



Table 7
Large newspaper companies ranked by Newsroom Diversity Index

(Includes ownership groups with at least 500,000 weekday circulation or at least 20 newspapers)
 (The Newsroom Diversity Index is the newsroom non-white percentage divided by the circulation area's non-white percentage.)
 (The average index is weighted by circulation; larger papers count more toward the average)

Source: Report to the Knight Foundation,
 May 2004

by Bill Dedman and Stephen K. Doig.
 The full report is at <http://www.asu.edu/cronkite/asne>

Rank	Average Newsroom Diversity Index (100=parity)	Newspaper company	Total papers	Papers responding to ASNE survey	Papers not responding to ASNE survey	Papers reporting an all-white staff	Total all-weekday circulation for the company	Largest paper
1	88	Gannett Co. (Va.)	96	91	5	2	7,403,260	USA Today
2	76	Knight Ridder (Calif.)	29	29	0	0	3,716,978	The Miami Herald
3	72	McClatchy Co. (Calif.)	12	12	0	0	1,394,256	Star Tribune, Minneapolis
4	66	New York Times Co.	17	16	1	0	2,279,358	The New York Times
5	65	Advance (Newhouse) (N.Y.)	26	18	8	0	2,739,518	The Star-Ledger, Newark
6	60	Cox Enterprises (Ga.)	17	15	2	2	1,102,396	The Atlanta Journal-Constitution
6	60	Freedom Communications (Calif.)	28	20	8	1	992,347	The Orange County Register, Santa Ana
8	55	Pulitzer (Mo.)	14	11	3	3	574,161	St. Louis Post-Dispatch
9	54	Tribune Co. (Ill.)	10	9	1	0	3,395,038	Los Angeles Times
10	52	Ogden Newspapers (W.Va.)	35	18	17	12	514,978	Tribune Chronicle, Warren
10	52	Scripps (Ohio)	19	19	0	1	1,251,088	Rocky Mountain News, Denver
12	51	Community Newspaper Holdings (Ala.)	90	47	43	19	960,081	The Tribune-Democrat, Johnstown
12	51	Liberty Group Publishing (Ill.)	66	32	34	28	324,289	The Daily Telegram, Adrian
14	50	Washington Post	2	2	0	0	784,692	The Washington Post
15	49	Belo (Texas)	4	3	1	0	879,151	The Dallas Morning News

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16		47 Dow Jones / Ottaway Newspapers (N.Y.)	19	16	3	9	2,598,321	The Wall Street Journal
17		41 Copley Press (Calif.)	9	6	3	3	671,573	The San Diego Union-Tribune
18		40 Hearst Newspapers (N.Y.)	12	11	1	2	1,668,478	Houston Chronicle
18		40 MediaNews Group (Colo.)	38	22	16	7	1,620,018	The Denver Post
20		38 Lee Enterprises (Iowa)	40	30	10	16	1,080,729	The Escondido North County Times
21		36 Hollinger International (Ill.)	7	2	5	0	698,187	Chicago Sun-Times
22		33 Media General (Va.)	23	21	2	6	873,483	The Tampa Tribune
23		26 Morris Communications (Ga.)	26	19	7	8	674,929	The Florida Times-Union, Jacksonville
24		19 Journal Register (N.J.)	23	12	11	7	516,965	New Haven Register
25		5 Paxton Media Group (Ky.)	27	15	12	12	297,554	Messenger-Inquirer, Owensboro

Larger groups calculated without their national newspapers

N/A		102 Gannett Co. (Va.) (without USA Today)	95	90	5	2	5,248,721	The Arizona Republic, Phoenix
N/A		78 New York Times Co. (without New York Times newspaper)	16	15	1	0	1,160,793	The Boston Globe
N/A		21 Dow Jones / Ottaway Newspapers (N.Y.) (without Wall Street Journal)	18	15	3	9	507,259	The Times Herald Record, Middletown