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## The 2010-11 Associated Press Sports Editors Racial and Gender Report Card

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### EXECUTIVE SUMMARY

**Orlando, FL...April 27, 2011** – The third bi-annual edition of the *Associated Press Sports Editors Racial and Gender Report Card*, covering more than 320 websites and newspapers (up from 281 APSE members a year ago), was released today. It measures changes from the 2008 data for the industry established in the previous report. The 2010 Report was published by The Institute for Diversity and Ethics in Sport (TIDES) at the University of Central Florida and was requested by the Associated Press Sports Editors (APSE). This was the third time TIDES was asked by the organization to review the data of its own staff.

For 2010, the APSE Web sites and newspapers improved with a grade of **C+** for racial hiring practices, up from a C in 2008. However, they received a second consecutive **F** for gender hiring practices in the key positions covered. Grades were not issued for the 2006 Report Card.

Richard Lapchick, The Institute's Director and primary author of this report, noted, "After four years from the 2006 Report to the 2010 report, there was some change in the five key positions we examined for race but little for gender. In fact, the overall grade for racial hiring practices improved from a C to a C+. There continued to be a failing grade for gender in all five categories. I think it is encouraging that APSE and AWSM had a combined event this year. I am also encouraged that APSE has continued to request the report knowing that the news would not be good. I applaud its determination to get better.

"It is important to have voices from different backgrounds in the media. This report shows that in 2010, 97 percent of the sports editors, 85 percent of the assistant sports editors, 86 percent of our columnists, 86 percent of our reporters and 90 percent of our copy editors/designers were white. In the 2008 report, those numbers for the same positions were 94, 89, 88, 87, and 89 respectively. The percentage of males in those positions this year are 94, 90, 90, 89, and 84. In 2008, the percentages were 94, 90, 93, 91 and 84, respectively. The 2008 report showed a terrible lack of opportunity for people of color and women. In spite of that, there was actually a decline in 2010 for opportunities for people of color as sports editors (from 6 percent to 3 percent) and copy editors (from 11 percent to 10 percent). The percentages of people of color increased for assistant sports editors (11 percent to 15 percent), columnists (12 percent to 14 percent) and reporters (13 percent to 14 percent).

“The worst news was perhaps that the percentage of sports editors who were women or people of color fell 2.3 percentage points from 11.7 percent in 2008 to 9.42 percent in 2010. White males in particular increased by 3.0 percentage points for sports editors.

“But there was good news with gains for women and people of color in the categories of assistant sports editors, columnists and reporters. For columnists, the percentage of women or people of color jumped 5.7 percentage points (from 17.5 percent to 23.2 percent). The increase for assistant sports editors was 2.8 percentage points (from 19.3 percent to 22.1 percent), and for reporters, it was 2.4 percentage points (from 20.8 percent to 23.2 percent).

“As with the 2008 APSE Report Card, ESPN’s record formed a substantial part of the totals for sports editors and columnists of color. ESPN has two African-American sports editors and 23 African-American men and women as columnists.

“My primary new recommendation to the APSE is that it adopts a Ralph Wiley Rule, named after the late African-American writer. The Wiley Rule would be like the Rooney Rule in the NFL and would call for a diverse pool of candidates including men and women for each opening of these key positions.”

The APSE, the largest group representing sports sections of newspapers and online media sources in the United States and Canada, reported its data for sports editors, assistant sports editors, columnists, reporters and copy editors and designers. The positions of 2,995 people were included in the study. The data collected for this study was then analyzed by separating the newspapers by region, circulation size, and totals by race, gender, and position. The nine regions that were used are the official regions of the APSE and circulation size pertains to the reach of the newspaper, with “A”-size papers being the largest circulation size and “D”-size papers having the smallest reach.

Lapchick has been publishing Racial and Gender Report Cards on the NBA, NFL, MLB, WNBA, MLS, and college sport for two decades.

John Cherwa, who is an editor at the Los Angeles Times and serves as the Advisor for this study, said, “Certainly we were hoping for better numbers. It’s been two years since our last report card and I think most of us would have been ecstatic with something right in the middle between dramatic change and incremental change. So, it’s disappointing to see only incremental change. But that doesn’t soften our resolve to continue to work as hard as we can to bring as wide an array of voices into our sports departments as we can.

“The newspaper business is no longer about newspapers. We are all becoming digital companies serving our readers in print, online and on tablet. Before we do the next report card, there will likely be other forms of information delivery that haven’t been rolled out yet. Few industries have undergone such a radical transformation in such a short amount of time. How that plays into our ability to diversify our newsrooms is a question that I don’t have the answer for. But we’ll keep looking for that and other answers.”

Phil Kaplan, president of the APSE and sports editor of the Knoxville (Tenn.) News Sentinel, said, “As someone who follows the landscape of the newspaper industry, it’s not surprising the report card for APSE has not improved. Management jobs are shrinking or being condensed, positions are not being filled, and newspapers would rather outsource or share content with competitors.

“So what can APSE do? We continue to financially support Sports Journalism Institute and Association for Women in Sports Media. For the third year in a row APSE held a Day of Diversity at Hampton University. Sports professionals representing APSE worked with students at Hampton to produce stories on deadline with multimedia components. Through financial support from Scripps Howard Foundation, two students from one of the Historically Black Colleges based in Hampton Roads, Va., earn \$3,000 stipends and are placed at APSE newspapers. Last year, APSE partnered with SJI to allow the Hampton students to become part of their class.

“APSE also partnered with AWSM for a first combined event at the National Sports Journalism Center in Indianapolis on April 3.

“This is all well and good. However, we need to do more. And we will.”

In framing the results, Lapchick asked, “Is the coverage of athletes and sports in the media fair and accurate when women and people of color are the subjects of the reporting? Are women and people of color fairly represented on today’s newspaper and dot-com sports department staffs? How would a more diverse staff of sports editors, columnists and reporters affect what is commonly written about in our newspapers? These are the key positions where decisions on what is covered, who covers it and who offers opinions on it are made.”

Like all businesses, it is imperative that newspapers hire the most qualified person for each position. The Institute strives to emphasize the value of diversity to sports organizations and newspapers alike when choosing qualified candidates for open positions. Diversity initiatives such as diversity management training can help change attitudes and increase the applicant pool for open positions. It is clearly the choice of the organization regarding which applicant is the best fit for the job, but The Institute wants to illustrate how important it is to have a diverse organization including individuals who better reflect the population as well as the people we cover in sports. The Institute strongly believes that diversity is a business imperative and can provide a different perspective and possibly a competitive advantage for a win in the board room as well as with the public audience.

Tables for the Report are included in Appendix I.

A list of non-participating APSE member newspapers and Web sites can be found in Appendix II.

## OVERALL GRADES

The APSE newspapers and Web sites received grades of **C+** for racial hiring practices and an **F** for gender hiring practices in the key positions covered in the 2010 study. The APSE received overall grades of **C** for racial hiring practices and an **F** for gender hiring practices for the 2008 study. Grades were not issued for the 2006 Report Card.

They received a **B-** for race for assistant sports editors, a **C+** for columnists, reporters and for total staff and a **C-** for copy editors/designers; and an **F** in the category of sports editors.

The APSE newspapers and Web sites once again received a grade of **F** in every category for gender hiring practices.

The categories of sports editors and columnists were weighted at 20 percent and the other four were 15 percent.

<b>Grade for APSE Total Staffs:</b>		<b>15 percent weight toward final grade</b>
Race:	<b>C+</b>	<b>12.6 percent people of color</b>
Gender:	<b>F</b>	<b>11.4 percent women</b>
<b>Grade for APSE Sports Editors:</b>		<b>20 percent weight toward final grade</b>
Race:	<b>F</b>	<b>3.1 percent people of color</b>
Gender:	<b>F</b>	<b>6.3 percent women</b>
<b>Grade for APSE Assistant Sports Editors:</b>		<b>15 percent weight toward final grade</b>
Race:	<b>B-</b>	<b>14.7 percent people of color</b>
Gender:	<b>F</b>	<b>10.5 percent women</b>
<b>Grade for APSE Columnists:</b>		<b>20 percent weight toward final grade</b>
Race:	<b>C+</b>	<b>14.4 percent people of color</b>
Gender:	<b>F</b>	<b>9.9 percent women</b>
<b>Grade for APSE Reporters:</b>		<b>15 percent weight toward final grade</b>
Race:	<b>C+</b>	<b>14.4 percent people of color</b>
Gender:	<b>F</b>	<b>10.6 percent women</b>
<b>Grade for APSE Copy Editors/Designers:</b>		<b>15 percent weight toward final grade</b>
Race:	<b>C-</b>	<b>9.9 percent people of color</b>
Gender:	<b>F</b>	<b>16.1 percent women</b>

## REPORT HIGHLIGHTS

The report shows the vast majority of people holding key positions on the major newspapers and media Web sites in the United States and Canada are white and male. The following report findings demonstrate that:

- 97 percent of the sports editors were white.
- 85 percent of the assistant sports editors were white.
- 86 percent of the columnists were white.
- 86 percent of the reporters were white.
- 90 percent of the copy editors/designers were white.
- 94 percent of the sports editors were men.
- 90 percent of the assistant sports editors were men.
- 90 percent of the columnists were men.
- 89 percent of the reporters were men.
- 84 percent of the copy editors/designers were men.

Other highlights from the study include:

- The percentages of African-American males increased as assistant sports editors, columnists and reporters while decreasing as sports editors and copy editors.
- White male sports editors increased by 3 percentage points.
- The percentage of female sport editors increased for whites, while decreasing for African-Americans and remaining non-existent for Latinas.
- Latino men increased by percentage in all professional categories covered except sports editors.
- Asian men increased in all professional categories except sports editors.
- ESPN's record formed a substantial part of the totals for sports editors and columnists. ESPN has two African-American sports editors and 23 African-American men and women as columnists. That represented more 20 percent of the sports editors and more than half of the 41 columnists of color at "A" newspapers.

### **All staff**

- In 2010, white men and women comprised 87.4 percent of the total staffs of all APSE member newspapers and Web sites, African-Americans held 6.8 percent, Latinos equaled 3.3 percent, Asians totaled 1.9 percent, and "other" people of color held less than one percent.
- In 2010, women made up 11.4 percent of total staffs of APSE member newspapers and Web sites, which was greater than in 2008.

### **Sports editors**

- The percentages of women and people of color serving as sports editors has decreased slightly since 2008 by 0.2 and 2.7 percentage points, respectively.
- In 2010 the gap between white sports editors and sports editors of color widened. Of all APSE sports editors, 97 percent were white while 90.6 percent were white males. African-Americans held only 1.4 percent, Latinos held 1.4 percent, and Asians and “others” were each less than 1 percent.
- In 2010, there were no minority women sports editors.

### **Assistant/Deputy Sports Editors**

- In contrast there was an improvement in the diversity in the position of assistant sports editors. The percentages of assistant sports editors who are both white and male decreased from the 2008 Report. In 2010, whites held 85.3 percent of the assistant sports editor posts in the survey while people of color made up 14.7 percent. African-Americans equaled 6.8 percent, Latinos held 4.2 percent, Asians comprised 2.6 percent, and other people of color were at 1.05 percent.
- Assistant sports editors who are men of color increased to 11.6 percent in 2010 after being 9.3 percent in 2008.

### **Columnists**

- In 2010, women and people of color combined to make up 23.2 percent of columnists of the surveyed APSE member newspapers. This was up substantially from 17.5 percent in 2008.
- The percentage of white women columnists increased from 5.8 percent to 8.8 percent
- Columnists who are African-American experienced a slight increase from 10.6 percent to 11.3 percent. The percentage of Latino columnists increased from 0.5 percent to 1.4 percent. Male Asian columnists increased slightly from 0.7 to 1.4 percent. Of the surveyed APSE newspapers and Web sites, there were no Asian, Latina, or “other” female columnists.

### **Reporters**

- In 2010, there was a significant decrease in reporters within the APSE newspapers and Web sites. This year’s report accounted for 1,371 reporters compared to 2,236 from 2008. The decrease could possibly be attributed to layoffs and consolidated publications due to the economic decline of the past two years. Of these 1,371, 85.6 percent were white. In 2008, 87.0 percent of the 2,236 reporters were white.

### **Copy editors**

- In 2010, the number of copy editors/designers was less than half of the total surveyed in 2008. In 2010, 90.1 percent were white, which was up from 88.7 percent in 2008.

### **APSE Leadership**

- Sandy Bailey (1992-93) and Tracy Dodds (1999-00) have been the only female APSE presidents in the history of the organization since 1973.
- Mike Fannin, a Latino, was the first person of color to be APSE President in 2007-08.
- Lynn Hoppes, who is Asian-American, was APSE President in 2008-09

- Garry Howard, an African-American, was the third person of color to fill the position of APSE president in 2009-10.

### **Miscellaneous**

- The Mid-Atlantic Region of the APSE had the best record for sports editors who were people of color with 8.33 percent. The Northeast region had the most female sports editors at 16.13 percent. The Northeast Region reported the highest percentage of women and people of color combined with 22.6 percent.
- The Northwest and Atlantic Coast Region reported the lowest overall percentage of any region with no women and people of color as sports editors.
- In circulation size “A” papers, the *Seattle Times (WA)* had the highest percentage for people of color at 39.4 percent.
- Looking at opportunities for women in size “A,” *The Orlando Sentinel (FL)* was tops with 20.9 percent.
- Of all the “A” circulation size papers, *the Miami Herald (FL)* totaled the highest percentage of diversity within its sports staff with 57.1 percent.

## GRADES BY CATEGORY

### Total staffs of all APSE member newspapers

The percentage of women and people of color increased as members of the total staffs of all APSE member papers and Web sites in 2010.

In 2010, white men and women comprised 87.4 percent of the total staffs of all APSE member newspapers and Web sites while African-Americans held 6.8 percent, Latinos held 3.3 percent, Asians held 1.9 percent, and “other” people of color equaled less than 1 percent.

In 2010, women made up 11.4 percent of total staffs of APSE member newspapers. In 2008, women made up 10.8 percent of total staffs of APSE member newspapers.

In 2008, white men and women comprised 88.3 percent of the total staffs of all APSE member newspapers and Web sites while African-Americans held 6.2 percent, Latinos equaled 3.1 percent, Asians totaled 1.8 percent, and “other” people of color held less than 1 percent. In 2006, white men and women comprised 88.7 percent of the total staffs of all APSE member newspapers and Web sites while African-Americans held 6.1 percent, Latinos equaled 3.5 percent, Asians totaled 1.3 percent, and “other” people of color held less than 1 percent.

In 2008, women made up 10.8 percent of total staffs of APSE member newspapers and Web sites. In 2006, women made up 10.7 percent of the total staffs.

### Grade for APSE Total staffs:

<b>Race:</b>	<b>C+</b>
<b>Gender:</b>	<b>F</b>

See Table 1 and 7.

### Sports Editor

White men continue to run almost all of our sports departments as editors in 2010. This year’s report shows a decrease in percentages of women and people of color serving as sports editors. The percent of women sports editors dropped from 6.5 percent to 6.3 percent. There were five people of color and seven women who were sports editors in circulation size “A” newspapers, compared to 2008’s total of nine and two, respectively.

Perhaps the single biggest piece of positive news in this category was that Garry Howard was named Editor-in-Chief of the Sporting News, the historic national publication. In this capacity, he will oversee the Sporting News magazine, Sporting News Today, SportingNews.com and Sporting News Yearbooks.

According to the data that was collected within the survey period of October 1, 2010, to January 25, 2011, there were three African-American male sports editors (down from six in 2008) at all participating APSE newspapers and Web sites. All three African-American sports editors were employed at circulation size “A” newspapers and Web sites. Of the 3,475 APSE Newspapers and Web sites surveyed, not one female of color held a position as Sports Editor.



There were a total of three Latino male sports editors (down from eight in 2008) with one at circulation size “A” papers, two at circulation size “B” papers. There was one Asian sports editor, down from two in 2008. The “other” people of color category had zero sports editors, down from two male and one female in 2008.

In 2008, there was one African American female and one “other” female who were sports editors among the APSE newspapers.

Women lost ground in this position in 2010. There were 202 white males and 14 white females (down from 301 and 20 in 2008, respectively) who were sports editors accounting for 97 percent of the most important positions (up from 94.1 percent in 2006) on the surveyed newspapers. African-Americans held 1.4 percent, Latinos held 1.4 percent, while Asians held less than 1 percent and “others” held zero percent. In 2008, African-Americans held 2.1 percent, Latinos equaled 2.4 percent, and “others” and Asians held less than 1 percent.

The seven people of color in the sports editor position included:

- Bill Bradley, Sacramento Bee (he has since left the paper)
- Leon Carter, ESPN 3
- Joe Lago, Yahoo Sports
- Rob King, ESPN
- Jorge Rojas, Miami Herald
- Michael Anastasi, Salt Lake Tribune
- Garry D. Howard, Milwaukee Journal Sentinel (He has since left the paper for The Sporting News)  
\* Larry Graham (Fayetteville (N.C.) Observer)

The Fayetteville (N.C.) Observer did not participate in the study but has an African-American sports editor.

The 14 women in the sports editor position in the papers that responded included:

- Shannon Connor, Arizona Daily Star
- Julie Jag, Santa Cruz Sentinel
- Joy Russo, Jena Janovy, ESPN
- Mary Ullmer, Grand Rapids Press
- Sandy Smith, Concord Monitor
- Lauren Gustas, Reno Gazette Journal
- Terry Taylor and Mary Bryne, Associated Press
- Terri Thompson, New York Daily News
- Betty Szudlo, Medina Gazette
- Donna Eyring, Pittsburgh Post Gazette
- Courtney Linehan, Lubbock Avalanche Journal
- Holly Lawton, Kansas City Star (She has since left the paper)
- \* Pam Clark (Springfield News-Leader)
- \* Colleen McDaniel (The Virginian-Pilot)
- \* Margaret Gallardo (El Paso Times)

\*The Springfield News-Leader, The Virginian-Pilot and the El Paso Times did not participate in the study but have women as sports editors.

**Grade for APSE Sports Editors:**

**Race:** F  
**Gender:** F

See Tables 1, 2, 7 and 8.

**Assistant Sports Editor**

The percentages of people of color and women increased significantly in the position of assistant sports editor. In 2010, whites held 85.3 percent (down from 88.7 percent in 2008) of the assistant sports editor posts in the survey while people of color made up 14.7 percent (up from 11.3 percent in 2008). African-Americans were at 6.8 percent (up from 4.7 percent in 2008), Latinos held 4.2 percent (up from 3.5 percent in 2008), Asians equaled 2.6 percent (up from 1.5 percent in 2008), and other people of color held 1.04 percent (down from 1.6 percent in 2008).

White males accounted for 297 (78 percent, down from 80.7 percent in 2008) of the 381 APSE member newspaper and Web site assistant sports editors. In 2010, women made up 10.5 percent of assistant editor positions of APSE member newspapers. White females held 28 (7.3 percent, down from 8.0 percent in 2010). There were 20 African-American male assistant sports editors (5.25 percent, up from 3.8 percent in 2008) while African-American females accounted for six (1.6 percent, up from less than 1 percent in 2008), 15 Latino assistant sports editors (3.9 percent, up from 2.9 percent in 2008) and one Latina assistant sports editors (0.26 percent down from 0.6 percent in 2008) as well as six Asian male (1.6 percent, up from 1.1 percent in 2008) and four Asian women (1.05 percent, up from 0.36 in 2008) assistant sports editors. All "other" people of color included three male and one female assistant sports editor.

**Grade for APSE Assistant Sports Editors:**

**Race:** B-  
**Gender:** F

See Table 1, 4 and 7.

**Columnist**

The percentages of men of color and female columnists both increased slightly while that of African-American women decreased slightly. Whites held 85.6 percent (down from 88.3 percent in 2008) of America's columnist positions. White males held 278 columnist positions (76.8 percent, down from 82.5 percent in 2008) of the total 362 columnists and white females accounted for 32 (8.8 percent, up from 5.8 percent in 2008).

There were 41 African-American columnists including 37 African-American male (10.2 percent) and four African-American female (1.1 percent) columnists. Thirty-one of the 37 African-American males and two of the four African-American females were employed at size "A" newspapers. There was a total of 23 African-American men and women columnists at ESPN.com (up from 20 in 2008).

There were five Latinos (up from two in 2008) and five Asian males (1.4 percent), up from the three

Asians in 2008, which were equivalent to 0.72 percent.

In addition, there was no Latina or Asian female columnists, as was the case in 2006 and 2008. The three Latino males and five Asian males all came from “A” size newspapers.

There were 84 columnists who are either people of color or women.

Women made up 9.9 percent of sports columnists of APSE members, up from 6.7 percent in 2008. Women and people of color combined made up an improved 23.2 percent (up from 17.5 percent in 2008) of columnists.

The following are the Size “A” newspapers with columnists who are men of color:

- Washington Post – Jason Reid (African-American)
- Miami Herald – Dan LeBatard (Latino)
- Orlando Sentinel – George Diaz (Latino)
- Chicago Tribune – Fred Mitchell (African-American)
- New Orleans Times-Picayune – John Deshazier (African-American)
- Boston Globe – Christopher Gasper (African-American)
- Baltimore Sun – Mike Preston (African-American)
- St. Louis Post-Dispatch – Bryan Burwell (African-American)
- New York Daily News – Tim Smith (African-American), Bill Gallo (Latino)
- New York Times – William Rhoden (African-American)
- Philadelphia Daily News – John Smallwood (African-American)
- Dallas Morning News – Jean-Jacques Taylor (African-American)
- Houston Chronicle – Jerome Solomon (African-American)
- Seattle Times – Jerry Brewer (African-American)
- \*ESPN – J.A. Adande, Edward Aschoff, Chris Broussard, Howard Bryant, Jeffri Chadiha, LZ Granderson, Scoop Jackson, Roy S. Johnson, Corey Long, Franklin McNeil, Rob Parker, Shaun Powell, Reggie Rankin, Stephen A. Smith, David Ubben, James Walker, Michael Wallace, Calvin Watkins, Michael Wilbon, Michael Wright, Tony Jackson (all African-Americans), Diamond Leung, Arash Markazi, Ravi Ubha, Peter Yoon, Ohm Youngmisuk (Asian), Doug Padilla, Enrique Rojas (Latino).

The following are the Size “A” newspapers with columnists who are women:

- Arizona Republic – Paola Boivin
- Los Angeles Times – Helene Elliot
- Orange County Register – Marcia Smith
- \*ESPN 3 – Andrea Adelson, Stephania Bell, Anna Katherine Clemmons, Heather Dinich, Bonnie Ford, Jenna Fryer, Johnette Howard, Melissa Isaacson, Melissa Jacobs, Jackie MacMullen, Elizabeth Merrill, Jane McManus, Amy K. Nelson, Dana O'Neil, Amanda Rykoff, Ramona Shelburne, Sarah Spain, Mechele Voepel, Adena Andrews (African-American), Jemele Hill (African-American)
- Washington Post – Tracee Hamilton, Sally Jenkins
- Orlando Sentinel – Shannon Owens (African-American)
- Minneapolis Star-Tribune – Rachael Blount
- USA Today – Christine Brennan

**Grade for APSE Columnists:**

**Race:** C+  
**Gender:** F

See Tables 1, 3 and 7.

**\* ESPN's list of columnists who are women and people of color was updated as of March 2011 because of the organization's exceptional record of diversity in hiring.**

**Reporter**

The percentage of reporters who are people of color and women both increased with the exception for Asian women.

The number of reporters within the APSE newspapers and Web sites was nearly cut in half compared to the 2006 and 2008 totals. In 2010 there 1,371 reporters, compared to 2,236 in 2008. Of these, 85.6 percent (down from 87.0 percent in 2008) were white including 1,053 white males (76.8 percent, down from 79.3 percent in 2008) and 121 white females (8.8 percent, up from 7.8 percent in 2008).

In 2010, women made up 10.6 percent of reporter positions of APSE member newspapers. There were 93 African-American males (6.8 percent, up from 6.5 percent in 2008) and 16 African-American females (1.2 percent, up from 0.7 percent in 2008) reporters, 49 Latinos (3.6 percent, up from 3.0 percent in 2008) and six Latinas (0.4 percent, up from 0.3 percent in 2008) reporters, 22 Asian men (1.6 percent, up from 1.5 percent in 2008) and only two Asian women (0.2 percent, down from 0.5 percent in 2008) reporters. There were nine men and zero women in the "other" people of color category.

**Grade for APSE Reporters:**

**Race:** C+  
**Gender:** F

See Table 1, 5 and 7.

**Copy Editor/Designer**

The percentage of copy editors/designers for white men increased, while the percentage for African-American men and Latinas decreased. The percentages increased for African-American women, Asian men and Latino men.

Of all copy editors/designers, 90.1 percent (up from 88.7 percent in 2008) were white. In 2010, women made up 16.1 percent of total copy editors/designer positions of APSE member newspapers. There were a total of 501 white men (76.1 percent, up from 75.2 percent in 2008) and 92 white women (14.0 percent, up from 13.5 percent in 2008) who were in copy editor/designer positions within the APSE. There were 14 African-American men (2.1 percent, down from 3.5 percent in 2008) and 20 Latinos (3.0 percent, about the same as the 3.0 percent in 2008) copy editor/designer positions while African-American women and Latinas had 12 (1.8 percent, up from 1.2 percent in 2008) and zero posts (0.0 percent, down from 0.4 percent in 2008) respectively. Asian men held 14 posts (2.1 percent, up from 1.6 percent in 2008) and Asian women held two posts (0.3 percent, down from 0.7 percent in 2008). The "other" people of color

category had three men (0.5 percent, down from 0.8 percent in 2008) and two woman (0.2 percent, up from 0.1 percent in 2008).

**Grade for APSE Copy Editors/Designers:**

**Race:** C-  
**Gender:** F

See Tables 1, 6 and 7.

**Support Staff/Clerk**

The support staff/clerk position statistically is the most diverse position for both race and gender. However, this may be interpreted as more negative than positive since these are usually non-professional positions with limited upward mobility and lower salary and benefit ranges.

There are 120 women (24.6 percent, up from 22.9 percent in 2008) in support staff positions. There were 315 (64.6 percent, up from 63.3 percent in 2008) white men occupying positions in this category and 105 (21.5 percent, up from 16.5 percent in 2008) white women. There were 28 African-American men (5.7 percent, down from 6.1 percent in 2008) and five African-American women (1.0 percent, down from 3.0 percent in 2008), 16 Latinos (3.3 percent, down from 4.7 percent in 2008) and six Latinas (1.2 percent, down from 2.0 percent in 2008), six Asian men (1.2 percent, down from 2.7 percent in 2008) and three Asian women (0.6 percent, down from 1.0 percent in 2008) who were support staff/clerks. The “other” people of color category had three men (0.6 percent, up from 0.3 percent in 2008) and one woman (0.2 percent, down from 0.3 percent in 2008).

**Newspaper by Circulation Size**

In circulation size “A” papers, the *Seattle Times (WA)* had the highest percentage for people of color at 39.4 percent. The *Fresno Bee (CA)* had the highest percentage of people of color at “B” newspapers with 33.3 percent. The *Valley Freedom Newspapers (TX)* had the highest percentage for people of color for size “C” newspapers at 66.7 percent. In size “D” newspapers, the *Fairbanks Daily News-Miner (AL)* had four people of color on its’ staff resulting in 23.5 percent.

Looking at opportunities for women in size “A,” *The Orlando Sentinel (FL)* was tops with 20.9 percent. In size “B” newspapers, the *Grand Rapids Press (MI)* was first with 35.0 percent. The *Arizona Daily Star (AZ)* led size “C” with 26.3 percent. The *Fairbanks Daily News-Miner (AL)* proved to be tops for employing both women and people of color at 23.5 percent in size “D” newspapers.

Of all the “A” circulation size papers, *the Miami Herald (FL)* totaled the highest percentage of diversity within its sports staff with 57.1 percent. For the previous two reports the *Sacramento Bee* held the position above, however, they are now classified as a “B” circulation size paper and have become the leader of that category with 50.0 percent of their staff being women or people of color. The *Valley Freedom Newspapers (TX)* led the circulation size “C” papers with 66.7 percent of its sports staff being women or people of color.

## **CONCLUSION AND WHERE DO THE APSE NEWSPAPERS GO FROM HERE**

It was very positive that the APSE asked for a third study, especially being urged by a combination of sports editors who were white and people of color, men and women.

Newspapers and websites have to broaden the searches for talented writers and editors so that they get the best qualified candidates into the interview process. Where do they advertise? What campuses do they visit? Do they include journalism students from the Historically Black Colleges and Universities? The Hispanic Serving Colleges and Universities? Women's colleges? If there is a search committee, is it diverse?

Do they have a policy that you must have a diverse pool of candidates? I suggest they create such a policy and call it the "Ralph Wiley Rule" named after the late African-American sports writer. It would result in women and people of color being included as candidates for all these key hires in the future.

If newspapers and websites are successful at changing the numbers, can they change the atmosphere to make their new employees more comfortable and believing they can move up and succeed in that newsroom? Diversity management training will not only change the comfort zone but also may bring better understanding of angles to cover, athletes to follow, and the meaning of words we often use in sports that may be hurtful to some people or groups.

While economic times are difficult for our newspapers, perhaps APSE can create an "academy of excellence" for some of the talented young writers. This is done in sports with basketball and football academies for people of color and women to prepare them for head coaching jobs. These potential reporters, columnists and editors would add to their professional skills but also would meet people who might be in the position to hire them. A key to the academies would be having potential employers in the media present so the young stars are noticed and noted.

Now that APSE has looked inside itself, I hope it will use the data as a tool to implement such changes so that newspapers can increase their base of women and people of color who are editors and their assistants, reporters, columnists and copy editors/designers. Not only will they help further illuminate all of the dimensions of sport in America, but they might help our newspapers to get and keep more new readers.

## HOW THE GRADES WERE CALCULATED

As in our other Racial and Gender Report Cards, The Institute issues the grades in relation to overall patterns in society. Federal affirmative action policies state that the workplace should reflect the percentage of the people in the racial group in the population. Thus, with approximately 30 percent of the population being people of color, an **A** was achieved if 30 percent of the positions were held by people of color, **B+** with 22.5 percent, **B** if 15 percent of the positions were held by people of color, **C+** with 12.5 percent and **C** if it had only 10 percent. Grades for race below this level were assigned a **D+** for 8.5 percent, **D** for 7 percent or **F** for any percent equal to or below 6 percent.

For issues of gender, an **A** would be earned if 40 percent of the employees were women, **B+** with 36 percent, **B** for 32 percent, **C+** with 29.5 percent **C** for 27 percent, **D+** for 24.5 percent, **D** for 22 percent and **F** for anything below that. The 40 percent is also taken from the federal affirmative action standards.

## METHODOLOGY

This study was requested by the APSE, the Associated Press Sports Editors through John Cherwa and Phil Kaplan. Three DeVos graduate assistants (Austin Moss II, Christina Russell and Rodney Scearce) surveyed the racial and gender breakdown of hiring practices by position within APSE member newspapers. Data was collected from APSE member newspapers' sports editors and tabulated into a spreadsheet containing each newspaper's information. The data was collected through survey format. Surveys were done in person, via telephone, and electronically via email. Following collection of the data the information was sorted by region, circulation size, and totals for race and gender. The report includes data collected from newspapers between October 1, 2010, to January 25, 2011. The lists of sports editors who are people of color and women is updated as of April 2011. The list of ESPN columnists who are people of color or women is updated as of April 2011 because of the company's exceptional record of diversity in hiring.

# APPENDIX I

Total APSE Staff Data													
	2006		2008		2010			2006		2008		2010	
	#	%	#	%	#	%		#	%	#	%	#	%
<b>Entire Staff</b>						<b>Columnists</b>							
White Men	3,520	79.95%	3,894	79.18%	2331	77.83%	White Men	249	83.56%	344	82.49%	278	76.80%
Black Men	228	5.18%	261	5.31%	167	5.58%	Black Men	22	7.38%	40	9.59%	37	10.22%
Latino Men	123	2.79%	134	2.72%	92	3.07%	Latino Men	3	1.01%	2	0.48%	5	1.38%
Asian Men	42	0.95%	66	1.34%	48	1.60%	Asian Men	2	0.67%	3	0.72%	5	1.38%
Other Men	18	0.41%	31	0.63%	16	0.53%	Other Men	2	0.67%	0	0.00%	1	0.28%
White Women	384	8.72%	448	9.11%	287	9.58%	White Women	19	6.38%	24	5.76%	32	8.84%
Black Women	39	0.89%	42	0.85%	38	1.27%	Black Women	1	0.34%	4	0.96%	4	1.10%
Latina Women	30	0.68%	16	0.33%	7	0.23%	Latina Women	0	0.00%	0	0.00%	0	0.00%
Asian Women	14	0.32%	21	0.43%	8	0.27%	Asian Women	0	0.00%	0	0.00%	0	0.00%
Other Women	5	0.11%	5	0.10%	1	0.03%	Other Women	0	0.00%	0	0.00%	0	0.00%
<b>Total</b>	<b>4,403</b>		<b>4,918</b>		<b>2995</b>		<b>Total</b>	<b>298</b>		<b>417</b>		<b>362</b>	
<b>Sports Editors</b>						<b>Reporters</b>							
White Men	288	90.00%	301	88.27%	202	90.58%	White Men	1682	79.04%	1772	79.25%	1053	76.81%
Black Men	5	1.56%	6	1.76%	3	1.35%	Black Men	140	6.58%	146	6.53%	93	6.78%
Latino Men	9	2.81%	8	2.35%	3	1.35%	Latino Men	57	2.68%	67	3.00%	49	3.57%
Asian Men	0	0.00%	2	0.59%	1	0.45%	Asian Men	23	1.08%	33	1.48%	22	1.60%
Other Men	2	0.63%	2	0.59%	0	0.00%	Other Men	7	0.33%	10	0.45%	9	0.66%
White Women	15	4.69%	20	5.87%	14	6.28%	White Women	179	8.41%	174	7.78%	121	8.83%
Black Women	0	0.00%	1	0.29%	0	0.00%	Black Women	20	0.94%	15	0.67%	16	1.17%
Latina Women	0	0.00%	0	0.00%	0	0.00%	Latina Women	11	0.52%	7	0.31%	6	0.44%
Asian Women	0	0.00%	0	0.00%	0	0.00%	Asian Women	8	0.38%	10	0.45%	2	0.15%
Other Women	1	0.31%	1	0.29%	0	0.00%	Other Women	1	0.05%	2	0.09%	0	0.00%
<b>Total</b>	<b>320</b>		<b>341</b>		<b>223</b>		<b>Total</b>	<b>2128</b>		<b>2236</b>		<b>1371</b>	
<b>Assistant Sports Editors</b>						<b>Copy Editors/Designers</b>							
White Men	402	78.36%	443	80.69%	297	77.95%	White Men	899	78.58%	1034	75.20%	501	76.14%
Black Men	22	4.29%	21	3.83%	20	5.25%	Black Men	39	3.41%	48	3.49%	14	2.13%
Latino Men	15	2.92%	16	2.91%	15	3.94%	Latino Men	39	3.41%	41	2.98%	20	3.04%
Asian Men	6	1.17%	6	1.09%	6	1.57%	Asian Men	11	0.96%	22	1.60%	14	2.13%
Other Men	3	0.58%	8	1.46%	3	0.79%	Other Men	4	0.35%	11	0.80%	3	0.46%
White Women	44	8.58%	44	8.01%	28	7.35%	White Women	127	11.10%	186	13.53%	92	13.98%
Black Women	5	0.97%	5	0.91%	6	1.57%	Black Women	13	1.14%	17	1.24%	12	1.82%
Latina Women	13	2.53%	3	0.55%	1	0.26%	Latina Women	6	0.52%	6	0.44%	0	0.00%
Asian Women	2	0.39%	2	0.36%	4	1.05%	Asian Women	4	0.35%	9	0.65%	2	0.30%
Other Women	1	0.19%	1	0.18%	1	0.26%	Other Women	2	0.17%	1	0.07%	2	0.17%
<b>Total</b>	<b>513</b>		<b>549</b>		<b>381</b>		<b>Total</b>	<b>1144</b>		<b>1375</b>		<b>658</b>	

Table 1



Persons of Color and Women Sports Editors									
	2008		2010			2008		2010	
	#	%	#	%		#	%	#	%
<b>Circulation Size A</b>					<b>Circulation Size C</b>				
Black Male	4	9.52%	3	6.67%	Black Male	0	0.00%	0	0.00%
Latino Male	3	7.14%	1	2.22%	Latino Male	3	3.16%	0	0.00%
Asian Male	1	2.38%	1	2.22%	Asian Male	0	0.00%	0	0.00%
Other Men	1	2.38%	0	0.00%	Other Men	0	0.00%	0	0.00%
White Women	2	4.76%	7	15.55%	White Women	4	4.21%	2	3.45%
Black Women	0	0.00%	0	0.00%	Black Women	0	0.00%	0	0.00%
Latina Women	0	0.00%	0	0.00%	Latina Women	0	0.00%	0	0.00%
Asian Women	0	0.00%	0	0.00%	Asian Women	0	0.00%	0	0.00%
Other Women	0	0.00%	0	0.00%	Other Women	0	0.00%	0	0.00%
<b>Total</b>	<b>11</b>	<b>26.18%</b>	<b>11</b>	<b>26.66%</b>	<b>Total</b>	<b>7</b>	<b>7.37%</b>	<b>3</b>	<b>3.45%</b>
<b>Circulation Size B</b>					<b>Circulation Size D</b>				
Black Male	0	0.00%	0	0.00%	Black Male	2	3.70%	0	0.00%
Latino Male	1	1.75%	2	5.41%	Latino Male	1	1.85%	0	0.00%
Asian Male	1	1.75%	0	0.00%	Asian Male	0	0.00%	0	0.00%
Other Men	1	1.75%	0	0.00%	Other Men	0	0.00%	0	0.00%
White Women	8	14.29%	2	5.41%	White Women	6	11.11%	3	8.57%
Black Women	1	1.75%	0	0.00%	Black Women	0	0.00%	0	0.00%
Latina Women	0	0.00%	0	0.00%	Latina Women	0	0.00%	0	0.00%
Asian Women	0	0.00%	0	0.00%	Asian Women	0	0.00%	0	0.00%
Other Women	0	0.00%	0	0.00%	Other Women	1	1.85%	0	0.00%
<b>Total</b>	<b>12</b>	<b>21.29%</b>	<b>4</b>	<b>10.82%</b>	<b>Total</b>	<b>10</b>	<b>18.51%</b>	<b>3</b>	<b>8.57%</b>

**Table 2**

**Persons of Color and Women Columnists**

	2006		2008		2010			2006		2008		2010	
	#	#	%	#	%	#		%	#	%	#	%	
<b>Circulation Size A</b>						<b>Circulation Size C</b>							
Black Male	18	32	15.17%	33	15.00%	Black Male	1	2	2.63%	0	0.00%		
Latino Male	3	2	0.95%	5	2.27%	Latino Male	0	0	0.00%	0	0.00%		
Asian Male	2	1	0.47%	5	2.27%	Asian Male	0	1	1.32%	0	0.00%		
Other Men	1	0	0.00%	0	0.00%	Other Men	0	0	0.00%	0	0.00%		
White Women	14	20	9.48%	25	11.36%	White Women	1	0	0.00%	0	0.00%		
Black Women	1	4	1.90%	3	1.36%	Black Women	0	0	0.00%	1	2.38%		
Latina Women	0	0	0.00%	0	0.00%	Latina Women	0	0	0.00%	0	0.00%		
Asian Women	0	0	0.00%	0	0.00%	Asian Women	0	0	0.00%	0	0.00%		
Other Women	0	0	0.00%	0	0.00%	Other Women	0	0	0.00%	0	0.00%		
<b>Total</b>	<b>39</b>	<b>59</b>	<b>27.96%</b>	<b>71</b>	<b>32.27%</b>	<b>Total</b>	<b>2</b>	<b>3</b>	<b>3.95%</b>	<b>1</b>	<b>2.38%</b>		
<b>Circulation Size B</b>						<b>Circulation Size D</b>							
Black Male	3	6	6.25%	3	4.69%	Black Male	0	0	0.00%	1	3.13%		
Latino Male	0	0	0.00%	0	0.00%	Latino Male	0	0	0.00%	0	0.00%		
Asian Male	0	1	1.04%	0	0.00%	Asian Male	0	0	0.00%	0	0.00%		
Other Men	1	0	0.00%	1	1.56%	Other Men	0	0	0.00%	0	0.00%		
White Women	2	4	4.17%	4	6.26%	White Women	2	0	0.00%	3	9.38%		
Black Women	0	0	0.00%	0	0.00%	Black Women	0	0	0.00%	0	0.00%		
Latina Women	0	0	0.00%	0	0.00%	Latina Women	0	0	0.00%	0	0.00%		
Asian Women	0	0	0.00%	0	0.00%	Asian Women	0	0	0.00%	0	0.00%		
Other Women	0	0	0.00%	0	0.00%	Other Women	0	0	0.00%	0	0.00%		
<b>Total</b>	<b>6</b>	<b>11</b>	<b>11.46%</b>	<b>8</b>	<b>12.51%</b>	<b>Total</b>	<b>2</b>	<b>0</b>	<b>0.00%</b>	<b>4</b>	<b>12.51%</b>		

**Table 3**

<b>Persons of Color and Women Assistant Sports Editors</b>					
	2010			2010	
	#	%		#	%
<b>Circulation Size A</b>			<b>Circulation Size C</b>		
Black Male	15	6.70%	Black Male	1	1.79%
Latino Male	11	4.91%	Latino Male	0	0.00%
Asian Male	6	2.68%	Asian Male	0	0.00%
Other Men	1	0.45%	Other Men	1	1.79%
White Women	17	7.59%	White Women	3	5.36%
Black Women	4	1.79%	Black Women	0	0.00%
Latina Women	0	0.00%	Latina Women	0	0.00%
Asian Women	4	1.79%	Asian Women	0	0.00%
Other Women	0	0.00%	Other Women	0	0.00%
<b>Total</b>	<b>58</b>	<b>25.91%</b>	<b>Total</b>	<b>5</b>	<b>8.94%</b>
<b>Circulation Size B</b>			<b>Circulation Size D</b>		
Black Male	2	3.51%	Black Male	1	2.63%
Latino Male	1	1.75%	Latino Male	2	5.26%
Asian Male	0	0.00%	Asian Male	0	0.00%
Other Men	1	1.75%	Other Men	0	0.00%
White Women	6	10.53%	White Women	2	5.26%
Black Women	2	3.51%	Black Women	0	0.00%
Latina Women	1	1.75%	Latina Women	0	0.00%
Asian Women	0	0.00%	Asian Women	0	0.00%
Other Women	1	1.75%	Other Women	0	0.00%
<b>Total</b>	<b>14</b>	<b>24.55%</b>	<b>Total</b>	<b>5</b>	<b>13.15%</b>

**Table 4**

<b>Persons of Color and Women Reporters</b>					
	2010			2010	
	#	%		#	%
<b>Circulation Size A</b>			<b>Circulation Size C</b>		
Black Male	42	7.89%	Black Male	13	4.71%
Latino Male	30	5.64%	Latino Male	7	2.54%
Asian Male	16	3.01%	Asian Male	2	0.72%
Other Men	2	0.38%	Other Men	2	0.72%
White Women	51	9.59%	White Women	20	7.25%
Black Women	9	1.69%	Black Women	3	1.09%
Latina Women	5	0.94%	Latina Women	0	0.00%
Asian Women	0	0.00%	Asian Women	2	0.72%
Other Women	0	0.00%	Other Women	0	0.00%
<b>Total</b>	<b>155</b>	<b>29.14%</b>	<b>Total</b>	<b>49</b>	<b>17.75%</b>
<b>Circulation Size B</b>			<b>Circulation Size D</b>		
Black Male	30	10.53%	Black Male	6	3.21%
Latino Male	6	2.11%	Latino Male	4	2.14%
Asian Male	4	1.40%	Asian Male	0	0.00%
Other Men	3	1.05%	Other Men	0	0.00%
White Women	22	7.72%	White Women	16	8.56%
Black Women	2	0.70%	Black Women	2	1.07%
Latina Women	0	0.00%	Latina Women	1	0.53%
Asian Women	0	0.00%	Asian Women	0	0.00%
Other Women	0	0.00%	Other Women	0	0.00%
<b>Total</b>	<b>67</b>	<b>23.51%</b>	<b>Total</b>	<b>29</b>	<b>15.51%</b>

**Table 5**

<b>Persons of Color and Women Copy Editors</b>					
	2010			2010	
	#	%		#	%
<b>Circulation Size A</b>			<b>Circulation Size C</b>		
Black Male	7	2.18%	Black Male	1	0.75%
Latino Male	11	3.43%	Latino Male	2	1.50%
Asian Male	10	3.12%	Asian Male	1	0.75%
Other Men	2	0.62%	Other Men	0	0.00%
White Women	44	13.71%	White Women	18	13.53%
Black Women	9	2.80%	Black Women	0	0.00%
Latina Women	0	0.00%	Latina Women	0	0.00%
Asian Women	2	0.62%	Asian Women	0	0.00%
Other Women	2	0.17%	Other Women	0	0.00%
<b>Total</b>	<b>87</b>	<b>26.65%</b>	<b>Total</b>	<b>22</b>	<b>16.53%</b>
<b>Circulation Size B</b>			<b>Circulation Size D</b>		
Black Male	3	2.21%	Black Male	3	4.55%
Latino Male	5	3.68%	Latino Male	2	3.03%
Asian Male	3	2.21%	Asian Male	0	0.00%
Other Men	1	0.74%	Other Men	0	0.00%
White Women	16	11.76%	White Women	12	18.18%
Black Women	2	1.47%	Black Women	1	1.52%
Latina Women	0	0.00%	Latina Women	0	0.00%
Asian Women	0	0.00%	Asian Women	0	0.00%
Other Women	0	0.00%	Other Women	0	0.00%
<b>Total</b>	<b>30</b>	<b>22.07%</b>	<b>Total</b>	<b>18</b>	<b>27.28%</b>

**Table 6**

APSE Positions by Race													
	2006		2008		2010			2006		2008		2010	
	#	%	#	%	#	%		#	%	#	%	#	%
<b>Total</b>							<b>Columnists</b>						
White	3904	88.67%	4342	88.29%	2618	87.41%	White	268	89.93%	368	88.25%	310	85.64%
Black	267	6.06%	303	6.16%	205	6.84%	Black	23	7.70%	44	10.55%	41	11.33%
Latino	153	3.47%	150	3.05%	99	3.31%	Latino	3	1.01%	2	0.48%	5	1.38%
Asian	56	1.27%	87	1.77%	56	1.87%	Asian	2	0.67%	3	0.72%	5	1.38%
Other	23	0.52%	36	0.73%	17	0.57%	Other	2	0.67%	0	0.00%	1	0.28%
Women	472	10.72%	532	10.82%	341	11.39%	Women	20	6.72%	28	6.71%	36	9.94%
<b>Sports Editors</b>							<b>Reporters</b>						
White	303	94.69%	321	94.13%	216	96.86%	White	1861	87.45%	1946	87.03%	1174	85.63%
Black	5	1.56%	7	2.05%	3	1.35%	Black	160	7.52%	161	7.20%	109	7.95%
Latino	9	2.81%	8	2.35%	3	1.35%	Latino	68	3.20%	74	3.31%	55	4.10%
Asian	0	0.00%	2	0.59%	1	0.45%	Asian	31	1.56%	43	1.92%	24	1.75%
Other	3	0.94%	3	0.88%	0	0.00%	Other	8	0.00%	12	0.54%	9	0.65%
Women	16	5.00%	22	6.45%	14	6.28%	Women	219	10.29%	208	9.30%	145	10.58%
<b>Assistant Sports Editors</b>							<b>Copy Editors/Designers</b>						
White	446	86.94%	487	88.71%	325	85.30%	White	1026	89.69%	1220	88.73%	593	90.12%
Black	27	5.26%	26	4.74%	26	6.82%	Black	52	4.55%	65	4.73%	26	3.95%
Latino	28	5.46%	19	3.46%	16	4.20%	Latino	45	3.93%	47	3.42%	20	3.03%
Asian	8	1.56%	8	1.46%	10	2.62%	Asian	15	1.31%	31	2.25%	16	2.43%
Other	4	0.78%	9	1.64%	4	1.04%	Other	6	0.01%	12	0.87%	3	0.46%
Women	65	12.67%	55	10.02%	40	10.50%	Women	152	13.29%	219	15.93%	106	16.11%

Table 7

<b>Sports Editors by Region</b>			
	<b>Racial Diversity</b>	<b>Gender Diversity</b>	<b>Racial &amp; Gender Diversity</b>
<b>2006</b>			
Great Lakes	4.84%	6.45%	11.29%
Northeast	4.00%	6.00%	10.00%
Northwest	0.00%	11.76%	11.76%
Southeast	5.88%	1.96%	7.84%
Great Plains	6.67%	6.67%	13.33%
Western	8.70%	8.70%	13.04%
Mid-Atlantic	2.38%	0.00%	2.38%
Atlantic Coast	8.70%	4.35%	13.04%
Southwest	9.09%	4.55%	13.64%
<b>2008</b>			
Great Lakes	3.08%	3.08%	6.15%
Northeast	2.44%	12.20%	14.63%
Northwest	0.00%	4.35%	4.35%
Southeast	7.41%	5.56%	12.96%
Great Plains	3.23%	6.45%	9.68%
Western	17.65%	11.76%	23.53%
Mid-Atlantic	2.44%	4.88%	7.32%
Atlantic Coast	3.70%	7.41%	11.11%
Southwest	15.00%	5.00%	20.00%
<b>2010</b>			
Great Lakes	2.56%	5.13%	7.69%
Northeast	6.45%	16.13%	22.58%
Northwest	0.00%	0.00%	0.00%
Southeast	4.66%	0.00%	4.66%
Great Plains	0.00%	4.00%	4.00%
Western	8.11%	8.11%	16.22%
Mid-Atlantic	8.33%	0.00%	8.33%
Atlantic Coast	0.00%	0.00%	0.00%
Southwest	0.00%	9.09%	9.09%

**Table 8**

## APPENDIX II

### APSE MEMBERS THAT DECLINED TO PARTICIPATE

- **A size Circulation**
  - San Francisco Chronicle (CA)
  - Toronto Sun (CAN)
  - Toronto Globe (CAN)
  - Toronto Star (CAN)
  - Atlanta Journal-Constitutional (GA)
  - New York Post (NY)
  - Philadelphia Inquirer (PA)
  
- **B size Circulation**
  - Los Angeles Daily News (CA)
  - Florida Times Union (FL)
  - Omaha World Herald (NE)
  - The Record (NJ)
  - Journal News (NY)
  - Columbus Dispatch (OH)
  - Toledo Blade (OH)
  - Forth Worth Star Telegram (TX)
  - Norfolk Virginia- Pilot (VA)
  - Richmond Times Dispatch (VA)
  - Tacoma News Tribune (WA)
  -
  
- **C size Circulation**
  - Santa Rosa Press Democrat (CA)
  - Charlotte Sun (FL)
  - Pensacola News Journal (CA)
  - Honolulu Star Bulletin (HI)
  - Topeka Capital-Journal (KS)
  - Worcester Telegram (MA)
  - Portland Press Herald (ME)
  - Jackson Clarion-Ledger (MS)
  - Albany Times Union (NY)
  - Binghamton Press and Sun Bulletin (NY)
  - Staten Island Advance (NY)
  - St. Petersburg Times (FL)
  
- **D size Circulation**
  - Decatur Daily (AL)
  - Fairfield Daily Republic (CA)
  - Santa Barbra News Press (CA)
  - Lake City Reporter (FL)
  - Kane County Chronicle (IL)
  - Bloomington Herald Times (IN)
  - Danville Advocate Messenger (KY)
  - Carroll County Times (MD)
  - Winona Daily News (MN)
  - The Telegraph (NH)
  - Amsterdam Recorder (NY)
  - Elmira Star Gazette (NY)
  - Glens Falls Post Star (NY)



- The Saratogian (NY)
- Watertown Daily Times (NY)
- Elyria Chronicle –Telegram (OH)
- Altoona Mirror (PA)
- Lansdale Reporter (PA)
- West Chester Daily Local News (PA)
- Wilkes-Barre Citizens' Voice (PA)
- Rock Hill Herald (SC)
- Spartanburg Herald Journal (SC)
- Murfreesboro Daily News (TN)
- San Angelo Standard Times (TX)