19,132
6	Seattle Times	Seattle	83	6	6	0		389,249
7	Buckner	York, Pa.	75	2	1	1		45,816
8	Schurz	South Bend, Ind.	74	7	6	1	2	165,977
9	Community Newspapers	Palatka, Fla.	73	3	3	0		29,037
10	Times-Shamrock	Scranton, Pa.	72	5	3	2	1	129,727
11	Tribune-Review	Greensburg/Pittsburgh	69	5	3	2	1	183,276
12	Block	Pittsburgh	62	2	2	0		383,719
13	Omaha World-Herald	Omaha, Neb.	54	8	6	2		318,722
14	21st Century	Pontiac, Mich.	52	3	2	1		126,726
15	Pioneer Newspapers	Mount Vernon, Wash.	48	7	3	4		93,100
16	Wehco Media	Little Rock	44	7	4	3		328,187
17	Landmark	Norfolk, Va.	43	7	6	1		456,391
18	Southern	Galveston, Texas	40	11	8	3	1	105,106
19	Community Publishers	Fayetteville, Ark.	40	2	1	1		25,823
20	Byrd	Harrisonburg, Va.	39	2	1	1		53,944
21	Sandusky	Ogden, Utah	39	7	5	2	2	181,252
22	Swift	Greeley, Colo.	38	10	8	2		129,582
23	Consolidated	Anniston, Ala.	36	2	2	0		35,828
24	Small	Rochester, Minn.	36	4	4	0		125,721
25	Herald Media	Boston Herald	34	3	2	1		309,078
26	Stephens (Donrey)	Las Vegas	32	11	4	7		368,165
27	Dix	Wooster, Ohio	32	7	5	2	3	105,152
28	Horvitz	Bellevue, Wash.	30	3	2	1		85,831
29	Independent Publications	Nashua, N.H.	28	3	3	0	1	53,453
30	Emmerich	McComb, Miss.	26	4	3	1		34,995

Table 5b, small newspaper companies (continued)

Rank	Newspaper company	Largest paper	Average diversity index	Total papers	Papers reporting	Papers not reporting	Papers reporting zero minority staff	Total Circulation
31	Harris	Hutchinson, Kan.	21	8	7	1	3	120,316
32	Rust	Cape Girardeau, Mo.	21	11	6	5	4	68,656
33	Evening Post	Charleston, S.C.	20	4	3	1		162,940
34	Wick	New Iberia, La.	15	12	7	5	2	84,692
35	Forum	Fargo, N.D.	14	8	7	1	3	121,999
36	Gray	Lawrenceville, Ga.	13	4	2	2		118,139
37	Johnson	Watertown, N.Y.	12	6	4	2	1	68,118
38	Hagadone	Sioux City, Iowa	3	6	4	2	3	99,422
39	Brehm	Auburn, Calif.	0	6	3	3	1	38,395
39	Brown	Sidney, Ohio	0	12	3	9	1	82,200
39	Chesapeake	Easton, Md.	0	2	2	0	1	29,987
39	Cleveland	Cleveland, Tenn.	0	4	0	4		37,088
39	Community Media Group	Winchester, Ind.	0	5	2	3	2	13,833
39	Conley	Waukesha, Wis.	0	3	1	2	1	36,161
39	Eagle	The Dalles, Ore.	0	2	2	0	1	8,375
39	Fackelman	Pulaski, Va.	0	5	1	4		22,996
39	Hartman	McKinney, Texas	0	5	0	5		33,039
39	Huckle	Owatonna, Minn.	0	2	1	1	1	13,372
39	Independent Newspapers	Dover, Del.	0	3	1	2		26,112
39	Inland	Washington, Iowa	0	3	1	2		9,684

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