



# **The AAJA Broadcast Snapshot Project: Underrepresentation of AAPIs on Local TV News**

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# EXECUTIVE SUMMARY

The **Asian American Journalists Association (AAJA)** is releasing the findings from a snapshot project analyzing the number of **Asian American Pacific Islander (AAPI)** reporters, anchors, meteorologists, hosts, and any on-air role working in local television newsrooms across the nation.

AAJA examined **AAPI representation on local television** across major metropolitan areas by comparing the demographics of the top 20 designated market areas (**DMAs**), which include cities such as Los Angeles, New York City, and Chicago, with the **number of AAPI on-air staff** in those markets.

**The result?** AAJA found that local TV stations in those DMAs did a poor job of proportionately representing the AAPI population in their communities. Nearly half (48.3 percent) of the AAPI population lives in the top 20 DMAs, yet a quarter of the stations had no AAPIs on air.

**The project also found that:**

- **More than 70 percent** of the stations did not have on-air staff that was proportionally representative of the AAPI population in their DMA.
- Only **four out of 20 DMAs had on-air staff representative** of their local AAPI population: Phoenix, Denver, Miami, and Cleveland.
- Philadelphia, Detroit, and Orlando were the TV markets with the least proportional AAPI representation on air.

**Why did AAJA conduct the project?** AAJA initiated this broadcast snapshot in the **absence of publicly available diversity data** from stations. The project builds on AAJA's mission to advance diversity in newsrooms and ensure fair and accurate coverage of communities of color.

As journalism evolves, newsrooms cannot afford to overlook AAPI communities. On-air representation matters to audiences, and newsrooms must reflect the diversity of the communities they cover, not only to **ensure that the totality of their communities' experiences are captured** in their editorial process, but also to build trust and engagement with audiences. With the U.S. population becoming more racially and ethnically diverse, diverse and inclusive hiring, news gathering, and reporting are smart foundational business practices that newsrooms cannot ignore.

Recent data from Nielsen reveals that the Asian American population in the

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# EXECUTIVE SUMMARY

United States has grown to 23 million, a 90 percent increase since 2000. In 2019, the buying power for this group was \$1 trillion, a 314 percent jump since 2000. That growth was nearly three times greater than the general U.S. population. The increase in buying power of Asian Americans is projected to keep outpacing the total U.S. buying power. **The average household expenditure for Asian Americans is 18 percent higher than that of the national population**, and Asian Americans over-index on spending on major consumer categories, making for a lucrative audience for new platforms, content, and advertising.

**While the project is a snapshot in time, the lack of representation in local TV newsrooms is a historical and structural problem that needs to be addressed.** Making sure AAPI communities are covered accurately is critical, but even more so at a time of increased anti-Asian violence and xenophobia. Stop AAPI Hate, a national coalition that gathers data on anti-AAPI xenophobia, logged more than 10,000 anti-Asian incidents since March 2020.

**Journalism is an industry that demands transparency and accountability from those in power, and the lack of response to AAJA's inquiries to confirm the data collected was both disappointing and surprising.** Only seven of the 94 stations responded in a timely manner over two months to a request to either confirm or correct the data AAJA collected as part of this snapshot project. Claiming that DEI is an important value, yet being neither transparent about nor accountable for advancing DEI in their workplaces, signals that these news organizations are not actually prioritizing those values.

**Representation is crucial to accurate and nuanced coverage.** For decades, AAJA members — especially those in broadcast — have been told that they are too close to stories affecting the AAPI community because of their identity. During the March 2021 Atlanta shootings, AAJA members reported being asked by managers and/or co-workers, “Are you sure your bias won’t show if you cover the Atlanta shootings?” or told, “You might be too emotionally invested to cover this story.”

AAPI journalists are oftentimes uniquely positioned to cover AAPI communities and stories because of their **expertise, cultural understanding, language proficiency, and unfettered access to sources**. On the other hand, when AAJA members are the only or one of the very few AAPIs in the newsrooms, they are expected to carry the burden of speaking for or representing on behalf of all AAPI

# EXECUTIVE SUMMARY

communities. Furthermore, when there is a lack of other journalists of color in their newsrooms, AAPIs must navigate the disproportionate burden of speaking up about issues related to all people of color. **These stories should be covered by the whole newsroom**, especially when they are about and for the communities they serve. Newsroom leaders must acknowledge this conflicting duality and empower and support their AAPI reporters.

**AAJA is committed to improving media diversity beyond the numbers.** This broadcast snapshot provides a baseline of data for AAJA to continue advocating for diversity. Although there may be perceptions that certain DMA markets may be well-represented due to the larger AAPI community populations, AAPI on-air talent is still underrepresented in these areas and the majority of the country. The quantitative data supports that all stations should evaluate how they can build more opportunities to recruit more journalists of color, retain them in the workplace, and strive for equitable coverage of growing communities. In addition, AAJA acknowledges that regardless of numbers, AAPI journalists and journalists of color are also prone to experience implicit biases, microaggressions, and pay and gender inequity in their workplaces.

## MORE ABOUT THE SNAPSHOT

AAJA focused on on-air staff as a measure of AAPI representation due to the availability and visibility of information. From July to September 2021, AAJA staff and volunteers surveyed 94 local, English-language commercial TV stations in the top 20 DMAs. Project staff used resources such as station websites, AAJA membership, and public pages to find on-air staff who either appeared AAPI or self-identified as AAPI. **Information collected included the number of AAPI on-air staff, the AAPI population of the market, and station ownership. This snapshot revealed a total of 201 AAPI on-air staffers across the top 20 DMAs. The total AAPI population in the top 20 DMAs was 11.5 million.**

The project identified the corporate owner for each station. There were **17 ownership (O&O) groups**, with FOX (15), Nexstar (12), CBS (11), and Tegna (11) owning the most stations. The ownership groups with the potential to reach the largest number of people were FOX (100 million), Nexstar (84 million), CBS (80 million), and NBC (77 million).

# EXECUTIVE SUMMARY/PURPOSE

These ownership groups have significant influence as they reach large portions of the U.S. population. Traditional target audiences for television are overly simplistic, focusing on just age and gender and ignoring the changing racial and ethnic demographics of the country. Ignoring these growing communities is detrimental to successful journalistic and business practices.

AAJA plans to use this broadcast snapshot as a **benchmark to track future progress at commercial television newsrooms**. Through this work, AAJA hopes to spark productive dialogues that lead to concrete steps in increasing AAPI representation in local TV newsrooms.

## Purpose

Annual surveys by groups like [Pew Research Center](#) (2021) consistently show that local TV news, and its affiliated entities, are among the most consumed and most trusted sources of news and information for Americans. While dozens of positions are responsible for reporting, producing, and disseminating local news, the on-air staff are the most visible. They are the face of the news. They interact most frequently with the communities they serve. If a news organization is committed to representing and serving the community, the people in the newsroom should look like the people in the community. AAJA addressed this issue of representation by examining each DMA, giving the industry a more accurate on-air reflection to build more credible audience engagement in their specific markets.

Representation matters especially for many AAPI communities who are marginalized and whose stories often are not told with the nuance and complexity they deserve. Seeing AAPI reporters and anchors deliver the top stories of the day provides a human face for underrepresented communities and offers a sense of connection for AAPI viewers.

In the last few years, numerous AAJA members working in local TV newsrooms have asked for help dealing with workplace issues. The most common issue: a lack of AAPIs in local TV newsrooms. These members told AAJA that being the only AAPI, or one of the few AAPIs, in the newsroom placed unfair burdens on them. These include having to speak on behalf of a diaspora that includes some 50 ethnicities and even more languages and dialects, being told they could not cover AAPI-centered stories because they couldn't be objective, and overall poor news coverage of local AAPI

# PURPOSE / METHODOLOGY

communities and issues. The urgency and seriousness of these problems is why AAJA's first research project focused on local TV newsrooms.

AAJA, founded in 1981, advocates on behalf of AAPIs in newsrooms for stronger representation and more inclusion. This project helps advance AAJA's strategic policy and advocacy goal of assisting journalists and newsrooms in breaking down long-standing barriers for journalists and communities of color. It is also in line with AAJA's aim to provide thought leadership and influence to help the journalism industry toward greater diversity, equity, and inclusion (DEI). Doing so requires a better understanding of the AAPI experience in journalism. By segmenting and quantifying these experiences, AAJA can identify problems, determine why and how they continue, and ultimately, tackle them.

This snapshot project is quantitative by looking at whether the AAPI representation on local TV proportionally represents the local AAPI population. This project does not address the quality of the workplace. A station may do a good job with on-air representation, but that does not guarantee that it is a good work environment for AAPIs. Conversely, a station that does a poor job with on-air representation does not mean it is a bad workplace for AAPIs. Additionally, this project does not address the news coverage of AAPIs produced by those newsrooms.

## Methodology

The project provided a snapshot of the number of AAPI reporters, anchors, meteorologists, hosts, and any other on-air staff working in local television newsrooms across the nation. Currently, no survey successfully tracks an accurate demographic make-up of newsrooms across the U.S., and even if such surveys attempt to do this research (such as the News Leaders Association's annual diversity survey), they are met with resistance. Oftentimes, even if news organizations track employee diversity, they do not make the information publicly available. Such data is critical to understanding who works in today's newsrooms and sparking discussions and collaborations to improve DEI efforts.

AAJA examined AAPI representation in newsrooms across major metropolitan areas by comparing the demographics of the top 20 media markets with the demographics of the on-air staff at the stations. AAPI staff work in a variety of roles,



# METHODOLOGY

such as producers, editors, and news directors, but AAJA decided to focus its initial efforts on capturing data about on-air staff.

The project, which was conducted from July to September 2021, surveyed local TV stations in the top 20 DMAs that produce TV news and information programs in English. The DMAs, often called local TV markets, are based on Nielsen's 2021 DMA data. Appendix A is the DMA list.

The project staff collected the following data:

- The AAPI population and total population in the top 20 DMAs.
- The TV newsrooms in each DMA.
- The number of AAPI on-air staff and total on-air staff at each station.
- The ownership group for each station.

This snapshot uses data from the [U.S. Census Bureau's 2019 American Community Survey](#) (ACS) because it had the most current population and demographic data for the AAPI population in the DMA metro areas.

Project staff collected a list of all the local stations in the top 20 DMAs and used station websites to identify AAPI on-air staff. They also reached out to volunteers at AAJA chapters to help collect and verify the data. The team then tallied up the total number of on-air talent and the number of on-air staff who looked AAPI or self-identified as AAPI. This identification relied on information from their biographies, social media accounts, AAJA membership, or public pages. Project staff also identified the corporate owner of each station.

The team verified the collected data by sending it to the stations and their corporate owners. They were contacted via email and phone and given the opportunity to confirm or correct the data. Only seven of the 94 stations in our survey responded to our request in a timely manner. Project staff contacted the stations and ownership groups several times and repeatedly pushed back the response deadline in order to get as many responses as possible, but in the end, only seven cooperated. The stations' and owners' responses were categorized: confirmed, declined to verify, did not respond, and failed to respond by deadline.

# METHODOLOGY/MAJOR FINDINGS

Did the on-air AAPI staff at each station proportionally represent its AAPI community? To analyze that, project staff divided the number of on-air AAPI staff by the total on-air staff for each station. The resulting percentage was compared against the percentage of AAPIs in the metro area. The on-air staff at each station fell into one of three categories: no AAPIs, AAPIs underrepresented, or AAPIs properly represented.

## Major Findings

The project findings are divided into four sections: study overview, stations overview, DMAs overview, and ownership group overview. The study overview looks at the project's findings at an industry level, while the stations overview analyzed individual stations, the DMAs overview analyzed the data at the TV market level, and the ownership groups overview grouped the data by parent company. Detailed information about each region and ownership group is provided in the appendices.

*Note: As mentioned in the limitations section, local TV news is a transient business and the on-air staff are constantly changing. These numbers are a snapshot of the time when they were collected in 2021 and not an up-to-date accounting of the staff.*

## Study Overview

There is a larger proportion of AAPIs living in the areas in the snapshot project than the national average. More than a third (36.8 percent) of the total population lives in the top 20 TV markets compared with almost half of the total AAPI population (48.3 percent).

# STUDY OVERVIEW

**Table 1.1 Scope of Snapshot Project**

Overview	2019 ACS	Top 20 DMAs
<b>AAPI Population</b>	23,810,501	11,503,079
<b>Total U.S. Population</b>	328,239,523	120,771,425
<b>Percentage of Total AAPI Population</b>	7.25%	9.52%

The project found that there were 201 AAPIs out of 3,213 on-air staffers at the 94 stations in the top 20 DMAs. This percentage, 6.24 percent, is less than the percentage of AAPIs in the general population of the top 20 markets, 9.52 percent, and less than the percentage of AAPIs in the general U.S. population, 7.25 percent.

**Table 1.2 On-Air Talent Snapshot**

<b>Total Number of Stations Surveyed</b>	<b>94</b>
<b>Total Ownership Groups in Study</b>	17
<b>Total Number of AAPI On-Air Staff</b>	201
<b>Total Number of On-Air Staff</b>	3,213
<b>Percentage of AAPI On-Air Staff in Study</b>	6.24%

# STUDY OVERVIEW

Each DMA is a geographical area where Nielsen measures media consumption, ranked by the number of homes with televisions from greatest to least. A DMA not only includes the urban center and suburbs, but also the surrounding counties where small towns and rural homes receive the same television signals. There are 210 DMAs in the United States.

The population information for this project came from the Census Bureau's 2019 ACS data.

**Table 1.3 Scope of DMAs**

DMA	<u>DMA Rank</u>	Total Population	AAPI Population	AAPI Percentage
New York	1	19,216,182	2,215,611	11.53%
Los Angeles	2	13,214,799	2,184,409	16.53%
Chicago	3	9,457,867	656,482	6.94%
Philadelphia	4	6,102,434	376,505	6.17%
Dallas	5	7,573,136	563,647	7.44%
San Francisco	6	4,731,803	1,312,071	27.73%
Atlanta	7	6,018,744	371,034	6.16%
Houston	8	7,066,140	557,829	7.89%
Washington, D.C.	9	6,280,697	654,380	10.42%

# STUDY OVERVIEW

**Table 1.3 Scope of DMAs cont.**

DMA	<u>DMA Rank</u>	Total Population	AAPI Population	AAPI Percentage
Boston	10	4,873,019	404,334	8.30%
Phoenix	11	4,948,203	210,185	4.25%
Seattle-Tacoma	12	3,979,845	614,221	15.43%
Tampa-St. Petersburg	13	3,194,831	114,003	3.57%
Minneapolis- St. Paul	14	3,640,043	253,145	6.95%
Detroit	15	4,319,629	206,570	4.78%
Denver	16	2,967,239	131,008	4.42%
Orlando-Daytona Beach- Melbourne	17	2,608,147	118,353	4.54%
Miami-Fort Lauderdale	18	6,166,488	160,150	2.60%
Cleveland- Akron	19	2,048,449	52,178	2.55%
Sacramento- Stockton- Modesto	20	2,363,730	346,964	14.68%

# STATIONS OVERVIEW

Out of the 94 stations surveyed for this project:

- 22 stations (24 percent) had no AAPI representation.
- 45 stations (48 percent) were under-representing AAPIs in their on-air staff.
- 31 stations (33 percent) had on-air staff that were properly representative of the community's AAPI population.

To help analyze the data, AAJA assigned a scale of 1 to 5 based on how the station or region fared on representing the AAPI community. A rating of 1 was for stations with no AAPIs on air, a 2 or 3 was for those where AAPIs were underrepresented, and a 4 or 5 was for stations where AAPIs were properly represented. For the rest of the report, only the category labels will be used.

The category labels are as follows: AAPIs properly represented (yellow), AAPIs underrepresented (orange), or no AAPIs (red).

**Table 1.4 Category Criteria and Stations Tally**

Category	Criteria	Total # of Stations
No AAPIs	No AAPI talent	22
AAPIs Underrepresented	Proportion of AAPIs on air is less than the AAPI population proportion in the DMA.	45
AAPIs Properly Represented	Proportion of AAPIs on air is equal to the population proportion or exceeds it.	27

# STATIONS OVERVIEW

## Observations

The project team looked at the data in several different ways: stations with the largest number of AAPIs on air, stations with the smallest percentage of AAPIs on air, etc. The stations with the largest number of AAPI on-air staff were on the West Coast: Los Angeles, San Francisco, and Seattle. The 22 stations that had no AAPI on-air staff were in the Midwest and East Coast.

**Table 2.1: Stations with the most AAPIs on air by numbers**

Station	DMA Market	AAPI On-Air Staff	Total On-Air Staff	AAPI Staff Percentage	AAPI Population Percentage
KPIX	San Francisco	8	24	33.33%	27.73%
KNBC	Los Angeles	7	37	18.92%	16.53%
Spectrum 1	Los Angeles	7	49	14.29%	16.53%
KGO	San Francisco	7	31	22.58%	27.73%
KIRO	Seattle-Tacoma	7	27	25.93%	15.43%

# STATIONS OVERVIEW

**Table 2.2: Stations with the smallest percentage of AAPIs on air**

Station	DMA Market	AAPI On-Air Staff	Total On-Air Staff	AAPI Staff Percentage	AAPI Population Percentage
WJLA	Washington, D.C.	0	40	0.00%	10.42%
WFXT	Boston	0	32	0.00%	8.30%
KIAH	Houston	0	6	0.00%	7.89%
KTVT	Dallas	0	24	0.00%	7.44%
KDAF	Dallas	0	3	0.00%	7.44%
KMSP	Minneapolis- St. Paul	0	35	0.00%	6.95%
KSTP	Minneapolis- St. Paul	0	33	0.00%	6.95%
KYW	Philadelphia	0	22	0.00%	6.17%
WTXF	Philadelphia	0	36	0.00%	6.17%
WCAU	Philadelphia	0	43	0.00%	6.17%
WPHL	Philadelphia	0	6	0.00%	6.17%
WXYZ	Detroit	0	27	0.00%	4.78%



# STATIONS OVERVIEW

**Table 2.2: Stations with the smallest percentage of AAPIs on air cont.**

Station	DMA Market	AAPI On-Air Staff	Total On-Air Staff	AAPI Staff Percentage	AAPI Population Percentage
WFTV	Orlando	0	30	0.00%	4.54%
WKMG	Orlando	0	33	0.00%	4.54%
News 13	Orlando	0	46	0.00%	4.54%
KNVX	Phoenix	0	24	0.00%	4.25%
WWSB	Tampa-St. Petersburg	0	17	0.00%	3.57%
WFTS	Tampa-St. Petersburg	0	39	0.00%	3.57%
Bay News 9	Tampa-St. Petersburg	0	52	0.00%	3.57%
WTVJ	Miami- Fort Lauderdale	0	28	0.00%	2.60%
WSVN	Miami- Fort Lauderdale	0	35	0.00%	2.60%
Spectrum News	Cleveland-Akron	0	39	0.00%	2.55%

# STATIONS OVERVIEW

## O&Os and the News Industry

A total of 17 ownership groups (O&Os) were identified in the project. The ownership groups with the largest number of stations in the project were FOX, Nexstar, CBS, and Tegna. These ownership groups impact multiple DMAs and stations across the country. Below, these tables indicate how many stations were surveyed in the research and indicate how each O&O fared holistically in our survey. For more data, you can refer to Appendix 2 at the end of the report.

*\*Note: Since the data was collected, Tegna announced it was selling two stations in the snapshot. One is in Dallas and the other is in Houston.*

**Table 2.3 Ownership Group and Amount of Stations in Study**

Ownership Group	Number of Stations
FOX	15
Nexstar Media Group	12
CBS	11
TEGNA	11
NBC	9
ABC	6
Spectrum	6
Scripps	5
Cox Media Group	4

# STATIONS OVERVIEW

**Table 2.3 Ownership Group and Amount of Stations in Study cont.**

Ownership Group	Number of Stations
Graham Media Group	3
Hearst	3
Gray Television	2
Meredith	2
Sinclair Broadcast Group	2
Berkshire Hathaway	1
Hubbard Broadcasting	1
Sunbeam	1

**Table 2.4 O&O Findings Breakdown**

Station Name	Number of Under-Representative Stations	Number of Stations in Report	Total Percentage
ABC	2	6	33%
Cox Media Group	3	4	75%
CBS	8	11	73%

# STATIONS OVERVIEW

**Table 2.4 O&O Findings Breakdown cont.**

Station Name	Number of Under-Representative Stations	Number of Stations in Report	Total Percentage
FOX	13	15	87%
Graham Media Group	3	3	100%
Hearst	3	3	100%
NBC	7	9	78%
Nexstar	7	12	58%
Spectrum	6	6	100%
Scripps	3	5	60%
Tegna	7	11	63%

*\*Note: 5 ownership groups were not included in this table due to only having 1 or 2 stations surveyed in the report.*

This initial sampling illustrates the issues that AAPI journalists face in seeking on-air broadcast positions. Despite outsized efforts by those who invest in DEI, and conversely, due to the lack of efforts of stations who do not prioritize DEI, the problem of underrepresentation of AAPIs remains, across all ownership groups included in this survey.

It is heartening to know that best practices have emerged and continue to emerge on hiring, retention, promotion, and professional development. We

look forward to partnering and collaborating with both newsrooms and industry groups to increase opportunities for AAPI talent.

## DMAs Overview

The project also grouped together the total number of AAPI on-air talent for each of the top 20 DMAs. Using the ratings system, the project found that:

- Four DMAs had on-air staff comparable with their local AAPI population.
- 16 DMAs would be considered underrepresented.
- Of those 16 underrepresented DMAs, three DMAs were identified as significantly low percentages, i.e., not reaching even comparable to half or third of their local AAPI population.

The category labels are as follows: AAPIs properly represented (yellow), AAPIs underrepresented (orange), or no AAPIs (red). For more information about the category labels, please refer to Table 1.4.

**Table 3.1 DMAs Overview At a Glance**

DMA Name/City	DMA Rank	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Region Percentage (AAPI/Total)	AAPI Population Percentage
New York	1	15	238	AAPIs Underrepresented	6.30%	11.53%
Los Angeles	2	34	247	AAPIs Underrepresented	13.77%	16.53%
Chicago	3	8	175	AAPIs Underrepresented	4.57%	6.94%
Philadelphia	4	3	149	AAPIs Underrepresented	2.01%	6.17%

# DMAS OVERVIEW

Table 3.1 DMAs Overview At a Glance cont.

DMA Name/City	DMA Rank	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Region Percentage (AAPI/Total)	AAPI Population Percentage
Dallas	5	11	179	AAPIs Underrepresented	6.15%	7.44%
San Francisco	6	31	164	AAPIs Underrepresented	18.90%	27.73%
Atlanta	7	6	156	AAPIs Underrepresented	3.85%	6.16%
Houston	8	10	158	AAPIs Underrepresented	6.33%	7.89%
Washington, D.C.	9	10	178	AAPIs Underrepresented	5.62%	10.42%
Boston	10	7	144	AAPIs Underrepresented	4.86%	8.30%
Phoenix	11	5	115	AAPIs Properly Represented	4.35%	4.25%
Seattle	12	18	144	AAPIs Underrepresented	12.50%	15.43%
Tampa	13	4	221	AAPIs Underrepresented	1.81%	3.57%
Minneapolis	14	5	130	AAPIs Underrepresented	3.85%	6.95%

# DMAS OVERVIEW

**Table 3.1 DMAs Overview At a Glance cont.**

DMA Name/City	<u>DMA Rank</u>	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Region Percentage (AAPI/Total)	AAPI Population Percentage
Detroit	15	2	87	AAPIs Underrepresented	2.30%	4.78%
Denver	16	7	146	AAPIs Properly Represented	4.79%	4.42%
Orlando	17	2	164	AAPIs Underrepresented	1.22%	4.54%
Miami	18	4	133	AAPIs Properly Represented	3.01%	2.60%
Cleveland	19	5	174	AAPIs Properly Represented	2.87%	2.55%
Sacramento	20	14	111	AAPIs Underrepresented	12.61%	14.68%

## DMAs with the Least Proportionate AAPI Representation on Air

Philadelphia, Detroit, and Orlando were the markets with the least proportionate AAPI representation on air. Out of the 16 underrepresented DMAs, these DMAs were identified as significantly low percentages, i.e., not even comparable to half or third of their local AAPI population.

# DMAS OVERVIEW

**Table 3.2 DMAs with Poor Representation**

DMA Name/City	DMA Rank	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Region Percentage (AAPI/Total)	AAPI Population Percentage
Philadelphia	4	3	149	AAPIs Underrepresented	2.01%	6.17%
Detroit	15	2	87	AAPIs Underrepresented	2.30%	4.78%
Orlando	17	2	164	AAPIs Underrepresented	1.22%	4.54%

## DMAs with AAPIs Underrepresented

Thirteen DMAs were underrepresenting AAPIs: New York, Los Angeles, Chicago, Dallas, San Francisco, Atlanta, Houston, Washington, D.C., Boston, Seattle, Tampa, Minneapolis, and Sacramento.

The DMAs varied significantly in population, DMA size, and AAPI on-air talent, making it crucial to identify more trends on why most of these DMAs do not reflect their AAPI population.

New York City, which is the top DMA, had a significant difference between the percentage of AAPIs on air (6.30 percent) and the percentage of the total AAPI population (11.53 percent). Although Los Angeles and San Francisco have the largest number of AAPI on-air talent, the percentages were not proportional to their communities' AAPI populations.



# DMAS OVERVIEW

**Table 3.3 DMAs with Some Representation (Greater than Half the DMA AAPI Proportion)**

DMA Name/City	<u>DMA Rank</u>	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Region Percentage (AAPI/Total)	AAPI Population Percentage
New York	1	15	238	AAPIs Underrepresented	6.30%	11.53%
Los Angeles	2	34	247	AAPIs Underrepresented	13.77%	16.53%
Chicago	3	8	175	AAPIs Underrepresented	4.57%	6.94%
Dallas	5	11	179	AAPIs Underrepresented	6.15%	7.44%
San Francisco	6	31	164	AAPIs Underrepresented	18.90%	27.73%
Atlanta	7	6	156	AAPIs Underrepresented	3.85%	6.16%
Houston	8	10	158	AAPIs Underrepresented	6.33%	7.89%
Washington, D.C.	9	10	178	AAPIs Underrepresented	5.62%	10.42%
Boston	10	7	144	AAPIs Underrepresented	4.86%	8.30%

# DMAS OVERVIEW

**Table 3.3 DMAs with Some Representation (Greater than Half the DMA AAPI Proportion) cont.**

DMA Name/City	<u>DMA Rank</u>	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Region Percentage (AAPI/Total)	AAPI Population Percentage
Seattle	12	18	144	AAPIs Underrepresented	12.50%	15.43%
Tampa	13	4	221	AAPIs Underrepresented	1.81%	3.57%
Minneapolis	14	5	130	AAPIs Underrepresented	3.85%	6.95%
Sacramento	20	14	111	AAPIs Underrepresented	12.61%	14.68%

## DMAs with On-Air Staff Comparable with Population

Four markets had on-air staff comparable with their local AAPI population: Phoenix, Denver, Miami, and Cleveland.

These markets also have smaller AAPI populations, so they meet the metric with a small number of AAPIs on air. It is important to factor in how just one additional person on air can affect a smaller market.

# DMAS OVERVIEW

**Table 3.4 DMAs with Proportional Representation of AAPIs**

DMA Name/City	DMA Rank	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Region Percentage (AAPI/Total)	AAPI Population Percentage
Phoenix	11	5	115	AAPIs Properly Represented	4.35%	4.25%
Denver	16	7	146	AAPIs Properly Represented	4.79%	4.42%
Miami	18	4	133	AAPIs Properly Represented	3.01%	2.60%
Cleveland	19	5	174	AAPIs Properly Represented	2.87%	2.55%

## Observations

The DMAs with the most AAPI on-air staff in terms of numbers were Los Angeles, San Francisco, and Seattle-Tacoma. All are West Coast cities with large AAPI populations.

**Table 3.5 Most AAPI On-Air Staff**

DMA	DMA Rank	AAPI On-Air Staff	Total On-Air Staff	AAPI Staff Percentage	AAPI Population Percentage
Los Angeles	2	34	247	13.77%	16.53%
San Francisco	6	31	164	18.90%	27.73%

# DMAS OVERVIEW

**Table 3.5 Most AAPI On-Air Staff cont.**

DMA	<u>DMA Rank</u>	AAPI On-Air Staff	Total On-Air Staff	AAPI Staff Percentage	AAPI Population Percentage
Seattle-Tacoma	12	18	144	12.50%	15.43%

The DMAs with the least AAPIs on their on-air staff were on the East Coast: Orlando, Philadelphia, Tampa Bay-St. Petersburg, and Miami.

**Table 3.6 Least AAPI On-Air Staff**

DMA	<u>DMA Rank</u>	AAPI On-Air Staff	Total On-Air Staff	AAPI Staff Percentage	AAPI Population Percentage
Orlando	17	2	164	1.22%	4.54%
Philadelphia	4	3	149	2.01%	6.17%
Tampa-St. Petersburg	13	4	221	1.81%	3.57%
Miami	18	4	133	3.01%	2.60%

# LIMITATIONS

This project was intended to provide groundwork for and to inspire additional research around the state of AAPIs in local newsrooms. The information can help policymakers, newsrooms, and changemakers diagnose and develop solutions to tackle a complex issue. The following limitations help contextualize the findings.

**Lack of Responses:** Only seven of the 94 stations AAJA contacted, either by reaching out directly or going through its point of contact at the corporate level, who verified or corrected the data that AAJA collected. All others either declined to verify the data, did not send their response in time, or failed to respond despite repeated requests and reminders. In one ownership group, several news directors verified their station-specific data, but the ownership group requested that AAJA change their responses to “declined to verify.”

This lack of response is striking at a time when DEI efforts and the issue of representation are playing a more prominent role in society.

**Quantitative Versus Qualitative:** The project looked at whether the on-air staff at the station reflected the local AAPI community. No insight is provided about working conditions, newsroom culture, or the quality and quantity of the AAPI coverage. The on-air representation information does not indicate whether it is a good or bad place for AAPIs to work.

**Defining AAPI:** The term AAPI is a socio-political construct that means different things to different people. Is Armenian American part of AAPI? Is a Persian American an AAPI? These were some of the questions that the project wrestled with. The differing definitions can impact the results. For the snapshot, AAPI included anyone whose ethnicity or race traces back to a country in the Pacific Islands or Asia, except for Russia.

**Identifying the AAPI On-Air Staff:** Rather than asking members of news teams to self-identify, the project identified AAPIs based on external factors such as names, appearance, and declarations on their bios and/or social media. AAJA Broadcast Advisory Council members used their personal connections and networks to help identify people. Some AAPIs and multiracial Asian journalists may have been missed because of this method.

**No Industry-Wide Collection of Diversity Data:** Local news broadcasters are not required to track and report diversity data for their newsrooms. Having

# LIMITATIONS/FUTURE CONSIDERATIONS

regulating agencies require such reporting would have far-reaching benefits.

**Lack of Cooperation or Transparency by News Organizations:** Many news stations or their ownership groups declined to verify the data collected. That affects the accuracy of the information.

**Constantly Fluctuating Numbers:** Turnover at local stations is constant and high, the snapshot project captured information during a specific time period. For example, NBC Philadelphia (WCAU) was a station that was identified as having no AAPI on-air staff. In January 2022, Frances Wang and Karen Hua joined the station in on-air positions. Additionally, news stations may not always update their websites quickly to reflect the changes.

## Future Research Considerations

The snapshot project is a starting point for AAJA to expand its research and survey efforts. It revealed a lack of transparency from news organizations, and thus accountability to the communities and audiences they aim to serve. The cultural competencies and community connections these identities afford are advantages in news coverage and business strategy.

AAJA's hope is to expand the scope and depth of this type of research. Many other organizations are already well positioned to do this research and should look for ways to continue and expand on the work AAJA has started. Researchers, journalists, and the broader industry should consider examining the following topics related to representation and diversity.

### Go Broader

- Expand the project to include **more markets**, especially small and medium TV markets. Smaller markets often serve as farm teams for the bigger markets.
- Take a census of AAPIs in **off-camera jobs** such as producers, photographers, assignment editors, and digital writers/editors. These staff help to shape what stories are covered and by whom.
- Capture a snapshot of AAPIs in **management**. They play a major role in shaping news coverage, hiring the storytellers, and deciding the priority that DEI plays.

# FUTURE CONSIDERATIONS/NEXT STEPS

## Go Deeper

- Look at the role of **agents as gatekeepers**. Many on-air staff in large markets have agents and many managers in large markets depend on agents during the hiring process.
- Consider **the role of consultants, both editorial and image**, in who and what is put on the air and how it is presented.
- Study the **positions and shifts** that AAPI on-air staff work. Doing so would provide some qualitative context into how the AAPI on-air staff is valued.
- Dive into the **workplace culture**. This project is quantitative and looked only at on-air representation, not the quality of the newsroom or the news coverage.
- The **financial strain and sacrifices** of getting an on-air job. Some of the barriers to entry that many AAPI journalists encounter include internships that have little or no pay, starting in small markets with very little pay, having to constantly move around the country for better opportunities, the expense of attending a university with a top-notch broadcast program, and the costs of clothing, hair care, and makeup.
- The **whitewashing of on-air personalities**. TV news managers and consultants have asked AAPI reporters and anchors to change their names or Anglicize them to conform. AAPI staff have been asked to change how they speak to sound more American. Does this discourage AAPIs from entering journalism? Does it minimize AAPI staff working on air?
- The impact of a news station's **target audience**. Do TV newsrooms focus on appealing to certain demographics and how does that impact the AAPI staff?
- Do **cultural stigmas** deter AAPIs from local TV careers? Many AAPI cultures place more value on careers in STEM fields than liberal arts.
- The **implicit biases against AAPI men**. Do the stigmas and stereotypes about AAPI men, including emasculation and demonizing, serve as a barrier?
- **Disaggregating AAPI information**. When the data collected is disaggregated by ethnicity, are certain groups over or underrepresented? Gender information could provide another level of analysis.

## Next Steps

More than the numbers and data, this project reveals a significant amount of opportunities for all segments of society to improve the representation of AAPIs and other journalists of color in newsrooms across the country. With the dearth of effort and resources put into this type of work, even a small endeavor into this space would be consequential.

## FUTURE CONSIDERATIONS/NEXT STEPS

**News Consumers and AAPI Communities:** Local TV newsrooms listen to their audience members' concerns. Advocate for your local news stations to hire more AAPIs on air. Build relationships with your local newsrooms so that you can be a resource for stories. Connect with the AAJA chapter in your city to partner on efforts such as media access workshops and journalism career workshops.

**Researchers:** Fill the research gap by conducting research on AAPI journalists.

**Journalists:** AAJA recognizes the unfair burden placed on journalists of color to do the work to improve diversity, representation, and equity in newsrooms. However unfair, it is a reality, so the first thing for journalists to do is to advocate for better DEI policies and practices in their workplaces. Journalists can also have a significant impact by donating time and money to organizations like AAJA. The more resources and members these groups have, the bigger their impact. Greater allyship leads to greater impact and greater impact leads to greater change.

**Local TV Newsrooms and Ownership Groups:** Make DEI a priority, be transparent about the hiring and retention goals and provide data about them. Journalists demand advocacy and transparency from institutions of power. Newsrooms should hold themselves to those same standards. News directors and hiring managers should also prioritize attending AAJA's annual convention to meet with promising and accomplished AAPI journalists face to face.

**Government and Regulatory Organizations:** The Federal Communications Commission requires local TV stations to fulfill certain obligations as a condition of using the public airwaves for their business. Diversity accountability, which includes reporting demographic data of its news staff, should be added to the list of obligations.

**Advertisers:** Businesses wanting to reach a growing consumer base with strong buying power should advertise with local TV stations that make DEI a priority.



# MAJOR TAKEAWAYS

- There are not enough Asian American Pacific Islander (AAPI) journalists on television. AAJA conducted a snapshot of AAPI on-air talent in the top 20 local TV markets and found that nearly 25 percent of stations had no AAPIs on air, and more than 70 percent of the stations did not have enough on-air staff representative of their AAPI populations in their markets.
- The lack of response and participation in the snapshot project suggests that DEI goals have not been prioritized for many local TV news stations.
- The lack of representation leaves AAPI reporters vulnerable to questions of their ability to cover AAPI community stories. Either they are passed over due to newsroom perceptions of bias, or they are expected to cover broader perspectives related to race beyond their individual capacities.
- The snapshot also supports some AAJA members' recruitment and promotion experiences, e.g. a "false scarcity" where they encounter an unspoken misperception that there are already "too many AAPIs" on air or they are the "wrong minority" for openings.
- Representation is crucial to accurate and nuanced coverage and building trust and engagement with the audience, which in turn improves the quality, impact, and reach of journalism.

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# APPENDIX 1: NEWS STATIONS BY DMA

The category labels are as follows: AAPIs properly represented (yellow), AAPIs underrepresented (orange), or no AAPIs (red). The station percentage (AAPI/Total) is highlighted green if it is over the AAPI percent of the population proportion for the DMA, yellow if it is over 50 percent, or red if under 50 percent.

## New York, NY

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
New York	1	WABC	5	42	AAPIs Properly Represented	11.90%	11.53%
New York	1	WPIX	4	40	AAPIs Underrepresented	10.00%	11.53%
New York	1	WCBS	2	34	AAPIs Underrepresented	5.88%	11.53%
New York	1	NY1	2	43	AAPIs Underrepresented	4.65%	11.53%
New York	1	WNYW	1	37	AAPIs Underrepresented	2.70%	11.53%

# APPENDIX 1: NEWS STATIONS BY DMA

## Los Angeles, CA

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Los Angeles	2	KNBC	7	37	AAPIs Properly Represented	18.92%	16.53%
Los Angeles	2	Spectrum 1	7	49	AAPIs Underrepresented	14.29%	16.53%
Los Angeles	2	KTLA	6	54	AAPIs Underrepresented	11.11%	16.53%
Los Angeles	2	KCBS	5	31	AAPIs Underrepresented	16.13%	16.53%
Los Angeles	2	KTTV	5	32	AAPIs Underrepresented	15.63%	16.53%
Los Angeles	2	KABC	4	44	AAPIs Underrepresented	9.09%	16.53%

# APPENDIX 1: NEWS STATIONS BY DMA

## Chicago, IL

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Chicago	3	WLS	4	37	AAPIs Properly Represented	10.81%	6.94%
Chicago	3	WBBM	1	30	AAPIs Underrepresented	3.33%	6.94%
Chicago	3	WFLD	1	24	AAPIs Underrepresented	4.17%	6.94%
Chicago	3	WMAQ	1	32	AAPIs Underrepresented	3.13%	6.94%
Chicago	3	WGN	1	52	AAPIs Underrepresented	1.92%	6.94%

## Philadelphia, PA

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Philadelphia	4	WPVI	3	42	AAPIs Properly Represented	7.14%	6.17%

# APPENDIX 1: NEWS STATIONS BY DMA

## Philadelphia, PA cont.

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Philadelphia	4	KYW	0	22	No AAPIs	0.00%	6.17%
Philadelphia	4	WTFX	0	36	No AAPIs	0.00%	6.17%
Philadelphia	4	WCAU	0	43	No AAPIs	0.00%	6.17%
Philadelphia	4	WPHL	0	6	No AAPIs	0.00%	6.17%

## Dallas-Fort Worth, TX

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Dallas-Fort Worth	5	WFAA	6	44	AAPIs Properly Represented	13.64%	7.44%
Dallas-Fort Worth	5	KXAS	2	38	AAPIs Underrepresented	5.26%	7.44%



# APPENDIX 1: NEWS STATIONS BY DMA

## Dallas-Fort Worth, TX cont.

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Dallas-Fort Worth	5	Spectrum News 1	2	39	AAPIs Underrepresented	5.13%	7.44%
Dallas-Fort Worth	5	KDFW	1	31	AAPIs Underrepresented	3.23%	7.44%
Dallas-Fort Worth	5	KTVT	0	24	No AAPIs	0.00%	7.44%
Dallas-Fort Worth	5	KDAF	0	3	No AAPIs	0.00%	7.44%

## San Francisco-Oakland-San Jose, CA

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
San Francisco-Oakland-San Jose	6	KPIX	8	24	AAPIs Properly Represented	33.33%	27.73%
San Francisco-Oakland-San Jose	6	KGO	7	31	AAPIs Underrepresented	22.58%	27.73%

# APPENDIX 1: NEWS STATIONS BY DMA

## San Francisco-Oakland-San Jose, CA cont.

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
San Francisco-Oakland-San Jose	6	KTVU	6	41	AAPIs Underrepresented	14.63%	27.73%
San Francisco-Oakland-San Jose	6	KNTV	6	34	AAPIs Underrepresented	17.65%	27.73%
San Francisco-Oakland-San Jose	6	KRON	4	34	AAPIs Underrepresented	11.76%	27.73%

## Atlanta, GA

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Atlanta	7	WSB	2	43	AAPIs Underrepresented	4.65%	6.16%
Atlanta	7	WGCL	2	31	AAPIs Properly Represented	6.45%	6.16%

# APPENDIX 1: NEWS STATIONS BY DMA

## Atlanta, GA cont.

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Atlanta	7	WAGA	1	46	AAPIs Underrepresented	2.17%	6.16%
Atlanta	7	WXIA	1	36	AAPIs Underrepresented	2.78%	6.16%

## Houston, TX

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Houston	8	KTRK	3	37	AAPIs Properly Represented	8.11%	7.89%
Houston	8	KRIV	3	34	AAPIs Properly Represented	8.82%	7.89%
Houston	8	KHOU	3	41	AAPIs Underrepresented	7.32%	7.89%
Houston	8	KPRC	1	40	AAPIs Underrepresented	2.50%	7.89%

# APPENDIX 1: NEWS STATIONS BY DMA

## Houston, TX cont.

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Houston	8	KIAH	0	6	No AAPIs	0.00%	7.89%

## Washington, D.C.

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Washington, D.C.	9	WDVM	4	28	AAPIs Properly Represented	14.29%	10.42%
Washington, D.C.	9	WTTG	2	28	AAPIs Underrepresented	7.14%	10.42%
Washington, D.C.	9	WRC	2	38	AAPIs Underrepresented	5.26%	10.42%
Washington, D.C.	9	WUSA	2	44	AAPIs Underrepresented	4.55%	10.42%
Washington, D.C.	9	WJLA	0	40	No AAPIs	0.00%	10.42%

# APPENDIX 1: NEWS STATIONS BY DMA

## Boston (Manchester), MA

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Boston (Manchester)	10	WBTS	4	44	AAPIs Properly Represented	9.09%	8.30%
Boston (Manchester)	10	WCVB	2	40	AAPIs Underrepresented	5.00%	8.30%
Boston (Manchester)	10	WBZ	1	28	AAPIs Underrepresented	3.57%	8.30%
Boston (Manchester)	10	WFXT	0	32	No AAPIs	0.00%	8.30%

## Phoenix (Prescott), AZ

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Phoenix (Prescott)	11	KSAZ	2	25	AAPIs Properly Represented	8.00%	4.25%
Phoenix (Prescott)	11	KPHO	2	36	AAPIs Properly Represented	5.56%	4.25%

# APPENDIX 1: NEWS STATIONS BY DMA

## Phoenix (Prescott), AZ cont.

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Phoenix (Prescott)	11	KPNX	1	30	AAPIs Underrepresented	3.33%	4.25%
Phoenix (Prescott)	11	KNXV	0	24	No AAPIs	0.00%	4.25%

## Seattle-Tacoma, WA

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Seattle-Tacoma	12	KIRO	7	27	AAPIs Properly Represented	25.93%	15.43%
Seattle-Tacoma	12	KOMO	5	47	AAPIs Underrepresented	10.64%	15.43%
Seattle-Tacoma	12	KCPQ	4	27	AAPIs Underrepresented	14.81%	15.43%
Seattle-Tacoma	12	KING	2	43	AAPIs Underrepresented	4.65%	15.43%

# APPENDIX 1: NEWS STATIONS BY DMA

## Tampa-St. Petersburg (Sarasota), FL

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Tampa-St. Petersburg (Sarasota)	13	WFLA	2	41	AAPIs Properly Represented	4.88%	3.57%
Tampa-St. Petersburg (Sarasota)	13	WTVT	1	39	AAPIs Underrepresented	2.56%	3.57%
Tampa-St. Petersburg (Sarasota)	13	WTSP	1	33	AAPIs Underrepresented	3.03%	3.57%
Tampa-St. Petersburg (Sarasota)	13	WWSB	0	17	No AAPIs	0.00%	3.57%
Tampa-St. Petersburg (Sarasota)	13	WFTS	0	39	No AAPIs	0.00%	3.57%
Tampa-St. Petersburg (Sarasota)	13	Bay News 9	0	52	No AAPIs	0.00%	3.57%

# APPENDIX 1: NEWS STATIONS BY DMA

## Minneapolis-St. Paul, MN

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Minneapolis-St. Paul	14	KARE	3	38	AAPIs Properly Represented	7.89%	6.95%
Minneapolis-St. Paul	14	WCCO	2	24	AAPIs Properly Represented	8.33%	6.95%
Minneapolis-St. Paul	14	KMSP	0	35	No AAPIs	0.00%	6.95%
Minneapolis-St. Paul	14	KSTP	0	33	No AAPIs	0.00%	6.95%

## Detroit, MI

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Detroit	15	WJBK	1	31	AAPIs Underrepresented	3.23%	4.78%
Detroit	15	WDIV	1	29	AAPIs Underrepresented	3.45%	4.78%



# APPENDIX 1: NEWS STATIONS BY DMA

## Detroit, MI

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Detroit	15	WXYZ	0	27	No AAPIs	0.00%	4.78%

## Denver, CO

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Denver	16	KDVR	2	41	AAPIs Properly Represented	4.88%	4.42%
Denver	16	KMGH	2	35	AAPIs Properly Represented	5.71%	4.42%
Denver	16	KUSA	2	41	AAPIs Properly Represented	4.88%	4.42%
Denver	16	KCNC	1	29	AAPIs Underrepresented	3.45%	4.42%

# APPENDIX 1: NEWS STATIONS BY DMA

## Orlando-Daytona Beach- Melbourne, FL

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Orlando-Daytona Beach-Melbourne	17	WOFL	1	25	AAPIs Underrepresented	4.00%	4.54%
Orlando-Daytona Beach-Melbourne	17	WESH	1	30	AAPIs Underrepresented	3.33%	4.54%
Orlando-Daytona Beach-Melbourne	17	WFTV	0	30	No AAPIs	0.00%	4.54%
Orlando-Daytona Beach-Melbourne	17	WKMG	0	33	No AAPIs	0.00%	4.54%
Orlando-Daytona Beach-Melbourne	17	News 13	0	46	No AAPIs	0.00%	4.54%

## Miami-Fort Lauderdale, FL

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Miami-Fort Lauderdale	18	WPLG	2	44	AAPIs Properly Represented	4.55%	2.60%

# APPENDIX 1: NEWS STATIONS BY DMA

## Miami-Fort Lauderdale, FL cont.

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Miami-Fort Lauderdale	18	WFOR	2	26	AAPIs Properly Represented	7.69%	2.60%
Miami-Fort Lauderdale	18	WTVJ	0	28	No AAPIs	0.00%	2.60%
Miami-Fort Lauderdale	18	WSVN	0	35	No AAPIs	0.00%	2.60%

## Cleveland-Akron (Canton), OH

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Cleveland-Akron (Canton)	19	WOIO	2	32	AAPIs Properly Represented	6.25%	2.55%
Cleveland-Akron (Canton)	19	WJW	1	39	AAPIs Properly Represented	2.56%	2.55%
Cleveland-Akron (Canton)	19	WEWS	1	31	AAPIs Properly Represented	3.23%	2.55%

# APPENDIX 1: NEWS STATIONS BY DMA

## Cleveland-Akron (Canton), OH cont.

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Cleveland-Akron (Canton)	19	WKYC	1	33	AAPIs Properly Represented	3.03%	2.55%
Cleveland-Akron (Canton)	19	Spectrum News 1	0	39	No AAPIs	0.00%	2.55%

## Sacramento-Stockton- Modesto, CA

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Sacramento-Stockton-Modesto	20	KCRA	4	29	AAPIs Underrepresented	13.79%	14.68%
Sacramento-Stockton-Modesto	20	KTXL	4	25	AAPIs Properly Represented	16.00%	14.68%
Sacramento-Stockton-Modesto	20	KOVR	3	29	AAPIs Underrepresented	10.34%	14.68%
Sacramento-Stockton-Modesto	20	KXTV	3	28	AAPIs Underrepresented	10.71%	14.68%

# APPENDIX 2: NEWS STATIONS BY O&OS

## FOX

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
New York	1	WNYW	1	37	AAPIs Underrepresented	2.70%	11.53%
Los Angeles	2	KTTV	5	32	AAPIs Underrepresented	15.63%	16.53%
Chicago	3	WFLD	1	24	AAPIs Underrepresented	4.17%	6.94%
Philadelphia	4	WTFX	0	36	No AAPIs	0.00%	6.17%
Dallas-Fort Worth	5	KDFW	1	31	AAPIs Underrepresented	3.23%	7.44%
San Francisco-Oakland-San Jose	6	KTVU	6	41	AAPIs Underrepresented	14.63%	27.73%
Atlanta	7	WAGA	1	46	AAPIs Underrepresented	2.17%	6.16%
Houston	8	KRIV	3	34	AAPIs Properly Represented	8.82%	7.89%

# APPENDIX 2: NEWS STATIONS BY O&OS

## FOX cont.

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Washington, D.C.	9	WTTG	2	28	AAPIs Underrepresented	7.14%	10.42%
Phoenix (Prescott)	11	KSAZ	2	25	AAPIs Properly Represented	8.00%	4.25%
Seattle-Tacoma	12	KCPQ	4	27	AAPIs Underrepresented	14.81%	15.43%
Tampa-St. Petersburg (Sarasota)	13	WTVT	1	39	AAPIs Underrepresented	2.56%	3.57%
Minneapolis-St. Paul	14	KMSP	0	35	No AAPIs	0.00%	6.95%
Detroit	15	WJBK	1	31	AAPIs Underrepresented	3.23%	4.78%
Orlando-Daytona Beach-Melbourne	17	WOFL	1	25	AAPIs Underrepresented	4.00%	4.54%

# APPENDIX 2: NEWS STATIONS BY O&OS

## Nexstar

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
New York	1	WNYW	1	37	AAPIs Underrepresented	2.70%	11.53%
Los Angeles	2	KTTV	5	32	AAPIs Underrepresented	15.63%	16.53%
Chicago	3	WFLD	1	24	AAPIs Underrepresented	4.17%	6.94%
Philadelphia	4	WTFX	0	36	No AAPIs	0.00%	6.17%
Dallas-Fort Worth	5	KDFW	1	31	AAPIs Underrepresented	3.23%	7.44%
San Francisco-Oakland-San Jose	6	KTVU	6	41	AAPIs Underrepresented	14.63%	27.73%
Atlanta	7	WAGA	1	46	AAPIs Underrepresented	2.17%	6.16%
Houston	8	KRIV	3	34	AAPIs Properly Represented	8.82%	7.89%
Washington, D.C.	9	WTTG	2	28	AAPIs Underrepresented	7.14%	10.42%

# APPENDIX 2: NEWS STATIONS BY O&OS

## Nexstar cont.

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Phoenix (Prescott)	11	KSAZ	2	25	AAPIs Properly Represented	8.00%	4.25%
Seattle-Tacoma	12	KCPQ	4	27	AAPIs Underrepresented	14.81%	15.43%
Tampa-St. Petersburg (Sarasota)	13	WTVT	1	39	AAPIs Underrepresented	2.56%	3.57%
Minneapolis-St. Paul	14	KMSP	0	35	No AAPIs	0.00%	6.95%
Detroit	15	WJBK	1	31	AAPIs Underrepresented	3.23%	4.78%
Orlando-Daytona Beach-Melbourne	17	WOFL	1	25	AAPIs Underrepresented	4.00%	4.54%



# APPENDIX 2: NEWS STATIONS BY O&OS

## CBS

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
New York	1	WCBS	2	34	AAPIs Underrepresented	5.88%	11.53%
Los Angeles	2	KCBS	5	31	AAPIs Underrepresented	16.13%	16.53%
Chicago	3	WBBM	1	30	AAPIs Underrepresented	3.33%	6.94%
Philadelphia	4	KYW	0	22	No AAPIs	0.00%	6.17%
Dallas-Fort Worth	5	KTVT	0	24	No AAPIs	0.00%	7.44%
San Francisco-Oakland-San Jose	6	KPIX	8	24	AAPIs Properly Represented	33.33%	27.73%
Boston (Manchester)	10	WBZ	1	28	AAPIs Underrepresented	3.57%	8.30%
Minneapolis-St. Paul	14	WCCO	2	24	AAPIs Properly Represented	8.33%	6.95%

# APPENDIX 2: NEWS STATIONS BY O&OS

## CBS cont.

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Denver	16	KCNC	1	29	AAPIs Underrepresented	3.45%	4.42%
Miami-Fort Lauderdale	18	WFOR	2	26	AAPIs Properly Represented	7.69%	2.60%
Sacramento-Stockton-Modesto	20	KOVR	3	29	AAPIs Underrepresented	10.34%	14.68%

## Tegna

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Dallas-Fort Worth	5	WFAA	6	44	AAPIs Properly Represented	13.64%	7.44%
Atlanta	7	WXIA	1	36	AAPIs Underrepresented	2.78%	6.16%
Houston	8	KHOU	3	41	AAPIs Underrepresented	7.32%	7.89%

# APPENDIX 2: NEWS STATIONS BY O&OS

## Tegna cont.

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Washington, D.C.	9	WUSA	2	44	AAPIs Underrepresented	4.55%	10.42%
Phoenix (Prescott)	11	KPNX	1	30	AAPIs Underrepresented	3.33%	4.25%
Seattle-Tacoma	12	KING	2	43	AAPIs Underrepresented	4.65%	15.43%
Tampa-St. Petersburg (Sarasota)	13	WTSP	1	33	AAPIs Underrepresented	3.03%	3.57%
Minneapolis-St. Paul	14	KARE	3	38	AAPIs Properly Represented	7.89%	6.95%
Denver	16	KUSA	2	41	AAPIs Properly Represented	4.88%	4.42%
Cleveland-Akron (Canton)	19	WKYC	1	33	AAPIs Properly Represented	3.03%	2.55%
Sacramento-Stockton-Modesto	20	KXTV	3	28	AAPIs Underrepresented	10.71%	14.68%

# APPENDIX 2: NEWS STATIONS BY O&OS

## NBC

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
New York	1	WNBC	1	42	AAPIs Underrepresented	2.38%	11.53%
Los Angeles	2	KNBC	7	37	AAPIs Properly Represented	18.92%	16.53%
Chicago	3	WMAQ	1	32	AAPIs Underrepresented	3.13%	6.94%
Philadelphia	4	WCAU	0	43	No AAPIs	0.00%	6.17%
Dallas-Fort Worth	5	KXAS	2	38	AAPIs Underrepresented	5.26%	7.44%
San Francisco-Oakland-San Jose	6	KNTV	6	34	AAPIs Underrepresented	17.65%	27.73%
Washington, D.C.	9	WRC	2	38	AAPIs Underrepresented	5.26%	10.42%
Boston (Manchester)	10	WBTS	4	44	AAPIs Properly Represented	9.09%	8.30%

# APPENDIX 2: NEWS STATIONS BY O&OS

## NBC cont.

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Miami-Fort Lauderdale	18	WTVJ	0	28	No AAPIs	0.00%	2.60%

## ABC

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
New York	1	WABC	5	42	AAPIs Properly Represented	11.90%	11.53%
Los Angeles	2	KABC	4	44	AAPIs Underrepresented	9.09%	16.53%
Chicago	3	WLS	4	37	AAPIs Properly Represented	10.81%	6.94%
Philadelphia	4	WPVI	3	42	AAPIs Properly Represented	7.14%	6.17%
San Francisco-Oakland-San Jose	6	KGO	7	31	AAPIs Underrepresented	22.58%	27.73%

# APPENDIX 2: NEWS STATIONS BY O&OS

## ABC cont.

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Houston	8	KTRK	3	37	AAPIs Properly Represented	8.11%	7.89%

## Spectrum

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
New York	1	NY1	2	43	AAPIs Underrepresented	4.65%	11.53%
Los Angeles	2	Spectrum 1	7	49	AAPIs Underrepresented	14.29%	16.53%
Dallas-Fort Worth	5	Spectrum News 1	2	39	AAPIs Underrepresented	5.13%	7.44%
Tampa-St. Petersburg (Sarasota)	13	Bay News 9	0	52	No AAPIs	0.00%	3.57%
Orlando-Daytona Beach-Melbourne	17	News 13	0	46	No AAPIs	0.00%	4.54%

# APPENDIX 2: NEWS STATIONS BY O&OS

## Spectrum cont.

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Cleveland-Akron (Canton)	19	Spectrum News 1	0	39	No AAPIs	0.00%	2.55%

## Scripps

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Phoenix (Prescott)	11	KNXV	0	24	No AAPIs	0.00%	4.25%
Tampa-St. Petersburg (Sarasota)	13	WFTS	0	39	No AAPIs	0.00%	3.57%
Detroit	15	WXYZ	0	27	No AAPIs	0.00%	4.78%
Denver	16	KMGH	2	35	AAPIs Properly Represented	5.71%	4.42%
Cleveland-Akron (Canton)	19	WEWS	1	31	AAPIs Properly Represented	3.23%	2.55%

# APPENDIX 2: NEWS STATIONS BY O&OS

## Cox

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Atlanta	7	WSB	2	43	AAPIs Underrepresented	4.65%	6.16%
Boston (Manchester)	10	WFXT	0	32	No AAPIs	0.00%	8.30%
Seattle-Tacoma	12	KIRO	7	27	AAPIs Properly Represented	25.93%	15.43%
Orlando-Daytona Beach-Melbourne	17	WFTV	0	30	No AAPIs	0.00%	4.54%

## Graham

DMA Name/City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Houston	8	KPRC	1	40	AAPIs Underrepresented	2.50%	7.89%
Detroit	15	WDIV	1	29	AAPIs Underrepresented	3.45%	4.78%



# APPENDIX 2: NEWS STATIONS BY O&OS

## Graham cont.

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Orlando-Daytona Beach-Melbourne	17	WKMG	0	33	No AAPIs	0.00%	4.54%

## Hearst

DMA Name/City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Boston (Manchester)	10	WCVB	2	40	AAPIs Underrepresented	5.00%	8.30%
Orlando-Daytona Beach-Melbourne	17	WESH	1	30	AAPIs Underrepresented	3.33%	4.54%
Sacramento-Stockton-Modesto	20	KCRA	4	29	AAPIs Underrepresented	13.79%	14.68%

# APPENDIX 2: NEWS STATIONS BY O&OS

## O&Os with One or Two TV Stations in Report (Gray Television, Meredith, Sinclair, Berkshire Hathaway, Hubbard Broadcasting and Sunbeam)

Ownership Group	DMA Name/ City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Spectrum	New York	1	NY1	2	43	AAPIs Underrepresented	4.65%	11.53%
Spectrum	Los Angeles	2	Spectrum 1	7	49	AAPIs Underrepresented	14.29%	16.53%
Spectrum	Dallas-Fort Worth	5	Spectrum News 1	2	39	AAPIs Underrepresented	5.13%	7.44%
Meredith	Atlanta	7	WGCL	2	31	AAPIs Properly Represented	6.45%	6.16%
Sinclair	Washington, D.C.	9	WJLA	0	40	No AAPIs	0.00%	10.42%
Meredith	Phoenix (Prescott)	11	KPHO	2	36	AAPIs Properly Represented	5.56%	4.25%
Sinclair	Seattle-Tacoma	12	KOMO	5	47	AAPIs Underrepresented	10.64%	15.43%

# APPENDIX 2: NEWS STATIONS BY O&OS

## O&Os with One or Two TV Stations in Report (Gray Television, Meredith, Sinclair, Berkshire Hathaway, Hubbard Broadcasting and Sunbeam) cont.

Ownership Group	DMA Name/ City	DMA Rank	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Spectrum	Tampa-St. Petersburg (Sarasota)	13	Bay News 9	0	52	No AAPIs	0.00%	3.57%
Hubbard Broadcasting	Minneapolis-St. Paul	14	KSTP	0	33	No AAPIs	0.00%	6.95%
Spectrum	Orlando-Daytona Beach - Melbourne	17	News 13	0	46	No AAPIs	0.00%	4.54%
Sunbeam Television	Miami-Fort Lauderdale	18	WSVN	0	35	No AAPIs	0.00%	2.60%
Berkshire Hathaway	Miami-Fort Lauderdale	18	WPLG	2	44	AAPIs Properly Represented	4.55%	2.60%
Spectrum	Cleveland-Akron (Canton)	19	Spectrum News 1	0	39	No AAPIs	0.00%	2.55%

# APPENDIX 2: NEWS STATIONS BY O&OS

## O&Os with One or Two TV Stations in Report (Gray Television, Meredith, Sinclair, Berkshire Hathaway, Hubbard Broadcasting and Sunbeam) cont.

Ownership Group	DMA Name/ City	<u>DMA Rank</u>	Call Letters	Total Number of AAPI On-Air Talent	Total Number of On-Air Talent	Category	Station Percentage (AAPI/Total)	AAPI Population Percentage
Gray Television	Cleveland-Akron (Canton)	19	WOIO	2	32	AAPIs Properly Represented	6.25%	2.55%