

Auditing Sunday A1 bylines and images by race or ethnicity, gender and generation

An example of a quantitative audit spanning months

Written by Kaila White on November 26, 2019, updates Jan. 29

Methodology:

To start, I pulled the 10 most recent Sunday A1 pages and analyzed them in two ways. First, by byline – I tracked the race/ethnicity, gender and generation of each writer or photographer named on the page. Second, of images – I tracked the perceived or named race/ethnicity, gender and generation of the people depicted in the images. I chose images because they are arguably the fastest way a reader or bystander gets an impression of our paper, and because it's faster to audit than sources or topics.

For AP, USA TODAY or Getty Images bylines I only analyzed the assumed gender of the byline, since that is how a reader would interpret it.

After the first audit showed a lack of diversity among bylines by race or ethnicity, I pulled 10 more Sunday A1s, total 20 pages from April 21-September 1. At the Diversity Committee leadership's suggestion, I expanded the audit a second time so that it now spans six months.

See my spreadsheet [here](#). Modeled in part after the ["Reality Checks" content analysis kit from the Maynard Institute for Journalism Education](#).

BYLINES ANALYSIS

Analysis of all bylines on six months of Sunday A1 pages April 21-October 20:

Total bylines: 116

- 70 were male, 42 female (62% male, 38% female)

Of the 96 bylines from The Republic:

- 11 boomer, 40 Gen X, 35 millennial, 8 are Gen Z
- 66 white, 28 people of color (70% white, 30% people of color)
 - o 12 Hispanic, 10 Asian, 3 black, 3 Native American, 1 Native Hawaiian

Insights:

Whether looking at just 10 pages or six months' worth, the front page is 70-80% white. According to 2018 Census data, about 55% percent of people in Maricopa County are white alone, not Hispanic or Latino. So, during this period, our front page was whiter than the population we serve.

During these six months period, our front page did not have gender parity (62% male, 38% female).

In six months of pages totaling 96 bylines from Republic employees, only three stories had bylines from black people. That's almost 3% of bylines coming from black people. About 6% of Maricopa County is black alone, so during this time there were not enough bylines from black people.

There were three bylines from Native American people (up from just one in the 20-page period thanks to the hiring of Deb Krol). That's 3% of bylines, which is equivalent to the percent of Maricopa County's population that is Native American.

With 12 out of 96 bylines coming from Hispanic writers, or about 12% of bylines, that is nowhere near the county population, which is a third Hispanic.

Our representation of Asian people in bylines was good during this period, with 10 bylines from Asian staffers out of 96, or about 10%, which surpasses the percent of Maricopa County population that is Asian (5%).

People specifics: Lily Altavena and Yvonne Wingett Sanchez had the most A1 story bylines, with four each. Mark Henle had the highest number of A1 photo bylines, with six.

IMAGE ANALYSIS

Analysis of all images on six months Sunday A1 pages April 21-October 20:

During these six months we depicted 68 people or groups of people in images on Sunday A1s.

- 46 men, 20 women (70% male, 30% female) (lower number because some were mixed groups)
- 31 white, 13 Hispanic, 10 black, 8 Native American, no Asian
- 6 Silent, 8 Boomers, 10 Gen X, 20 Millennial, 11 Gen Z

Insights:

- There are no images containing recognizably Asian people on any Sunday A1 in this period
- Of the 10 black people depicted in images, seven were professional athletes, two were together mourning someone killed by police, and one was a man shot and paralyzed by police
- The only image with identified Middle Eastern people depicts a child injured by a suicide bomber
- There are three images of people with visible disabilities: One of an unnamed person with an unknown disability turned away from the camera, one of a person with cerebral palsy walking during his graduation, and one of a man who was shot and paralyzed by police being worked on.
- For depiction of Native Americans, this period included Shondiin's wonderful package on the Hopi wedding and her story on the Navajo Generating Station.
 - o All 8 images portraying Native American people, which ran on five different days, were taken by Mark Henle.
- 13 of the 62 individuals shown in these images are either recognizably Hispanic or named as such. That is 20%, which is less than the one third of people in Maricopa County who are Hispanic. They are shown as such:
 - o Two are refugees
 - o Two are protesting and being arrested or blocked by police
 - o One is a mom standing by her disabled son, one is a woman performing physical therapy on her black fiancé shot and disabled by police
 - o Two are working in a lab
 - o One is a military portrait
 - o One is a female chef

- One is a pro athlete
- One is a Walmart employee shown upset after a mass shooting

UPDATE ON JAN 29

Republic Reporters

56 total reporters as of today.

- 30 women (54 percent) and 26 men (46 percent)
- 30 percent minority

Newsroom overall

- 51 percent men, 49 percent women
- 32 percent minority

What's in the audit of bylines:

Total bylines: 116

- 62% male, 38% female

Of the 96 bylines from The Republic:

- 70% white, 30% people of color

What's in the audit of people depicted in images:

During these six months we depicted 68 people or groups of people in images on Sunday A1s.

- 70% male, 30% female
- 50% white, 50% people of color

Our community's demographics:

According to the [Maricopa Association of Governments](#), both metro Phoenix and the state of Arizona are 55% white, 45% people of color

According to [Census Reporter](#), the metro area is 50% male, 50% female.

INSIGHTS:

Bylines: The reporter and photographer bylines on the Sunday A1 during this six-month period accurately reflect the race and ethnicity makeup of the newsroom. But at 30% people of color they do not reflect the community we serve, which is 45% people of color. At 38% of bylines from women, that does not reflect the gender makeup of the newsroom or of our community.

Images: There is a higher percentage of people of color depicted in images on the front page than there are in our newsroom or community (the lack of any recognizably Asian person was bolstered by an overrepresentation of Native Americans). However, at 70% male, the images do not reflect the gender makeup of our newsroom or our community.