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Rosa Sylvia Cruz

*University of the Incarnate Word*

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MIRROR IMAGES OF INVISIBILITY –  
THE HISPANIC JOURNALIST:  
HOW DOES THE DISPROPORTIONATE RATIO OF LOCAL HISPANIC  
NEWS ANCHORS AND REPORTERS IMPACT SAN ANTONIO  
HISPANICS?

By

ROSA SYLVIA CRUZ

THESIS

Presented to the Graduate Faculty of

University of the Incarnate Word

in Partial Fulfillment

of the Requirements

for the Degree of

MASTER OF ARTS

May 2004

Major Subject: Communication Arts

MIRROR IMAGES OF INVISIBILITY –  
THE HISPANIC JOURNALIST:  
HOW DOES THE DISPROPORTIONATE RATIO OF LOCAL HISPANIC  
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A Thesis

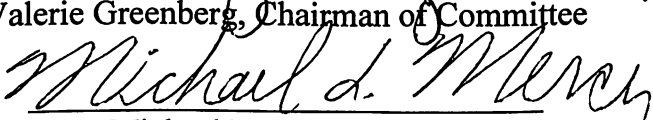
By

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## ABSTRACT

Mirror Images of Invisibility – The Hispanic Journalist:  
How does the disproportionate ratio of local Hispanic news anchors and reporters  
impact San Antonio Hispanics?

The U.S. 2000 Census reveals San Antonio's 671,394 Hispanic or Latino population is 58.7 percent of the city's 1.14 million people. This statistic contrasts nationwide to 12.5 percent or 35.3 million Hispanic or Latino people. San Antonio, ninth-largest U.S. city in total population, compares to two other Texas cities, Houston ranking fourth-largest and Dallas eighth-largest. San Antonio, fifth-largest city in Hispanic population on the U.S. Census chart of "Ten Largest Places in Total Population and in Hispanic Population," outnumbers Dallas, listed eighth-largest in Hispanic population. Only Houston, remaining the fourth-largest Texas city, outranks San Antonio in Hispanic population.

San Antonio Hispanics, who watch the mainstream local newscasts, will notice the ratio of Hispanic news anchors and reporters appears disproportionate to the area demographics, giving the above facts extreme importance. When a city, ranked ninth in the nation and nearly 60 percent Hispanic, lacks comparable representation on its local news, the situation cries for a response because of the seemingly inequitable situation. The question of whether or not the ratio of Hispanic news anchors and reporters represents the Hispanic population becomes an interesting one to explore because of the multifaceted social and cultural issues presented in this circumstance. This study explores some of the impacts that result from these social and cultural issues.

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## INTRODUCTION

San Antonio, Texas, a big city with a small town, down-home atmosphere, is called home by 671,394 Hispanics as the U.S. 2000 Census reveals San Antonio's Hispanic or Latino<sup>1</sup> population at 58.7 percent of the city's 1.14 million people. These figures contrast to a nationwide 12.5 percent or 35.3 million Hispanic or Latino people on April 1, 2000 to 38.8 million on July 1, 2002. San Antonio, ninth-largest U.S. city in total population, compares to two Texas cities, Houston ranking fourth-largest and Dallas eighth-largest. San Antonio, identified as fifth-largest city in Hispanic<sup>2</sup> population on the U.S. Census chart of "Ten Largest Places in Total Population and in Hispanic Population," outnumbers Dallas, listed eighth-largest in Hispanic population. Only Houston, remaining the fourth-largest city, outranks San Antonio.

San Antonio Hispanics<sup>3</sup>, who watch the city's mainstream local newscasts, notice these important facts, because the area demographics compare disproportionately to the percentage of Hispanic to non-Hispanic news anchors and reporters employed by these networks. When a city such as San Antonio, ranked ninth in the nation, consists of nearly 60 percent Hispanic and lacks comparable representation on its local news, the situation cries for a response because of the seemingly inequitable situation. With a Hispanic population as large as San Antonio's, the researcher wonders why the number of Hispanic anchors and reporters appear to be so low when they



are growing in numbers and power. The question of whether the percentage of Hispanic news anchors and reporters represents the Hispanic population becomes an interesting one to explore because of the multifaceted social, economic and cultural issues presented in this circumstance.

This study will be twofold, with the first research question striving to determine: "What is the actual percentage of Hispanic local network anchors and reporters compared to the total number of local anchors and reporters?" Secondly, the study attempts to evaluate the result of the Hispanic to Non-Hispanic ratio, which appears to be disproportionate by answering the second research question: "How is the Hispanic community impacted by what may be perceived as a lack of Hispanic representation on local news?" The findings will strongly display the Hispanic percentage of news anchors and reporters is disproportionate to the Hispanic population of San Antonio, and knowledge gained from the research will enhance understanding of the potential impacts this disproportionate ratio, which portrays a perception of inequality, can manifest.

## CONCEPTUAL FRAMEWORK

Maintaining a diverse work force, in the form of diverse faces, which is frequently visible in the community eye allows public audiences to relate to races, attitudes and opinions different from their own. When Hispanics lack visibility in the work force, depression may occur in the economic growth of their culture, resulting from missed opportunities available in the media, as well as other career fields, if they are perceived as lacking in ability, incompetent or unskilled. A 1996 research study commissioned by the National Association of Hispanic Journalists, NAHJ, identified the portrayal and representation of Hispanics in the news played an important part in the images developed by the public. The study findings indicated that of the 1 percent of stories about Latino issues, 85 percent fell into four categories related to crime, immigration, affirmative action, and welfare (Quill 14). With other supporting information, *Fall Colors 2001-02* report asserts “occupation can communicate one’s amount of influence, social prestige and self-worth” (29).

Joseph Torres reports similar findings regarding the continued division between Latinos and non-Latinos at the conclusion of the 2001 *Network Brownout* study:

For the second consecutive year, the Network Brownout Report included a qualitative analysis of Latino-related news stories. It found that stories about Latinos frequently used the image of the

border to suggest a divide between the Latino and non-Latino populations and to define Latinos as illegal immigrants (Torres 1).

With the negative reflection of Hispanics in such high numbers, it is no wonder the public may continue to form, or even confirm already existing, negative opinions. Lack of good paying jobs or employment could be a consequence of these negative opinions as employers may consider adverse stories as confirmation of a lack of skills in Hispanics. In addition, potential employers may also interpret a low Hispanic representation in the networks as a shortfall of interest in the communication field. Cecilia Alvear acknowledged and agreed with these findings after the 1998 study called *Network Brownout*.

To counter the negative impacts of stereotypical images, television newscasts with a heterogeneous news work force could serve as a positive source of diversity training for all cultures, to alleviate the perpetuation of the misunderstanding by other races and continued intolerance towards cultural differences. Lucila Vargas endorses social education through positive media images, stating the public attitudes and opinions are shaped through the significant role media plays in society. Vargas maintains the media could be the “main source of information, assumptions, and sentiments” for some public segments (407).

Not having the presence of Hispanic anchors and reporters may leave Hispanic audiences to observe only negative and disproportionate newscast information and viewpoints rather than reflective issues and information to educate and more closely relate to the Hispanic populace. The Network Brownout 2003 report announced there is still low coverage of Hispanic stories ("Network Brownout 2003"). Several researchers, including Morales, Kuwayama, and Weil agree Hispanics can become society's outsiders if they note an absence of positive images in network news.

Furthermore, this lack of presence creates difficulties for certain Hispanics who fall back on ethnic media, because they lack access to mainstream news sources to relate to, learn from, and embrace with trust and acceptance. Researchers claim the Hispanic as television's invisible man who rarely appears on television. Another possible response to why Hispanics turn to Spanish-language television may lie in the lack of trust in the media. Romero and Elder state the reason for distrust in the news media is due to misrepresentation of the Latino news ("Hispanics"). Kim Campbell addresses this with National Hispanic Directory statistics that indicate a growth in Hispanic magazines and quotes Fernando Lopez as saying "Spanish-language media often take a different approach from mainstream outlets" (5). She also asserts reliance on ethnic media inhibits understanding of American issues. This point is incredibly important when studies such as those performed by

Nielsen Media Research indicate Hispanics view the medium as one which provides information versus one providing entertainment value (Fitzgerald 1).

Young Hispanics find it difficult to develop self-esteem and confidence because of the deficiencies in role model numbers and lack of understanding Hispanics can aspire to and achieve positions of equality similar to those held by Anglos. This point is strongly supported by *Prime Time for Latinos* study which avows youth make the images, values and attitudes they see on television an integral part of their belief system. The study also found if certain groups, races or images are absent, they may be perceived as having less worth than those which are present (3). Nancy Weil also comments on this stating Hispanics are gratified by seeing other Hispanics on television (13). Hispanics may suffer a great injustice and, as a culture, pay a huge price when the Hispanic presence on local newscasts appears only in news stories filled with crime and violence.

This study plans first to determine the proportion of Hispanic news anchors and reporters to other races in the San Antonio television networks. In addition, the study attempts to increase the fundamental understanding of some of the complex issues that may arise from the consequence of the disproportionate Hispanic representation on local television. The study will possibly empower not only Hispanics, but also other races as well with information to deter negative perceptions of the Hispanic race, enabling improved relationships between individuals and businesses alike. Secondly, it

will also strive to educate the public about positive Hispanic images to allow the Hispanic race to desire higher aspirations and education and a better quality of life. Finally, it will open young eyes to new worlds, which may make higher achievements possible. Audiences should utilize television programming as one source of education about the multihued world in which they live so they can improve not only their quality of life but also those of others. Beginning with diverse and equitable education for the youth of America is the first step, which may lead to unity and equity for all races, ages, and genders.

## LITERATURE REVIEW

The 1977 U.S. Commission on Civil Rights Report, *Window Dressing on the Set: Women and Minorities on Television*, was among the first to cite the lack of Hispanics in television. The study identified many actors portrayed as characters in menial jobs such as a truck driver, mechanic, auto parts salvager, butcher, and even an ex-convict, and only one represented a character in a positive light as a lawyer. The findings, an analysis of prime-time television programs during the 1973 to 1974 seasons, reported few Hispanics in major character roles. Of 59 prime-time programs in the season's first half, only 37 included minority characters and eight of these were of *Spanish origin* (Olivarez 429). During the season's second half, the numbers of minority characters mirrored those of the first half of the season. However, in the second-half sample, the number of characters in major roles was reduced from two in the first half to one.

Further research, in 1979 by Gerbner and Signorielli and 1980 by Greenberg and Baptista-Fernandez, reflected similar findings showing the percentage of Hispanic characters on prime-time television fell between 2 and 1 percent. *Wider Opportunities for Women*, Steenland's study for the National Commission on Working Women completed in 1989, discovered, for the first time, a correlating link between the employment of minority producers and minority prime-time characters. Hispanics numbered 12 out of

162 producers, and of the 78 minority characters identified, Hispanics numbered only nine.

In 1991, Lichter, Lichter and Rothman performed a similar analysis named *Watching America*, which indicated a 2 percent Hispanic representation in television characters in an entire 30-year timeframe and found a larger problem due to a drop in percentage. The change in direction went from nearly 3 percent in the 1950s to approximately 1 percent in the 1980s. Another project, *The Issue of Diversity on Prime-Time Television* by P.M. Nardi, studied the content of 1982 network television (ABC, CBS, NBC, and Fox) and reported results of only nine Hispanic roles out of 569 or 1.6 percent.

Recently, the National Latino Media Council released study results indicating the methodology used by Nielsen Media Research was faulty in collecting ratings for “George Lopez,” a current ABC comedy about a Hispanic family. The council cited the September 2003 Nielsen figures as 1.2 million viewers in 17 markets, but in August and October 2003, an independent research firm identified 1,536 people through a telephone survey of four markets: New York, Los Angeles, Miami and San Antonio. The council maintains the Hispanic-oriented show draws closer to 2 million Hispanics in the 17 markets, and “early cancellation by networks and a reluctance to produce and air more such shows” can result from inaccurate ratings (“Study”).



Lisa Navarrete of the National Council of La Raza, a civil rights group, believes the undercut of Hispanics in the Nielsen Media Research 'leads to Hispanic invisibility on English-language network television and the premature cancellation of Hispanic-themed shows...' There are less opportunities for Latinos in front of and behind the camera' ” (Garcia).

To corroborate findings of Hispanic negative depictions, the National Association of Hispanic Journalists commissioned research in 1996 from Rod Carveth, University of Bridgeport department head of mass communication, and Diane Alverio, communications consultant. The research study objective, which focused on the Hispanic representation in ABC, CBS and NBC news, identified portrayals of Hispanics and the role the representations played in developing images held by the public. The study results determined a reduction in positive Hispanic presence to almost nothing. Only 1 percent of the stories dealt with Latino issues, and 85 percent of these fell into four categories: crime, immigration, affirmative action, and welfare (Quill 14).

Lichter and Amundson completed studies in 1994 and 1996. The 1994 study reviewed broadcasts from the 1955 through 1986 seasons, and the more contemporary study in 1996 analyzed the 1992 and 1993 seasons. In the 1994 study, an additional step in the research identified the roles through various characteristics, such as speaking part, race, gender, economic status, and major or minor function of the character in the plot. Lichter and

Amundson found when “compared to both Anglos and African Americans, television’s Hispanics were low in number, low in social status and lowdown in personal character, frequently portraying violent criminals” (71). Once again, as previous studies proved, Hispanic under-representation and negative stereotyping continues to occur.

The later 1996 study by Lichter and Amundson indicated a similar outcome to the 1994 research. This study used comparable techniques from their previous work along with inclusion of reality-based programming, “whose version of reality often consisted of white cops chasing black and Hispanic robbers” (Lichter and Amundson 71). Character identification included coding for other characteristics such as criminality and social background. The 1996 study showed the number of Hispanic characters increased but still did not reflect the true Hispanic population. The study established the presence of Hispanic characters in two percent of the episodes. However, 51 percent of the Hispanic characters appeared in two Fox program series, *House of Buggin’* and *New York Undercover*, which Lichter and Amundson say “ghettoized [Latinos] in a handful of series” (71). In 2003, a study titled *Prime Time in Black and White*, performed by Darnell Hunt, discovered “little progress toward diversity” had been made (Elber 2).

Olivarez reflects on the Lichter and Amundson finding of 51 percent and poses thought-provoking questions: “What does it mean to have 51 percent of all Latino characters in two programs?” (431) and “Is it the

presence of Latina or Latino characters, or is it the representation of issues important to the Latina/Latino community?” (431). Olivarez’s response to the first question determines an assumption by Fox that only Hispanics watch and enjoy Latino theme programming, and her analysis concludes in the supposition Fox attempted to make these programs more appealing to mainstream audiences through the program *ghettoization*, borrowing her phrase from Lichter and Amundson, of Latinos. In other words, Olivarez feels Fox Network developed the programs as a caricature of Hispanics to make the comic situation interesting and attractive to audiences of all races.

Continuing this negative stereotypical *ghetto* image perpetuates for other races a lack of understanding and unrelenting intolerance towards cultural differences. Lucila Vargas comments the media shapes public attitudes and opinions through their significant role in society (407). The negative stereotypical portrayal of Mexican images creates callous indifference towards people of color.

Mendez-Mendez and Alverio observe the networks’ *ghettoization* of Hispanics as they discover a “disproportionate number of news stories establish Latinos living within the confines of extremely poor neighborhoods...The reality is that the majority of Latinos live in suburbs” (12). Latinos are often pictured living in rundown neighborhoods or “barrios” and as extremely poor.

One report on a Texas community discussed how Latinos were so poor they ate cactus grown in their back yard. This reporter had a complete misconception. “Nopalitos” or cactus is a well-known Mexican-American delicacy that is even sold in local grocery stores, especially during the Lenten season (Mendez-Mendez 12). How can the Hispanic culture be appreciated when even the reporter misunderstands the community and its customs?

When media stereotypes negatively construct minorities as a problem, people may fabricate ideas or find difficulty overcoming bigotry and prejudices due to the limited extent of their actual knowledge confirmed only by their observations. Vargas states, “For those without any first-hand experience, the media are the main source of information, assumptions, and sentiments” (407), and non-Hispanics, having little contact with minorities, lack opportunities for diverse information about people of color. Lynn Elber’s report included a quotation from Darnell Hunt, which supports Vargas’ statement, “This tendency [disproportionate racial representation] is problematic. While it may reflect the ‘current reality of race relations...it also works to reinforce that reality by splintering the diverse cultural forum of televised experiences that we might otherwise share across groups’” (Elber 2).

Stuart Hall likewise commented, “news and current affairs. This is where race is constructed as a *problem* and the site of *conflict* and debate [...] for English white society” (279). Joseph Hall contends, “Latinos continued to be portrayed as a dysfunctional underclass that exists on the fringes of

mainstream U.S. society” (“Latinos Remain Marginalized”). Hall explains media assumes [when reporting] legal authorities make accurate decisions about minorities, which continue fueling the existing stereotypes and prejudices. Therefore, presenting negative images eternalizes non-Hispanic perceptions and opinions of Hispanic men as violent criminals, drug dealers, or itinerate gardeners and Hispanic women as maids, prostitutes or victims.

Alvear reports on a subsequent study, also sponsored by the National Association of Hispanic Journalists, that indicates findings persist in reflecting the same trends with little change. The *Network Brownout 1998: The Portrayal of Latinos on Network Television News* exposed information from approximately 12,000 stories from 1997. Only 14 stories of 121 included discussion of the rising Hispanic influence in politics, business and culture, and five stories reflected Hispanics in field expert<sup>4</sup> positions. The remaining 102 stories dealt with crime, immigration, and affirmative action representing problem-driven Hispanic images.

In addition, the 1998 Brownout study surveyed Hispanic employment and suggested inequality of news representation resulted from the lack of Hispanic employment in network news operations in positions of decision-making, or *gatekeeper* roles, such as assignment editing, producing, and news managing (“Hispanic Portrayals” 14). In 1999 as Hispanics represented 11 percent of the U.S. population, Weil disclosed supporting information by reporting Hispanic media employment comprised of 6 percent

news anchors and 9 percent news reporters (15). Weil also suggested while the Hispanic population grows interest in Hispanic anchors and reporters increases as well. In September 2003, Gary Levin of *USA Today* writes on a study by the Directors Guild of America, which claimed only 2 percent of series episodes had Latino directors in the 2002 season.

Cecilia Alvear is familiar with the 1969 Federal Communications Commission decision to prohibit broadcaster licenses to those networks discriminating employment on the basis of race or sex. Alvear was hired in 1971 by NBC in Los Angeles as the only Latina in an entry-level position in the Public Affairs news department. Alvear believes newsrooms have still taken a long time to diversify. Citing a Radio-Television News Directors annual survey taken in 2000, she states Latino newsroom directors and employees were only 4 percent of the English-language staff while Spanish-language stations were another 3 percent of TV newsroom employees. "This at a time when Latinos are growing in numbers and in political and economic power" ("Setback").

In October 2003, the Multi-Ethnic Media Coalition released its annual report on diversity in television, and the National Latino Media Council announced advancements in representation. The council awarded the following grades, which take into account on-camera time, support roles, and minority-owned vendor business: FOX = B+, ABC = B, and CBS/NBC = C+ ("Representation"). Gary Levin also reported on an annual study by Initiative

that 7 percent of regular actors on major networks are Hispanic, an increase from 4 percent (Levin). However, a study by the Radio and Television News Directors Association contends “Nationwide, Hispanics/Latinos now 13.5 percent of the U.S. population, held only 6.5 percent of positions in local television news, in 2003, down from 10.1 percent in 2001” (Fox).

Perhaps this occasional upward trend is due to changing attitudes in the hiring circles as the Hispanic population increases rapidly. Sandra Marquez provides an interesting quote indicating perhaps the media is poised to open the door to more Hispanic/Latino presence on television. Quoting University of Texas at Austin professor of radio, television, and film, Charles Ramirez Berg, who is the author of *Latino Images in Film*: “I think Hollywood is becoming less nervous about multiethnic actors. Before they had to be able to recognize you as one thing.” Berg also suggests “changing demographics create opportunities for entertainers who don’t fit into a predictable mold” (30). Many entertainers are learning these changing demographics reinforce the Latino identity, and audiences embrace the heritage that means so much to them.

The *Network Brownout 2003* report, the National Association of Hispanic Journalist’s eighth annual report, also discovered some advancement in current trends. The number of Latinos as interview subjects increased to 89 of 120 or 74 percent Latino stores, while the average length increased by 26 seconds to 2 minutes and 51 seconds in 2002 from 2001. News accounts

about Latino politics showed Latinos in a more positive light. In addition, ABC's Judy Muller covered six stories about Latino communities, while other network correspondents also increased their coverage ("Network Brownout").

On the negative side, the 2003 Brownout report continued to find low overall coverage time for Latino stories. In 2002 only 120 of 16,000 stories or .75 percent, less than 1 percent, were Latino-related. This was an increase from .62 percent in 2001. Of the stories examined in the Brownout 2003 report, 66 percent commented on crime, terrorism, and illegal immigration, and 47 news reports dealt with Latinos as either committing the crime or were crime victims. Eighteen stories were on the Samantha Runnion kidnapping and murder, citing Alejandro Avila as the suspect ("Network Brownout"). In contrast, only one story by ABC featured a Latino business.

Alvear maintains journalism should provide diversity in points of opinions and reflect society, but the current coverage lacks Hispanics ("No Chicanos"). Her point opens debate to the problems of the network journalism quality, or lack of, and the missing Hispanic visibility. Consequently, Hispanics noting the absence of positive images in their race in network news come to realize they live as outsiders to their society. Morales and Kuwayama question the quality of the Hispanic self-image if they cannot see this reflection in the media (24). Weil supports their opinion and states, "Hispanic viewers are proud to see someone who looks like them on the air" (13). Morales insists Hispanic reflection in the media provides vital emotional



welfare and a sense of individuality (9). These researchers claim the Hispanic as the invisible man of television; and excluding the negative portrayal, this race rarely appears on television. This situation provides one answer to why Hispanics often turn to ethnic media for their information sources.

Another possible response to why Hispanics turn to Spanish-language television may lie in the trust factor in the media. Romero and Elder comment on this issue:

Eight out of 10 Latinos who rely on Spanish programming said the news media were accurate in their reporting of Hispanic issues.

Only 12 percent said the Spanish-language news media were not accurate. That was in sharp contrast to Latinos who rely on English-language programming with almost half saying the news media were not accurate is [sic] discussing Hispanic issues ("Hispanics in U.S.").

This lack of trust is not difficult to understand when Hispanics either view nothing but negative, stereotypical characterization or little to nothing of the Hispanic race on their television screen.

Kim Campbell reports statistics from the National Hispanic Directory indicate Hispanic newspapers grew from 355 to 550, and Hispanic magazines increased from 177 to 352 since 1990 through 2001. Yet, we continue to see low numbers of Hispanics in the television medium. Campbell quotes a statement by Fernando Lopez, Los Angeles Telemundo KVEA station general manager, who speaks from experience:

Many immigrants in [his] audience want to participate... They want to live like other Americans do, educating their children, buying homes, and voting. But first, many need to understand how everything from PTA meetings to politics works. Spanish-language media often take a different approach from mainstream outlets...

(5).

Relying solely on ethnic or Spanish-language media prevents Hispanics from understanding both sides of American topics and their related issues. Campbell illustrates this point as she continues discussion, "When the Elian Gonzalez custody battle came to a head, and the Miami relatives refused to give Elian back, the front-page headline of the Miami Herald read: "Family Defies Order." Whereas, El Nuevo Herald [sister paper to Miami Herald] captured the relief many in the local Cuban community felt: "Jubilo en Miami" ("Joy in Miami")" (6).

This "different approach" may keep them in touch with their native country, but in order to assimilate quickly into the country they now reside in, America, Hispanics must connect to mainstream media as well to stay in touch with American viewpoints, especially when both sides are dramatically clashing such as with the Elian case in Miami. Otherwise, they will forever be considered "foreigners." Richard Luna, NAHJ officer-at-large, cited a "starting point for improved coverage include[s]... 'getting past the barriers between people who are not like each other' " (Benge). This is not to say

Hispanics must give up their Spanish-language media, but they must also attempt to understand the American counterparts and their message.

Similarly, when topics of interest to Hispanics are included in mainstream newscasts, Hispanics can use the medium as an additional source of education. At the NAHJ's 20<sup>th</sup> annual conference in June 2002, the association called for "increasing Hispanic representation in newsrooms...[and]...more accurate and comprehensive news coverage of the issues and interests of Hispanic residents in the U.S." (Benge). Maria Arana, a radio producer in Fresno, Calif., suggested in a session on "Latino Community Stories the Mainstream Media Missed in 2001," such topics as: "How to obtain driver's licenses; access to education;...discrimination in housing;...obtaining loans for cars and homes..." (Benge). All these topics would provide basic and essential information to leading an American life.

The concept of using television as a source of education is an especially important one when viewed with the knowledge of results from a recent study performed by Nielsen Media Research and Univision Communications. This study released March 2004 claims a dramatic difference in television viewing habits exists between Hispanics and non-Hispanics in not only the content of their television programming, but their viewing purpose as well. "Hispanics perceive the medium as primarily a news one, with viewer ship driven by the need for information. Non-

Hispanics, on the other hand, mainly look to television for entertainment” (Fitzgerald 1).

Attainment of higher education is another major issue for Hispanics. According to a Hispanic magazine article published in Jan/Feb 2000, Hispanic enrollment in journalism or mass communication classes dropped from 8.5 percent to 8.3 percent (14). One possible reason for this drop points to Hispanic youth recognizing little to no opportunities in the mainstream media field, and with so few Hispanics on the television screen, they witness minimal motivation to explore this career. *Prime Time* report findings state that “images and messages presented on television...influence how they [children] think about themselves, their place in society and their options for their future” (12).

*Prime Time for Latinos*, a September 2001 report, claims the Children Now research indicated “over half of Latino children (51%) reported seeing their race on television ‘every now and then or never’ ” (3). The brief, *Media Use in America*, states children between the ages of 2-17 spend 2½ hours in front of the television and during weekdays teen-agers 13-17 watch an average of four hours (“Media Use”). With this much television viewing time, Hispanic children should be able to witness their likeness on television more often than this report uncovered. Instead, *Fall Colors 2000* report declares a young Latina remarked, “ ‘Wow, there’s no people like me? ‘ ” (21).

Furthermore, the 2001 *Prime Time* report states as Hispanic youth attempt to comprehend their place in our U.S. culture, they are “presented with a bleak picture of relative unimportance” (12). This situation is due to prime time television programming indicating “contrary to the most recent Census figures, Latinos are not a significant segment of the U.S. population” (12). Sadly, when we do see Hispanics on television, they appear in “low-status occupations” or as law-breaking delinquents or crooks (12).

In 1996, Morales and Kuwayama divulged Hispanic hiring figures, in jobs such as on-air talent, sales, management and technicians, falling short of the statistical parity at 3.22 percent of a 10 percent total population. People interviewed in these positions claimed little planning for diversity retention occurs in the business. In addition, due to the rise in Hispanic population, the demand for bilingual journalists has increased, and they are being courted and pursued away from mainstream media by their Spanish-language counterparts (Campbell 4). Morales stated the federal Glass Ceiling Commission report corroborates the allegation that Hispanics stagnate in low- and middle-level jobs due to the lack of mentors, developmental assignments, career advancement plans, and sensitivity and understanding among their colleagues (24).

The lack of career development within Hispanic mainstream media ranks makes it even more difficult to pass experience on to youth desiring to enter communication studies. As difficult a task to balance mentoring along

with working through their own career struggles may be, an obligation and responsibility exists for Hispanic journalists. The Hispanic youth is much more likely to tune into mainstream media -- not the Spanish-language stations their parents may watch. Hispanic journalists, and other Hispanic professionals, must reach out to children, our Hispanic youth, who need role models, and teach them first: the value of education, and second: the fruits of commitment and achievements.

In 2000, Ana Maria Salazar reported in Hispanic only 60 percent of Hispanic students graduate with a high school diploma. According to the AmeriStat February 2000, "the number of Hispanics without a high school diploma has more than doubled over the past two decades, from 3 million in 1975 to more than 7 million in 1978" ("Who Makes the Grade"). *Prime Time for Latinos* asserts youth "internalize many of the values and attitudes presented on television. The absence of certain groups suggests that these groups are not worthy of viewers' attention, while stereotyped or negatively valued roles indicate they are not "worthy of respect" (3). Negative reflections such as this may provide confirmation to Hispanic youth they cannot succeed.

Common knowledge indicates education becomes the key factor in breaking the cycle of poverty and violence. Yet, when Hispanic children respond to what they want to become, they most often reply with the name of a famous Hispanic athlete, actor or singer. Salazar asserts the mainstream

media infrequently portray Hispanics as successful lawyers, doctors or other professionals, and even Spanish-speaking media rarely show role models that encourage values of education, strength and valor.

*Fall Colors 2000* research confirms, “it’s important to see people of their own race on television, because... ‘it provides role models’ “ (21).

Expanding on this, *Fall Colors 2001-02* emphasizes children “pay attention to characters on-screen occupations. The jobs they hold communicate clear messages about a character’s intelligence, education, ability and social class standing” (29). As a result, every effort to provide positive, successful representations on television for our youth becomes imperative to nurture and groom them to be industrious adults.

Salazar makes a good point regarding infrequent positive Hispanic portrayals, however, that identifies not just a problem with a stereotypical image, but also one due to the under-education of Hispanics in the United States. Under-education becomes the reason why professionals, in all fields including journalism, must promote education and achievement to Hispanic youth (118). Psychologists advise problems with self-esteem and pride generate at a very early age in life. With an added incentive such as witnessing faces of color on television, Hispanic youth believe in the possibility of achieving. In addition to the lack of role models and positive images of accomplishment on television, visuals of negative stereotypes

promoting violence, submissiveness and subservience serve little purpose but to achieve continued cycles of unconstructive and unproductive adults.



## METHODOLOGY

Two research methodologies were used in this study: 1) a content analysis of San Antonio news programming and 2) a questionnaire given to freshman college students attending a small private San Antonio university. The first methodology was employed to determine the actual ratio and percentage of Hispanic to non-Hispanic news anchors and reporters in the local San Antonio news networks to compare this percentage to the 58.7 percent Hispanic population. The second methodology dealt with one of the issues identified in this study, which was the impact of role models on Hispanic youth. By working positively through the youth of America, changes may eventually be achieved that will benefit all races equally. Role models that provide leadership and guidance to American youth are a tried-and-true method that has been known to produce progressive and constructive results.

### ***1. Determining the ratio of Hispanic to non-Hispanic news anchors and reporters in San Antonio.***

A content analysis of San Antonio news programs was used as the research method to identify the number of Hispanic and non-Hispanic local television news anchors and reporters employed by the San Antonio mainstream networks (KABB, KENS, KSAT, NEWS9, WOAI). A percentage of the ratio of the Hispanic to the non-Hispanic anchors and reporters was calculated for comparison against the total percentage of the

Hispanic population of San Antonio, which was previously reported as 58.7 percent in the U.S. Census 2000.

Since it was imperative to gather enough information to identify the actual employee counts of each of five networks, a variety of local news programs were chosen for a period of one week, beginning with Sunday, Feb. 29, 2004, and ending with Saturday, March 6, 2004. In order to capture this amount of data, it was necessary to tape record the news programs on a videocassette recorder (VCR), and detailed planning of the schedule for these tape recordings was required. It was desirable to include a variety of programming times: weekday vs. weekend as well as various times throughout the day and evening. See Appendix A for the planned approach.

Specific show times were identified to capture the necessary newscast airings of weekly vs. weekend and day vs. evening programming, and a tape-recording schedule of the five local mainstream news stations was developed to identify the show times to be programmed into the VCRs. See Appendix B for the tape-recording schedule.

Due to the volume of television stations and broadcasts to be taped, details were discussed with three participants who were identified to assist in recording specific television stations. Participants, whose sole responsibility was to tape the planned schedule of newscasts, were chosen based on the following characteristics: must be reliable, possess the necessary equipment of a television and VCR, and easily available to retrieve the recorded tapes.

When the taping requirements were communicated and agreement was reached with the participants, arrangements were made to gather the recordings of precise television stations from the participant's assignment. Preparations for the taping included delivery of new recording tapes and supplies, along with the program schedule and instructions each participant was to follow. VCRs required programming according to the planned schedule, and throughout the weekly tapings, it was necessary to monitor the tapes to ensure recorded tapes were replaced with blank tapes. A new tape was used for each day's taping, equaling one tape per station per day for a total of five tapes each day. To record the remaining two identified stations, the researcher purchased an additional VCR for the second television available in the home and used the primary VCR and television. A similar plan as that discussed with the three participants was followed. The five taping areas created the material to support the content analysis.

Originally, a template was created to transcribe the detailed information from each television station and program once the tapes were retrieved for analysis. See Appendix C for the template. However, once the analysis phase began, several issues arose associated with the planned research methodology that involved the chosen participants who participated in the recordings.

Even though reliable participants were chosen to assist in recording the television programs, problems were encountered with the recordings made

by these participants. Several programs were skipped for various reasons and not recorded by the participants. In addition, programs that were recorded were not well labeled, making it difficult to determine what day and date of the week the programs were recorded. Television newscasts normally do not display the date of the newscast, and oftentimes, do not display the time of the newscast. Because many of the newscasts repeat the same topics, it was sometimes complicated to differentiate between day, afternoon and evening news when the tapes were not well-labeled and newscasts were missing.

Likewise, there were overall mechanical problems with all five of the recording schedules for the newscasts that were impossible to control.

These problems included:

- Pre-empting of the newscasts for other broadcasts, which caused some newscasts to either be missed or only partially recorded.
- Mistimed early/late start and stop times of the newscasts, which caused minutes to be unrecorded either at the beginning or at the end of the newscasts.
- Bad feeds from the television cable, which caused some recordings to be inaudible due to the severe static recorded.
- Tracking of the new tapes, which caused some recordings to “grab” or be inaudible resulting in partial recordings due to the

pauses in the tape and static. This problem occurred most frequently in the first half hour to one hour of the new tapes.

Due to the difficulties with the recordings that did not become apparent until the middle of the week, it was not possible to follow the original plan for the content analysis. Comparisons within the same day could not be made because of the mislabeling and the fact some recordings were missed; therefore, a second and less-detailed plan was determined. The second plan involved a random sample of the taped newscasts that had been recorded to identify first and last names along with job classifications of all anchors and reporters until it was apparent no “new” names were introduced. The backup plan was only an attempt to identify the entire cast of anchors and reporters employed by each television station.

The anchors and reporters that appeared in this random sampling of newscasts were categorized by last name, plus other factors, into Hispanic or non-Hispanic. Additional subjective factors considered included such things as a Hispanic last name was used but features were non-Hispanic (example: Martha Trevino) or the reporter had ethnic features of a Hispanic but used a non-Hispanic name and personal knowledge of the individual’s ethnicity did not exist (example: Brandy Ralston). Occasionally, a last name was not typical of any particular race and was difficult to determine (example: Alisa Armijo). Name and job classification information was recorded on a chart in Appendix D.

An attempt was made by the researcher to contact each of the five television stations for information about the news staff. Only one station, KABB, responded to the researcher's inquiry, but later never returned a second contact. It would have been ideal to confirm the subjective information discovered in the content analysis of the taped programmers to ensure the category counts proved accurate. Without this confirmation, a possibility of a difference in the counts and percentage points could exist. However, since the largest percentage of Hispanics was 42.9 percent (KABB-TV), the difference in percentage points between this and the overall Hispanic population of 58.7 percent is 15.8 percent. This wide gap gives the researcher confidence a disparity still exists between the representation of Hispanics in the news media and the San Antonio Hispanic population.

## ***2. Determining the impact of role models on youth.***

Because this researcher feels it is very important for youth to have role models as examples for them to emulate, a questionnaire regarding role models was developed to gather additional information beyond the newscasts' content analysis. The questionnaire method was chosen because of the many advantages it provides. Earl Babbie identifies the advantages as: economical, speedy, lack of interview bias, anonymity and privacy. A questionnaire also encourages candid responses. Likewise, Babbie states that a disadvantage to the use of questionnaires is that it may result in "artificial" findings (277).

Delving into social problems carries many implications and effects, according to Babbie. Through the inquiry into research problems, a researcher is assured that everyone can impact the lives of others, and research cannot only identify but “also holds answers” to problems (xx). Most importantly, after identifying the problem is to understand the issues surrounding the problem and why they continue to exist. Research offers an opportunity to recognize and “uncover things that would otherwise escape our awareness” (xxii). In addition, studies, by providing facts and information, can remove some of the personal biases that can be introduced by the analyst. Through research methods, such as questionnaires, we can “pierce through our personal viewpoints and take a look at the world that lies beyond...that ‘world beyond’...holds the solutions to the social problems we face today” (xxiv). Thus, this researcher would like to determine through the information if role models have an impact on young people.

With the challenge of identifying what motivates students to continue higher education and achieve personal goals, a self-administered questionnaire was distributed to the respondents, 25 students, in two undergraduate communication arts classes at a San Antonio private university. Ideally, if time were available, an interview survey of many more candidates would have provided better results, because with a self-administered questionnaire incomplete responses can be submitted. More in-depth research

and analysis could provide more information to substantiate or dispute this researcher's opinions and findings.

Recall this research identified one of the possible impacts from a disproportionate number of Hispanic television anchors and reporters could result in a lack of role models for children. A questionnaire was developed for the purposes of: 1) obtaining information about whether or not students were influenced by what they had previously seen on television and 2) identifying if students related or responded to any image in particular on television in a positive manner.

This researcher recognizes the sampling is very small and is not representative of a typical public population. The findings may even be somewhat artificial as Babbie describes. However, one of the identified problems encountered by Hispanic children is they have a very low rate of high school graduates compared to other races. Because the private university chosen has a high rate of Hispanic enrollment, the researcher thought the two classes at this university would provide an excellent source of Hispanic youth who had a desire and were inspired to continue their education above high school. In addition, the access to these respondents was readily available to the researcher in the time span allotted for the study.

With the information gathered from this small sampling, this researcher would like to show role models and positive images on television do motivate children to achieve if they are willing to respond. Likewise, the



lack of role models and negative images can have an adverse impact if the individual so desires to remain unmotivated. In conclusion, this researcher feels the findings from this limited information provided by the questionnaire and sampling of individuals match very closely to similar research studies and discoveries reviewed for this investigation.

## DATA ANALYSIS

### *1. Summary of the Content Analysis of local Television Newscasts.*

The results of the content analysis research were tabulated in the categories of Hispanic and non-Hispanic, with each individual counted in one category or the other, and counts are listed in the following Table 1 table. The percentages indicate although there are a number of Hispanics employed as anchors and reporters by the local networks the percentages fall well below the total Hispanic San Antonio population percentage of 58.7 percent. These findings support the hypothesis the percentage of Hispanics employed by the local television networks is disproportionate to the percentage of the Hispanic population in San Antonio.

As reflected in Table 1 on the following page, the total percentage of San Antonio Hispanic news anchors and reporters employed by the five mainstream television stations equals only 32 percent compared to the total San Antonio Hispanic population of 58.7 percent. The individual station percentages range from a low of 25 percent at KENS-TV to a high of 42.9 percent at KABB-TV, which started in 1987 as an independent station not associated with a network. See Appendix E for a graph of these percentages. The KABB news department was not initiated until early 1994, and it was finally incorporated into Fox network in 1995. Interestingly, this station posted an "Annual EEO Public File Report" on its webpage, which described

the station's vacancy-and-hiring statistics for the month of March 2003 ("Annual EEO Public File").

Another point of interest is the second-highest employer of Hispanics is NEWS9, which is "one of nine local news channels operated by AOL Time Warner's regional cable companies" ("About NEWS9"). The station began on April 4, 2003, running a 24-hour, 7-day-a-week news program. Neither NEWS9 nor KABB are associated with a network and are considered independent stations, which could possibly be a reason why the Hispanic percentages are higher.

Table 1. Percentage of the Total Hispanic News Anchors/Reporters to the Grand Total of non-Hispanic in San Antonio.

| STATION                        | HISPANIC<br>TOTAL | NON-<br>HISPANIC<br>TOTAL | GRAND<br>TOTAL | RATIO OF<br>HISPANIC<br>TO GRAND<br>TOTAL | %-AGE OF<br>HISPANIC<br>TO<br>GRAND<br>TOTAL |
|--------------------------------|-------------------|---------------------------|----------------|---|--|
| KABB /<br>Fox                  | 6                 | 8                         | 14             | 6 of 14                                   | 42.9   |
| NEWS9 /<br>Belo-Time<br>Warner | 7                 | 13                        | 20             | 7 of 20                                   | 35.0   |
| KSAT /<br>ABC                  | 7                 | 15                        | 22             | 7 of 22                                   | 31.8   |
| WOAI<br>/NBC                   | 7                 | 16                        | 23             | 7 of 23                                   | 30.4   |
| KENS /<br>CBS                  | 5                 | 15                        | 20             | 5 of 20                                   | 25.0   |
| TOTAL                          | 32                | 67                        | 99             | 32 of 99                                  | 32.3   |

The disparity in the percentage by television station as compared to the total Hispanic population in San Antonio is displayed in Table 2 (p.38). As previously discussed, KABB with the highest percentage of Hispanic news staff was still 15.8 percent below the population percentage of 58.7. This difference would be eliminated and the percentages equal if two positions of the 14 total, as referenced in Table 1 (p.32), were converted to Hispanic personnel to equal eight Hispanic news staff. Overall, to reduce the disparity between the two percentages of the total population and the total Hispanic anchors/reporters, 26 positions across the five local newscasts would need to be converted to Hispanic anchors and/or reporters. This would bring the total Hispanic count to 58 of 99 total, matching 58.7 percent of the population. This researcher recognizes the figure is unreasonably high and near impossible. However, three of the five stations would each need to convert six of their positions to Hispanic personnel to make the news staff distribution more equitable to the population. This statistic is alarming and reasons why there is such dissimilarity merits additional research and probing into the situation.

Table 2. Disparity between Total Hispanic News Anchors and Reporters to the Population in San Antonio. Appendix F displays the disparity percentages in graph format.

| <b>58.7% HISPANIC POPULATION IN SAN ANTONIO</b> |                           |                            |                                |                           |
|---|---------------------------|----------------------------|--------------------------------|---------------------------|
| <b>STATION</b>                                  | <b>%-AGE<br/>HISPANIC</b> | <b>DISPARITY<br/>%-AGE</b> | <b>CONVERTED<br/>POSITIONS</b> | <b>TOTAL<br/>HISPANIC</b> |
| KABB  | 42.9                      | 15.8                       | 2                              | 8                         |
| NEWS9   | 35.0                      | 23.7                       | 4                              | 11                        |
| KSAT  | 31.8                      | 26.9                       | 6                              | 13                        |
| WOAI  | 30.4                      | 28.3                       | 6                              | 13                        |
| KENS  | 25.0                      | 33.7                       | 6                              | 11                        |
| <b>TOTAL</b>                                    | <b>32.3</b>               | <b>26.4</b>                | <b>26</b>                      | <b>58</b>                 |

The number of Hispanics at each television station is displayed in percentages by job classifications of “anchor” and “reporter” in Table 3 and 4. Individuals were only counted once in each category although several of the individuals appeared in dual roles of anchor and reporter. In these cases, they were only counted in the category of anchor. This rationale was used, because the type of reporting by anchors usually included interviews or special topics of interest that were unusual and not the average, routine items assigned to reporters.

Anchors included only those individuals who opened the newscasts and were usually seated behind a counter in the primary studio setting used for

news, although KABB opens many newscasts with the anchors standing in the studio news setting.

Reporters included coverage of topics, either live in the field or in the news setting, such as news, traffic, weather and sports. Reporters were usually standing in front of the discussion item or live location (example: weather map or live setting), some holding microphones, rather than seated behind a desk.

The resulting percentages were not surprising as the expected outcome was the larger number of Hispanics would fall into the job classification of reporter, which is considered less prestigious and a secondary role in the on-camera positions. See Appendix D for a listing of news personnel and their classification of anchor or reporter.

The percent of Hispanic anchors at the five television stations ranged from 50 percent at NEWS9 to 25 percent at KABB as displayed in Table 3 below. This is a 25 percent difference between the highest and lowest percent, with the individual station percentage point difference varying between 8 and 5.6 percentage points. KABB, which had the highest Hispanic percentage to the total number of anchors and reporters, had the lowest percentage of Hispanics in the prestigious anchor position. NEWS9 anchor percentage of 50 percent in first position compared to being in second position in the comparison to total number of Hispanics, see Table 1 (p.36). The

disparity between the Hispanic population percentage of 58.7 and the percentage of Hispanic anchors ranges from 8.7 to as high as 33.7 percent.

Table 3. Counts and Percentages of Hispanic and Total Anchors.

| STATION | TOTAL<br>HISPANIC<br>ANCHORS | TOTAL NR<br>OF<br>ANCHORS | %-AGE OF<br>HISPANIC<br>TO TOTAL<br>NR OF<br>ANCHORS | DISPARITY<br>%-AGE TO<br>POPULATION<br>%-age |
|---------|------------------------------|---------------------------|--|--|
| NEWS9   | 2                            | 4                         | 50.0   | 8.7  |
| WOAI    | 4                            | 9                         | 44.4   | 14.3   |
| KENS    | 4                            | 10                        | 40.0   | 18.7   |
| KSAT    | 2                            | 6                         | 33.0   | 25.7   |
| KABB    | 1                            | 4                         | 25.0   | 33.7   |

The percent of Hispanic reporters at the five television stations ranged from 50 percent at KABB to 10 percent at KENS as displayed in Table 4 below. This is a 40 percent difference between the highest and lowest percent, with the individual station percentage point difference varying between 18.7 and 11.4 percentage points. KABB, which had the highest Hispanic percentage to the total number of anchors and reporters, had the highest percentage of Hispanics in the secondary role of the reporter position. KENS anchor and reporter percentage of 25 percent to the total in Table 1 (p.36) was the lowest position as well as having the lowest percentage of

reporters at 10 percent. Interestingly though, the anchor and reporter percentage was almost equally matched to the reporter percentage for each station. Individual stations ranked in almost identical order as well. The disparity between the Hispanic population percentage of 58.7 and the percentage of Hispanic anchors ranges from 8.7 to as high as 48.7 percent.

Table 4. Counts and Percentages of Hispanic and Total Reporters.

| STATION | TOTAL<br>HISPANIC<br>REPORTERS | TOTAL NR OF<br>REPORTERS | %-AGE OF<br>HISPANIC TO<br>TOTAL NR OF<br>REPORTERS | DISPARITY %-<br>AGE TO<br>POPULATION<br>%-AGE |
|---------|--------------------------------|--------------------------|---|---|
| KABB    | 5                              | 10                       | 50.0  | 8.7   |
| KSAT    | 5                              | 16                       | 31.3  | 27.4  |
| NEWS9   | 5                              | 16                       | 31.3  | 27.4  |
| WOAI    | 3                              | 14                       | 21.4  | 37.3  |
| KENS    | 1                              | 10                       | 19.9  | 48.7  |

Additional findings, related to the frequency of Hispanic appearance or time slots scheduled during the week, revealed in most cases, the majority of the Hispanic anchors appear in the daily early-morning or noon news while the Non-Hispanic anchors appear in the early- or late- evening newscasts. An exception to this was KABB, which has no morning newscasts. Some of the



Hispanic anchors appear in a reporting role in the early or late evening newscasts covering special topics, such as the “Juarez, Mexico Killings.” In addition, KSAT and KENS aired regular morning and noon news with two Hispanic co-anchors while KABB (late evening) and KMOL (morning and noon) programmed with one Hispanic and one non-Hispanic co-anchor. The KMOL late evening news was regularly aired with two non-Hispanic co-anchors.

A mix of Hispanic and non-Hispanic were employed in the supporting roles of weather and sports reporting. KSAT with the highest Hispanic percentage had no Hispanic weather or sports reporters, indicating the majority of their Hispanic personnel are in the lowest prestigious position of reporter. KMOL also had no Hispanic weather or sports reporters, and they had the lowest overall percentage to the grand total. KENS, with the second-highest percentage, had two Hispanic weather reporters and no Hispanic sports reporters. KABB had one weather reporter and sport reporter.

The reporting assignments for both categories of Hispanic and non-Hispanic appeared to be equal with individuals appearing in either day or evening slots. This is partly due to the fact a news item is usually recorded and then aired several times during the same day or evening. On occasion, depending on when the news “breaks,” the same news item can appear in the evening news and the morning news the following day. It would be worthwhile to determine in another research study if more “significant” and

challenging news values or newsworthy topics are assigned to non-Hispanics versus Hispanics. “News pegs” are used to judge the value of news topics. See Appendix E for the listing of news pegs.

The weekend news provided more variety of Hispanic and non-Hispanic anchors across all stations, which usually aired with only one anchor. However, due to the fact that weekend tapings included only two days in this research (two programs were pre-empted), it must be noted that weekend newscasts are different than the daily week news. Weekend newscasts usually include less broadcasts and time slots than the daily and are usually early and late evening; none during the morning or day. These weekend and early morning newscasts generally feature more inexperienced and lower status personnel, who can be considered “beginning newscasters.” More tapings of the weekend news would provide enough data to determine trends and patterns.

## ***2. Analysis of the questionnaire results taken by students at a San Antonio private university.***

This researcher used the deductive method to observe and gather raw data to develop information collected from the questionnaire. According to Babbie, the deductive method “begins with general principles (with theory) and then turns to observation as a way of testing the validity of what is expected theoretically” (4). In simpler terms, the theory is the ratio of

Hispanic newscast anchors and reporters is not representative of the San Antonio Hispanic population, and the research attempted to validate, through the observation of the questionnaire data, the principle: Hispanic youth do not have Hispanic role models on local television newscasts. It is the researcher's belief the observations uncovered in the questionnaire responses tested and validated the principle of the lack role models on television for Hispanic youth.

As previously stated, this group of questionnaire respondents, although not representative of the typical public, are predominately young, Hispanic individuals who were motivated enough to enroll in college courses in their desired field of communication arts. These youth would seemingly have a higher awareness of the television production world such as where one would find television newscast anchors and reporters. Thus, the researcher felt this sampling although limited could provide valid information.

The questionnaire sampling of 27 individuals, enrolled in two undergraduate college courses, consisted of the respondent characteristics listed in the following table. As reported earlier, this sample group of 27 respondents consists of a high concentration of Hispanic youth, or 70.4 percent (51 percent female, 19 percent male) of the total sample and 89 percent (59 percent female, 30 percent male) were below the age of 25. Because the researcher is attempting to identify the impact of role models on Hispanic youth in particular, this sampling appears to be appropriate

according to the percentages below due to the large percentage of Hispanic youth under 25. See Appendix G and H for the graphic form of gender and age distributions.

Table 5. Counts and Characteristics of Questionnaire Respondents.

| Sample Size = 27 |        | RACE     |              | AGE   |     |
|------------------|--------|----------|--------------|-------|-----|
| TOTAL COUNT      | GENDER | HISPANIC | NON-HISPANIC | 18-25 | 25+ |
| 18               | Female | 14       | 4            | 16    | 2   |
| 9                | Male   | 5        | 4            | 8     | 1   |
| 27               |        | 19       | 8            | 24    | 3   |
| 100%             |        | 70.4%    | 29.6%        | 89%   | 11% |

In addition, the research study was centered on the impact of Hispanic local newscast reporters and anchors. The questionnaire sampling of 27 individuals who were enrolled in two undergraduate communication arts college courses were interested in the specific field as listed in the following table. Of the 27 respondents in the sample group, 63 percent were interested in the Radio and Television segment of communications, while 37 percent had an interest in other communications fields. Because the researcher is attempting to identify the impact of television news anchors and reporters, this

sampling appears to be appropriate according to the percentages below due to the large percent of radio and television students.

Table 6. Counts and Fields of Interest of Questionnaire Respondents.

| Sample Size = 27 |        | RACE     |                      | COMMUNICATIONS<br>FIELD |       |
|------------------|--------|----------|----------------------|-------------------------|-------|
| TOTAL<br>COUNT   | GENDER | HISPANIC | NON-<br>HISPA<br>NIC | RADIO &<br>TV           | OTHER |
| 18               | Female | 14       | 4                    | 11                      | 7     |
| 9                | Male   | 5        | 4                    | 6                       | 3     |
| 27               |        | 70.4%    | 29.6%                | 63%                     | 37%   |

The respondents were asked to name their favorite television news anchor or reporter. Of the eighteen female respondents, three replied with a Hispanic name, and four left this question blank. Of the nine male respondents, five provided a name, none of which were Hispanic, and four left the question blank. Of the fourteen females who replied, there was an interesting mix of both male and female anchors and reporters, including primetime as well as local names. The three answers with Hispanic names equaled 21.4 percent of the fourteen responses, or 16.7 percent of the total eighteen female. The five males who responded listed four male reporters and

one female, but percentages were not calculated since these numbers are quite small, and the percentage of answers with Hispanic names was zero percent.

Of the total population of 27 respondents, the three answers with Hispanic names equaled only 11.0 percent. This low percentage is important to the researcher, because the percentage is indicative of several issues that require further research. The researcher can only speculate on the possible issues why this predominately Hispanic sampling did not identify Hispanic anchors and reporters who one would think would be visible in the local news market. These issues could stem from any number of reasons, such as Hispanic anchors or reporters:

- ✓ are either not well known or recognized in this field.
- ✓ are not held in high regard to be considered a favorite.
- ✓ are not considered competent.
- ✓ do not have air times when young people watch newscasts.

Another interesting point lending itself to further research is the fact not a single Hispanic reporter in the national media was identified. Several very competent and capable Hispanic reporters regularly appear on national programs. John Quiones in particular was at one time a local personality. The question of why, with such a large Hispanic population in the San Antonio area, do Hispanic youth not identify these prominent Hispanic individuals pleads to be investigated. The answer to this question may evade us until Hispanics understand our role models can be found in many more careers than

athletes, actors or singers. Perhaps it will come at a time Hispanics can believe they will achieve prime time fame.

The second aspect of the questionnaire dealt with a question regarding the individual, event, or occasion inspiring the respondent to go into the communication arts field. The underlying focus was to substantiate whether or not one individual stood out as a role model to the respondent. Several identified an event or occasion, but only four (three Hispanics and one Anglo) individuals identified a person or persons as their inspiration for entry into the communication arts field. This is 14.8 percent of the total population of 27, which seems like an unusually low figure. However, this low percentage of what inspires youth possibly substantiates the theory Hispanics have difficulty in providing role models for their youth.

One response from a Hispanic male perfectly answered the latent question and is quoted: "I remember seeing Chris Marrou when I was little. I wanted to be a reporter since that day" (questionnaire). Of the females, there were several who responded to the underlying question beneath the obvious. These responses are recorded in Table 7 (p.49). Again, the results from this part of the questionnaire could be inconclusive. However, there still exists the possibility these low results could stem from the lack of role models.

Table 7. Select questionnaire responses from female replies about the individual, event, or other occasion of inspiration.

| # | RESPONSE   |
|---|--|
| 1 | "Barbara Walters – I always wanted to be like her or Diane Sawyer."  |
| 2 | "Diane Sawyer and local reporters had a major influence. I have always just wanted to anchor for KSAT and meet people."  |
| 3 | "The individual that inspired me to enter communications arts was my sister." NOTE: Later this individual was identified as a Hispanic role model currently working as a reporter. |

The third aspect of the questionnaire also focused on whether or not the respondents identified with a role model, but rephrased the question so the respondents had to describe the role model or explain why they did not identify with a role model. Of the eighteen females who replied, six or exactly 33 percent, answered they did identify with a role model. Of the nine male respondents, three, or again exactly 33 percent, identified they did have a role model with whom they identified. Although this figure may seem small in the overall picture, in comparison to the 14.8 percent finding (p.48) where the individuals were asked to identify an "individual, event, or other occasion" as inspiration, 33 percent is rather large.

On the positive side, the finding of 33 percent substantiates the theory American youth in general do identify with role models as their



inspiration to achieve. Four responses indicated role models were a significant impact and identified a name in the description of their role model. These responses are listed in Table 8.

Table 8. Select questionnaire responses from female descriptions of their role model.

| # | RESPONSE  |
|---|---|
| 1 | "a hard worker in the area of communications...works for a local television station and works traffic...is Hispanic." |
| 2 | "identify myself very much with someone like Diane Sawyer..."   |
| 3 | "I find Barbara Walters a force to be reckoned with..."   |
| 4 | "Oprah!"  |

To complete the picture, seven females and five males responded they did not identify with a role model. This is a combined percentage of 44.4 percent. The remaining responses equaled: five females and one male who left the answer blank, and one female replied she did not know. The percentages of replies are listed in Table 9 (p.51).

Table 9. Counts and Percentages of Respondents with and without role models.

| TOTAL<br>COUNT  | FEMALES | %-AGE OF<br>TOTAL<br>FEMALE<br>PERCENT | MALES | %-AGE OF<br>TOTAL<br>MALE<br>PERCENT |
|-----------------|---------|--|-------|--------------------------------------|
| YES             | 6       | 33.3                                   | 3     | 33.3                                 |
| NO              | 7       | 38.9                                   | 5     | 55.6                                 |
| BLANK<br>OR N/A | 5       | 27.7                                   | 1     | 11.1                                 |
| DON'T<br>KNOW   | 1       | .1                                     | 0     | 0                                    |
|                 | 18      | 100%                                   | 9     | 100%                                 |

On the flip side, several responses from both male and female participants indicated they did not have role models because they have been unable to find or identify one. These responses are listed in Table 10 (p. 52). In addition, the blank responses could potentially fall into the category of “not identifying with a role model.” This question can allude to a negative response, which some people may be hesitant to answer. Or, if they cannot even identify with a role model, it’s much more difficult to be able to describe the image. Therefore, the deduction can be made or derived from the expectation a blank to this question can be assumed to mean the individual

who leaves this blank does not have a role model. Combining percentages for “No” and “Blank,” we discover 67 percent of the respondents do not identify with a role model. There may be various reasons why a question may be left blank. There may be a perception a “no response” is a negative reflection on the individual, or simply because one does not have a role model.

Table 10. Select questionnaire responses for “Do not identify with a role model”.

| # | RESPONSE  |
|---|---|
| 1 | “I have not met anyone who I truly admire in my field.”   |
| 2 | “I’ve never been able to identify myself w/one individual. There are people I like, but no one I try to emulate.” |
| 3 | “There are not many Hispanic female music journalists.”   |
| 4 | “have not found anyone to identify with...”   |
| 5 | “have yet to get to know someone that can really motivate me...”  |
| 6 | “not too many role models...”   |

On the other hand, the positive question of “do you identify with...” can be more easily and readily answered if the individual has a role model, or has an image of a role model in mind. The total percent for male and female

in this category was 33 percent of the total population. Again, this deduction is purely speculation on the researcher's part. However, human nature is such that people tend to be much more open when they feel a positive self-image.

This questionnaire provides significant findings for the researcher, because the results previously described provided evidence Hispanics do have a problem with providing role models for our youth. The lack of mentors to coach and groom Hispanic youth makes the growth process for these youth more difficult. Many can give up from the difficulties encountered. Many can be much more easily led astray. Few may decide to stay for the long haul.

What we do know is many studies have proven it is much easier for children to develop their self-esteem, their sense of worth, and well-being – if they have positive and continuing adult reinforcement and presence in their lives.

What we do know is studies have proven it is much easier for children to drop out of school, become delinquent, join gangs, have early pregnancies, and become irresponsible American citizens – if they witness only violence, self-destruction, and negative stereotypical images so they understand nothing more and dream even less.

Which of these two scenarios do we want to see in America?

Which of these two scenarios can mentors and role models – everyday professional people make a difference in? Researchers believe it is the first.

## CONCLUSION

Certainly, many issues arise from the effect of the lack of Hispanic representation on television. First, television portrays the Hispanic race inaccurately and negatively. Second, “television is a medium that produces a representation of the social world – images, descriptions, explanations and frame for understanding how the world is and why it works as it is claimed” (Olivarez 431). Television composes images for the public and establishes boundaries so true image representation becomes extremely important. Olivarez claims, on political, social and commercial levels throughout the world, Latino characterization does not represent well as analysis studies indicate (431).

The answers to questions presented by Olivarez earlier and the preceding identified issues become equally important, because Hispanics find it very difficult to aspire to higher levels of education and occupation when Hispanic visibility remains minimal in television roles. When Hispanics only portray characters in menial jobs, the public, obtaining its viewpoint from these television depictions, believes Hispanics cannot accomplish higher levels. The researcher feels the public robs Hispanics of opportunities to which they become capable of achieving, but never gain the chance to obtain.

In addition, fewer Hispanics envision their own capability of accomplishing these feats when continuously portrayed in jobs of menial capacity. The subtle implication that they can only hope to attain unskilled

positions in life easily becomes reality. Finally, Hispanics find it difficult to understand and relate to non-Hispanics, therefore, continue to remain caught in a world from which they cannot advance -- because they will never hope to achieve what they cannot understand or envision.

The youth of America can be the key that turns our world forward in change. More than three-fourths of children interviewed in the 1998 Children Now Poll stated they had a best friend of a different race ("Children Now" 1). Including characters and people of color on America's television screen can have a positive impact and build self-esteem, and can remove negative and adverse effects. "As America's primary cultural storyteller, television creates a common picture of who's important and who's not" ("Prime Time" 4). "As one Latina put it, 'I think the perfect show for me would be a show that had every race. Not a show with only African Americans or only Latino people -- [a show] that will fit everybody'" ("Fall Colors" 7).

Baldamare and Katz declare if "Latinos remain at the bottom rung of the income and education ladders the [Orange, Calif.] county's economic outlook could be dim" ("Faces of Diversity"). This said about a specific area of our country. However, every one of these issues poses a threat to not only the Hispanic culture, but to America -- Land of Opportunity and Equality. Our youth must be groomed and prepared to join society as constructive and productive Americans. This becomes especially important as upheld by

Barajas' observation, "The U.S. Census Bureau says the median age of Latinos is 26. This means more of our earning, spending, and childbearing years are ahead of us" ("Hispanic Heritage"). Every individual, every American, Hispanic and non-Hispanic must be a contributing participant in our society for our country to remain the eminent and powerful structure it is today.

Based on a population of 35.3 million people in the 2000 U.S. census, currently Hispanics are acknowledged as the fastest growing minority in America, moving to be the largest minority in the U.S. in less than 10 years and reaching an estimated population in excess of 50 million by 2025. It is widely recognized the Hispanic influence will have far-reaching effects on the entire English-speaking U.S. culture with appreciable impact on foods, music and arts in America ("Hispanic Americans"). Expressing the future position of the Hispanic race, Cheech Marin eloquently stated a fact about the Hispanic future in America:

(Hispanics) are not some colorful side alley... We are one of the main threads of the cultural fabric... The idea isn't to get all the Latinos and put them in the mainstream, because we're already here. The idea is to get everybody to raise their hand simultaneously (so others see) we're here. We're everywhere...and it's okay. ("The Struggle")

## NOTES:

<sup>1</sup> The U.S. Census 2000 Brief on "The Hispanic Population" describes Spanish/Hispanic/Latino origin as:

those who indicated that their origin was Mexican, Puerto Rican, Cuban, Central or South American or some other Hispanic origin. For example, people who indicate that they are of Mexican origin may be either born in Mexico or of Mexican heritage. People of Hispanic origin may be of any race.

The Census also explains "the terms 'Hispanic' and 'Latino' may be used interchangeably to reflect the new terminology in the standards issued by the Office of Management and Budget in 1997." For information, see 2000 Census.

<sup>2</sup> Many surveys have been taken and articles written on the ethnic labels of "Hispanic" and "Latino." Usage of these two terms does not occur south of the U.S. American border, because the U.S. government created the terms in the beginning of the 1970s. Prior to this, the 1960 and 1950 Census determined Hispanic origin indirectly from "persons of Spanish surname," and even then only in five Southwestern states (Arizona, California, Colorado, New Mexico and Texas). The 1940 Census counted Hispanic people who reported "Spanish as their mother tongue," and in 1930 "Mexican was



included as a category within the race question.” For this reason, many Latinos reject the term “Hispanic” as a government-issued, “colonistic” term. Hispanic magazine reported on a 2000 poll taken of a random sample of 1,200 Latino registered voters in which 65 percent preferred the term Hispanic and 30 percent Latino (Granados 40). The results appeared to be regional with 67 percent in Texas preferring Hispanic and 52 percent in California and New York identified with the term Latino. The survey result also showed “those who call themselves Hispanic are more assimilated, conservative and young, while those who choose the term Latino tend to be liberal, older, and sometimes radical.” According to the survey, the opinion of these “radical liberalists” is that Hispanic is generic and disrespectful, created by the “dominant structure” without input from the people. Hispanic magazine, which uses the term interchangeably, gives this explanation of the two terms: “The word ‘Hispanic’ is derived from the word Espana, the country that led the conquest of the New World and whose language and culture has dominated Latin America. The word Latino traces its roots back to ancient Rome and some say it’s more inclusive, encompassing Latin American countries such as Cuba, Puerto Rico, the Dominican Republic, Mexico and others” (Granados 40). Also, see 2000 Census.

<sup>3</sup> For the purposes of this paper, I, the author, choose to use the term Hispanic over Latino, although I recognize the issues surrounding the two terms. My principal reason for this choice is Hispanic applies to both

female and male genders whereas to correctly address female and male with the other term, *Latina* or *Latino* must be used. To refer to a female as *Latino* ignores the Spanish language rule regarding female gender ending in *a*, as in *muchacha* (girl) or *muchacho* (boy). My second reason for this choice lies in my agreement with Rick Dovalina, the national president for the League of United Latin American Citizens (LULAC), and take the position that Hispanics face many more important issues to debate than what label we want to wear.

<sup>4</sup> According to Alvear, "Hispanics have made notable achievements in many fields: In science, Raul Cano at California Polytechnic in San Luis Obispo is a pioneer on ancient DNA research. In the law, several Latinos are seen as potential Supreme Court nominees. They include U.S. Appeals Court Judge Jose A. Cabranes of New Haven, Carlos F. Lucero of Denver, U.S. District Judge Ruben Castillo of Chicago, Richard Paez of Los Angeles and Sonia Sotomayor of New York. Plus former California Supreme Court Justice Cruz Reynoso and Los Angeles lawyer Vilma S. Martinez. In business, Carlos Saladrigas, chairman of the Miami-based employee management firm Vincam Group Inc., has led his company to become the first billion dollar Hispanic business. In literature, there is a boom with writers like Sandra Cisneros, Julia Alvarez, Francisco Goldman, Esmeralda Santiago, Rosario Fere, Oscar Hijuelos and many others. There are top Latino experts on

medicine, the arts, politics, sports, in every field of human endeavor”

(“Latinos” 6-8).

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## **APPENDICES**

- A. Detailed Plan to tape Newscast Programs
- B. Show Schedule of Taped Newscast Programs
- C. Tape Recording Transcribing Template (Not Utilized)
- D. Names of Personnel by Television Station and Position
  - i. KABB-TV
  - ii. KENS-TV
  - iii. KSAT-TV
  - iv. NEWS9-TV
  - v. WOAI-TV
- E. Percentage of Hispanic Anchors/Reporters in San Antonio  
Television Stations to San Antonio Hispanic Population
- F. Difference in San Antonio Hispanic Population percent to Hispanic  
Anchors/Reporters percent in San Antonio Television Stations
- G. Percentage of Hispanic and Non-Hispanic Females and Males in  
Questionnaire Sample
- H. Percentage of Female/Male Ages 18-25 and Female/Male in Ages  
25+ in Questionnaire Sample
- I. Questionnaire

**A. Detailed Plan to tape Newscast Programs**

| <b>STEPS</b> | <b>ACTION</b>  |
|--------------|--|
| 1            | Identify Day/Time Schedule for each station  |
| 2            | Prepare Schedule   |
| 3            | Identify participants to record programs and get consensus to participate                            |
| 4            | Arrange for taping assignments   |
| 5            | Purchase supplies (additional VCR and tapes) and ensure participants have supplies ready for tapings |
| 6            | Input recording schedules on VCR and maintain adequate tape supply                                   |
| 7            | Gather recorded tapes  |
| 8            | Review recorded tapes and develop notes  |

**B. Show Schedule of Taped Newscast Programs**

| <b>Station/Day</b> | <b>Sunday</b>       | <b>Mon-Fri</b>                             | <b>Saturday</b>     |
|--------------------|---------------------|--|---------------------|
| <b>KABB</b>        | 9:00 am             | 10:00 pm                                   | 9:00 pm             |
| <b>KENS</b>        | 10:00 pm            | 6:00 am<br>12:00 pm<br>6:00 pm<br>10:00 pm | 7:00 am<br>10:00 pm |
| <b>NEWS9</b>       | 9:00 am             | 6:00 am<br>12:00 pm<br>6:00 pm<br>10:00 pm | 5:00 pm<br>10:00 pm |
| <b>KSAT</b>        | 5:30 pm<br>10:00 pm | 6:00 am<br>12:00 pm<br>6:00 pm<br>10:00 pm | 5:00 pm<br>10:00 pm |
| <b>WOAI</b>        | 5:00 pm<br>10:00 pm | 5:00 am<br>6:00 pm<br>10:00 pm             | 5:00 pm<br>10:00 pm |

\* Note: AM local news is not scheduled during all week-end days.

**C. Tape Recording Transcribing Template (Not Utilized)**

**RESEARCH STUDY  
TELEVISION PROGRAMMING  
– STATION \***

| DAY | DATE | TIME | PGM<br># | ANCHOR | REPORTER | TOPIC<br>DESCRIPTION | # MIN |
|-----|------|------|----------|--------|----------|----------------------|-------|
|     |      |      |          |        |          |                      |       |
|     |      |      |          |        |          |                      |       |
|     |      |      |          |        |          |                      |       |
|     |      |      |          |        |          |                      |       |
|     |      |      |          |        |          |                      |       |
|     |      |      |          |        |          |                      |       |
|     |      |      |          |        |          |                      |       |

**\* KABB, KENS, KSAT, NEWS9, WOAI**

**D. Names of Personnel by Television Station and Position****LEGEND: A = Anchor****W = Weather****R = Reporter****S = Sports****i. KABB-TV**

| <b>POSITION</b> | <b>HISPANIC</b>  | <b>POSITION</b> | <b>NON-HISPANIC</b> |
|-----------------|------------------|-----------------|---------------------|
| <b>A</b>        | Michael Valdes   | <b>A / R</b>    | Cynthia Lee         |
| <b>W</b>        | Alex Garcia      | <b>S</b>        | Chuck Miketinac     |
| <b>R / A</b>    | Hector Contreras | <b>A / R</b>    | Jenny Hansson       |
| <b>R</b>        | Sylvia Rincon    | <b>A / W/ R</b> | Kimberly Crawford   |
| <b>R</b>        | Karen Martinez   | <b>S / R</b>    | Anthony Pittman     |
| <b>R</b>        | Michael Jimenez  | <b>S / R</b>    | Laura Green         |
|                 |                  | <b>R</b>        | David Cardwell      |
|                 |                  | <b>R</b>        | Joe Vitbayathil     |

**ii. KENS-TV**

| <b>POSITION</b> | <b>HISPANIC</b> | <b>POSITION</b> | <b>NON-HISPANIC</b> |
|-----------------|-----------------|-----------------|---------------------|
| <b>A</b>        | Fred Lozano     | <b>W</b>        | Bill Taylor         |
| <b>CO-A</b>     | Cindy Casiano   | <b>A</b>        | Deborah Knapp       |
| <b>W</b>        | Paul Mireles    | <b>W</b>        | Joe Reinagel        |
| <b>A</b>        | Itza Gutierrez  | <b>A</b>        | Vicki Buffolino     |
| <b>A</b>        | Sarah Lucero    | <b>A</b>        | Colin Jackson       |
|                 |                 | <b>A</b>        | Luke Stuckmeyer     |
|                 |                 | <b>A</b>        | Joe Conger          |
|                 |                 | <b>R</b>        | David Hebert        |
|                 |                 | <b>R</b>        | Angela Kocherga     |
|                 |                 | <b>R</b>        | Brandy Ralston      |
|                 |                 | <b>R</b>        | Brooke Richie       |
|                 |                 | <b>R</b>        | Wendy Rigby         |
|                 |                 | <b>R</b>        | Bridget Smith       |
|                 |                 | <b>R</b>        | Amanda Taylor       |

## iii. KSAT-TV

| POSITION | HISPANIC          | POSITION | NON-HISPANIC     |
|----------|-------------------|----------|------------------|
| R        | Bianca Valenzuela | CO-A     | Mark Austin      |
| R        | Maury Vasquez     | R        | Jenny Davis      |
| R        | Jessle Degollado  | R        | Marilyn Moritz   |
| R        | Gina Galaviz      | A        | Leslie Mouton    |
| CO-A     | Nancy Gonzalez    | R        | Brian Mylar      |
| R        | Bert Lozano       | A / R    | Ursula Pari      |
| A / W    | Rosenda Rios      | A        | Steve Spriester  |
|          |                   | R        | Paul Venema      |
|          |                   | R        | Angela Vierville |
|          |                   | W        | Steve Browne     |
|          |                   | W        | John Honore'     |
|          |                   | W        | Mike Osterhage   |
|          |                   | S        | Greg Matson      |
|          |                   | S        | David Sears      |
|          |                   | S        | Greg Simmons     |

## iv. NEWS9-TV

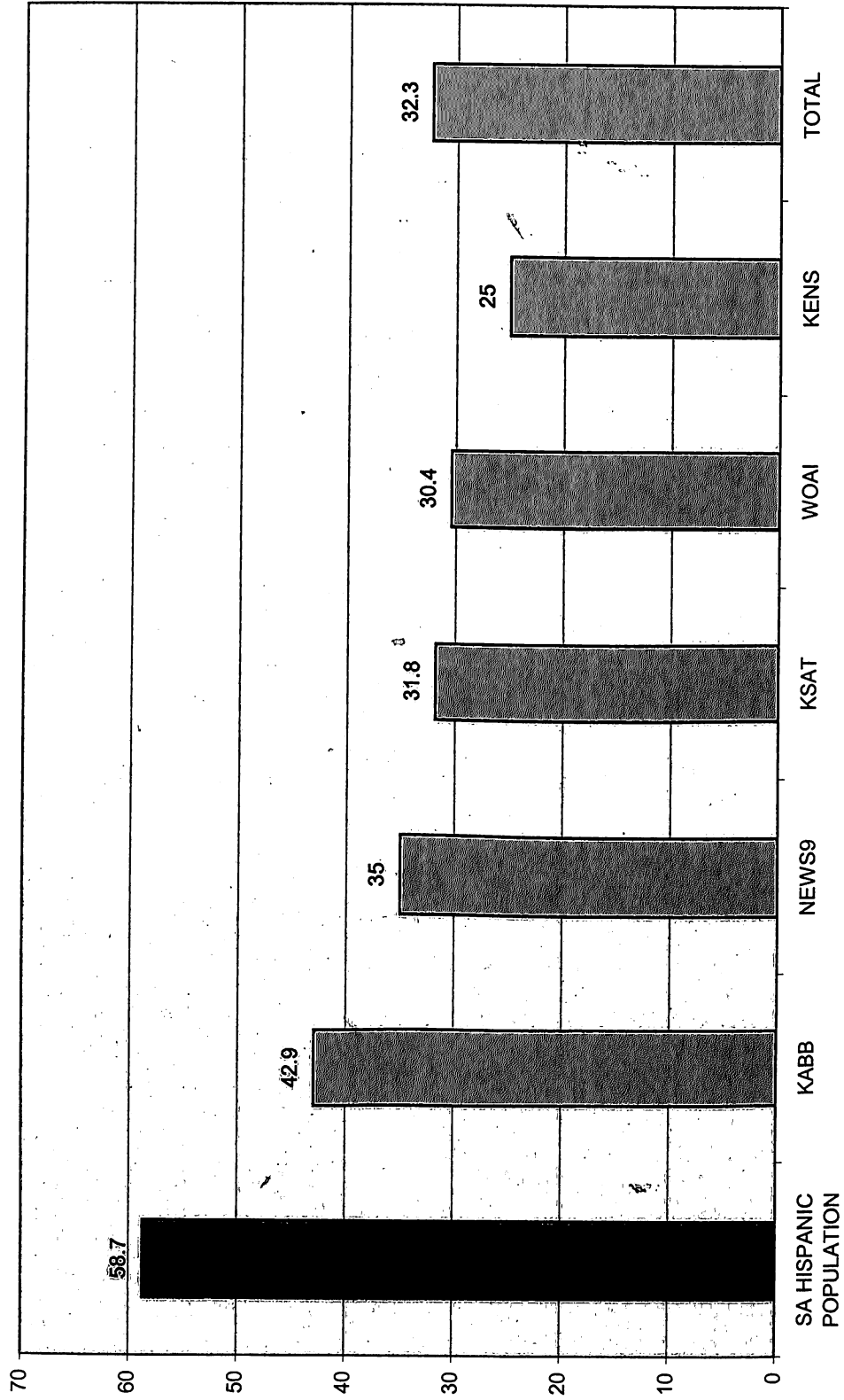
| POSITION | HISPANIC         | POSITION | NON-HISPANIC      |
|----------|------------------|----------|-------------------|
| R        | Jennifer Cavazos | A        | Leslie Komet      |
| R        | Lisa Rantala     | A        | Tisha Powell      |
| R        | James Lozada     | S        | Bryan Mays        |
| W        | Mike Lozano      | S        | Juanita Thompson  |
| W        | Marc Gomez       | S        | Alex Balekian     |
| A        | Alisa Armijo     | W        | George Kanuck     |
| A        | Lisa Pinto       | W        | Brooke Cornell    |
|          |                  | R        | Jennifer Bordelon |
|          |                  | R        | Meranda Carter    |
|          |                  | R        | Jason Cohn        |
|          |                  | R        | Andra Farthing    |
|          |                  | R        | Michele Lockhart  |
|          |                  | R        | Eileen Teves      |



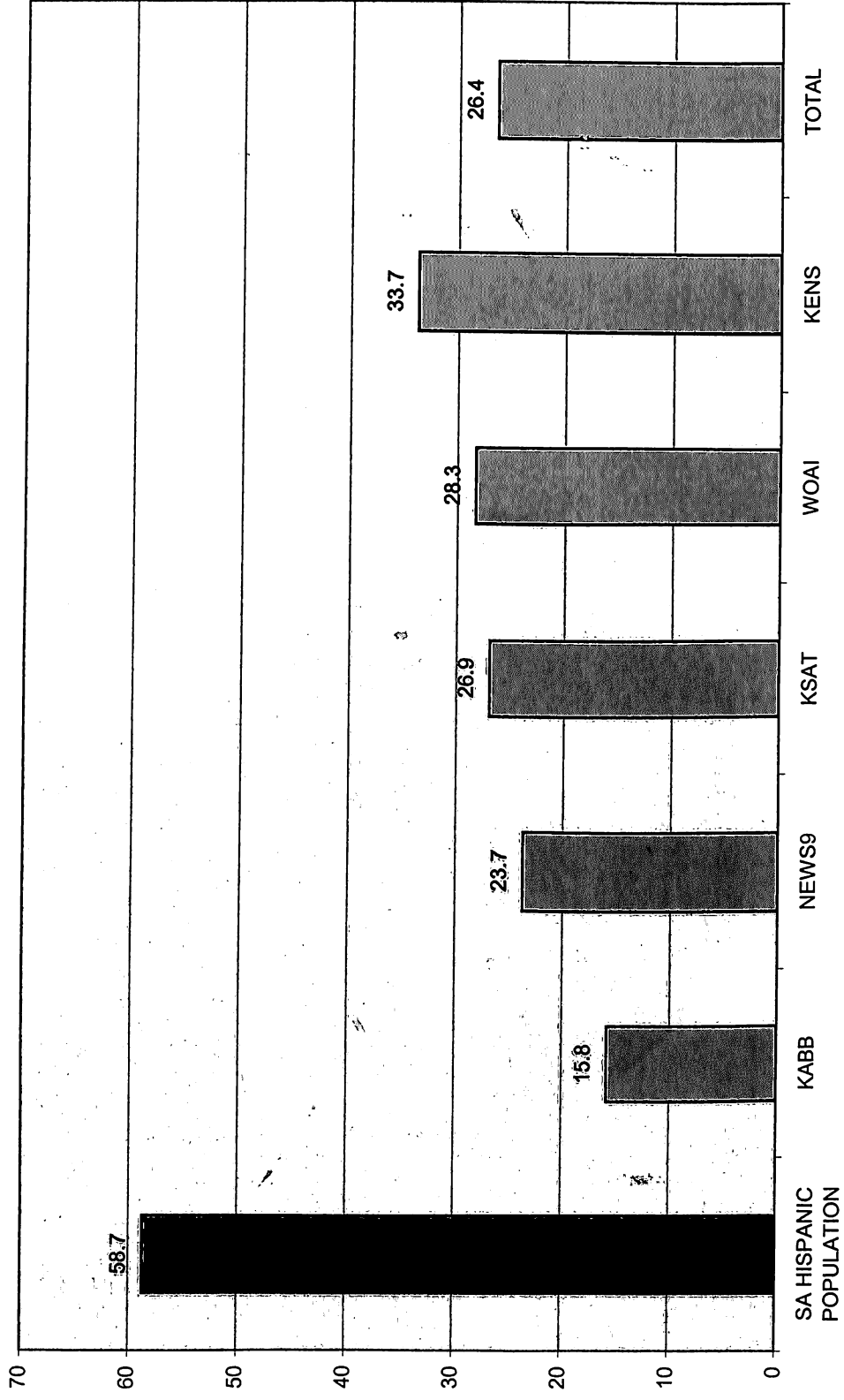
## v. WOAI-TV

| <b>POSITION</b> | <b>HISPANIC</b>  | <b>POSITION</b> | <b>NON-HISPANIC</b> |
|-----------------|------------------|-----------------|---------------------|
| <b>A</b>        | Jacqueline Ortiz | <b>A / R</b>    | David Chancellor    |
| <b>A</b>        | Maclovio Perez   | <b>R</b>        | Joel Eisenbaum      |
| <b>R</b>        | Randy Escamilla  | <b>S</b>        | Don Harris          |
| <b>CO-A</b>     | Roy Galvan       | <b>R</b>        | Shelly Miles        |
| <b>R</b>        | Martha Trevino   | <b>R</b>        | Matari Jones        |
| <b>CO-A</b>     | Jaie Avila       | <b>R</b>        | Brian Collister     |
| <b>S</b>        | Charles Gonzalez | <b>W</b>        | Jennifer Broome     |
|                 |                  | <b>CO-A</b>     | Leslie Bohl Jones   |
|                 |                  | <b>R</b>        | Jeff Coyle          |
|                 |                  | <b>R</b>        | Amy Davis           |
|                 |                  | <b>CO-A</b>     | Tanji Patton        |
|                 |                  | <b>R</b>        | Traci Baldwin       |
|                 |                  | <b>CO-A</b>     | Randy Beamer        |
|                 |                  | <b>W</b>        | Bill Dante          |
|                 |                  | <b>CO-A</b>     | Debora Daniels      |
|                 |                  | <b>WEB</b>      | Bob Gambert         |
|                 |                  | <b>W</b>        | Steve Linscomb      |

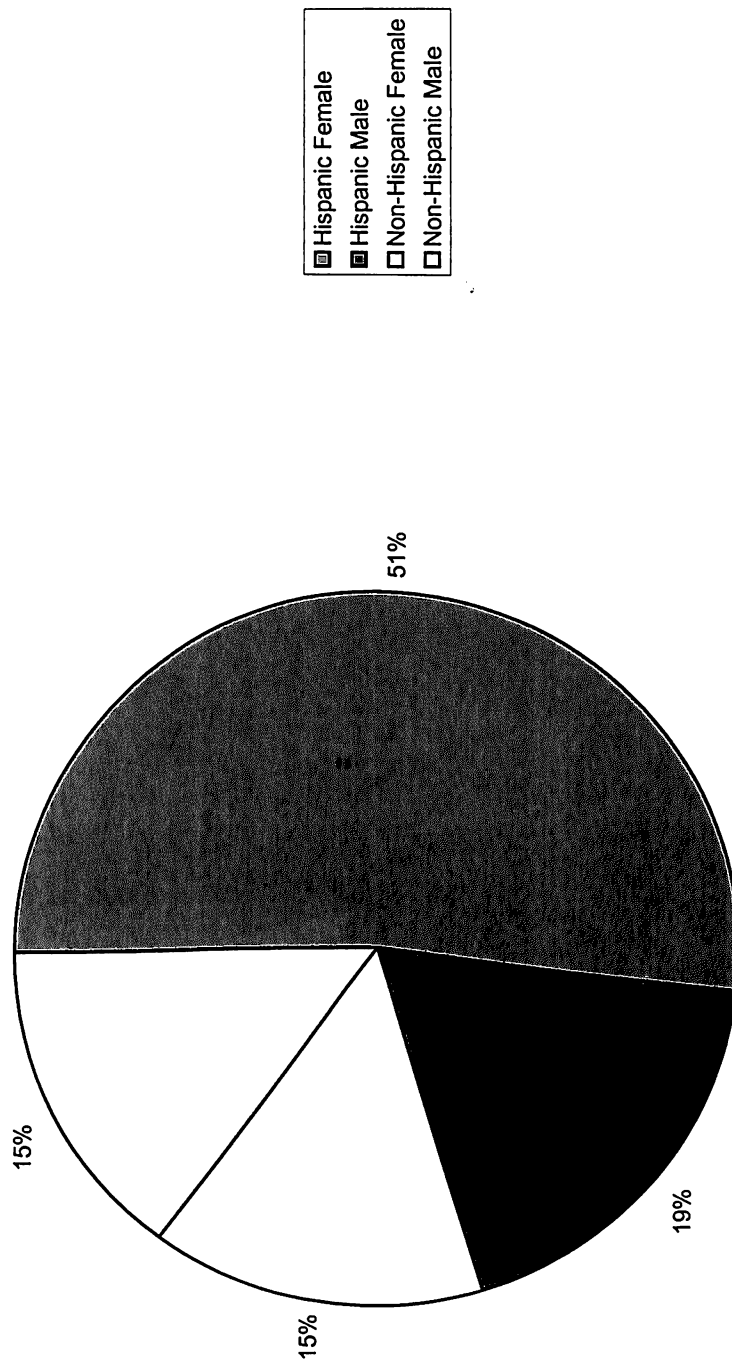
**E. Percentage of Hispanic Anchors/Reporters in San Antonio Television Stations to San Antonio Hispanic Population**



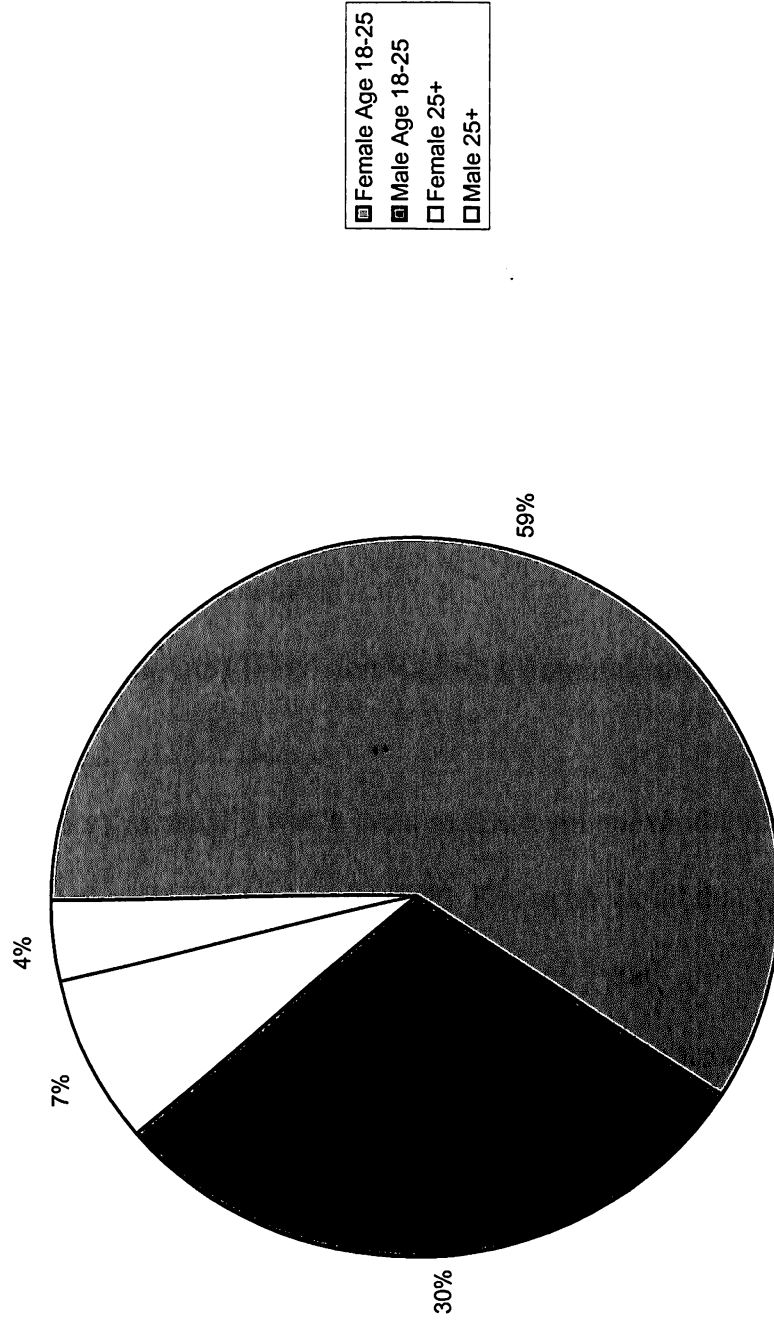
**F. Difference in San Antonio Hispanic Population % to Hispanic Anchor/Reporters % in San Antonio Television Stations**



**G. Percentage of Hispanic and Non-Hispanic Females and Males  
in Questionnaire Sample**



H. Percentage of Female/Male Ages 18-25 and Female/Male Ages 25+  
in Questionnaire Sample



*This survey supports graduate thesis research, and your participation is strictly voluntary.*

### SURVEY QUESTIONS

1. Are you \_\_\_\_ male or \_\_\_\_ female? (Please check appropriate blank.)
2. How old are you? (Please check one)  
\_\_\_\_ 18-20; \_\_\_\_ 21-22; \_\_\_\_ 23-24; \_\_\_\_ 25-26; \_\_\_\_ 27-28; \_\_\_\_ 29-30; \_\_\_\_ 30+
3. What field of study are you in?  
\_\_\_\_ Communication Arts (Television/Radio); Communication Arts (Other);  
\_\_\_\_ Other \_\_\_\_\_
4. Which days do you usually watch local mainstream television newscasts?  
(KABB, KENS, KSAT, WOAI, NEWS9) Please check all that apply.  
\_\_\_\_ Sun; \_\_\_\_ Mon; \_\_\_\_ Tue; \_\_\_\_ Wed; \_\_\_\_ Thu; \_\_\_\_ Fri; \_\_\_\_ Sat
5. What time of day do you usually watch the television newscasts? (Please check all that apply.)  
\_\_\_\_ Morning; \_\_\_\_ Noon; \_\_\_\_ Evening; \_\_\_\_ Late Evening; \_\_\_\_ Other
6. Please name your favorite television news anchor or reporter.  
\_\_\_\_\_

7. What individual, event, or other occasion inspired you to enter the Communications Art field?

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8. Do you identify yourself with a role model who works in your desired profession?

Yes \_\_\_\_\_ If you check this box, please go to question 3.  
No \_\_\_\_\_ If you check this box, please go to question 4.

9. Please provide a short description of your role model, including race and gender.

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10. What is the reason you do not have a role model.

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*Thank you very much for your time and participation.*

## VITA

Rosa Sylvia Cruz was born in Laredo, Texas, on Sept. 7, 1948, the daughter of Angel Alfonso Cruz Sr. and Josefina Chapa Cruz. After completing her work at Luther Burbank Vocational High School, San Antonio, Texas, in 1966, she became a member of the work force for several years before entering San Antonio College in 1971. During the years of 1981 through 1983, she attended Our Lady of the Lake University in San Antonio. She returned to her studies by enrolling at the University of the Incarnate Word in September 1995 and received her Bachelor of Business Administration Summa Cum Laude in December 1997. While earning her degree, she continued employment at USAA in various positions, most recently director of P&C Data and Analytical Solutions, achieving an insurance designation of Associate in Automation Management in December 1985. Upon her graduation in December 1997, Sylvia was chosen as the 1997 USAA Achievement Breakfast Speaker, presenting her speech to more than 1,000 achievers. In January 2002, she entered the graduate program in communication arts at the University of the Incarnate Word.

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This thesis was typed by Rosa Sylvia Cruz.