Shaping our Stories

Media Portrayals of Race in Rochester, NY
September 18, 2018

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Acknowledgements

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Finally, gratitude goes to the Causewave staff and former Causewave staff member Marta Driscoll for her extensive work during this project's most intense phase.

- Essie Calhoun-McDavid and Jeffrey Crane, co-chairs
  Todd Butler, staff

Thank you

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The Greater Rochester Community has been struggling with conversations around racial disparities for generations. In recent years, the city of Frederick Douglass and Susan B. Anthony has begun to look more directly in the mirror as it confronts issues around race, racial disparity and equity in our community.

Attitudes towards race are formed on the basis of direct (personal interactions) and indirect (word of mouth and media-communicated) experiences. A community as segregated as Rochester provides a structural barrier to these direct experiences, and increases the importance and potential impact of media (indirect) experiences related to race. The argument can be made that here, media representations are even more important than they might otherwise be in shaping how we see our community and those who share it with us.

In late 2015, Causewave Community Partners decided to attempt to make a unique contribution to the issue of racial equity in our community. Owing to our experience and connections in the media community, and the well-documented impact of media representations on the racial perceptions of white and non-white groups[1], we decided to study the perceptions of representations of race in local news media.

Shaping our Stories is the result of nearly three years of planning and analysis.

1: Ghandnoosh, Nazgol, Ph.D. "Race and Punishment: Racial Perceptions of Crime and Support for Punitive Policies." The Sentencing Project (2014)
The Topos Partnership. "Media Representations and Impact on the Lives of Black Men and Boys." The Opportunity Agenda (2011)
Robinson, Sue. "Networked News, Racial Divides: How Power and Privilege Shape Public Discourse in Progressive Communities." Cambridge University Press. (2017)

Study Objective

Shaping our Stories is presented with the intention of increasing the understanding of perceptions of how race is represented in local news media. This report can be used by both community members and news professionals to understand each other's perceptions and how they differ.

By studying this complex issue and sharing our results, we hope to spark a productive and collaborative dialogue and process for positive change in our community.

The Steering Committee took seriously our responsibility to recognize our own biases and provide the community with as objective a report as possible.

A Two-part Project

1. An **area-wide community poll** on attitudes towards how local media portray race in their news coverage.

    ▪ As a complement to the community poll, we conducted a content analysis of a sample of local news stories in a brief timeframe. This was done to provide a reference point to allow comparisons of perceptions and content.

2. A parallel **poll of members of the local media**.

Community Poll

- A community poll was conducted by **BRX Research**.

- 550 online surveys were completed in the Rochester area between Nov. 13, 2017 and Jan. 31, 2018.

- Demographic quotas were maintained and the resulting sample closely matched the demographics of the Greater Rochester area. No weighting was required to match census targets.

- This sample included 61 Black/African-American respondents and 62 Hispanic respondents, again, a proportionate match to the larger community.

- The statistical margin of error for the sample as a whole is approximately +/- 4.18%. This means that for any percentage reported that is calculated using all respondents as a base, it would be unlikely that the actual population results would be outside of that +/- 4.18% range.

Content Analysis

- Designed as a complement to the perception study

- 75 volunteer coders, trained to document specifics of news coverage during limited period of time

- Coder group was diverse: 55.8% white, 27.9% nonwhite, 16.9% declined to answer

- We looked at news coverage from 51 days: 12/12/17 – 1/31/18

- 2,677 stories were coded (local *and* national stories)

- Media included in the analysis:

  – The Democrat and Chronicle (print edition)

  – WHAM-TV 13 (6pm daily news)

  – News 10NBC (6pm daily news)

  – WROC TV-8 (6pm daily news)

  – Spectrum News (7:30 a.m. - 8 a.m. daily)

Media Poll

- A media poll was conducted by **Crux Research**. Area media organizations provided email addresses of staff who report news or make editorial decisions.

- We invited more than thirty (30) local media outlets to provide email addresses.

- Forty-six (46) members of the local media took part, from:

  - 13WHAM, Catholic Courier, City Newspaper, Clear Channel/iHeart Media, Democrat & Chronicle, Entercom Rochester, Spectrum News, WROC, WXXI

- Media respondents were assured their responses would not be associated with them individually.
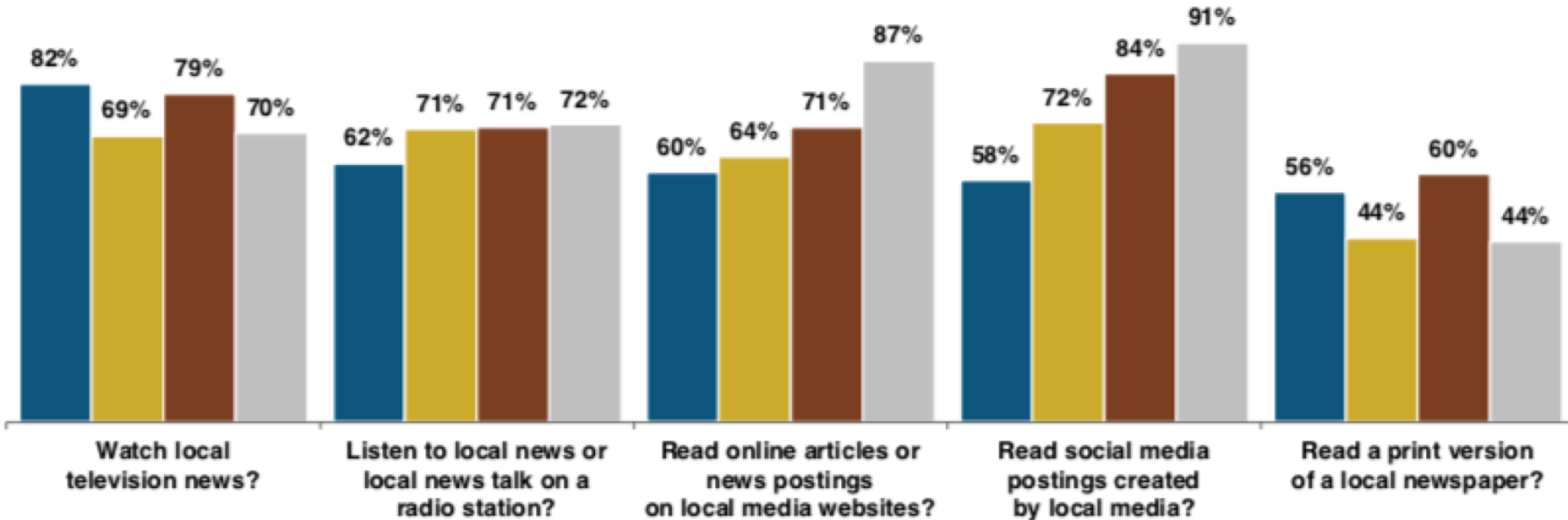
What we found

- All audiences (including media) agree news coverage shapes perceptions of race

- The community – and media – feels there is a need for improvement

- There are differences in perspectives – along racial lines – in how people of color are portrayed by local media

- Coverage involving whites is seen as significantly more positive, by all audiences

- Brief content analysis period showed some reinforcement and some contradictions to these perceptions

- Media professionals take their role seriously, feel they are doing a good job, but a dichotomy persists between their efforts towards fairness and community perceptions

- Media and community members have ideas on how to do better
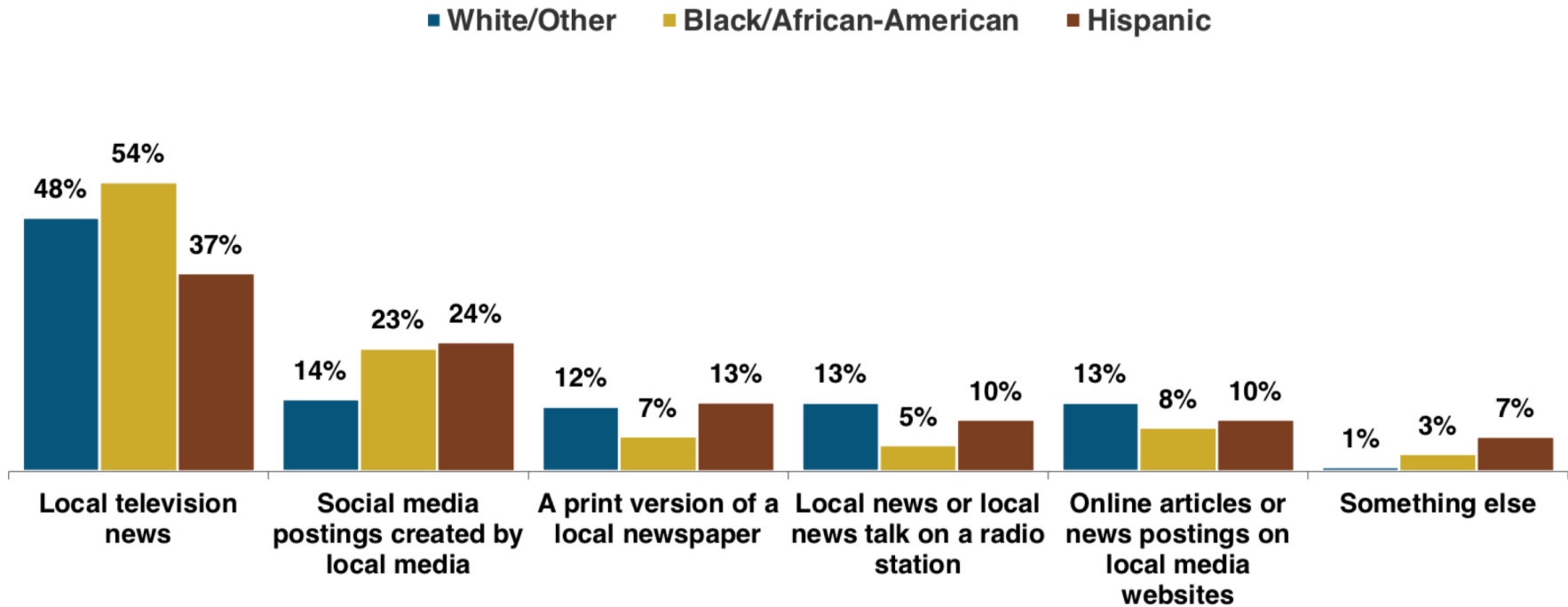
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Poll respondents consume local news

How frequently do you…?
% Daily or Weekly

■ White/Other   ■ Black/African-American   ■ Hispanic   ■ Rochester Media

Watch local television news?
- White/Other: 82%
- Black/African-American: 69%
- Hispanic: 79%
- Rochester Media: 70%

Listen to local news or local news talk on a radio station?
- White/Other: 62%
- Black/African-American: 71%
- Hispanic: 71%
- Rochester Media: 72%

Read online articles or news postings on local media websites?
- White/Other: 60%
- Black/African-American: 64%
- Hispanic: 71%
- Rochester Media: 87%

Read social media postings created by local media?
- White/Other: 58%
- Black/African-American: 72%
- Hispanic: 84%
- Rochester Media: 91%

Read a print version of a local newspaper?
- White/Other: 56%
- Black/African-American: 44%
- Hispanic: 60%
- Rochester Media: 44%

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Primary sources of news differs

Which of these do you consider to be your primary (main) source of local news?

Legend: ■ White/Other ■ Black/African-American ■ Hispanic

| Source	White/Other	Black/African-American	Hispanic
Local television news	48%	54%	37%
Social media postings created by local media	14%	23%	24%
A print version of a local newspaper	12%	7%	13%
Local news or local news talk on a radio station	13%	5%	10%
Online articles or news postings on local media websites	13%	8%	10%
Something else	1%	3%	7%

Media Professionals top choice (33%)

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Issues of race coverage in local media are important and need improvement

# The community and the media recognize the importance of local news coverage to how people view race

"The ways in which local media cover news stories that involve people of color impacts how people view race."

% Strongly Agree/Agree

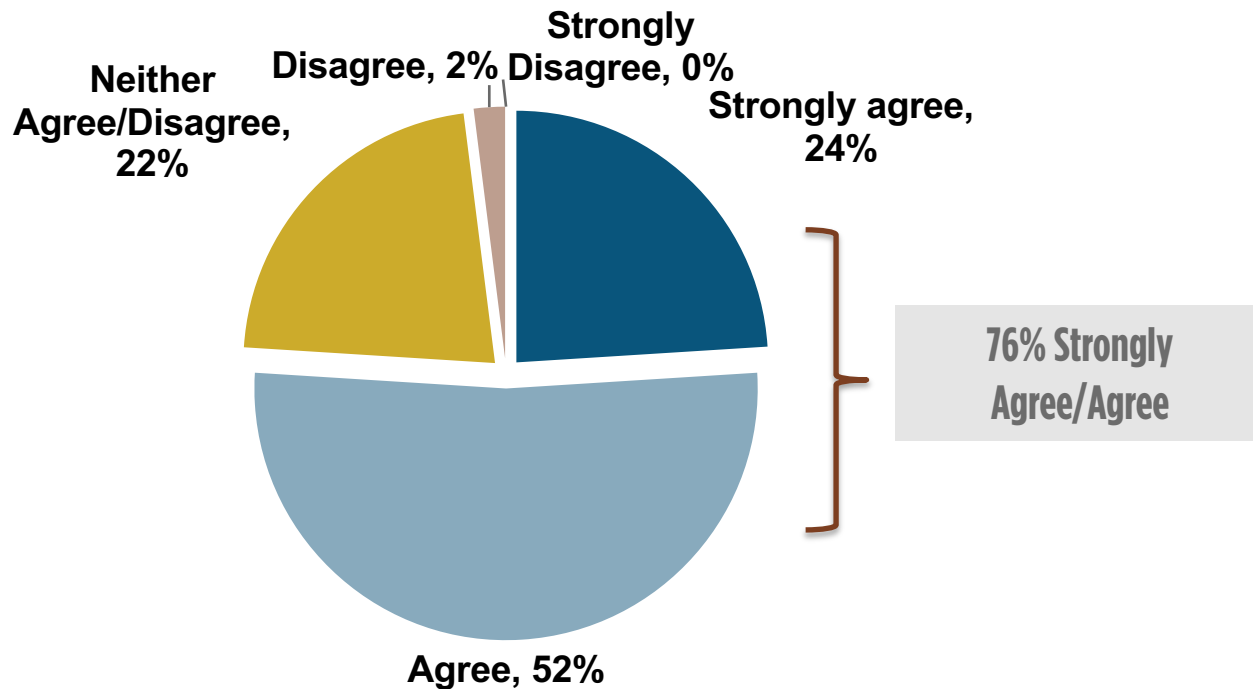| | Hispanic 60% | White 64% | Media 78% | Black/AA 79% |

25%　　　50%　　　75%
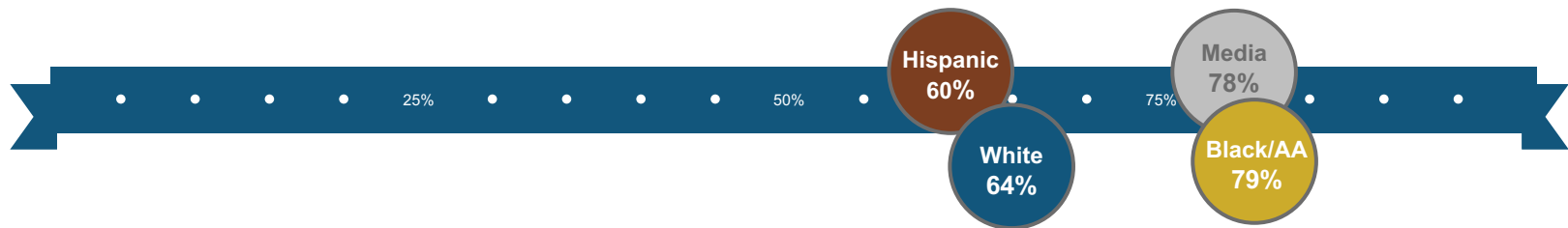
Media members feel they place a high priority on portraying people of color in an unbiased manner

"My organization places a high priority on portraying people of color in an unbiased manner"

- Disagree, 7%
- Strongly Disagree, 0%
- Strongly agree, 24%
- Neither Agree/Disagree, 17%
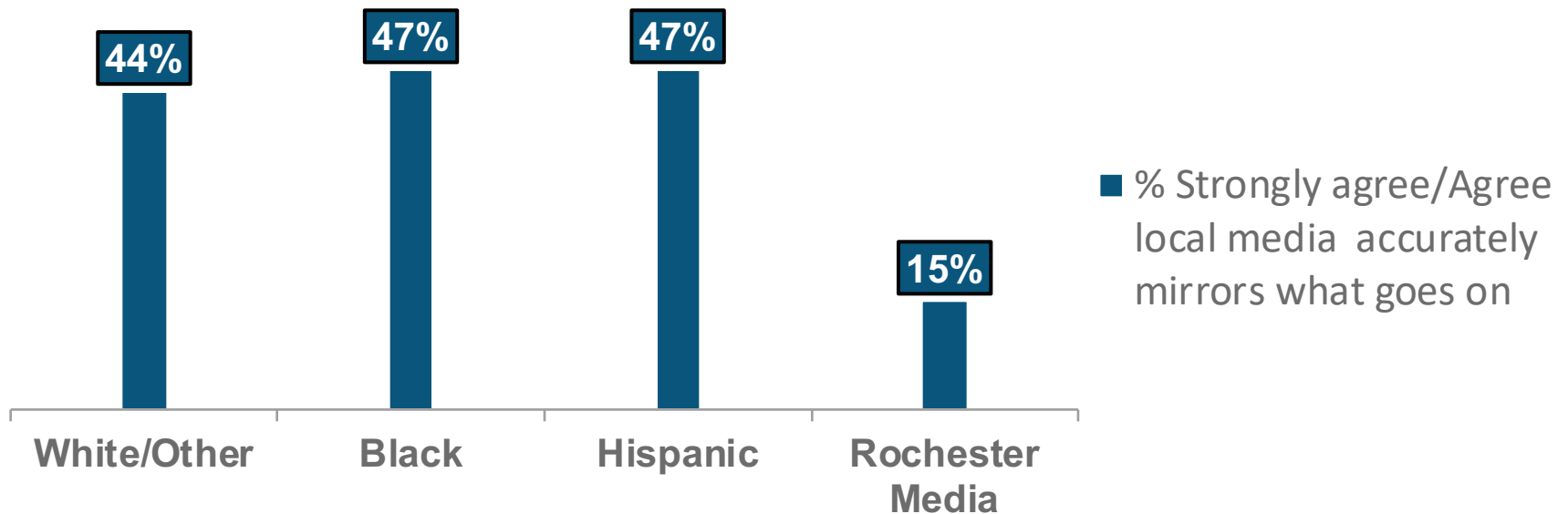- 76% Strongly Agree/Agree
- Agree, 52%
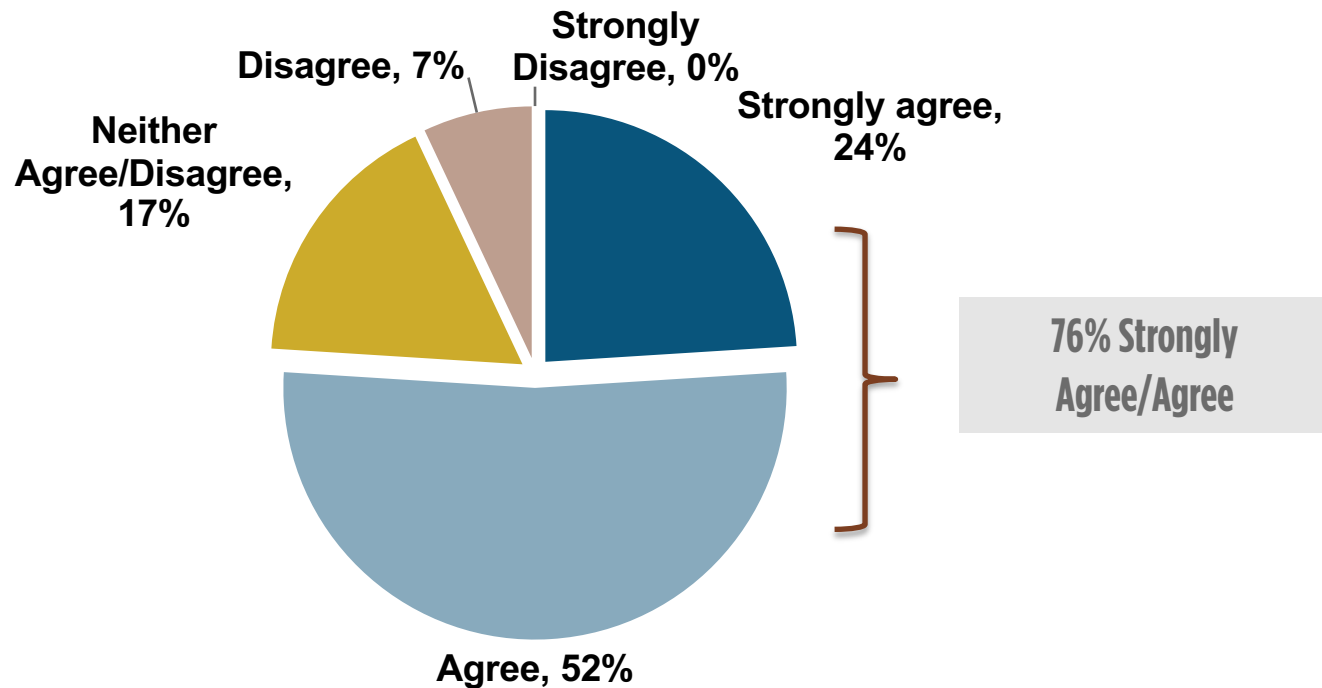
Media members: we have a responsibility to improve racial/ethnic relations

"My organization has a responsibility to help improve racial/ethnic relations in our community"

Strongly Disagree, 2% Disagree, 0%

Strongly agree, 24%

Neither Agree/Disagree, 22%

Agree, 52%

76% Strongly Agree/Agree

# Less than half of respondents feel current coverage accurately mirrors what goes on in communities of color

"Local media coverage accurately mirrors what goes on in communities which have high concentrations of people of color"

White/Other	44%
Black	47%
Hispanic	47%
Rochester Media	15%

■ % Strongly agree/Agree local media accurately mirrors what goes on

Greater perception of negativity regarding stories involving people of color than for stories involving whites

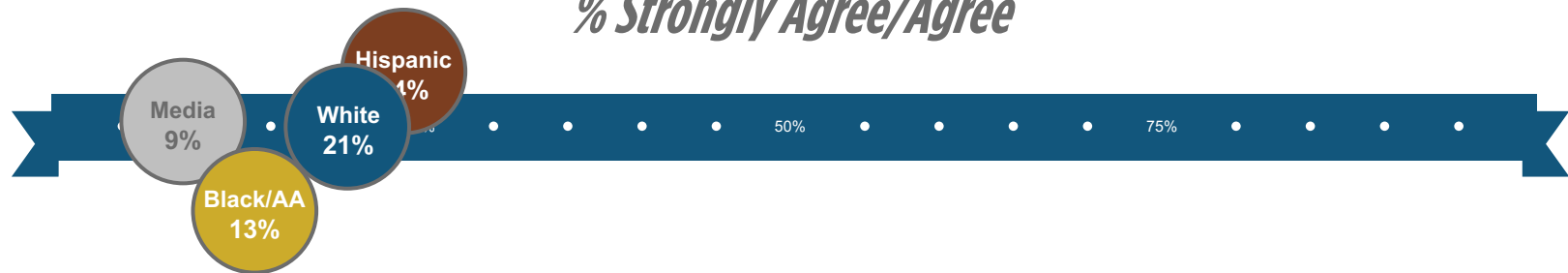**"Local news stories that involve <u>people of color</u> focus too much on negative stories"**

% Strongly Agree/Agree

25% | White 44% | Hispanic 48% | Media 61% | Black/AA 75%
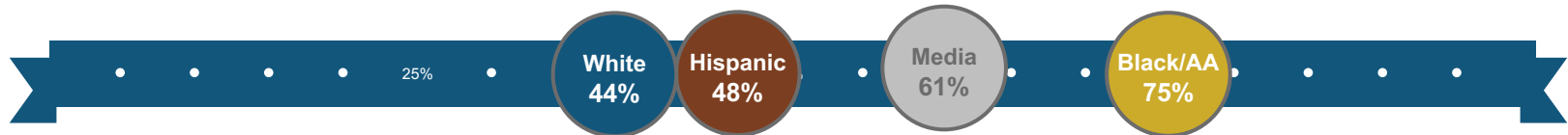
"Local news stories that involve <u>whites</u> focus too much on negative stories"

% Strongly Agree/Agree

Media 9% | Black/AA 13% | White 21% | Hispanic 1% | 50% | 75%

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The community and the media feel local media should have more positive stories involving people of color

"Local media should <u>include more positive</u> news stories involving people of color (community organization efforts, leadership advancement, cultural traditions, educational success, etc.)."
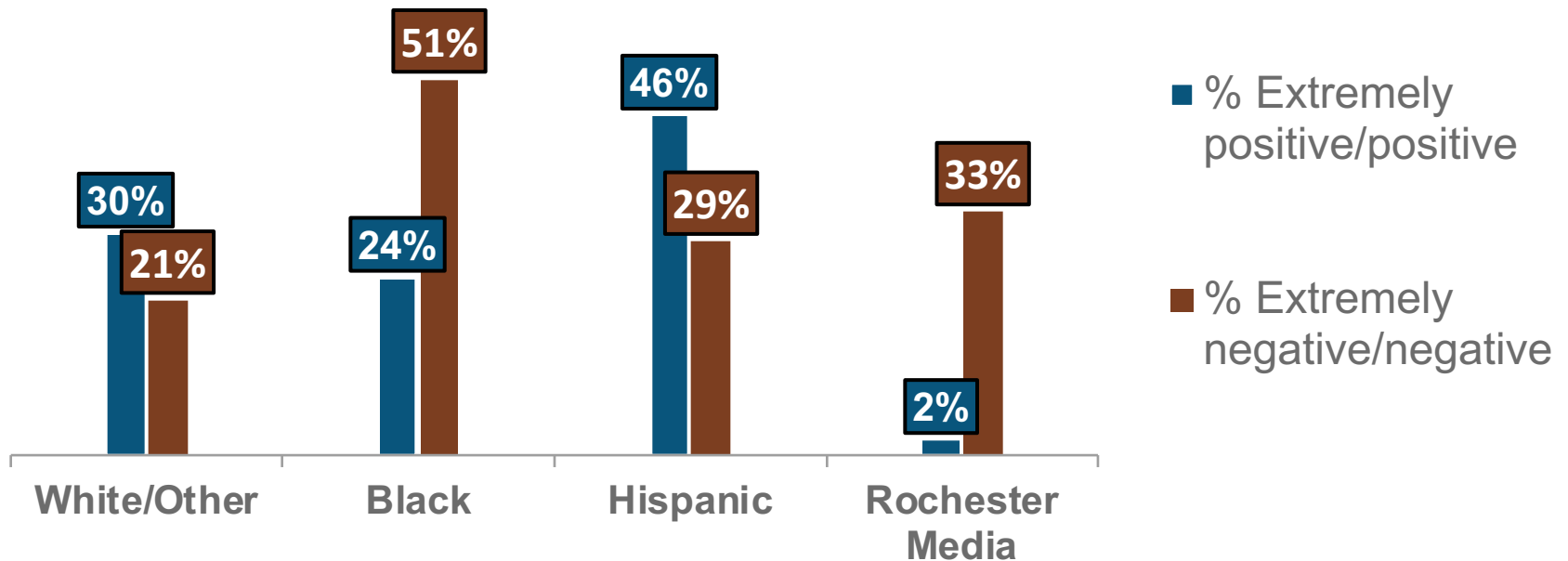
% Strongly Agree/Agree

Media 57%

White 56%

Hispanic 63%

Black/AA 79%

25%   50%

22
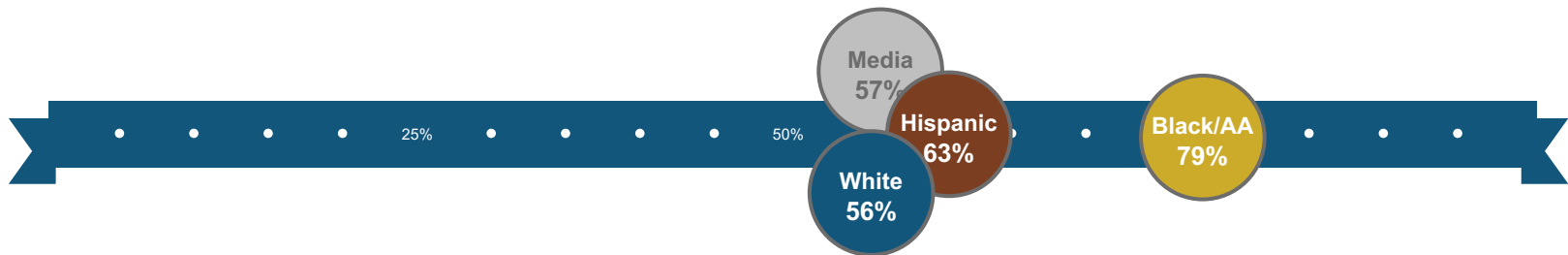
Perspectives differ on how local media represent people of color

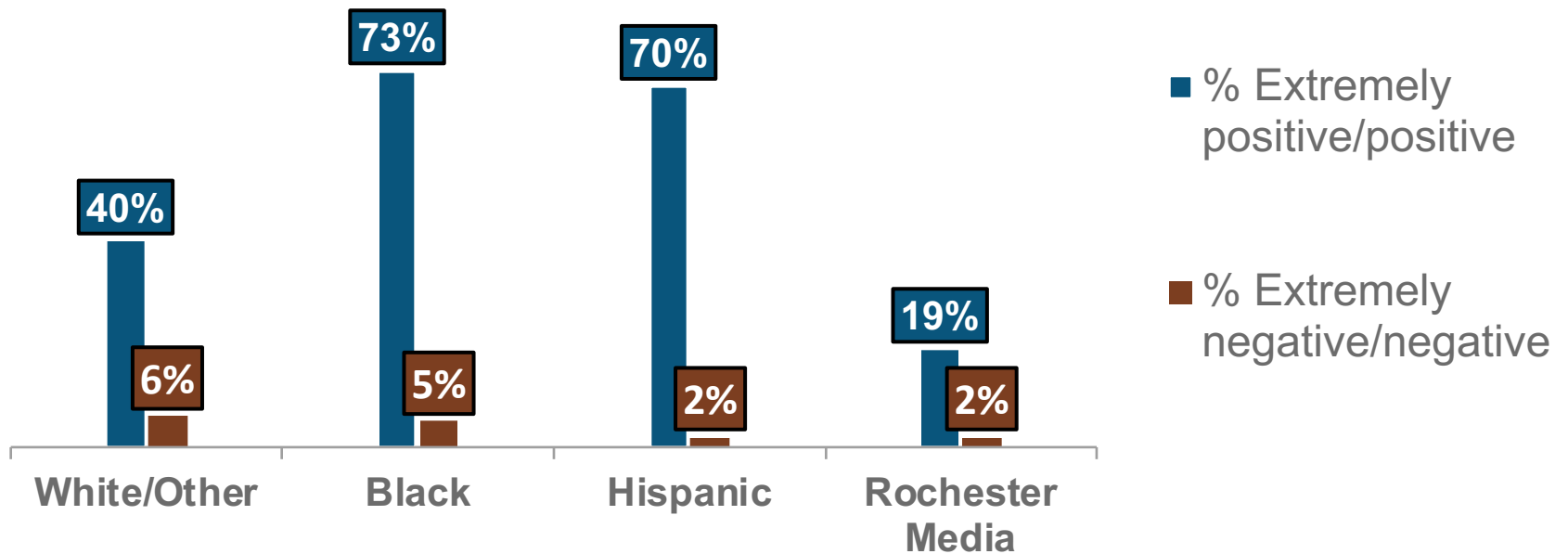# Blacks are most likely to feel local coverage of people of color is negative

Do you feel that coverage of local news stories that involve people of color is generally…?

Legend:
- **% Extremely positive/positive**
- **% Extremely negative/negative**

Category	% Extremely positive/positive	% Extremely negative/negative
White/Other	30%	21%
Black	24%	51%
Hispanic	46%	29%
Rochester Media	2%	33%

All audiences feel local coverage of whites is far more positive than negative

Do you feel that coverage of local news stories that involve whites is generally…?

Chart legend:
- ■ % Extremely positive/positive
- ■ % Extremely negative/negative

Group	% Extremely positive/positive	% Extremely negative/negative
White/Other	40%	6%
Black	73%	5%
Hispanic	70%	2%
Rochester Media	19%	2%

Respondents of all backgrounds cite similar examples of news that is <u>not</u> fair

Tend to label black, Hispanic neighborhoods as bad, drug-filled

Show bad things in the city, not many bad things in the suburbs.

"Can you describe a local news story you have seen recently where a local news organization or media outlet did <u>not</u> cover communities of color in a fair and balanced manner?"

If media showed more positive stories about POC, there'd be less hate

Mostly report on homicides and not good deeds

Too much crime reporting focus on African Americans

Woman fighting foreclosure not painted in positive light

Puerto Rican Parade portrayed as much worse than reality

Critical of drunken judge – has nothing to do with race

Judge Astacio and her arrest

Less news when a POC dies or goes missing; lots for whites

Blue cloud = white comment Gray cloud = Person of Color comment

Whites are more likely than Blacks or Hispanics to feel local media portray people of color fairly

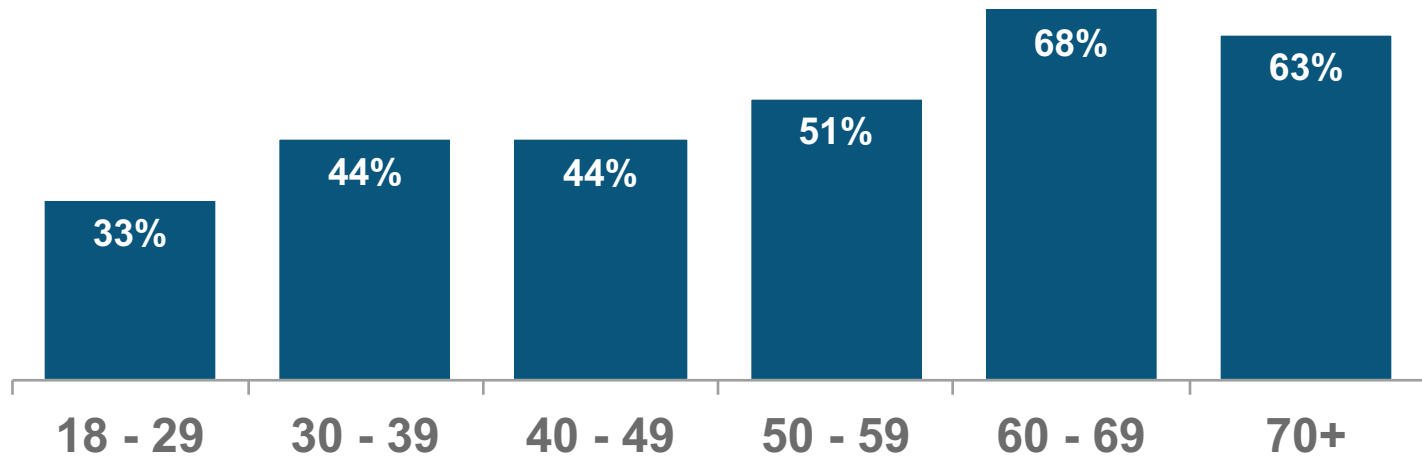**"Local media portray people of color in a fair manner"**
% Strongly Agree/Agree

Black/AA
28%

Hispanic
39%

Media
41%

White
55%

50%

75%
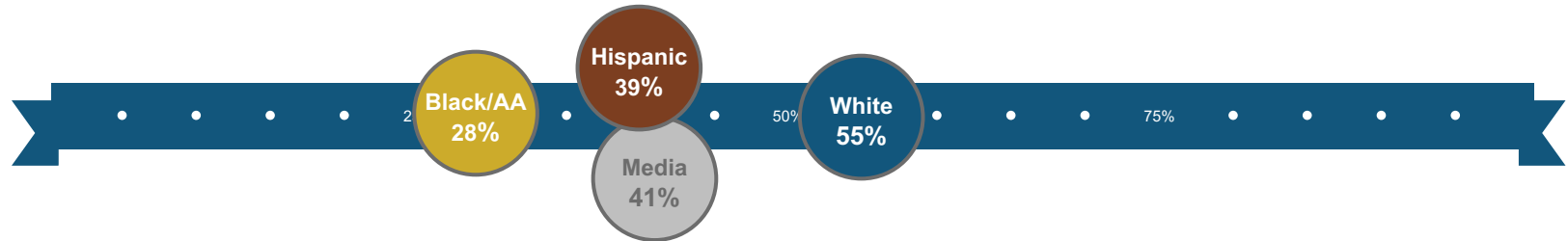
Older respondents are more likely to feel local media portray people of color fairly

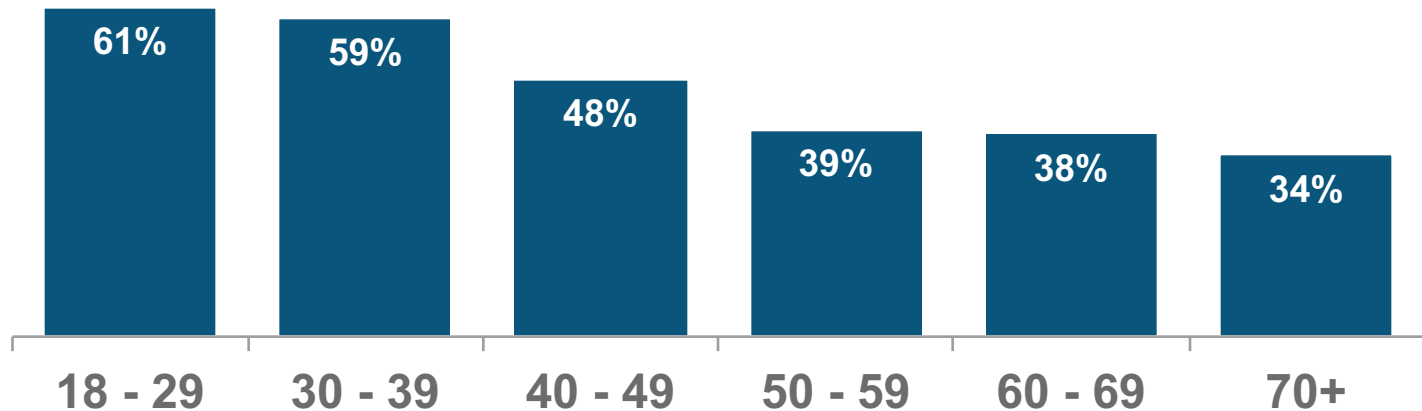**"Local media portray people of color in a fair manner."**
% Strongly Agree / Agree

Age Group	% Agree
18 - 29	33%
30 - 39	44%
40 - 49	44%
50 - 59	51%
60 - 69	68%
70+	63%

Younger respondents are more likely to feel local news coverage involving people of color focuses too negatively

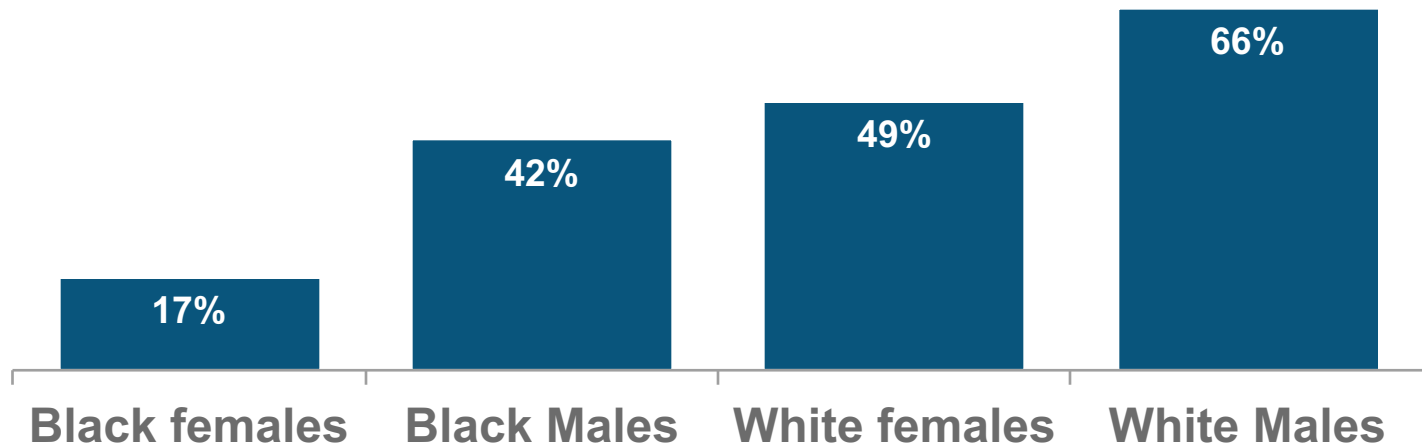**"Local news stories that involve people of color focus too much on negative stories"**

% Strongly Agree / Agree

Age	%
18 - 29	61%
30 - 39	59%
40 - 49	48%
50 - 59	39%
60 - 69	38%
70+	34%

Race and gender influence perceptions of fair portrayal

"Local media portray people of color in a fair manner."
% Strongly Agree / Agree

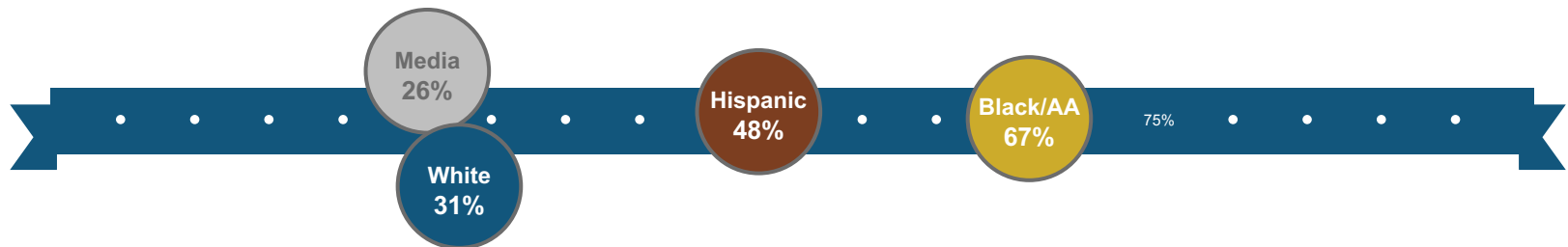| Black females	Black Males	White females	White Males
17%	42%	49%	66%

Whites are less likely than Blacks or Hispanics to agree that racial/ethnic bias is a problem in local news stories

"Racial/ethnic bias in reporting is a problem in local news stories"
% Strongly Agree/Agree

Media 26%

White 31%
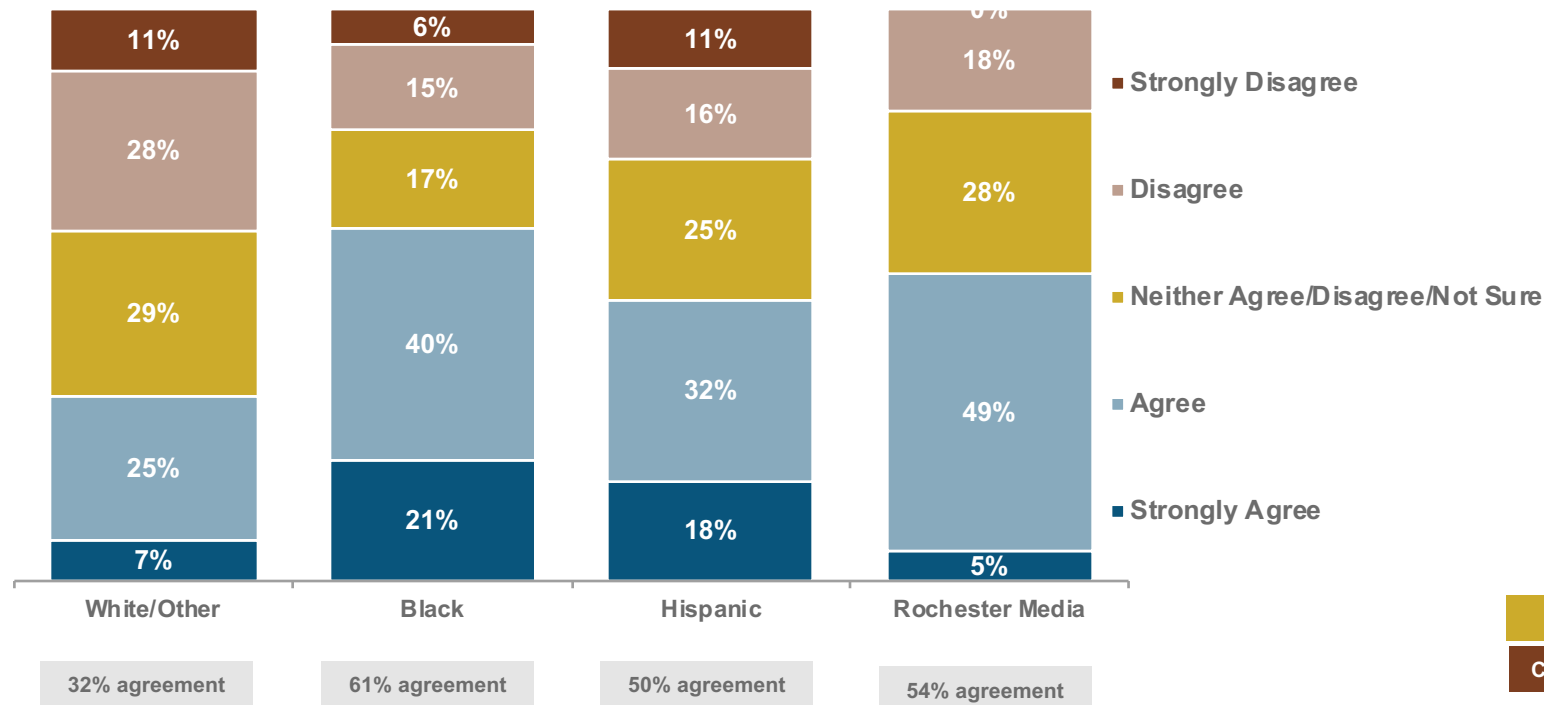
Hispanic 48%

Black/AA 67%

75%

Blacks and Hispanics are more likely than whites to feel that local media sometimes reinforces negative stereotypes

A majority of media members agree that this can sometimes happen

How much do you agree or disagree with the following statements?

"Even when local media highlight the accomplishments of people of color, they can sometimes reinforce negative racial/ethnic stereotypes."

	White/Other	Black	Hispanic	Rochester Media
Strongly Disagree	11%	6%	11%	0%
Disagree	28%	15%	16%	18%
Neither Agree/Disagree/Not Sure	29%	17%	25%	28%
Agree	25%	40%	32%	49%
Strongly Agree	7%	21%	18%	5%

| 32% agreement | 61% agreement | 50% agreement | 54% agreement |

Media Poll
Community Poll

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A snapshot of news content

In order to have specific content to compare to the perceptions study, we documented 51-days of news coverage, from mid-December 2017 through January 2018. Researchers acknowledge this period of time is not representative of an entire year of coverage, or any period of time other than the study period. Any study period is influenced by a myriad of factors, including seasonal news stories, recurring events and high-profile unexpected events.

In addition, while coders were trained how to assess news stories, it is possible their own biases influenced the way they saw the news.

While these factors may limit the broad applicability of the content analysis, the data collected does add richness to the discussion of perceptions of news coverage.

African Americans were over-represented in stories, compared to population

	% of stories including them	% of population in Monroe County	% of population in Finger Lakes Region*
Blacks/African Americans	28.9%	16.2%	10.9%
Hispanics	8.5%	8.8%	6.6%
Non-whites of other races**	10.9%	7.0%	5.0%
Whites	62.3%	76.8%	77.6%
Not sure	25.2%	--	--
No people included	13.1%	--	--

Total stories	2677

* Finger Lakes Region (Monroe, Wayne, Seneca, Ontario, Yates, Livingston, Wyoming, Genesee and Orleans)
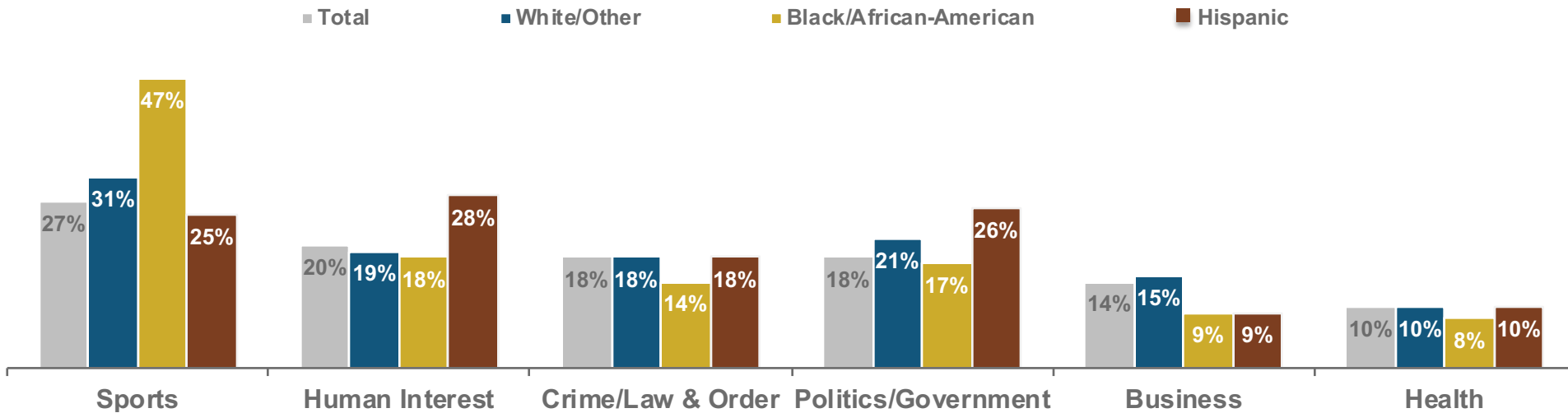** American Indian/Alaska Native, Asian, Native Hawaiian/Other Pacific Islander, Some Other Race, Two or More Races
Source: US Census Bureau, 2018

Q160 Content Analysis (n= 2,677 stories)

# African Americans were over-represented in sports stories

Hispanics overrepresented in Human Interest, Politics & Government

Does the story include Whites/ Blacks/Hispanics?
By Story Type

- Total
- White/Other
- Black/African-American
- Hispanic

Story Type	Total	White/Other	Black/African-American	Hispanic
Sports	27%	31%	47%	25%
Human Interest	20%	19%	18%	28%
Crime/Law & Order	18%	18%	14%	18%
Politics/Government	18%	21%	17%	26%
Business	14%	15%	9%	9%
Health	10%	10%	8%	10%

Coders assessed many stories as positive, negative or neutral

CONTENT ANALYSIS: Overall, would you say this story was an example of…

- 29% Negative news
- 39% Neutral news
- 32% Positive news

2,677 stories
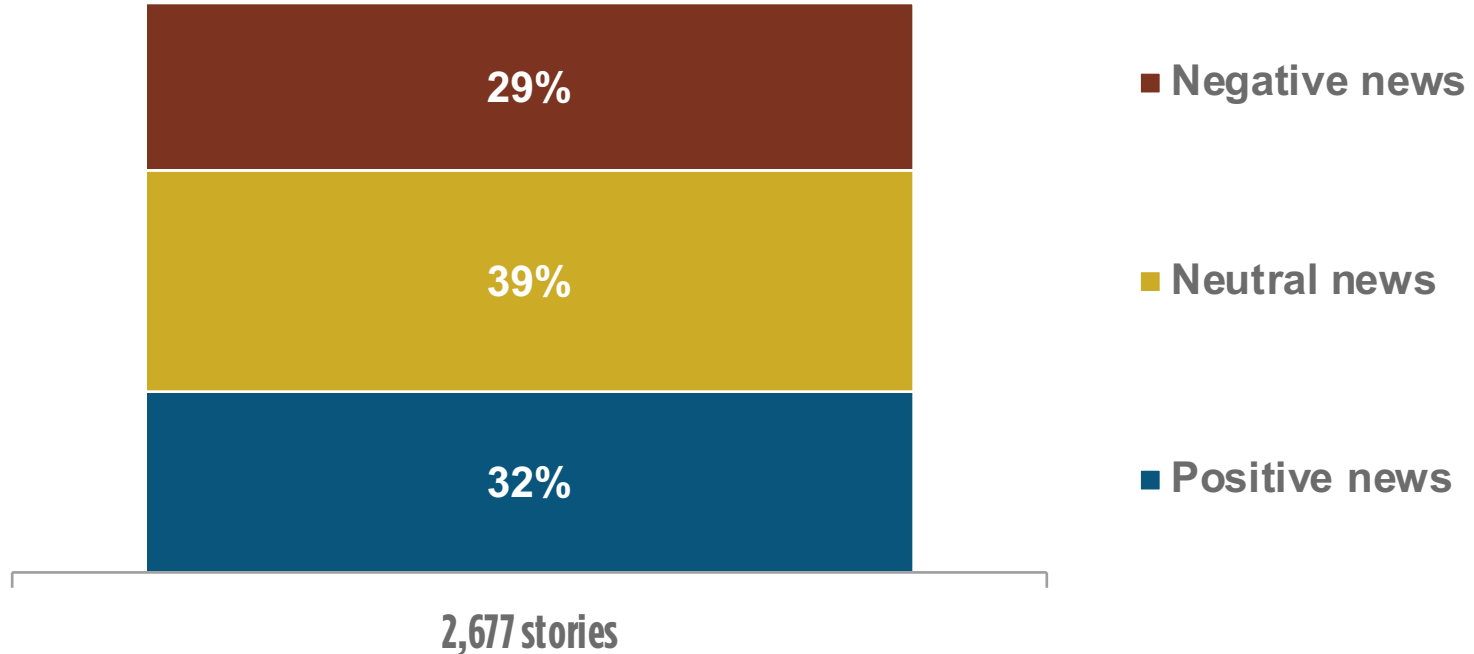
Stories portraying people of color negatively were small in number, similar to whites

CONTENT ANALYSIS:

Overall, does this story portray people of color / white people...?

Legend:
- **A mix of positive, neutral, and negative** (gray)
- **Negatively** (dark red)
- **Neutrally** (gold)
- **Positively** (blue)

Stories including White People:
- 6%
- 7%
- 54%
- 33%

Stories including People of Color:
- 7%
- 6%
- 52%
- 34%
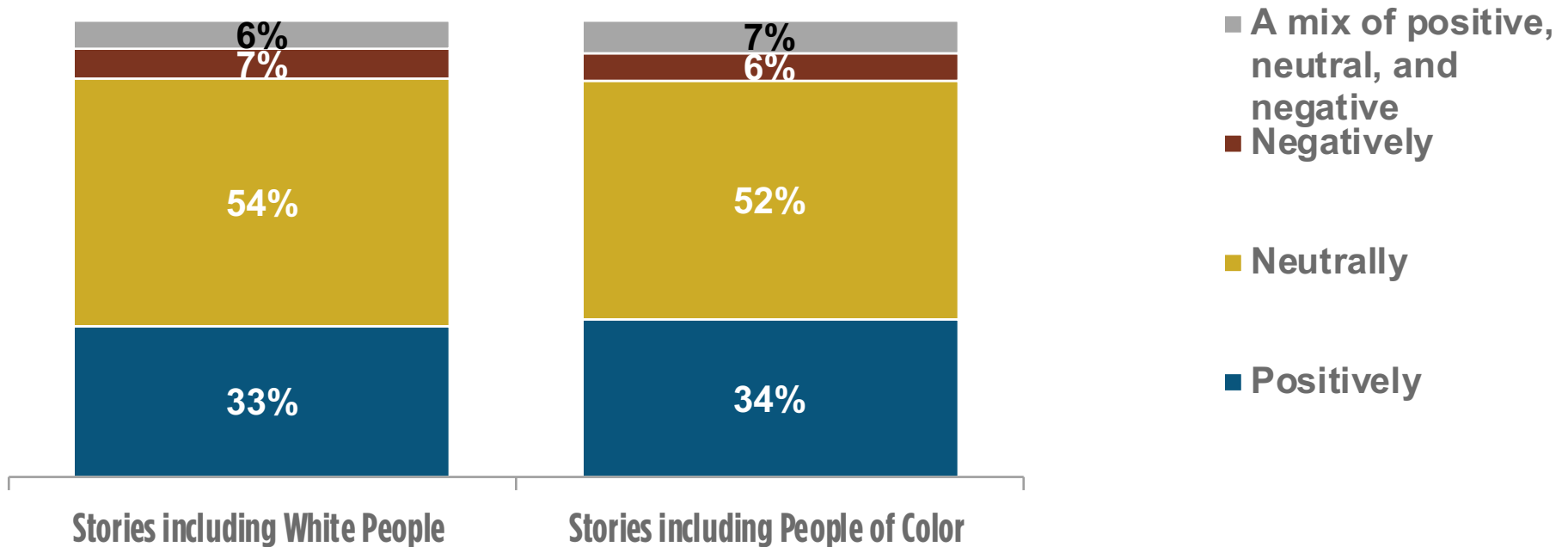
Stories set in the City were more likely to be negative than those set elsewhere

CONTENT ANALYSIS:
Stories coded as positive, negative, neutral

Setting of Story City of Rochester (613 stories)	Setting of Story Outside City (2,064 stories)
35%	28%
32%	41%
33%	31%

- Negative news
- Neutral news
- Positive news
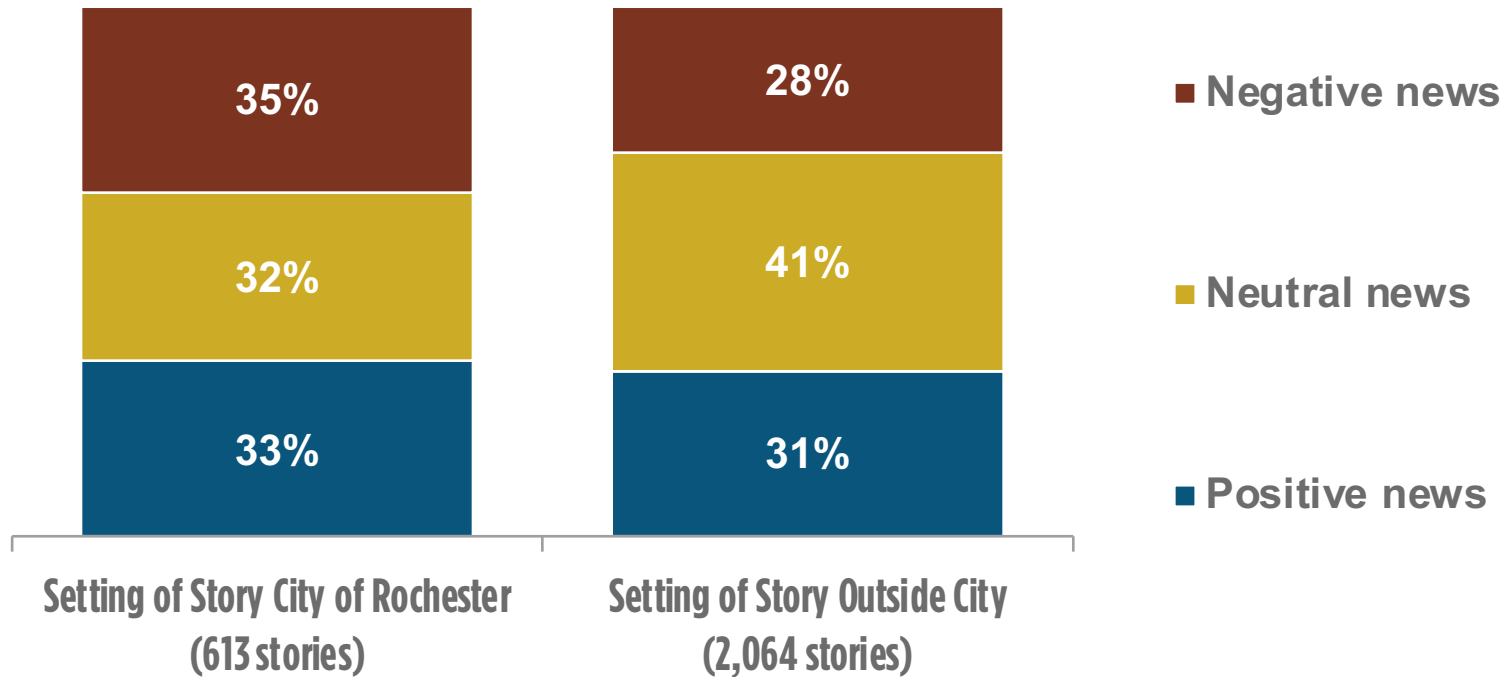
People of color were less likely to be perceived neutrally, more likely to be shown playing sports

CONTENT ANALYSIS: "How would you describe the state of (people of color/ white people) in this story?"

	White People	People of Color	Percentage Difference
Happy/smiling	32%	29%	-9.4%
Active/Playing Sports	**21%**	**32%**	**+52.4%**
Neutral	**47%**	**38%**	**-19.1%**
Sad/crying	7%	6%	-14.2%
Angry/threatening	5%	5%	-
Fighting/violent	1%	2%	+100%

Non-white coders are twice as likely to cite race as an element to a story

CONTENT ANALYSIS: How central is the concept of race to the story?

% of stories <u>white</u> coders recorded with race is an element of a story:
11%

% of stories <u>non-white</u> coders doing the same: 25%

Media professionals take this issue seriously, but it often doesn't translate to perceptions of coverage

The media sees their coverage of communities of color as fair and well-intentioned yet also insufficient
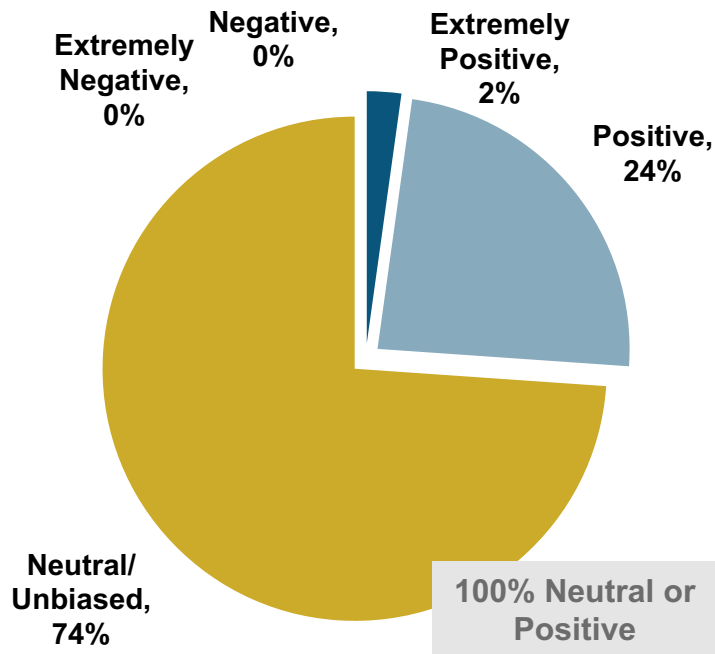
If you had to describe your organization's coverage of communities of color in one word, what would it be?
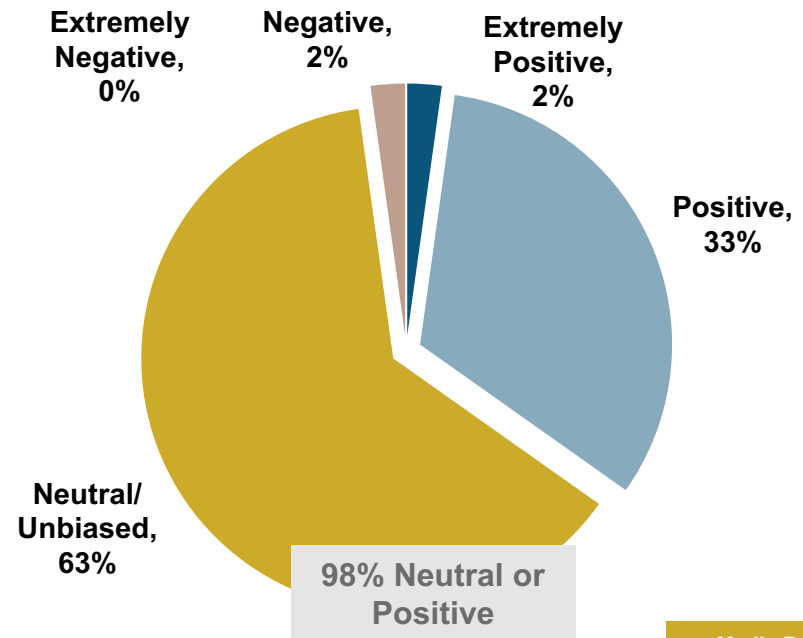
Media Responses

Media members: their organization, they themselves are positive or neutral in coverage that involves people of color

Do you feel that coverage by YOUR ORGANIZATION of local news stories that involve people of color is generally …?

Do you feel that coverage that you are personally involved in of local news stories that involve people of color is generally …?
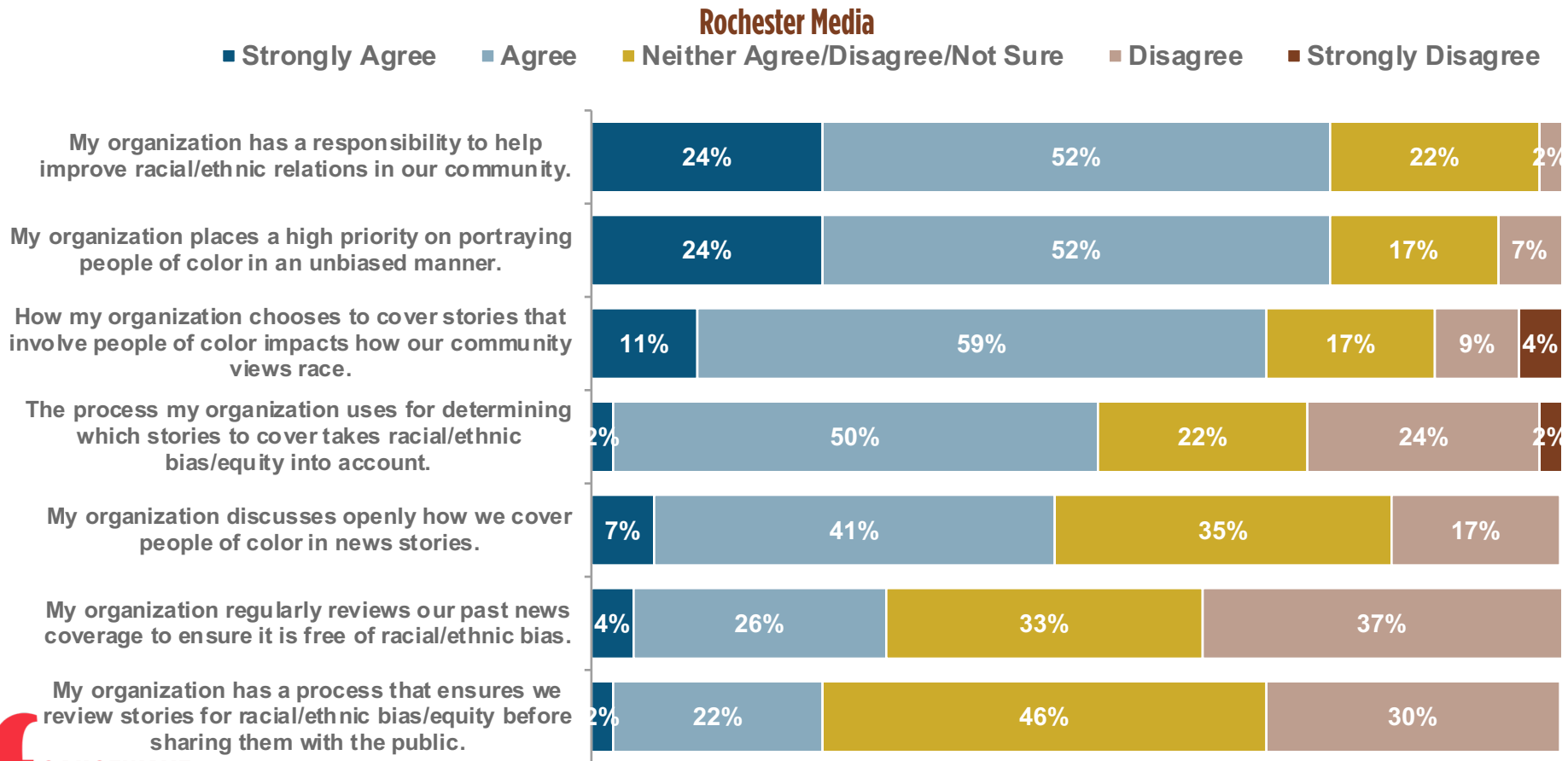

Extremely Negative, 0%
Negative, 0%
Extremely Positive, 2%
Positive, 24%
Neutral/Unbiased, 74%

100% Neutral or Positive

Extremely Negative, 0%
Negative, 2%
Extremely Positive, 2%
Positive, 33%
Neutral/Unbiased, 63%

98% Neutral or Positive

Media Poll

Q340/Q350 Media Poll Respondents (n=46)

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Media: their organization places high priority on unbiased portrayal of people of color; have a responsibility to help improve racial/ethnic relations

How much do you agree or disagree with the following statements…?

Rochester Media

■ Strongly Agree ■ Agree ■ Neither Agree/Disagree/Not Sure ■ Disagree ■ Strongly Disagree

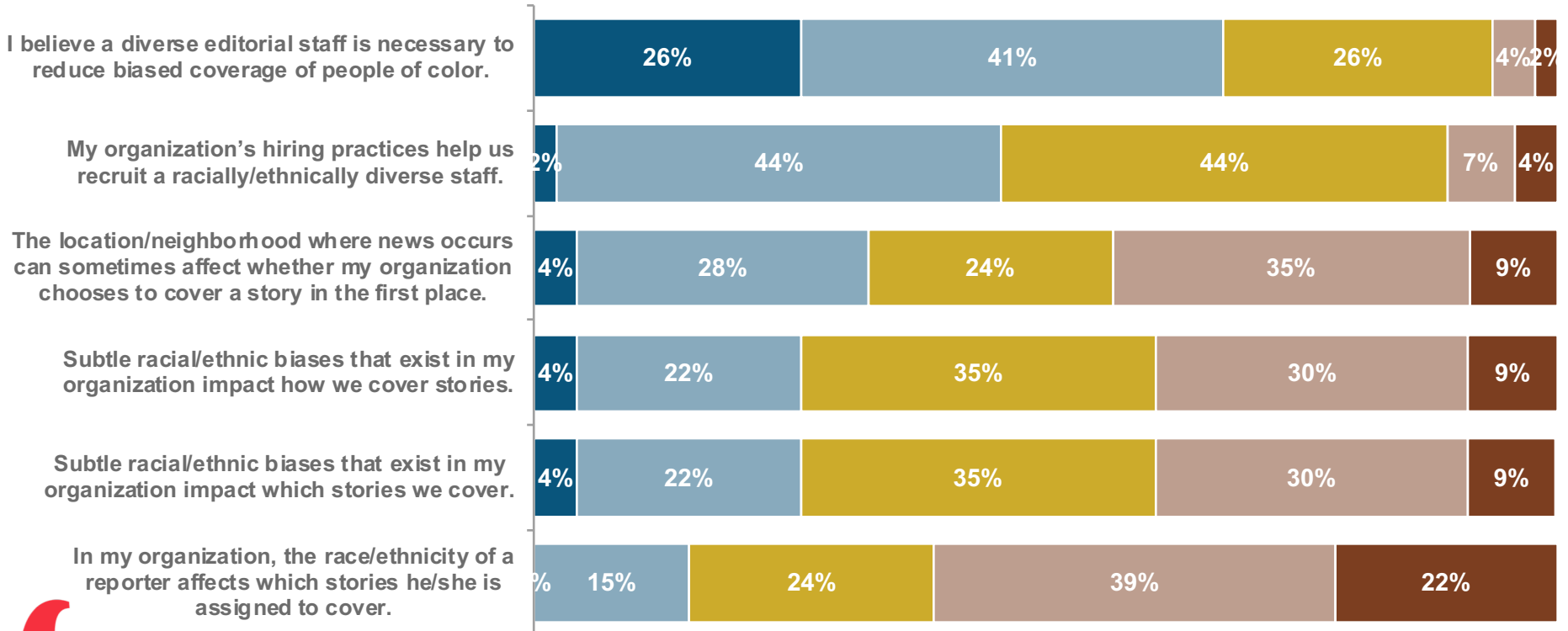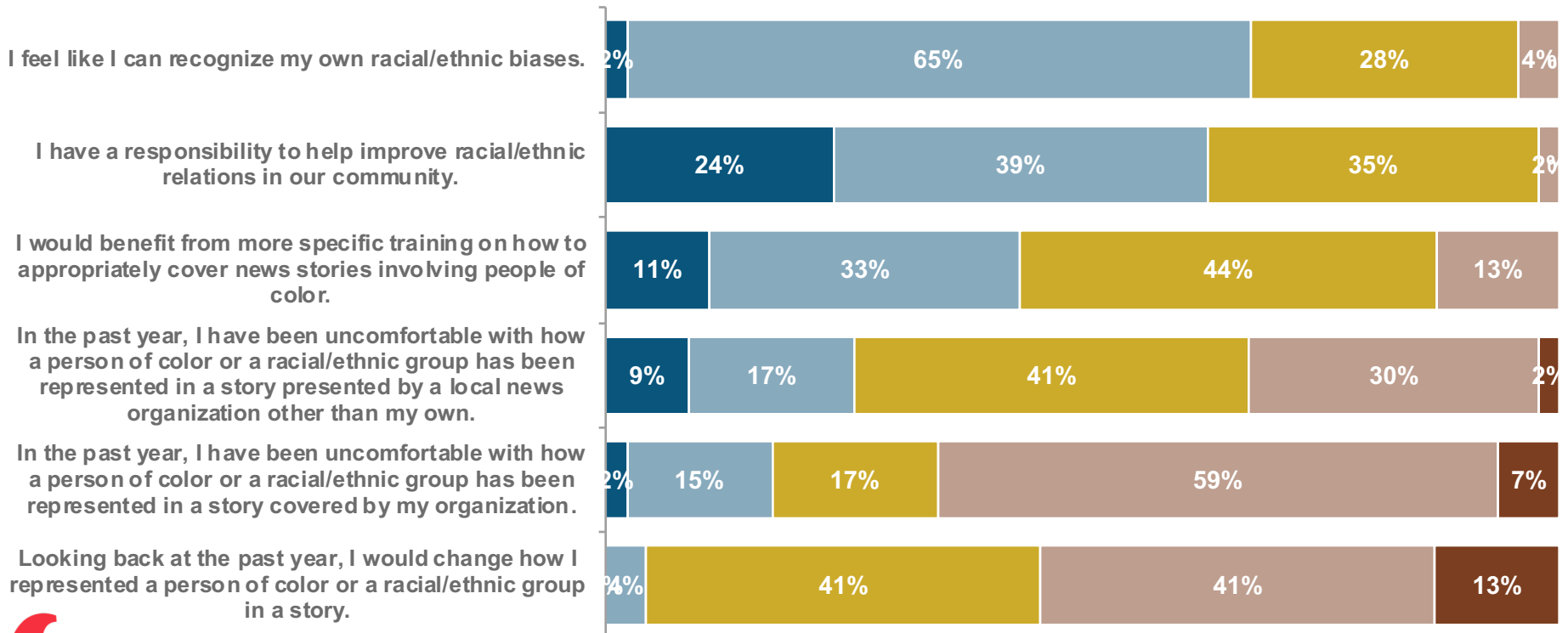| Statement	Strongly Agree	Agree	Neither Agree/Disagree/Not Sure	Disagree	Strongly Disagree
My organization has a responsibility to help improve racial/ethnic relations in our community.	24%	52%	22%	2%	
My organization places a high priority on portraying people of color in an unbiased manner.	24%	52%	17%	7%	
How my organization chooses to cover stories that involve people of color impacts how our community views race.	11%	59%	17%	9%	4%
The process my organization uses for determining which stories to cover takes racial/ethnic bias/equity into account.	2%	50%	22%	24%	2%
My organization discusses openly how we cover people of color in news stories.	7%	41%	35%	17%	
My organization regularly reviews our past news coverage to ensure it is free of racial/ethnic bias.	4%	26%	33%	37%	
My organization has a process that ensures we review stories for racial/ethnic bias/equity before sharing them with the public.	2%	22%	46%	30%	

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Media Poll

Media: a diverse editorial staff is necessary to reduce biased coverage of people of color

A reporter's race/ethnicity generally does not affect which stories he/she is assigned

How much do you agree or disagree with the following statements…?

Rochester Media

Legend: ■ Strongly Agree ■ Agree ■ Neither Agree/Disagree/Not Sure ■ Disagree ■ Strongly Disagree

Statement	Strongly Agree	Agree	Neither Agree/Disagree/Not Sure	Disagree	Strongly Disagree
I believe a diverse editorial staff is necessary to reduce biased coverage of people of color.	26%	41%	26%	4%	2%
My organization's hiring practices help us recruit a racially/ethnically diverse staff.	2%	44%	44%	7%	4%
The location/neighborhood where news occurs can sometimes affect whether my organization chooses to cover a story in the first place.	4%	28%	24%	35%	9%
Subtle racial/ethnic biases that exist in my organization impact how we cover stories.	4%	22%	35%	30%	9%
Subtle racial/ethnic biases that exist in my organization impact which stories we cover.	4%	22%	35%	30%	9%
In my organization, the race/ethnicity of a reporter affects which stories he/she is assigned to cover.		15%	24%	39%	22%

Q420.8,9,10,11,12,18 Media Poll Respondents (n=46)

Media: I can recognize my own racial/ethnic biases
Many feel they have a personal responsibility to help improve racial/ethnic relations

How much do you agree or disagree with the following statements...?

Rochester Media

■ Strongly Agree ■ Agree ■ Neither Agree/Disagree/Not Sure ■ Disagree ■ Strongly Disagree

Statement	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
I feel like I can recognize my own racial/ethnic biases.	2%	65%	28%	4%	
I have a responsibility to help improve racial/ethnic relations in our community.	24%	39%	35%	2%	
I would benefit from more specific training on how to appropriately cover news stories involving people of color.	11%	33%	44%	13%	
In the past year, I have been uncomfortable with how a person of color or a racial/ethnic group has been represented in a story presented by a local news organization other than my own.	9%	17%	41%	30%	2%
In the past year, I have been uncomfortable with how a person of color or a racial/ethnic group has been represented in a story covered by my organization.	2%	15%	17%	59%	7%
Looking back at the past year, I would change how I represented a person of color or a racial/ethnic group in a story.	4%		41%	41%	13%

Media Poll

Q420.13,14,15,16,17,19 Media Poll Respondents (n=46)

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Less than half of respondents feel current coverage accurately mirrors what goes on in communities of color

"Local media coverage accurately mirrors what goes on in communities which have high concentrations of people of color"

White/Other	Black	Hispanic	Rochester Media
44%	47%	47%	15%

■ % Strongly agree/Agree local media accurately mirrors what goes on
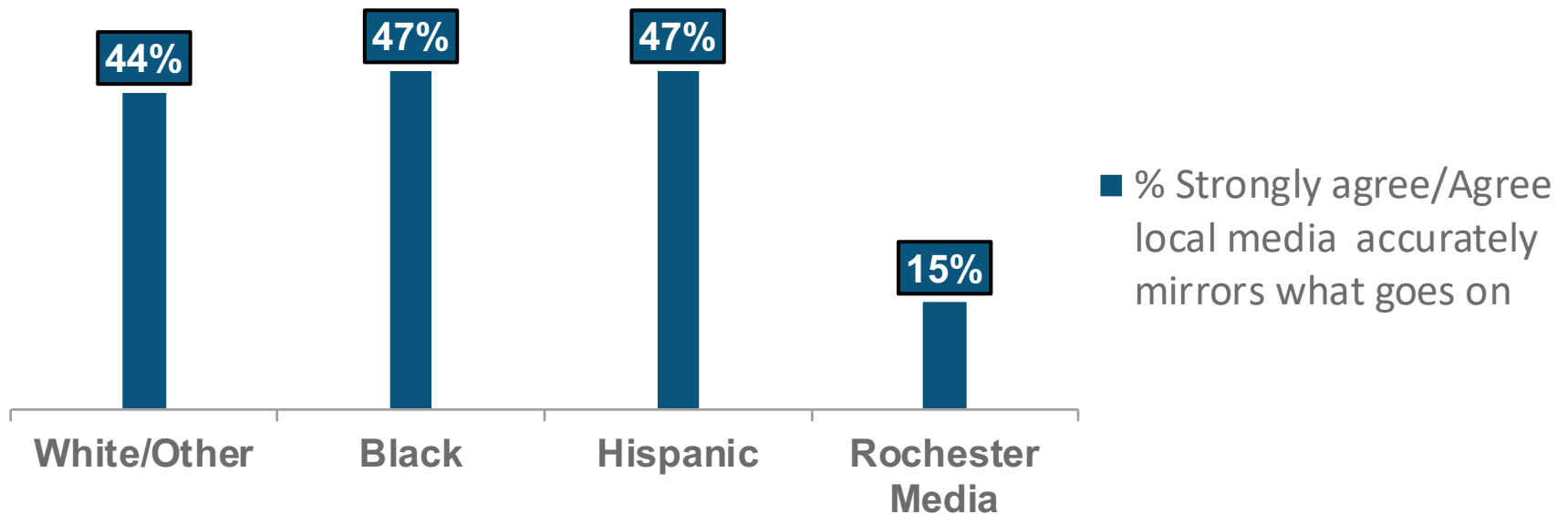
Opportunities and Suggestions

Whites, non-whites would like to see more positive stories, less emphasis on racial differences

In your view, what one thing could area news organizations do differently to ensure that they cover communities of color in a fair and balanced manner?

Responses from whites

- *More stories about positive things that happen in the community to balance out the coverage of murders and violence*

- *Transmit fair and balanced what really happens in a community of people of any skin color, transmit the good and positive that these people bring to society.*

- *Stop or minimize the color of the suspect, what does it matter unless giving a description of a fugitive for help in locating them. Other than that what's the difference? A person committed the crime, not a color.*

- *Just cover the real news providing all the facts. Look for good news as well as bad news. The problem is that some of the problems in the city of Rochester appear as being only involving minority people, when that is the make-up of the population. It does make it look like something is much worst that it actually is.*

- *More reporting on hard news stories and less fluff. Communities of color tend to be left out of the fluff. More reporting on neighborhoods and the endemic issues underlying the area's high poverty rates.*

- *Many more stories about accomplishments - arts, school, workplace, sports - all presented in a positive manner regardless of race. There is far too much anger, pessimism, and divisiveness in the national news - so some lighter, positive, intelligent local stories would be very welcome.*

Responses from non-whites

- *Where are all the positive stories about people of color? I don't see a lot of stories about People of Color (POC) building and starting new businesses and companies or stories about POC making a positive difference in the community, etc. Start doing more stories like that. You're omitting so much.*

- *Not sure if that is humanly possible, but if reporters of color or similar backgrounds reported the specific incident it might help. Also if informed commentary by involved parties was aired with the incident it might foster some seed change.*

- *Report more positive community news, go into schools and highlight accomplishments other than high school sports, such as arts (music, dance, plays), as sports can lead to implicit bias towards different ethnic groups. Highlight companies ran or owned by ethnically diverse people. Go into other communities such as Livingston, Genesee and Orleans counties and focus on the populations that make up rural communities.*

- *Tell more stories about the variety of positive things that happen in these communities, like theater and the arts.*

- *Stop editing stories based on opinions of how they should be shared and tell the whole unadulterated truth as it truly is.*

- *Always state the facts. If stating a persons race is not necessary in the report, it should be left out.*

Media: news organizations can cover more positive stories on communities of color – not just highlighting problems, crime
They would like news organizations to reach out, and learn from these communities

In your view, what one thing could area news organizations do differently to ensure that they cover communities of color in a fair and balanced manner?

- *More coverage of the LIFE of these communities, not just their problems.*

- *I think we need to be in those communities a bit more to understand what's important to them. I think the content we cover comes across in a balanced manner, but we need to be pursuing MORE content that resonates with these communities.*

- *Integrate people of color in stories as sources on everyday stories not just for ethnic holidays or cultural events. Stop referring to poor areas of Rochester as the "inner city" - that has a certain bias to it. A more accurate description might be a poorer neighborhood, lower income neighborhood, a neighborhood with high levels of poverty. Inclusion in all walks of life stories instead of just the 'rise above their class' stories.*

- *Spend time doing things and being places where they are entirely new/unused to the situation. Go directly to the neighborhoods they cover and actually spend time there. Learn about the people, neighborhoods, issues, families, etc.*

- *They could hire more people of color and create more racially diverse newsrooms, create environments in which those employees feel empowered to express any potentially problematic racial undertones in the station's reporting, and encourage a dialogue between people in communities of color about what stories to cover and how to cover them.*

- *Engage with communities of color: visit families, schools, churches, and businesses. Live in diverse communities and pay close attention to the issues that are important to them, and why? Don't be afraid of acceptance or differences. When we talk with one another we discover we have a lot more in common that we think. Hiring diversity, too.*

- *Have more people of color on staff; spend more time there in non-emergency situations (and not just photo ops or things organized by agencies).*

- *Find the resources (time/people) to share stories other than the usual (crime/disaster/what's wrong) Seek out something interesting to share with an audience. Doesn't mean it has to be front and center on a half hour TV broadcast or in 3 - 4 minute radio report because there are so many other outlets local media have at their disposal to create and share stories (Facebook, blogs, You Tube).*

- *Actually report stories that are happening in those communities. Do your homework, reach out to organizations in those communities to find those stories.*

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Reaching out to, spending time with communities of color suggested by media to improve coverage
Having a diverse staff mentioned as an area for improvement

Suppose your boss came to you and asked for a suggestion on what your organization could do differently to improve your coverage of communities of color. What would you suggest to him/her?

- *Offer resources to hire fill-in reporters so full-time reporters could spend time in a variety of neighborhoods and communities. Give reporters time to learn about the community through their own experiences.*

- *Ask those communities where they think we are coming up short. Don't make promises to them, other than we'll listen to what they have to say.*

- *Improve staff diversity and spend more time reaching out to communities of color.*

- *Do more stories in more venues throughout neighborhoods that may be more racially diverse.*

- *Try and even out how black males are portrayed. We cover a lot of shootings and other violence, we all need to counteract that so non-Rochester residents think Rochester is just violent and be scared of black men between the ages of 16-25.*

- *We tend to focus our coverage on the African-American community, to the detriment of the Hispanic community. We should increase our storytelling in the Hispanic community, as that segment of the population is growing.*

- *Seek out opportunities to highlight the African American community outside of holidays, stories on ethnicity, education or poverty.*

- *Diversify our newsroom; hire and promote writers of color.*

- *Develop more diverse sources.*

- *Provide training to raise awareness about bias and perceptions of bias.*

- *Ensure communities of color are heard from as part of stories impacting the entire community.*

- *Be more engaged. Meet and spend time with more people of color.*

In Conclusion

Diverse, and divergent perceptions.

Local news professionals who participated in our poll reported significant effort in their organizations to portray people of color fairly. They also reported awareness of their own bias, and feel they are effective at preventing it from affecting their coverage. They also feel they have a responsibility to improve racial / ethnic relations in our community.

It seems contradictory then, that they are – by far – the least likely of all audiences polled to agree with the idea that they accurately mirror what goes on in communities of color (15%).

Clearly, community members – especially those younger, non-white and female community members – do not feel coverage is as positive for people of color as it is for whites.

What is news?

It seems possible, even likely, that we have uncovered a tension about the very role of local media. While journalists and news outlets feel a responsibility to cover what they see as news, be it positive or negative, community members are asking for a greater understanding of the communities themselves and in some ways a broader definition of what counts as news.

These perceptions of local news coverage have been formed over many years, by many inputs. When reporting these perceptions, community members may not be fully isolating local news coverage from other media they consume. Our brief content analysis period showed no significant difference between the positive or negative portrayal of people along lines of race but stories set in the city were more likely to be negative. Taken together, these points both underscores the outsized impact of those negative stories that do appear and highlights the complexity of the challenge facing local media outlets that want to change the perceptions of their current and potential consumers.

Honest, ongoing conversation and dedicated, daily effort is required to achieve both fairness at the story level and inclusiveness across each outlet's portfolio of news.

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Recommendations for Future Action

What nonprofit organizations can do

1. **Build communications expertise on your staff and board.** For many reasons, the marketing, advertising and public relations fields suffer from a lack of diversity across the nation. This can create an expertise deficit in local organizations that serve communities of color. These organization should prioritize this skill set in order to help tell the full story of life in our community.

2. **Cultivate newsworthy positive stories.** Nonprofit organizations are working on some of the toughest issues facing our community, and all have success stories to share. Nonprofits should build the discipline of finding these stories in their daily work, and assessing their news value.

3. **Develop a communication plan.** Organizations should see external communication as central to their work, not a luxury. In the same way they might develop a program plan or a financial plan, they should develop a strategic approach to telling their stories.

4. **Leverage owned communication channels.** While news media are a critically important news outlet, consumers are diversifying their sources of news, as well. From newsletters to Facebook feeds, nonprofits have a voice they control and should use to tell their stories. Journalists use social media to find news as well, making this channel especially valuable.

5. **Build relationships with local journalists.** Just as it is important for journalists to reach out to better understand their community, nonprofit organizations should get to know the people working in newsrooms across the community. By communicating their role in the community, nonprofits can become a resource for improved storytelling.

6. **Give feedback to local media when you see specific opportunities for improvement.** Local news organizations cannot improve if they are unaware of mistakes they make. Nonprofits should share feedback professionally, and with an eye toward improvement

7. **Continue the conversation.**

What media can do

1. **Step up efforts to build relationships in the community.** News professionals and community members alike suggested getting to know communities of color by spending time there and building relationships as a path to more well-rounded coverage of life here.

2. **Regularly invite & discuss community feedback.** While a time-consuming commitment, the process of asking, listening, discussing and acting is one of the most powerful ways for local media to change perceptions.

3. **Focus on news-organization-wide diversity.** Many organizations have made progress in diversifying their news staff, but news professionals told us there is still much progress to be made. And this diversity should be a priority in all aspects of news decision making to affect actions large and small. News organizations can step up recruiting of people of color at local colleges and universities and even local secondary schools to improve the diversity of the pipeline.

4. **Expand the definition of "news."** Likely the most challenging of these recommendations is to reconsider what constitutes news. But community members are asking for this, and the media say they feel a responsibility for improving racial and ethnic relations in our community.

5. **Look for additional opportunities to share positive news.** Things like limited size of newsroom staff and length of broadcasts present some practical limitations to adding to coverage to meet these community expectations. But news organizations can consider accepting video provided by community organizations and posting additional community content on their websites and in their social media streams, where space is less finite. News organizations can undoubtedly innovate in this area.

6. **"Bad news" stories can also have solutions content or follow-up.** Not all news can be positive. But as Fred Rogers suggested, we can help people "look for the helpers" to see the full story, including reasons for hope and optimism. Community organizations offer valid sources for many of our community's most challenging stories.

7. **Build a plan for internal change.** Unless organizations dedicate resources to understanding the issues and implications of this report, it is unlikely meaningful change will happen.

8. **Continue the conversation.**

56

What Causewave will do

1. **Continue this conversation.** Causewave has developed a series of activities to further explore this issue and possible solutions. We welcome the participation of and feedback from local media, nonprofits and the community.

2. **Partner with interested nonprofits to create communications plans.** The Rochester Area Community Foundation has committed funding to eliminate the cost barrier for nonprofits to develop communications plans that will help them tell their stories. Causewave will recruit volunteers and commit staff resources to the development of these plans, in collaboration with nonprofit organizations.

3. **Help media make connections with community resources & experts.** Causewave will partner with the RIT School of Communication on the development of a community sourcebook, to be made available to the media. This project will involve local journalism, public relations and communications students in creation of a new resource to help local news organizations build new relationships in the community.

4. **Check back in a year.** Causewave plans to reissue the perceptions study in late 2019 and again share the results with the community.

What all of us can do

1. **Continue this conversation.** Conversations about race can be difficult and uncomfortable for many of us. By talking with our friends, family and coworkers about representations of race in media, we deepen our understanding of the issue. By reaching out for civil dialog with those who have different perspectives and experiences, we can deepen our understanding of our community.

2. **Expand your consumption of local news.** Many participants in our polls reported a desire for more positive news about our community. By thoughtfully curating our intake of news content, we can satisfy this desire. By thoughtfully sharing such content, we can help others see more of what they truly want to see.

3. **Hold news outlets accountable for a broader definition of "news."** Community members who want news content reflecting the true nature of life in our communities should share this desire with local news professionals. They can also be part of the solution by sharing those stories with the media as they find them.

Continuing the Conversation

1. **Presentations to news leaders.** Causewave offered to meet with media leaders two weeks in advance of the release of this report in order to begin productive dialog and give them the opportunity to prepare a response. Many media outlets took us up on this offer and we found the conversations to be engaging and productive.

2. **Community Launch Event.** Causewave released this report live on its website on September 18, 2018 after a presentation to community members and the media.

3. **Funding for Communications Planning work with targeted nonprofits.** The Community Foundation has awarded funding specifically to underwrite the cost of developing communications plans for organizations serving communities of color. This fall, Causewave will be looking for interested organization partners.

4. **Media dialog opportunities.** Causewave staff and steering committee members will make themselves available for additional conversations on this topic.

5. **Media Grand Rounds event.** In partnership with RIT, Causewave will present a media and community dialog about specific news coverage to help community members understand how news decisions are made and help media understand how the community experiences their coverage.

6. **Speaking opportunities.** Whenever possible, we will present this study and its conclusions to interested groups in the community.

7. **Reissue perception survey.** In late 2019, we plan to reissue the perceptions studies and share the results with the community.

APPENDICES

Poll respondent geography

■ Rochester MSA

■ + ■ Survey Respondents
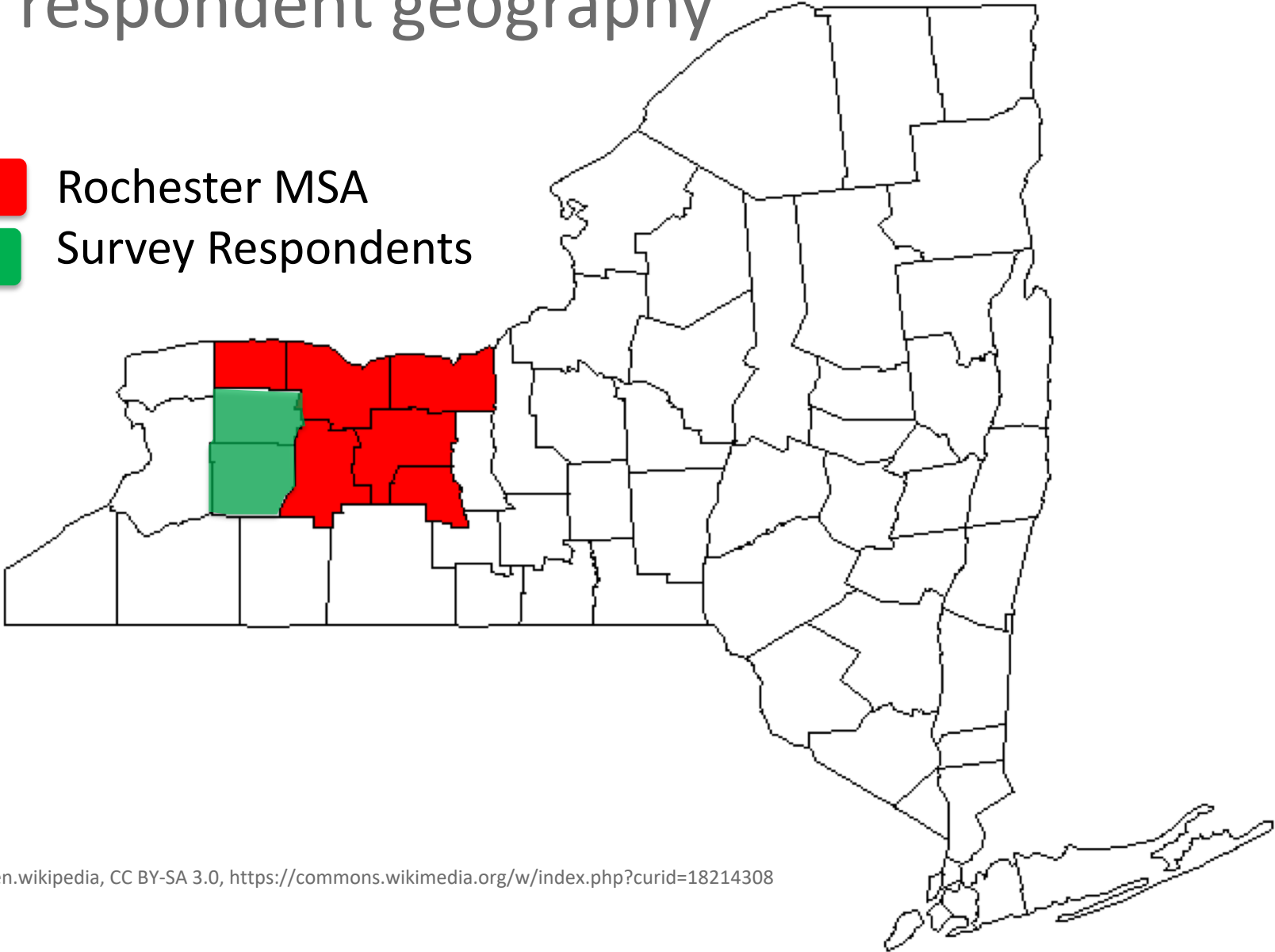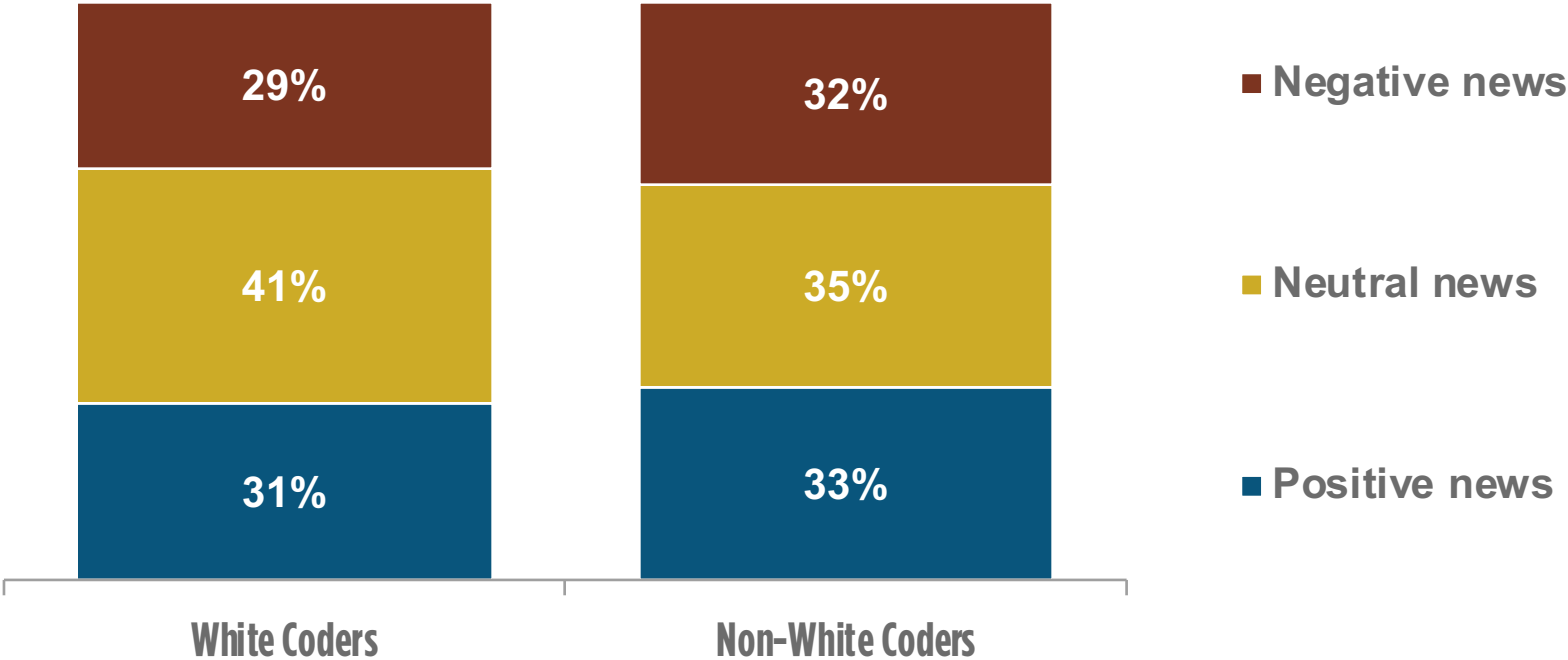
Additional Data

White and Non-White coders align closely when determining if a story is positive, negative, or neutral

CONTENT ANALYSIS: Stories coded as positive, negative, neutral
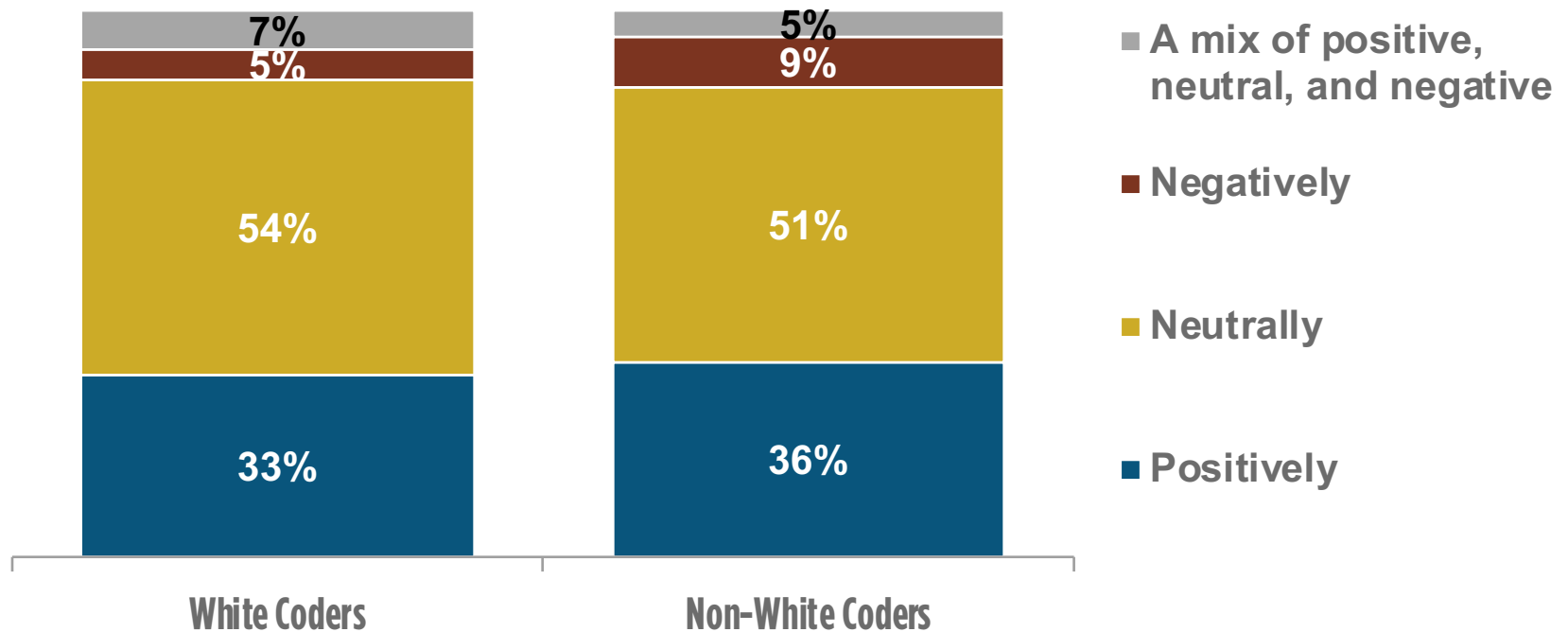

White Coders:
- Negative news: 29%
- Neutral news: 41%
- Positive news: 31%

Non-White Coders:
- Negative news: 32%
- Neutral news: 35%
- Positive news: 33%

White and Non-White coders tend to agree on how people of color are portrayed

CONTENT ANALYSIS:

**Overall, does this story portray people of color …?**

	White Coders	Non-White Coders
A mix of positive, neutral, and negative	7%	5%
Negatively	5%	9%
Neutrally	54%	51%
Positively	33%	36%

For some, local news is moving in the right direction – but many Blacks and Hispanics still feel coverage has become more negative

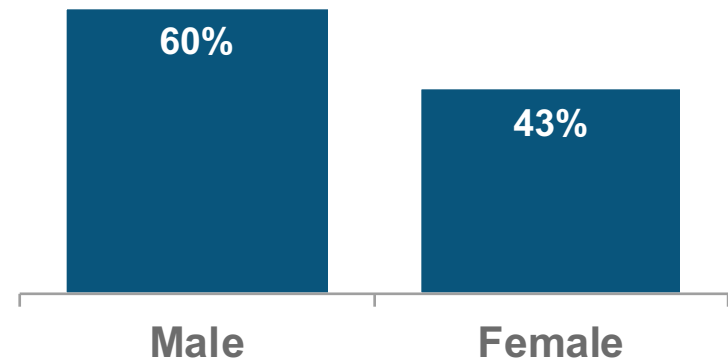**"In the past few years, have local news stories that involve people of color …?"**

Legend:
- % saying local news stories have become much more/slighly more POSITIVE
- % saying local news stories have become much more/slighly more NEGATIVE

	White/Other	Black	Hispanic	Rochester Media
POSITIVE	33%	32%	37%	24%
NEGATIVE	18%	36%	28%	11%
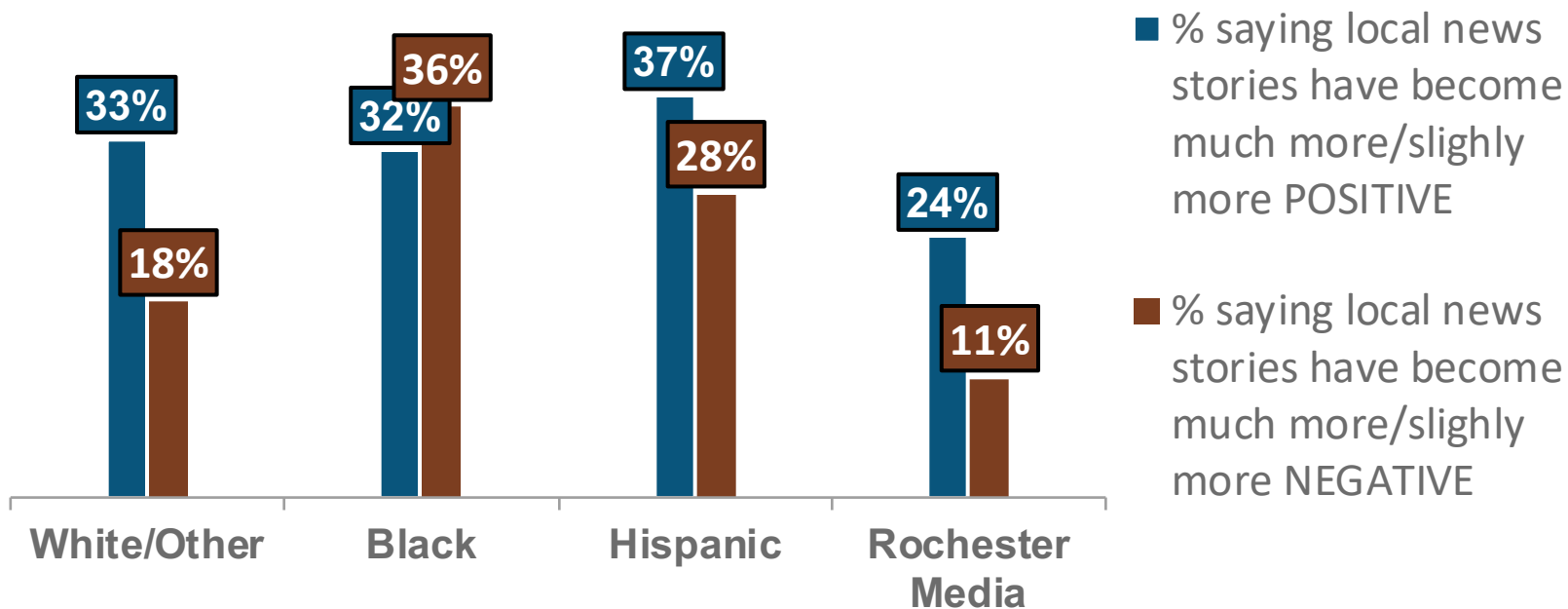
Females are more likely to feel local news stories that involve people of color are negative; Males are more likely to feel the media portrays POC fairly

"Local news stories that involve people of color focus too much on negative stories:"
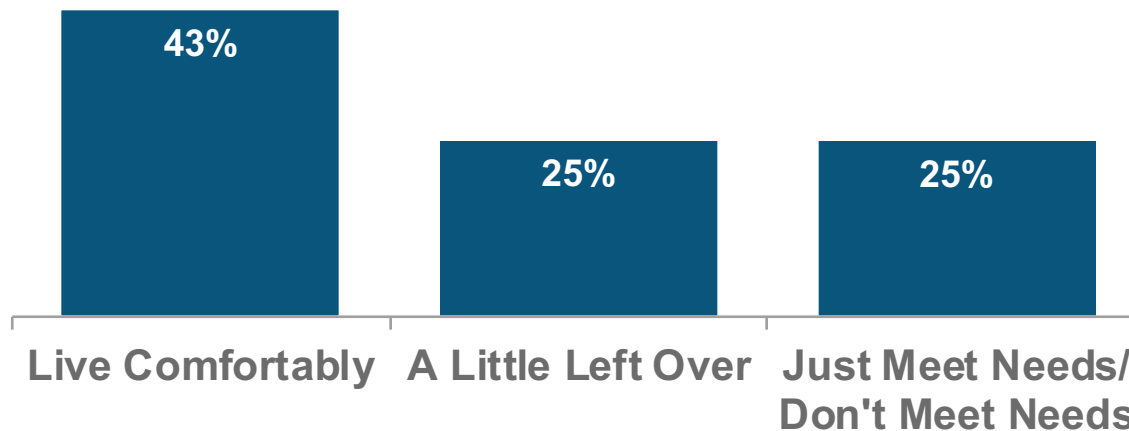*% Strongly Agree / Agree*

Male	44%
Female	51%

"Local media portray people of color in a fair manner:"
% Strongly Agree / Agree

Male	60%
Female	43%
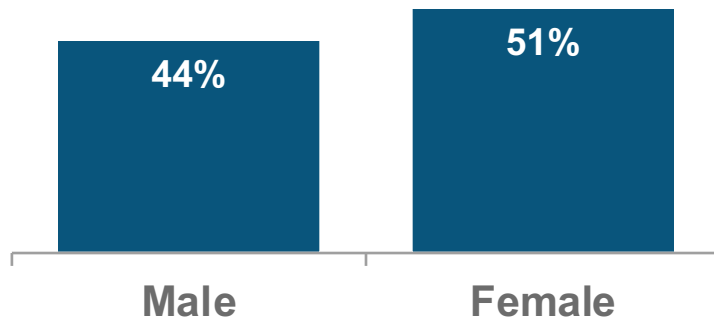
Those who are financially comfortable are more likely to feel coverage of local news stories involving POC are positive

**"In the past few years, have local news stories that involve people of color…:"**

% Become much more / slightly more positive:

43%	**25%**	**25%**
Live Comfortably	**A Little Left Over**	**Just Meet Needs/ Don't Meet Needs**

Those who are financially comfortable are more likely to feel coverage of local news portrays people of color in a fair manner
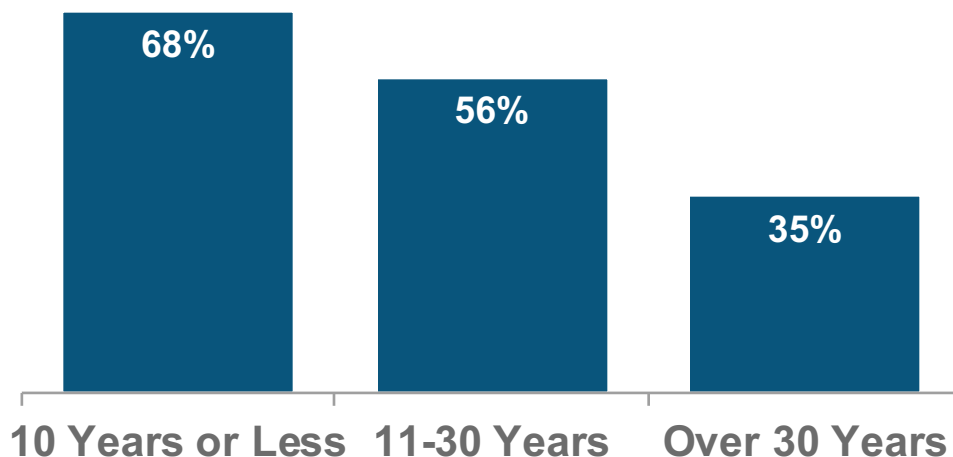
"Local media portray people of color in a fair manner."
% Strongly Agree / Agree

- Live Comfortably: 57%
- A Little Left Over: 49%
- Just Meet Needs/ Don't Meet Needs: 39%

"Local news stories that involve people of color focus too much on negative stories."
% Strongly Agree / Agree

- Live Comfortably: 45%
- A Little Left Over: 49%
- Just Meet Needs/ Don't Meet Needs: 52%
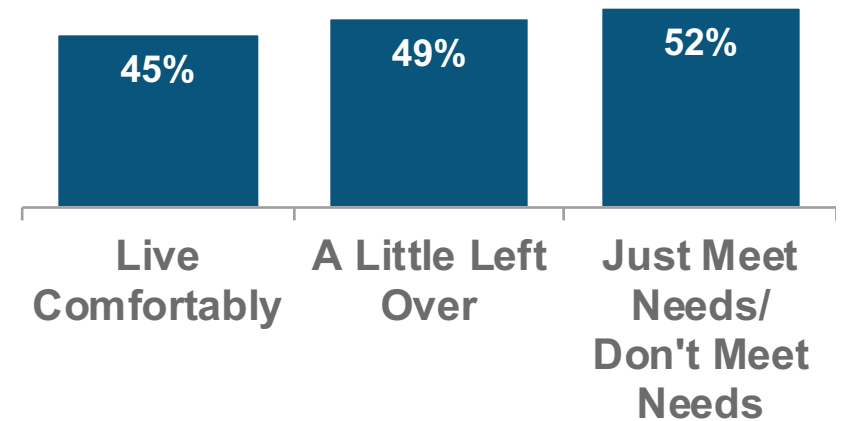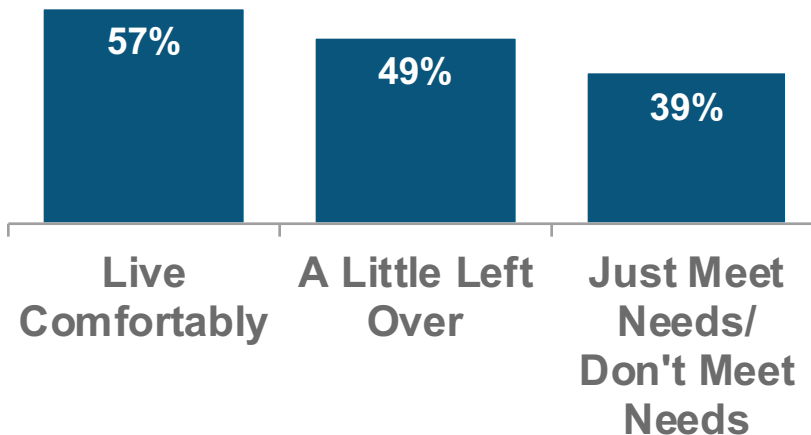
People who have lived in Rochester for 10 years or less are more likely to feel coverage of local news stories that involve whites is positive

"Do you feel that coverage of local news stories that involve whites is generally:"
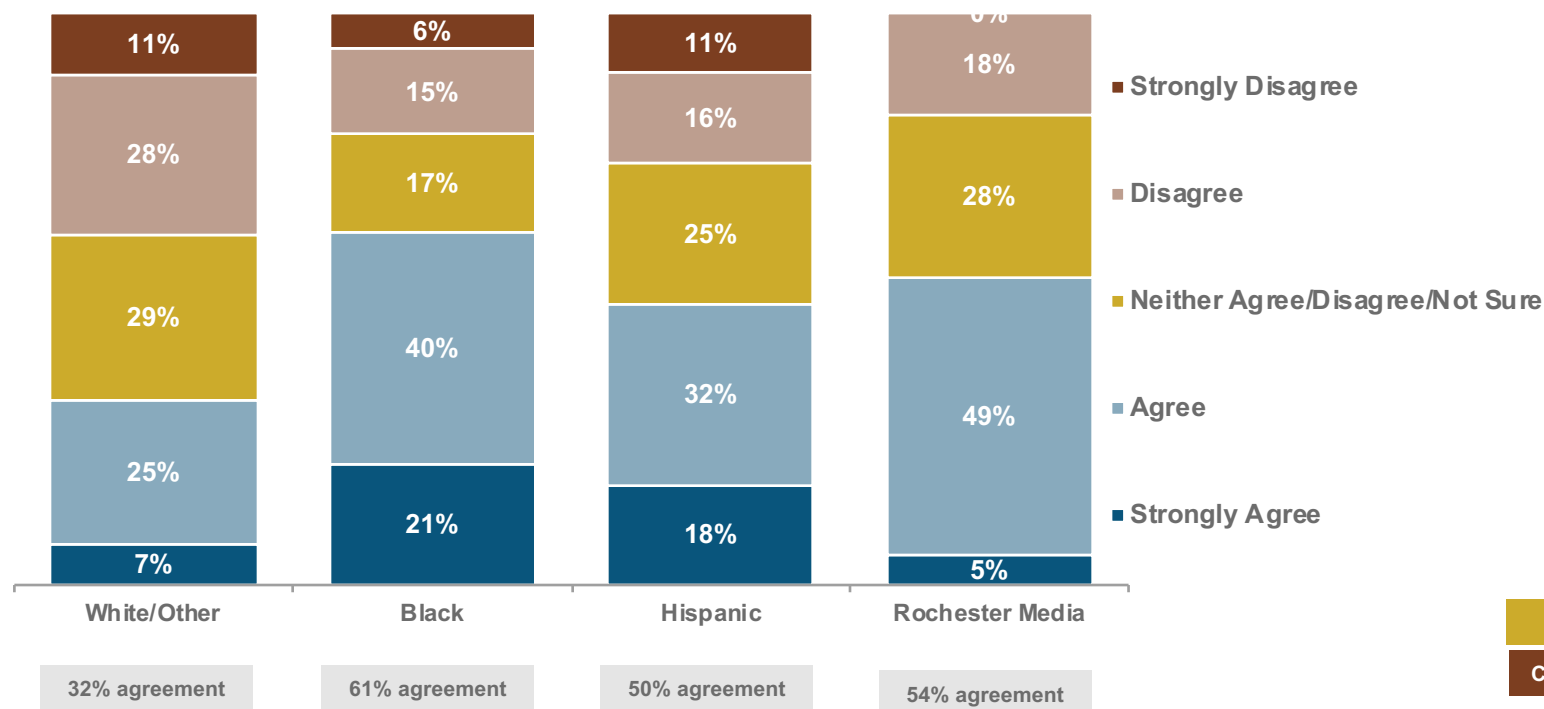
% Extremely Positive / Positive

10 Years or Less	11-30 Years	Over 30 Years
68%	56%	35%

Blacks and Hispanics are more likely than whites to feel that local media sometimes reinforces negative stereotypes

A majority of media members agree that this can sometimes happen

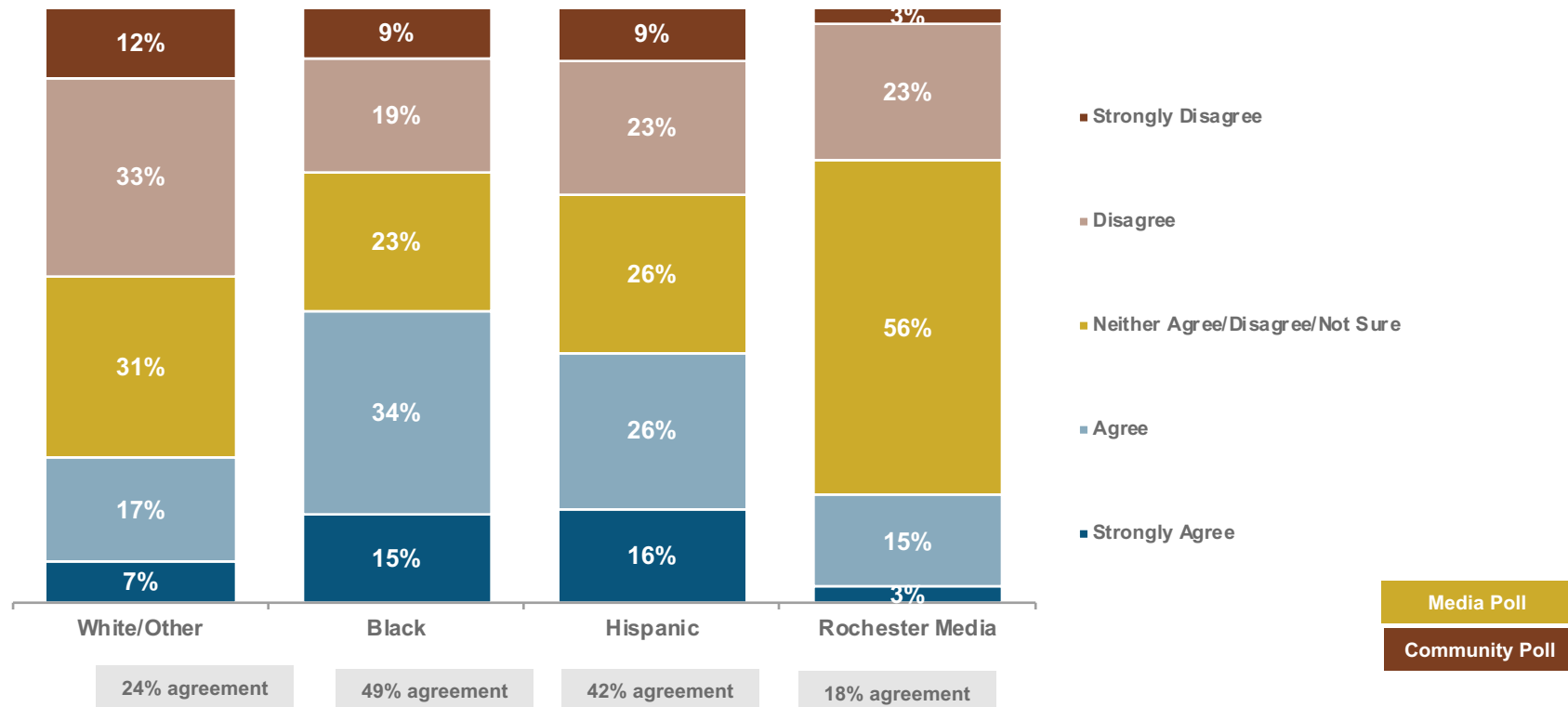**How much do you agree or disagree with the following statements?**

"Even when local media highlight the accomplishments of people of color, they can sometimes reinforce negative racial/ethnic stereotypes."

	White/Other	Black	Hispanic	Rochester Media
Strongly Disagree	11%	6%	11%	0%
Disagree	28%	15%	16%	18%
Neither Agree/Disagree/Not Sure	29%	17%	25%	28%
Agree	25%	40%	32%	49%
Strongly Agree	7%	21%	18%	5%

32% agreement	61% agreement	50% agreement	54% agreement

Media Poll
Community Poll

71

Q400.11 Community Poll Respondents (n=550); (n=427) White/Other (n= 61) Black/African-American; (n=62) Hispanic; Media Poll Respondents (n=46)

Many blacks and Hispanics have noticed stories where race/ethnicity was brought up in a way that reinforces stereotypes

How much do you agree or disagree with the following statements?

"I have recently noticed a local news story where race/ethnicity was brought up in a way that reinforced negative racial/ethnic stereotypes."
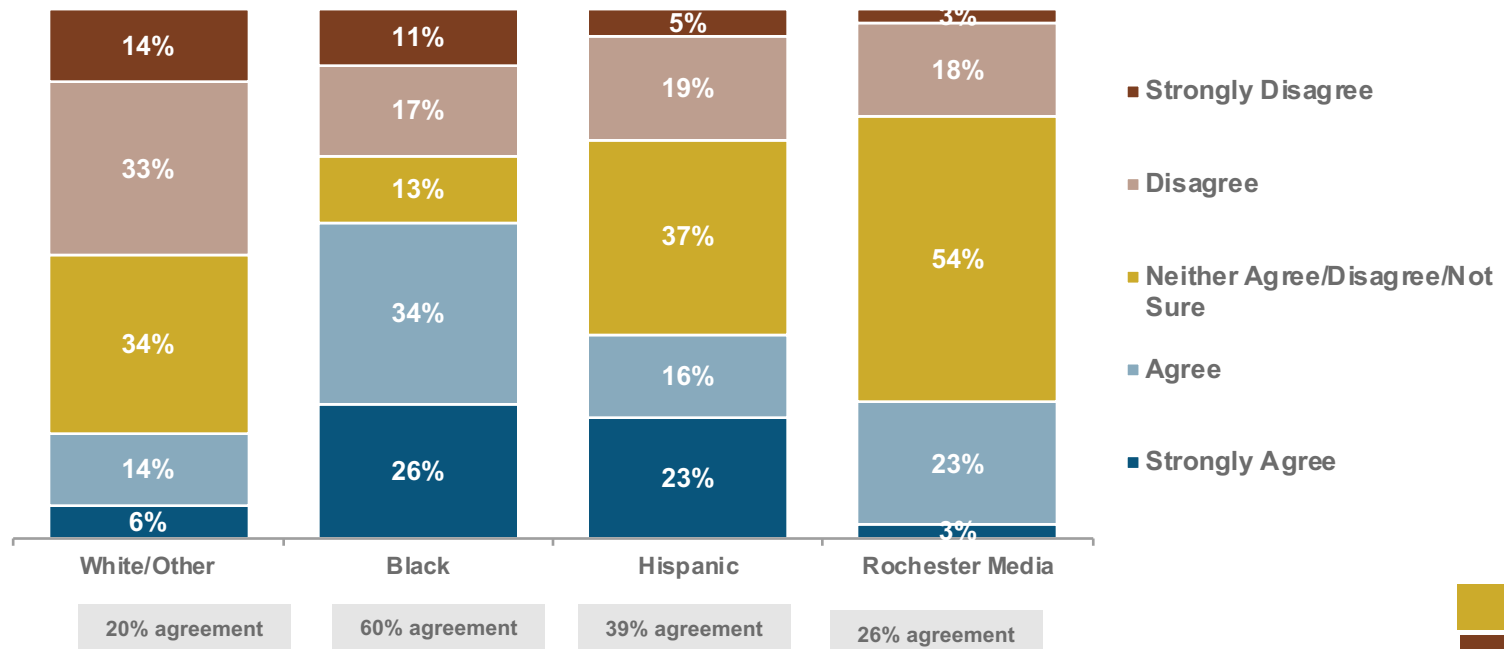

	White/Other	Black	Hispanic	Rochester Media
Strongly Disagree	12%	9%	9%	3%
Disagree	33%	19%	23%	23%
Neither Agree/Disagree/Not Sure	31%	23%	26%	56%
Agree	17%	34%	26%	15%
Strongly Agree	7%	15%	16%	3%

24% agreement	49% agreement	42% agreement	18% agreement

Media Poll

Community Poll

72

Blacks are likely to say they have been uncomfortable with how a person of color has been represented in a local story

How much do you agree or disagree with the following statements?
"I have recently been uncomfortable with how a person of color has been represented in a local news story."

Legend:
- Strongly Disagree
- Disagree
- Neither Agree/Disagree/Not Sure
- Agree
- Strongly Agree

White/Other
- 14%
- 33%
- 34%
- 14%
- 6%
- 20% agreement

Black
- 11%
- 17%
- 13%
- 34%
- 26%
- 60% agreement

Hispanic
- 5%
- 19%
- 37%
- 16%
- 23%
- 39% agreement

Rochester Media
- 3%
- 18%
- 54%
- 23%
- 3%
- 26% agreement

Media Poll
Community Poll

Q400.15 Community Poll Respondents (n=550); (n=427) White/Other (n= 61) Black/African-American; (n=62) Hispanic; Media Poll Respondents (n=46)

Poll & Content Analysis Questionnaires

Causewave Community Partners

Race and the Media Attitudes

Questionnaire

[ALL QUESTIONS ARE MANDATORY UNLESS OTHERWISE NOTED]
[USE CAUSEWAVE TEMPLATE]

Items/wording highlighted in green represent questions to add for the media portion of the poll.
Items highlighted in red would not be asked to the media.
For the media poll, code the emails going out so we know which local organization the response is from.

SECTION 100: SCREENING AND QUOTA ASSIGNMENT

BASE: ALL RESPONDENTS

QA   Welcome to our study about the Rochester-area news media.

This survey will ask questions about local news organizations and your views on how they cover news stories. It should take about 5-10/10-12 minutes to complete. This is a market research survey and completely confidential and anonymous. You will not be associated individually with your answers. A summary of study results will be shared with local TV, radio, and print media.

Results will be provided to the leadership of area media organizations but not in a manner that would allow your individual responses to be identified. We will only provide details on groups of respondents of 10 or more. We seek your honest and candid feedback. The confidentiality of your responses is central to the success of this project and we take it seriously. You are receiving this invitation because your email was provided to Causewave by your employer for this purpose.

Thank you for your participation.

Regards,

Todd Butler

President & CEO, Causewave Community Partners

[PLACE NEXT TWO QUESTIONS ON THE SAME SCREEN]

BASE: ALL RESPONDENTS

Q100   Before we begin, we have a few questions about you. Are you…?

[SINGLE RESPONSE]

     01   Male
     02   Female

BASE: ALL RESPONDENTS
Q110   How old are you?

[RANGE: 13/99]
|_|_| Years old

[NQ1-TERMINATE IF UNDER 18]

BASE: ALL COMMUNITY RESPONDENTS
Q120   In which state do you currently reside?

[DROP DOWN MENU WITH ALL STATES + DC]

[NQ2 - TERMINATE IF NOT NYS]

BASE: ALL COMMUNITY RESPONDENTS WHO LIVE IN GREATER ROCHESTER (Q130/01)
Q140   Which of the following best describes where you live?

[SINGLE RESPONSE]

01   Genesee County
02   Livingston County
03   Monroe County – in the City of Rochester
04   Monroe County – outside the City of Rochester
05   Ontario County
06   Orleans County
07   Seneca County
08   Wayne County
09   Yates County
10   Somewhere else   [NQ4 - TERMINATE]

BASE: ALL COMMUNITY RESPONDENTS
Q150 [QUOTA ASSIGNMENTS: DOES NOT APPEAR TO RESPONDENT]

[Q150a]
01 White   [TARGET=83% ~ 400 MAX]
02 Black/African American   [TARGET=11% ~ 50 MIN]
03 Hispanic   [TARGET=7% ~ 50 MIN]
04 Other   [TARGET=5% ~ 25 MIN]

[Q150b]
01 Genesee County   [SOFT TARGET=25]
02 Livingston County   [SOFT TARGET=27]
03 Monroe County – in the City of Rochester   [SOFT TARGET=87]
04 Monroe County – outside the City of Rochester   [SOFT TARGET=220]
05 Ontario County   [SOFT TARGET=44]
06 Orleans County   [SOFT TARGET=18]
07 Seneca County   [SOFT TARGET=13]
08 Wayne County   [SOFT TARGET=39]
09 Yates County   [SOFT TARGET=10]

SECTION 200: MEDIA CONSUMPTION

BASE: QUALIFIED RESPONDENTS
Q200 The following questions are about <u>local news coverage</u> about the Rochester area. The Rochester area includes Rochester and the following counties:
- Genesee County
- Livingston County
- Monroe County
- Ontario County
- Orleans County
- Seneca County
- Wayne County
- Wyoming County
- Yates County

Our questions are about news coverage from local media such as newspapers, local television stations, or local radio stations. Our questions are <u>not</u> about news from media that are national in scope.

[INFO-ONLY QN]

BASE: QUALIFIED RESPONDENTS

Q210 How frequently do you…?

[GRID – CAROUSEL IF POSSIBLE]
[RANDOMIZE ORDER]

Daily	Weekly	A few times a month	Monthly	Less often
[1]	[2]	[3]	[4]	[5]

01 Watch local television news (e.g., Channels 8, 10, and 13, WXXI, Spectrum News)?
02 Listen to local news or local news talk on a radio station (e.g., WHAM, WXXI, WDKX, etc.)?
03 Read a print version of a local newspaper (e.g., Democrat & Chronicle, Messenger Post, Rochester Business Journal, City Newspaper, Minority Reporter, etc.)?
04 Read online articles or news postings on local media websites (DemocratandChronicle.com, 13WHAM.com, etc.)
05 Read social media postings created by local media (Facebook, Twitter, etc.)

BASE: QUALIFIED RESPONDENTS

Q220 Which of these do you consider to be your primary (main) source of local news?

[SINGLE RESPONSE]
[RANDOMIZE - DISPLAY IN SAME ORDER AS PREVIOUS QUESTION]

01 Local television news (e.g., Channels 8, 10, and 13, WXXI, Spectrum News)?
02 Local news or local news talk on a radio station (e.g., WHAM, WXXI, WDKX, etc.)?
03 A print version of a local newspaper (e.g., Democrat & Chronicle, Messenger Post, Rochester Business Journal, City Newspaper, Minority Reporter, etc.)?
04 Online articles or news postings on local media websites (DemocratandChronicle.com, 13WHAM.com, etc.)
05 Social media postings created by local media (Facebook, Twitter, etc.)
06 Something else [ANCHOR]

SECTION 300: OVERALL (DEPENDENT) MEASURES

[PLACE NEXT TWO QUESTIONS ON THE SAME SCREEN]

BASE: QUALIFIED RESPONDENTS
Q300 Do you feel that coverage of local news stories that involve <u>people of color</u> (e.g. Blacks, Hispanics, Asians, Native Americans, etc.) is generally…?

[SINGLE RESPONSE]

        01   Extremely Positive
        02   Positive
        03   Neutral/Unbiased
        04   Negative
        05   Extremely Negative

BASE: QUALIFIED RESPONDENTS
Q310 In the past few years, have local news stories that involve <u>people of color</u> …?

[SINGLE RESPONSE]

        01   Become much more positive
        02   Become slightly more positive
        03   Stayed about the same
        04   Become slightly more negative
        05   Become much more negative
        06   Not sure

[PLACE NEXT TWO QUESTION ON THE SAME SCREEN]

BASE: QUALIFIED RESPONDENTS
Q320 Do you feel that coverage of local news stories that involve <u>whites</u> is generally…?

[SINGLE RESPONSE]

        01   Extremely Positive
        02   Positive
        03   Neutral/Unbiased
        04   Negative
        05   Extremely Negative

Q330 In the past few years, have local news stories that involve <u>whites</u>…?

[SINGLE RESPONSE]

      01   Become much more positive
      02   Become slightly more positive
      03   Stayed about the same
      04   Become slightly more negative
      05   Become much more negative
      06   Not sure

[PLACE NEXT TWO QUESTIONS ON THE SAME SCREEN]

BASE: MEDIA RESPONDENTS
Q340 Do you feel that coverage <u>by your organization</u> of local news stories that involve <u>people of color</u> (e.g. Blacks, Hispanics, Asians, Native Americans, etc.) is generally…?

[SINGLE RESPONSE]

      01   Extremely Positive
      02   Positive
      03   Neutral/Unbiased
      04   Negative
      05   Extremely Negative

BASE: MEDIA RESPONDENTS
Q350 Do you feel that coverage <u>that you are personally involved in</u> of local news stories that involve <u>people of color</u> (e.g. Blacks, Hispanics, Asians, Native Americans, etc.) is generally…?

[SINGLE RESPONSE]

      01   Extremely Positive
      02   Positive
      03   Neutral/Unbiased
      04   Negative
      05   Extremely Negative

[PLACE NEXT TWO QUESTIONS ON THE SAME SCREEN]

BASE: QUALIFIED RESPONDENTS
Q360 Can you describe a local news story you have seen recently where:

    …A local news organization or media outlet covered communities of color in a fair and balanced manner?

[TEXT BOX]
[NON-MANDATORY; NOT CODED]

Q370 **…**A local news organization or media outlet <u>did not</u> cover communities of color in a fair and balanced manner?

[TEXT BOX]
[NON-MANDATORY; NOT CODED]

SECTION 400: ATTITUDINAL MEASURES

BASE: QUALIFIED RESPONDENTS

Q400 How much do you agree or disagree with the following statements?

[GRID – CAROUSEL IF POSSIBLE, OTHERWISE ON MULTIPLE SCREENS]
[RANDOMIZE ORDER]
[ALWAYS PLACE THE FOLLOWING ITEMS NEXT TO EACH OTHER: 07 AND 08; 13 AND 14]

Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Not Sure
[1]	[2]	[3]	[4]	[5]	[6 or 9]

01 Local media cover news stories that reflect the racial/ethnic diversity of our area.
02 Local media coverage accurately mirrors what goes on in communities which have high concentrations of people of color.
03 The racial/ethnic background of local reporters is sufficiently diverse.
04 The ways in which local media cover news stories that involve people of color impacts how people view race.
05 Local media portray people of color in a fair manner.
06 Local media coverage reinforces negative stereotypes about people of color.
07 Local news stories that involve people of color focus too much on negative stories (violence, crime, educational problems).
08 Local news stories that involve white people focus too much on negative stories (violence, crime, educational problems).
09 Racial/ethnic bias in reporting is a problem in local news stories.
10 Local media should include more positive news stories involving people of color (community organization efforts, leadership advancement, cultural traditions, educational success, etc.).
11 Even when local media highlight the accomplishments of people of color, they can sometimes reinforce negative racial/ethnic stereotypes.
12 I have recently noticed a local news story where race/ethnicity was brought up in a way that reinforced negative racial/ethnic stereotypes.
13 I have recently noticed a local news story where race/ethnicity was brought up unnecessarily.
14 I have recently noticed a local news story that overstated the racial undertones of the situation.
15 I have recently been uncomfortable with how a person of color has been represented in a local news story.

BASE: QUALIFIED RESPONDENTS

Q410 In your view, what one thing could area news organizations do differently to ensure that they cover communities of color in a fair and balanced manner?

[TEXT BOX]
[NON-MANDATORY; NOT CODED]

Q420 How much do you agree or disagree with the following statements?

[GRID – CAROUSEL IF POSSIBLE, OTHERWISE ON MULTIPLE SCREENS]
[RANDOMIZE ORDER]
[ALWAYS PLACE THE FOLLOWING ITEMS NEXT TO EACH OTHER: 08 AND 09; 13 AND 14]

Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Not Sure
[1]	[2]	[3]	[4]	[5]	[9]

01 The process my organization uses for determining which stories to cover takes racial/ethnic bias/equity into account.

02 My organization has a process that ensures we review stories for racial/ethnic bias/equity before sharing them with the public.

03 My organization regularly reviews our past news coverage to ensure it is free of racial/ethnic bias.

04 How my organization chooses to cover stories that involve people of color impacts how our community views race.

05 My organization has a responsibility to help improve racial/ethnic relations in our community.

06 My organization places a high priority on portraying people of color in an unbiased manner.

07 My organization discusses openly how we cover people of color in news stories.

08 Subtle racial/ethnic biases that exist in my organization impact which stories we cover.

09 Subtle racial/ethnic biases that exist in my organization impact how we cover stories.

10 My organization's hiring practices help us recruit a racially/ethnically diverse staff.

11 In my organization, the race/ethnicity of a reporter affects which stories he/she is assigned to cover.

12 The location/neighborhood where news occurs can sometimes affect whether my organization chooses to cover a story in the first place.

13 In the past year, I have been uncomfortable with how a person of color or a racial/ethnic group has been represented in a story covered by my organization.

14 In the past year, I have been uncomfortable with how a person of color or a racial/ethnic group has been represented in a story presented by a local news organization other than my own.

15 I have a responsibility to help improve racial/ethnic relations in our community.

16 I feel like I can recognize my own racial/ethnic biases.

17 I would benefit from more specific training on how to appropriately cover news stories involving people of color.

18 I believe a diverse editorial staff is necessary to reduce biased coverage of people of color.

19 Looking back at the past year, I would change how I represented a person of color or a racial/ethnic group in a story.

Q430 If you had to describe your organization's coverage of communities of color in <u>one word</u>, what would it be?

[SMALL TEXT BOX]
[NON-MANDATORY; NOT CODED]

Q440 Suppose your boss came to you and asked for a suggestion on what your organization could do differently to improve your coverage of communities of color. What would you suggest to him/her?

[TEXT BOX]
[NON-MANDATORY; NOT CODED]

BASE: COMMUNITY RESPONDENTS
Q1000   How long have you lived in the Greater Rochester NY area?

[SINGLE RESPONSE]

    01 5 years or less
    02 6-10 years
    03 11-20 years
    04 21-30 years
    05 31 years or more

BASE: COMMUNITY RESPONDENTS
Q1010   Do you own or rent your home?

[SINGLE RESPONSE]

    01 Own
    02 Rent

BASE: COMMUNITY RESPONDENTS
Q1020   What is your marital status?

[SINGLE RESPONSE]

    01 Single, never married
    02 Married or domestic partnership
    03 Widowed
    04 Divorced
    05 Separated

BASE: COMMUNITY RESPONDENTS
Q1030   Considering your own income and the income from any other people who help you, how would you describe your family's overall financial situation, would you say you…?

[SINGLE RESPONSE]
    01 Live comfortably
    02 Meet needs with a little left over
    03 Just meet basic expenses with nothing left over
    04 Don't meet basic expenses

BASE: COMMUNITY RESPONDENTS
Q1040 Which best describes the highest level of education you have completed or the highest degree you have received?

[SINGLE RESPONSE]

      01 Less than high school
      02 Completed some high school
      03 High school graduate or equivalent (e.g., GED)
      04 Completed some college, but no degree
      05 Two-year college degree (e.g. associate's degree)
      06 Four-year college degree (e.g., B.A., B.S.)
      07 Completed some graduate school, but no degree
      08 Graduate degree (e.g., M.S., M.D., Ph.D.)

BASE: MEDIA RESPONDENTS
Q1050 How would you best describe your role in your organization?
Select all that apply.

[MULTIPLE RESPONSE]

      01 Reporter
      02 Editor
      03 Producer
      04 Photographer
      05 Story writer
      06 Social media content developer
      07 Weather reporting
      08 Something else

[PLACE NEXT TWO QUESTIONS ON THE SAME SCREEN]

BASE: MEDIA RESPONDENTS
Q1060 How long have you worked in the media/news field <u>in total</u>?
Answer in years. Enter zero if less than one year.

    [RANGE: 0/60]

|_|_| years in total

BASE: MEDIA RESPONDENTS
Q1070 How long have you worked in the media/news field <u>in the Rochester area</u>?
Answer in years. Enter zero if less than one year.

    [RANGE: 0/60]
    [MAKE SURE ANSWER ISN'T GREATER THAN Q1060]

|_|_| years in the Rochester area

BASE: QUALIFIED RESPONDENTS [PLACED IN SECTION 100 FOR COMMUNITY POLL]
Q1080   Are you of Hispanic origin, such as Latin or Central American, Mexican, Puerto Rican, or Cuban?

[SINGLE RESPONSE]
[NON-MANDATORY QUESTION]

>   01   Yes, of Hispanic origin
>   02   No, not of Hispanic origin

BASE: QUALIFIED RESPONDENTS [PLACED IN SECTION 100 FOR COMMUNITY POLL]
Q1090   Which of the following categories best describes you?

[SINGLE RESPONSE]
[NON-MANDATORY QUESTION]

>   01   White/European American
>   02   Black/African American
>   03   Asian/Asian American
>   04   American Indian/Alaskan Native/Native American
>   05   Pacific Islander/Hawaiian
>   06   Other race [SPECIFY]

BASE: QUALIFIED RESPONDENTS
Q1100   Thank you again for helping us with this survey!

>   If you have any other comments related to this survey or the topics we asked about, please share them below.

[TEXT BOX]
[NON-MANDATORY; NOT CODED]

Rochester area media poll

FINAL DRAFT - 2017

Intro

Welcome to our study about the Rochester-area news media. This survey will ask questions about local news organizations and your views on how they cover news stories. It should take about 5-10 minutes to complete. This is a market research survey and <u>completely confidential and anonymous</u>. You will not be associated individually with your answers. A summary of study results will be shared with local TV, radio, and print media.

Thank you for your participation.

Regards

Todd Butler
President & CEO, Causewave Community Partners
(Causewave Community Partners is a nonprofit organization based in Rochester, NY that works to make meaningful change in our community)

Please click next to begin:

Gender&Age

Page exit logic: Skip / Disqualify Logic**IF:** #2 Question "How old are you?" is one of the following answers ("13","14","15","16","17") **THEN:** Jump to page 25 - DQ

Before we begin, we have a few questions about you. Are you…?*

( ) Male

( ) Female

How old are you?*

State

In which state do you currently reside?*

MSA

Which of the following best describes where you live?*

( ) Genesee County

( ) Livingston County

( ) Monroe County – in the City of Rochester

( ) Monroe County – outside the City of Rochester

( ) Ontario County

( ) Orleans County

( ) Seneca County

( ) Wayne County

( ) Yates County

( ) Somewhere else

Hispanic

Are you of Hispanic origin, such as Latin or Central American, Mexican, Puerto Rican, or Cuban?*

( ) Yes, of Hispanic origin

( ) No, not of Hispanic origin

( ) Decline to answer

Race

Which of the following categories best describes you?

( ) White/European American

( ) Black/African American

( ) Asian/Asian American

( ) American Indian/Alaskan Native/Native American

( ) Pacific Islander/Hawaiian

( ) Other race [SPECIFY]: _____

( ) Decline to answer

Detail

The following questions are about <u>local news coverage</u> about the Rochester area. The Rochester area includes Rochester and the following counties:

- **Genesee County**
- **Livingston County**
- **Monroe County**
- **Ontario County**
- **Orleans County**
- **Seneca County**
- **Wayne County**
- **Wyoming County**
- **Yates County**

Our questions are about news coverage from local media such as newspapers, local television stations, or local radio stations. Our questions are <u>not</u> about news from media that are national in scope.

Please click next to continue:

Q210

How frequently do you…?*

	Daily	**Weekly**	**A few times a month**	**Monthly**	**Less often**
Watch local television news (e.g., Channels 8, 10, and 13, WXXI, Spectrum News)?	( )	( )	( )	( )	( )
Listen to local news or local news talk on a radio station (e.g., WHAM, WXXI, WDKX, etc.)?	( )	( )	( )	( )	( )
Read a print version of a local newspaper (e.g., Democrat & Chronicle, Messenger Post, Rochester Business Journal, City Newspaper, Minority Reporter, etc.)?	( )	( )	( )	( )	( )
Read online articles or news postings on local media websites (DemocratandChronicle.com, 13WHAM.com, etc.)	( )	( )	( )	( )	( )
Read social media postings created by local media (Facebook, Twitter, etc.)	( )	( )	( )	( )	( )

Q220

Which of these do you consider to be your primary (main) source of local news?*

( ) Local television news (e.g., Channels 8, 10, and 13, WXXI, Spectrum News)?

( ) Local news or local news talk on a radio station (e.g., WHAM, WXXI, WDKX, etc.)?

( ) A print version of a local newspaper (e.g., Democrat & Chronicle, Messenger Post, Rochester Business Journal, City Newspaper, Minority Reporter, etc.)?

( ) Online articles or news postings on local media websites (DemocratandChronicle.com, 13WHAM.com, etc.)

( ) Social media postings created by local media (Facebook, Twitter, etc.)

( ) Something else

Q300/Q310

Do you feel that coverage of local news stories that involve <u>people of color</u> (e.g. Blacks, Hispanics, Asians, Native Americans, etc.) is generally…?*

( ) Extremely Positive

( ) Positive

( ) Neutral/Unbiased

( ) Negative

( ) Extremely Negative

In the past few years, have local news stories that involve <u>people of color</u> …?*

( ) Become much more positive

( ) Become slightly more positive

( ) Stayed about the same

( ) Become slightly more negative

( ) Become much more negative

( ) Not sure

Q320/Q330

Do you feel that coverage of local news stories that involve <u>whites</u> is generally…?*

( ) Extremely Positive

( ) Positive

( ) Neutral/Unbiased

( ) Negative

( ) Extremely Negative

In the past few years, have local news stories that involve <u>whites</u> …?*

( ) Become much more positive

( ) Become slightly more positive

( ) Stayed about the same

( ) Become slightly more negative

( ) Become much more negative

( ) Not sure

Q360

Can you describe a local news story you have seen recently where:
 …A local news organization or media outlet covered communities of color in a fair and balanced manner?

_____

…A local news organization or media outlet <u>did not</u> cover communities of color in a fair and balanced manner?

_____

Scale Intro

On the next few screens you're going to be asked to rate how much do you agree or disagree with a series of statements.

Please click next to continue:

☐ **Q400_1-5**

	Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Not sure
Local media cover news stories that reflect the racial/ethnic diversity of our area.	( )	( )	( )	( )	( )	( )
Local media coverage accurately mirrors what goes on in communities which have high concentrations of people of color.	( )	( )	( )	( )	( )	( )
The racial/ethnic background of local reporters is sufficiently diverse.	( )	( )	( )	( )	( )	( )
The ways in which local media cover news stories that involve people of color impacts how people view race.	( )	( )	( )	( )	( )	( )
Local media portray people of color in a fair manner.	( )	( )	( )	( )	( )	( )

Q400_6-10

	Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Not sure
Local media coverage reinforces negative stereotypes about people of color.	( )	( )	( )	( )	( )	( )

Local news stories that involve people of color focus too much on negative stories (violence, crime, educational problems).	( )	( )	( )	( )	( )	( )
Local news stories that involve white people focus too much on negative stories (violence, crime, educational problems).	( )	( )	( )	( )	( )	( )
Racial/ethnic bias in reporting is a problem in local news stories.	( )	( )	( )	( )	( )	( )
Local media should include more positive news stories involving people of color (community organization efforts, leadership advancement, cultural traditions, educational success, etc.).	( )	( )	( )	( )	( )	( )

Q400_11-15

	Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Not sure
Even when local media highlight the accomplishments of people of color, they can sometimes reinforce negative racial/ethnic stereotypes.	( )	( )	( )	( )	( )	( )
I have recently noticed a local news story where race/ethnicity was brought up in a way that reinforced negative racial/ethnic stereotypes.	( )	( )	( )	( )	( )	( )

I have recently noticed a local news story where race/ethnicity was brought up unnecessarily.	( )	( )	( )	( )	( )	( )
I have recently noticed a local news story that overstated the racial undertones of the situation.	( )	( )	( )	( )	( )	( )
I have recently been uncomfortable with how a person of color has been represented in a local news story.	( )	( )	( )	( )	( )	( )

QC

A small number of our respondents do not pay close enough attention as they complete the survey. Please select the animal from the list below.*

( ) Elephant

( ) Newspaper

( ) Email

( ) None of the above

( ) Other

Q410

In your view, what one thing could area news organizations do differently to ensure that they cover communities of color in a fair and balanced manner?

_____

_____

_____

_____

Q1000

How long have you lived in the Greater Rochester NY area?*

( ) 5 years or less

( ) 6-10 years

( ) 1-20 years

( ) 21-30 years

( ) 31 years or more

Q1010

Do you own or rent your home?*

( ) Own

( ) Rent

☐
☐ **Q1020**

What is your marital status?*

( ) Single, never married

( ) Married or domestic partnership

( ) Widowed

( ) Divorced

( ) Separated

Q1030

Considering your own income and the income from any other people who help you, how would you describe your family's overall financial situation, would you say you…?*

( ) Live comfortably

( ) Meet needs with a little left over

( ) Just meet basic expenses with nothing left over

( ) Don't meet basic expenses

Q1040

Which best describes the highest level of education you have completed or the highest degree you have received?*

( ) Less than high school

( ) Completed some high school

( ) High school graduate or equivalent (e.g., GED)

( ) Completed some college, but no degree

( ) Two-year college degree (e.g. associate's degree)

( ) Four-year college degree (e.g., B.A., B.S.)

( ) Completed some graduate school, but no degree

( ) Graduate degree (e.g., M.S., M.D., Ph.D.)

Final

Page exit logic: Skip / Disqualify Logic**IF:** TRUE is always true **THEN:** Jump to page 26 - Thank You! Flag response as complete

Thank you again for helping us with this survey!

If you have any other comments related to this survey or the topics we asked about, please share them below.

_____

Thank you for taking our survey. Your response is very important to us.

CRUX RESEARCH

Causewave Portrayals of Race in Local Media
Content Analysis Questionnaire
FINAL DRAFT 1-22-18

BASE: ALL STORIES
Q90   Enter Volunteer #

[ENTER #; RANGE 1-999]

[DISPLAY RECORD # FOR VOLUNTEERS AT Q95]
BASE: ALL STORIES
Q95   Is this a first-time viewing or a re-check?

01   First-time viewing
02   Re-check

[PUT Q96 AND Q100 ON THE SAME SCREEN]

BASE: RE-CHECK (Q95/2)
Q96   Enter the original Record #?

[ENTER ORIGINAL RECORD #]

BASE: ALL STORIES
Q100 Type of Media Being Evaluated

[SINGLE RESPONSE]

01   TV Newscast – Channel 8 (WROC)
02   TV Newscast – Channel 10 (WHEC)
03   TV Newscast – Channel 13 (WHAM)
04   TV Newscast – Spectrum News
05   Democrat & Chronicle

[PUT Q115 AND Q120 ON THE SAME SCREEN]

BASE: ALL STORIES
Q115   What is the [date of the original broadcast/publication date]?

[PULLDOWN WITH MONTHS AND DAYS. USE NOVEMBER, DECEMBER, JANUARY FOR MONTHS AND 1-31 FOR DAYS]

BASE: PRINT STORIES (Q100/5)
Q120   On what page does the story begin?
(e.g. A1, D6, etc.) DO NOT include a teaser on the front page of a section - only the story itself.

[ENTER PAGE]

[PUT Q125-Q140 ON THE SAME SCREEN]

BASE: TV NEWS STORIES (Q100/1-4)
Q125   What is the story #?
Based on the order it appears in the broadcast. The first story is #1.

[ENTER #]

BASE: TV NEWS STORIES (Q100/1-4)
Q126   What is the timestamp (start time) of the story?

[ENTER MM:SS]

BASE: PRINT NEW STORIES (Q100/5)
Q130   Ignoring the subject matter for now, what type of item is it?

[SINGLE RESPONSE]

01   News Story
02   News Brief
03   Feature Story
04   Opinion Column
05   Letter to the Editor

BASE: ALL STORIES
Q135   What is the name of the story/headline?
For the D&C: Please type this very carefully!
For TV: Please type the main idea of what the story is about

[ENTER TITLE/HEADLINE]

BASE: PRINT NEW STORIES (Q100/5)
Q140   The headline makes me think this story is an example of…

[SINGLE RESPONSE]

01   Positive news
02   Negative news

03   Neutral news

BASE: TV NEWS STORIES (Q100/1-4)
Q145   Did this story involve:
   A weatherperson is considered a reporter.

[SINGLE RESPONSE]

   01   An anchor only
   02   An anchor and a reporter/reporters

[PUT Q150 AND Q155 ON THE SAME SCREEN]

[BASE: TV NEWS STORIES (Q100/1-4)
Q150   Who is the anchor?

   [ENTER ANCHOR NAME – LEAVE SPACE FOR UP TO 2 NAMES]

BASE: PRINT NEW STORIES (Q100/5) *or* TV NEWS STORY WITH REPORTER (Q145/2)
Q155   Who are the reporter(s)/story's author(s)]?

   [ENTER REPORTER'S NAME – LEAVE SPACE FOR UP TO 3 REPORTERS]
   [NON-MANDATORY]

BASE: ALL STORIES
Q160   Does the story include…?   *If you are not sure, take your best guess.*

[MULTIPLE RESPONSE]

   01   Blacks/African-Americans
   02   Hispanics
   03   Non-whites of other races
   04   Whites
   05   Not sure
   06   No people included [EXCLUSIVE]

BASE: PRINT NEWS STORIES (Q100/5) AND INCLUDES PEOPLE OF COLOR (Q160/1-3)
Q165   Does the story include **people of color** …?

[SINGLE RESPONSE]

   01   In the text only
   02   In photos only
   03   In text and in photos
   04   Neither in the text nor in a photo

BASE: PRINT NEWS STORIES (Q100/5) AND INCLUDES WHITE PEOPLE (Q160/4)
Q166   Does the story include **white people** …?

[SINGLE RESPONSE]

01   In the text only
02   In photos only
03   In text and in photos
04   Neither in the text nor in a photo

[PUT Q170 AND Q175 ON THE SAME SCREEN]

BASE: ALL STORIES
Q170   Categorize the story:

[SINGLE RESPONSE]

01   Positive News (celebration, accomplishment, good news)
02   Negative News (Crime, disaster, bad news)
03   Neutral News

BASE: ALL STORIES
Q175   Setting of the story:
         (Select all that apply)

[MULTIPLE RESPONSE]

08   Greater Rochester Area (general)
01   City of Rochester
02   In the suburbs of Rochester
03   In a rural area near Rochester
04   New York State (outside the Rochester area)
05   National (outside of NYS)
06   International (outside the U.S.)
07   Not able to determine [EXCLUSIVE]

BASE: ALL STORIES
Q180   What primary themes are included in the story?
         (Select all that apply)

[MULTIPLE RESPONSE]

01   Business
02   Education
03   Entertainment
04   Environment
14   Food/Drink
05   Health
06   History/Culture
07   Human Interest
08   International Affairs
09   Crime/Law & Order
10   Politics/Government
11   Profile
12   Sports
13   Weather
15   Other (specify)

BASE: ALL STORIES
Q185 Regardless of the race of people in the story, how central is the concept of <u>race</u> to the story (including photos, headline and the content itself)?

[SINGLE RESPONSE]

       01   Primarily about Race/Ethnicity
       02   Race/Ethnicity is a significant facet of the story
       03   Race/Ethnicity is a minor element of the story
       04   Race/Ethnicity is not mentioned in the story at all

BASE: RACE IS AN ELEMENT OF THE STORY (Q185/1-3)
Q190 Sources mentioned or quoted in the story:
(Select all that apply)

[MULTIPLE RESPONSE]

       01   Elected official
       02   Law Enforcement
       07   Lawyer/Attorney
       03   Non-profit organization
       04   Businessperson
       05   Academic
       06   Everyday person
       09   Other (specify)
       08   No one mentioned or quoted [EXCLUSIVE]

BASE: STORY INCLUDES PEOPLE OF COLOR (Q160/1-3)
Q195 Overall, this story portrays **people of color**…

[SINGLE RESPONSE]

       01   Positively
       02   Neutrally
       03   Negatively
       04   A mix of positive, neutral, and/or negative

BASE: STORY PORTRAYS PEOPLE OF COLOR NEGATIVELY (Q195/3,4)
Q200 Why would you say **people of color** are portrayed negatively?

      [MANDATORY TEXTBOX]

BASE: STORY INCLUDES WHITE PEOPLE (Q160/4)
Q205 Overall, this story portrays **white people**…

[SINGLE RESPONSE]

       01   Positively
       02   Neutrally
       03   Negatively
       04   A mix of positive, neutral, and/or negative

BASE: STORY PORTRAYS WHITE NEGATIVELY (Q205/3,4)
Q210 Why would you say **white people** are portrayed negatively?

    [MANDATORY TEXTBOX]

BASE: TV: STORY INCLUDES PEOPLE OF COLOR (Q160/1-3)
BASE: D&C: STORY INCLUDES PEOPLE OF COLOR (Q160/1-3) AND HAS THEM IN PHOTOS (Q165/2-3)
Q215 How would you define the state of the **people of color** portrayed in this story?
(Select all that apply)

[MULTIPLE RESPONSE]

    01 Neutral
    02 Angry/threatening
    03 Fighting/violent (non-military)
    04 Happy/smiling
    05 Sad/crying
    08 Active/Playing sports
    06 Other (specify)
    07 None of these [EXCLUSIVE]

BASE: TV: STORY INCLUDES WHITE PEOPLE (Q160/4)
BASE: D&C: STORY INCLUDES WHITE PEOPLE (Q160/4) AND HAS THEM IN PHOTOS (Q166/2-3)
Q220 How would you define the state of the **white people** portrayed in this story?
(Select all that apply)

[MULTIPLE RESPONSE]

    01 Neutral
    02 Angry/threatening
    03 Fighting/violent (non-military)
    04 Happy/smiling
    05 Sad/crying
    08 Active/Playing sports
    06 Other (specify)
    07 None of these [EXCLUSIVE]

BASE: ALL STORIES
Q225 Is this a story the researchers should look at more closely?
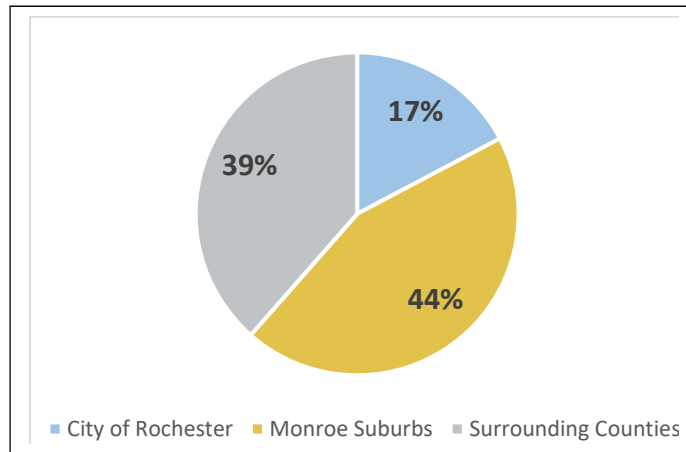
[SINGLE RESPONSE]

    01 Yes
    02 No

[BASE: ALL STORIES
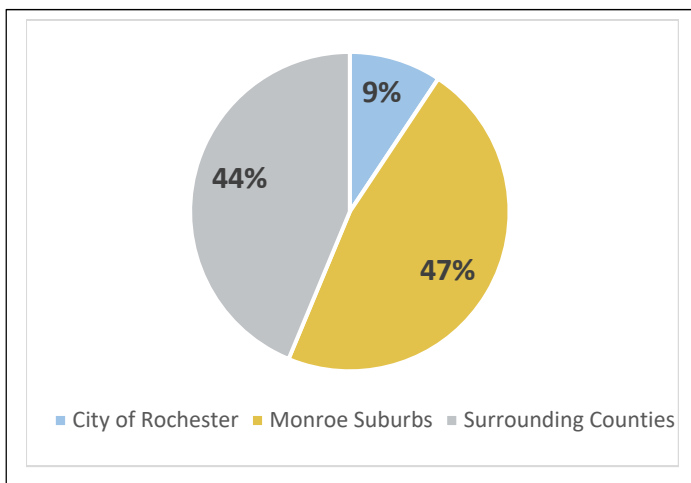**Q230** Why should the researchers look more closely at this story?
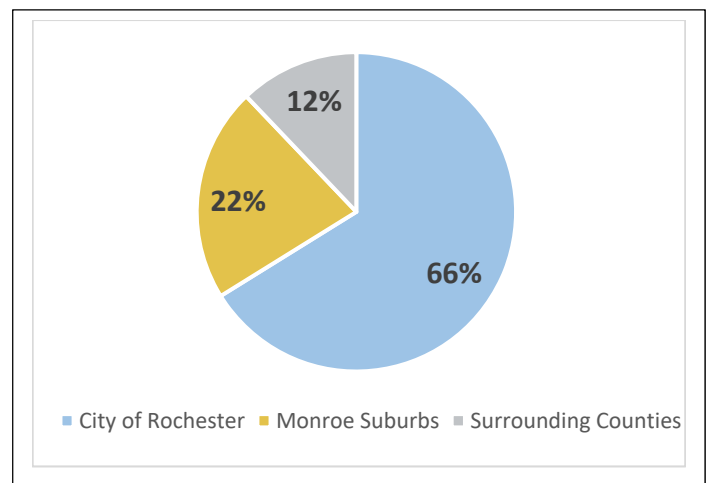
    [TEXTBOX - MANDATORY]
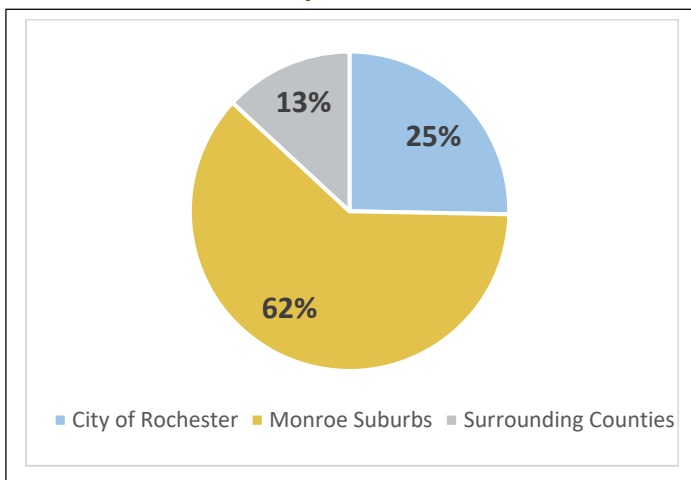
WHERE WE LIVE

Total Population

White Population

African American Population

Asian Population

Latino Population