

Source Audit for KTOO Public Media

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PROJECT DESCRIPTION

The report contained herein was performed between August and September, 2019. This audit was commissioned by KTOO Public Media with the intent of learning more about the diversity of sources used by KTOO staff members during a six-month period, from Jan. 1, 2019, through June 30, 2019.

OBJECTIVES & APPROACH

The primary objective of this audit was to collect information regarding the ethnicity, age and gender of sources appearing in original KTOO news reports and programs by KTOO staff members, to include members of the Alaska Energy Desk assigned to KTOO. News stories and programs also were categorized according to whether the subject matter discussed race or racial issues.

Secondary objectives included categorizing programs according to format, categorizing articles by subject matter, and categorizing sources by their expertise as it related to subject matter.

Information was collected on sources using a variety of methods, to include: electronic surveys, phone surveys, public records, information contained in KTOO articles and other media, credible third-party websites, online biographies, and direct knowledge about individual sources by KTOO reporters and Rain Coast Data.

Ethnicity was measured using the same demographical breakouts employed for the 2013-2017 American Community Survey 5-Year Estimates, in order to accurately compare and contrast audit results to current demographic information. Respondents were able to list up to three ethnicities during the survey. Questions involving gender contained three options: Male, Female and Non-binary. Sources were placed in age groupings based on generation.

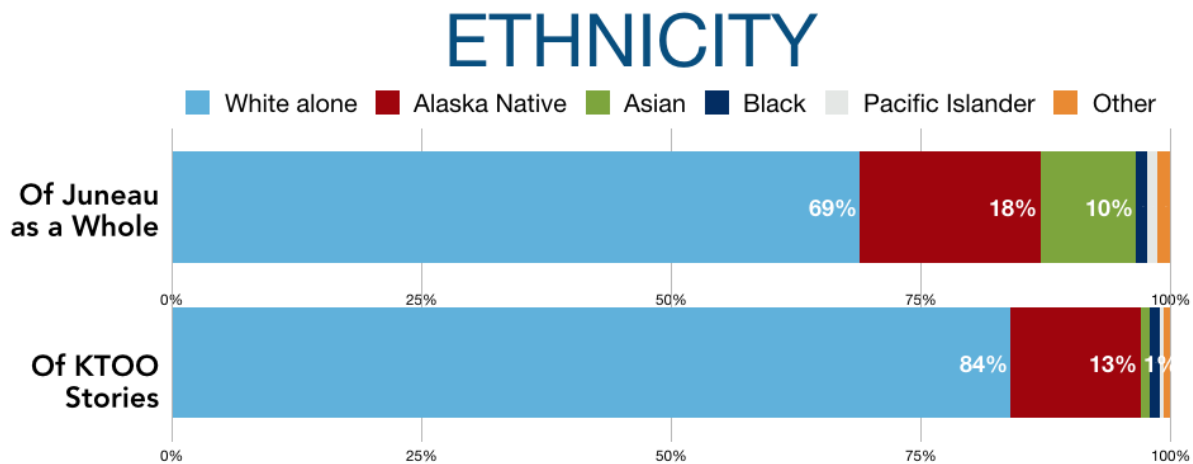
Information in this report is provided as a total amount and according to programming.

In this report, 1,066 total sources were identified during the six-month period being evaluated. Of those 1,066 sources, approximately 725 (68%) were identified as being unique. In this audit, 546 stories and/or program segments were analyzed. Of the 546 stories/interviews surveyed, 309 (56%) were categorized as "News Stories" (Readers, Wraps, Host Wraps, and Two-Way Interviews). The remaining 237 (43%) fell under the Juneau Afternoon banner.

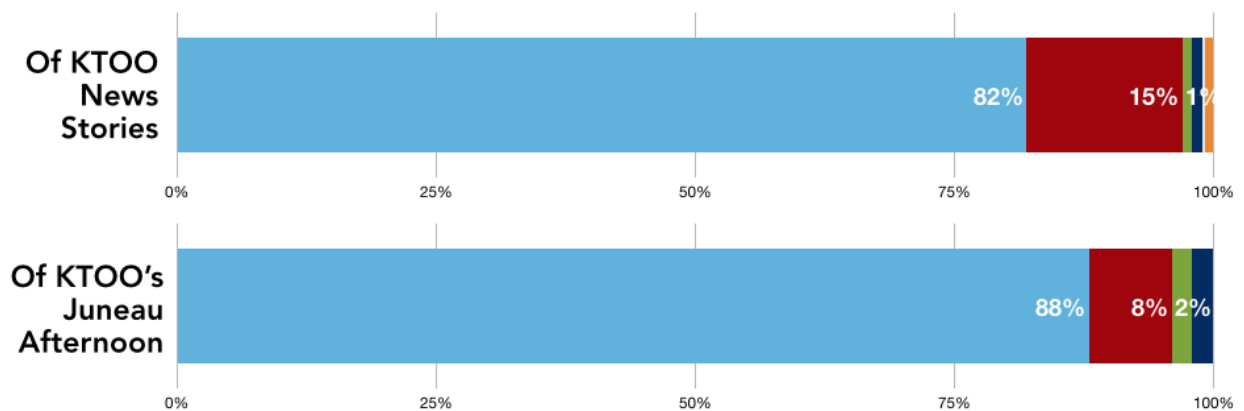
Rain Coast Data was able to obtain complete information for approximately 60% of the 1,066 total sources interviewed, and partial information (gender and/or age) for about 95% of those interviewed.

SUMMARY OF FINDINGS

The key finding of this analysis is that the ethnicity of the community and of KTOO sources do not line up fully. While just 69% of Juneau community members identify as being only white, a much higher percentage, 84%, of KTOO's media sources are white. The two key minority groups in Juneau are under-represented in KTOO's broadcasts. Alaska Natives represent 18% of Juneau community members, but just 13% of those interviewed; and Asians represent 10% of the Juneau community, and just 1% of those interviewed.

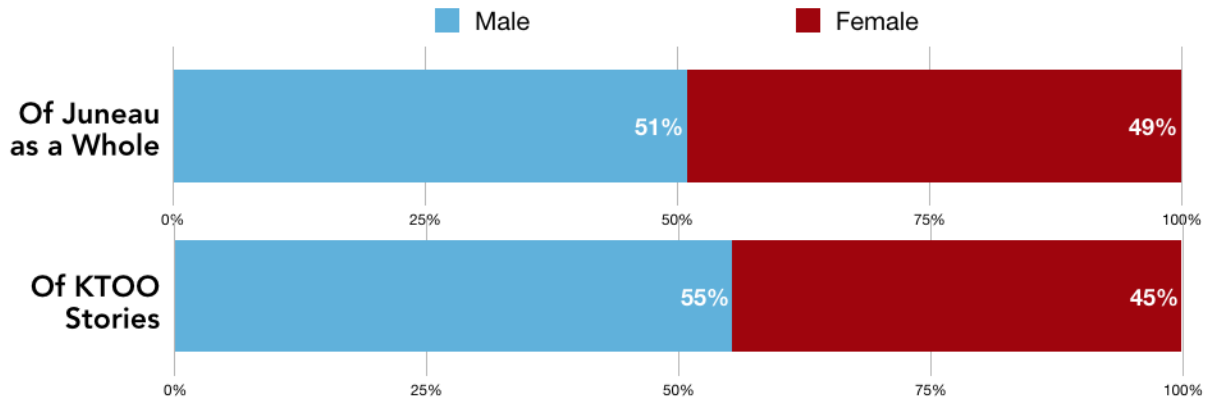


A review of only KTOO News Stories showed a slightly higher representation of Alaska Native sources. However, an analysis of KTOO's "A Juneau Afternoon" shows a much larger ethnic discrepancy.

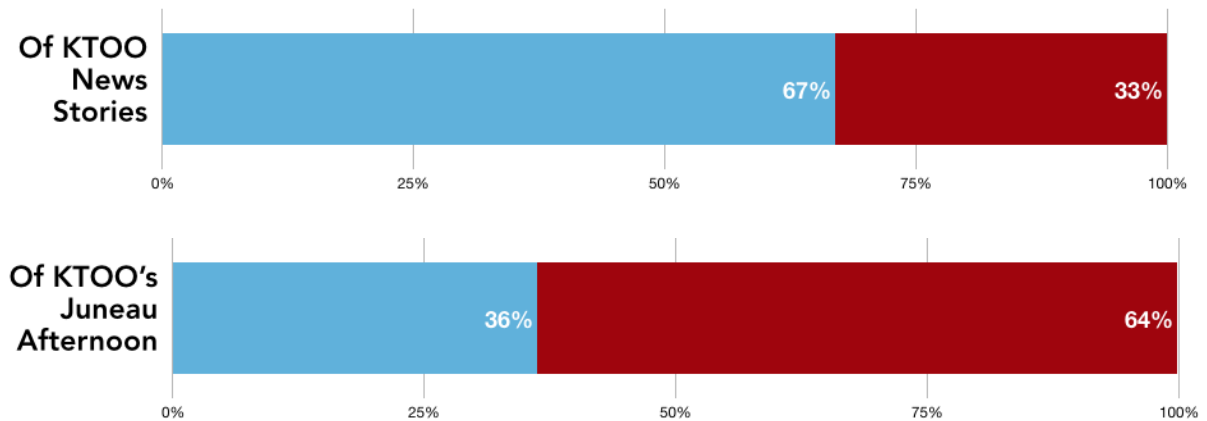


Another key finding is regarding the gender of KTOO's media sources. Overall the gender of those who appear on KTOO's airwaves closely match the gender distribution of the community as a whole.

GENDER



However, the sources used for KTOO's news stories are one-third female, and two-thirds male. Interestingly enough, these gender ratios are flipped when it comes to programming for KTOO's Juneau Afternoon, where approximately two-thirds of the voices heard are female, versus one-third male.



ETHNICITY

The ethnicity category includes: White; Alaska Native / Native American (alone and in combination); Asian (alone and in combination, including Filipino); Hawaiian / Pacific Islander (alone and in combination); Black or African American (alone and in combination); and Other.

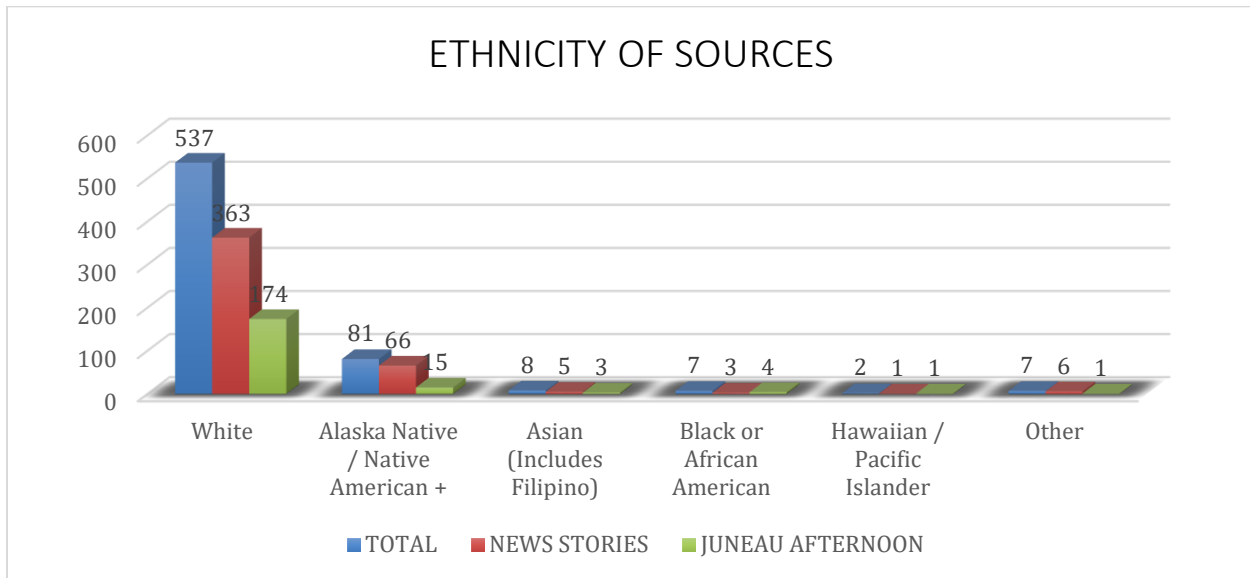


Chart 1A

Individuals identifying as White made up the largest subgroup, with 537 total sources (84%) identifying as White. The largest minority group is Alaska Native / Native American, with 81 total sources (12.6%). All other minority groups were 1% or less among all total sources.

When broken down by program, 363 sources (82%) interviewed for News Stories identify as White, and 174 guests (88%) appearing on Juneau Afternoon. (See chart 1B)

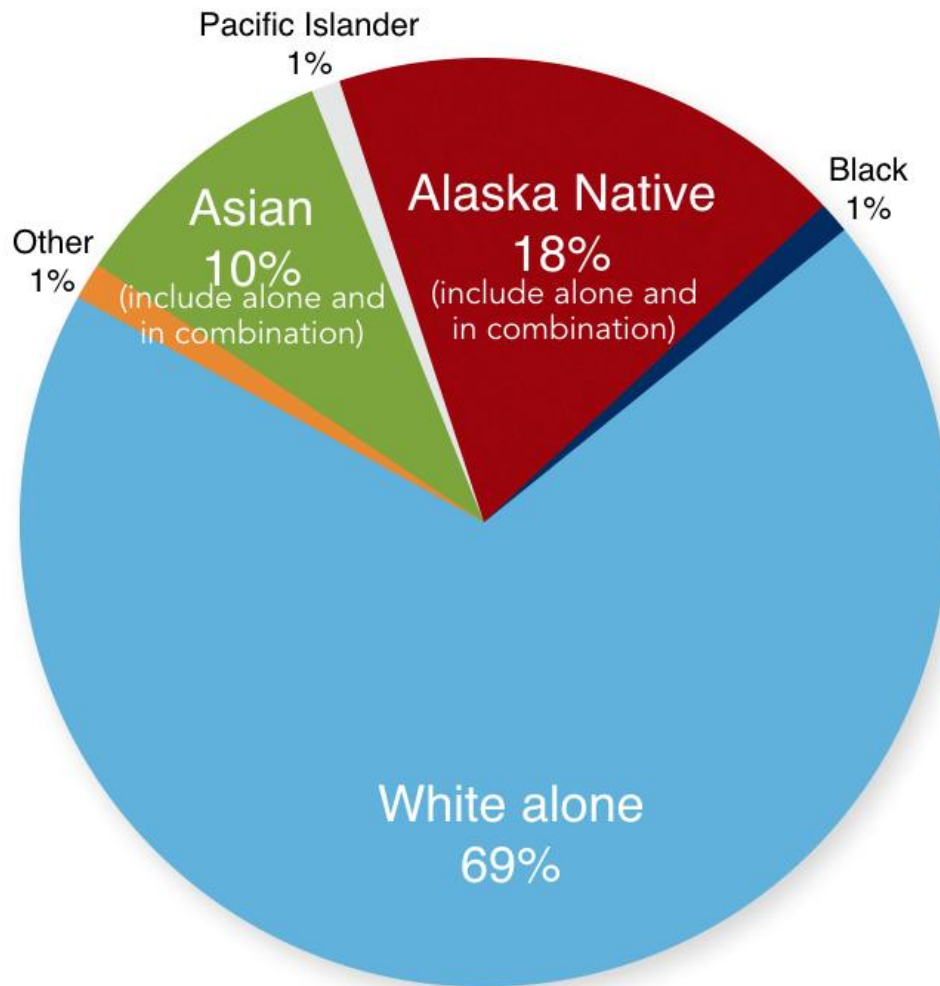
Alaska Native / Native American was the largest minority group, with 66 (14.8%) interviewed for News Stories and 15 (7.5%) appearing on Juneau Afternoon.

The results of this audit show a higher percentage of White sources interviewed by KTOO than the Juneau population, according to the 2013-2017 American Community Survey 5-Year Estimates. According to those estimates, the racial diversity of Juneau is: White 69%; Alaska Native 18%; Asian 10%; Black or African American 1%; and Other 1%.

Surveys included an option for respondents to state if their heritage is Hispanic or Latin American. Because these identifiers are not considered races, but instead cultural identifiers, individuals selecting this option were grouped in the White category. Four (4) individuals interviewed are of Hispanic or Latin American heritage.

Ethnicity of Juneau as a Whole

To understand how well KTOO's sources reflected the make up of the community, we analyzed the distribution of people in the community by race, based on: 2013-2017 American Community Survey 5-Year Estimates. Juneau is 69% white alone (not in combination with any other races); 18% Alaska Native (this includes Alaska Natives that identify as both Alaska Native and White, or another combination); and 10% Asian (again, we included Asians that also identified as White in this category). Most (70%) of Juneau Asians are Filipino.



REPORTING ON RACE

Of the 546 stories/interviews analyzed, 509 (93%) were Not About Race, 15 (2.7%) Addressed Race, and 22 (4%) were Primarily About Race. *(See Chart 2A)*

By program type, 288 (93%) News Stories were Not About Race, 10 (3.2%) Addressed Race, and 12 (3.8%) were Primarily About Race. In comparison, 221 (93%) Juneau Afternoon segments were Not About Race, 5 (2.1%) Addressed Race, and 10 (4.2%) were Primarily About Race.

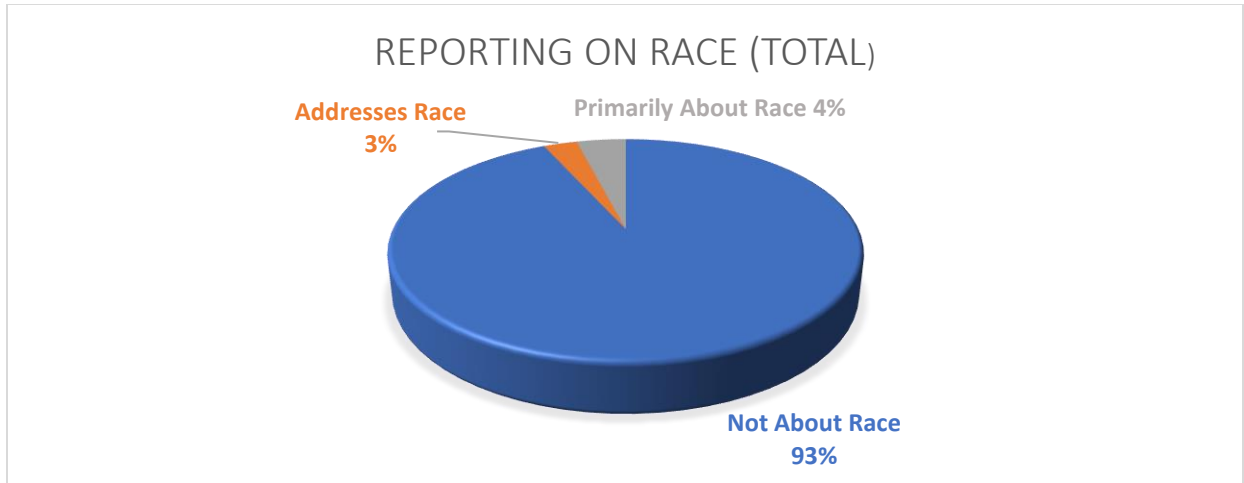


Chart 2A

GENDER

The majority of total sources identify as Male (564, or 55%), followed by Female (455, or 44.5%). Two sources (>1%) identify as Non-binary. By program type, 424 sources in News Stories identify as Male, 209 Female, and 1 Non-binary. For Juneau Afternoon guests, 140 identify as Male, 246 Female, and 1 Non-binary. (See chart 3A)

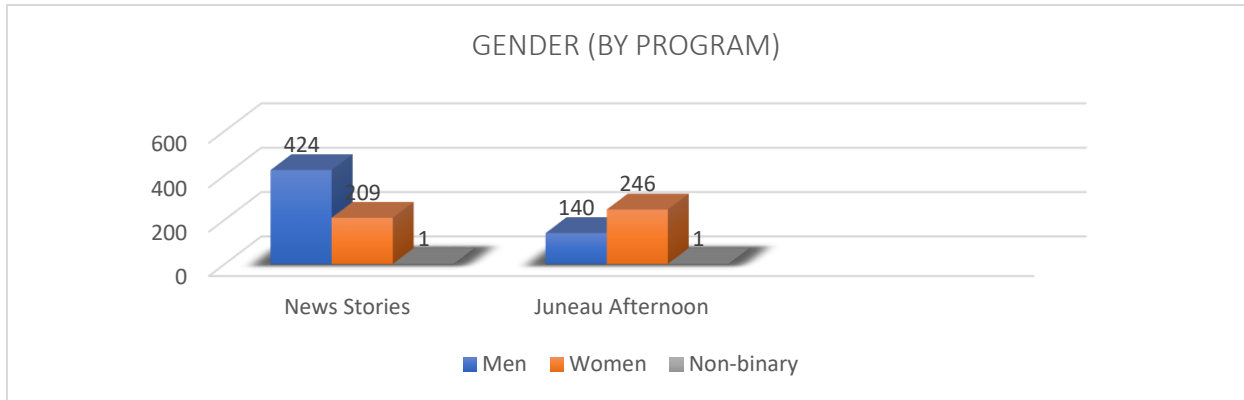


Chart 3A

KTOO's male and female reporters both interviewed more male sources than female sources in comparison to Juneau's population (51% male, 49% female). (See Chart 3B)

KTOO's male reporters used 736 total sources during the six-month period. Of those total sources, 389 (53%) were male, 347 (47%) female, and 1 non-binary.

KTOO's female reporters interviewed 282 sources, of which 174 (62%) were male, 107 (38%) female, and 1 non-binary.

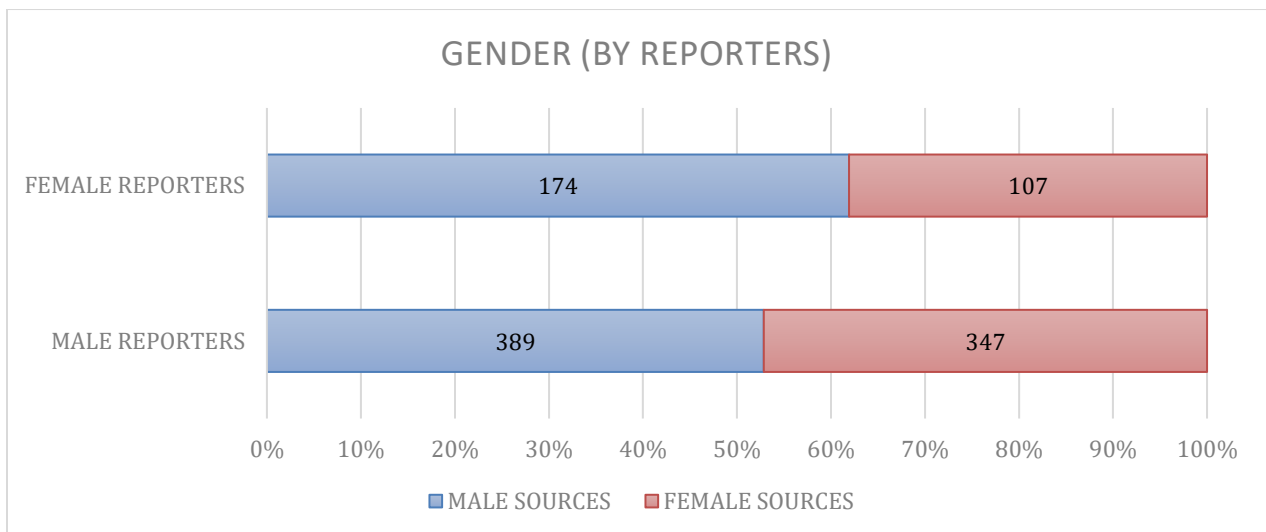


Chart 3B

AGE

The ages of sources were divided into categories based on generation. For this survey, the age ranges used are as follows:

- Silent Generation (1925-1942)
- Baby-Boomer (1943-1964)
- Generation X (1965-1981)
- Generation Y (1982-2002)
- Generation Z (2003-Present)

Baby Boomers make up the single-largest generational age group among total sources (409, or 42.3%), followed by Generation X (342, or 35.4%), Generation Y (149, or 15.4%), Generation Z (53, or 5.5%) and Silent Generation (12, or 1.2%). (See Chart 4A)

Baby Boomers were interviewed for News Stories more frequently than Juneau Afternoon. The dominant age group featured as sources in News Stories were Baby-Boomers (309, or 52.2%), followed by Generation X (197, or 33.3%), Generation Y (54, or 9.1%), Generation Z (23, or 3.9%), and Silent Generation (8, or 1.3%).

For Juneau Afternoon, the largest age group was Generation X (145 sources, or 38.7%), followed by Baby-Boomers (100, or 26.7%), Generation Y (95, or 25.4%), Generation Z (30, or 8%), and Silent Generation (4, or 1%).

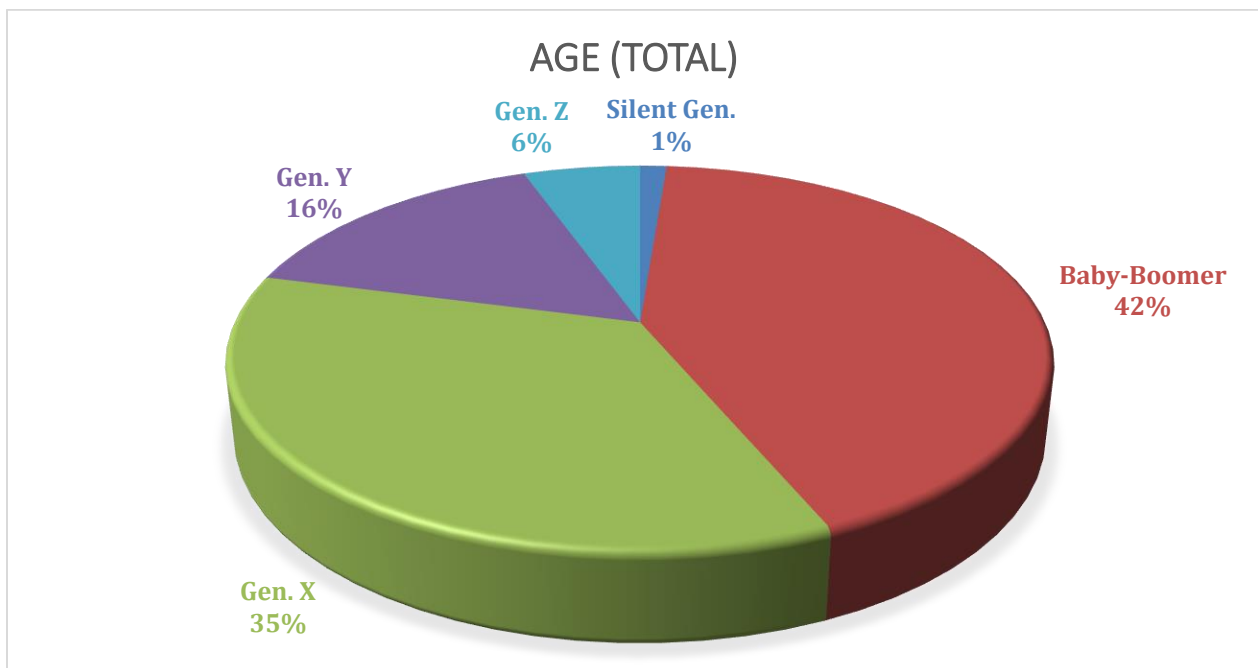


Chart 4

SUBJECT EXPERTISE

The individuals interviewed by KTOO Public Media, regardless of program type, were assigned Subject Expert groupings based on their role in the story/program and the information being provided.

All sources speaking on behalf of a governmental body in their official capacity were coded as “Govt – Spokesperson,” regardless of whether they held an official communications role. This grouping applied to individuals such as municipal employees, state commissioners, and state employees, for example. The exceptions to this are individuals interviewed for their scientific expertise at organizations such as the U.S. Forest Service, National Oceanic Atmospheric Association and National Weather Service. These individuals were placed in the “Scientist” category.

Individuals interviewed as representatives of non-profit groups were placed in one of two categories. Those representing service-based non-profits were placed in the “Non-profit” category, whereas non-profit organizations whose purpose is primarily advocacy, through legislative or legal channels, were placed in the “Activist/Organizer” category.

The largest subject expert groupings among all sources are: Govt – Elected Officials (227, or 21.3%), followed by Govt – Spokesperson (134, or 12.5%), and Activist / Organizer (104, or 9.7%). (See Chart 5A)

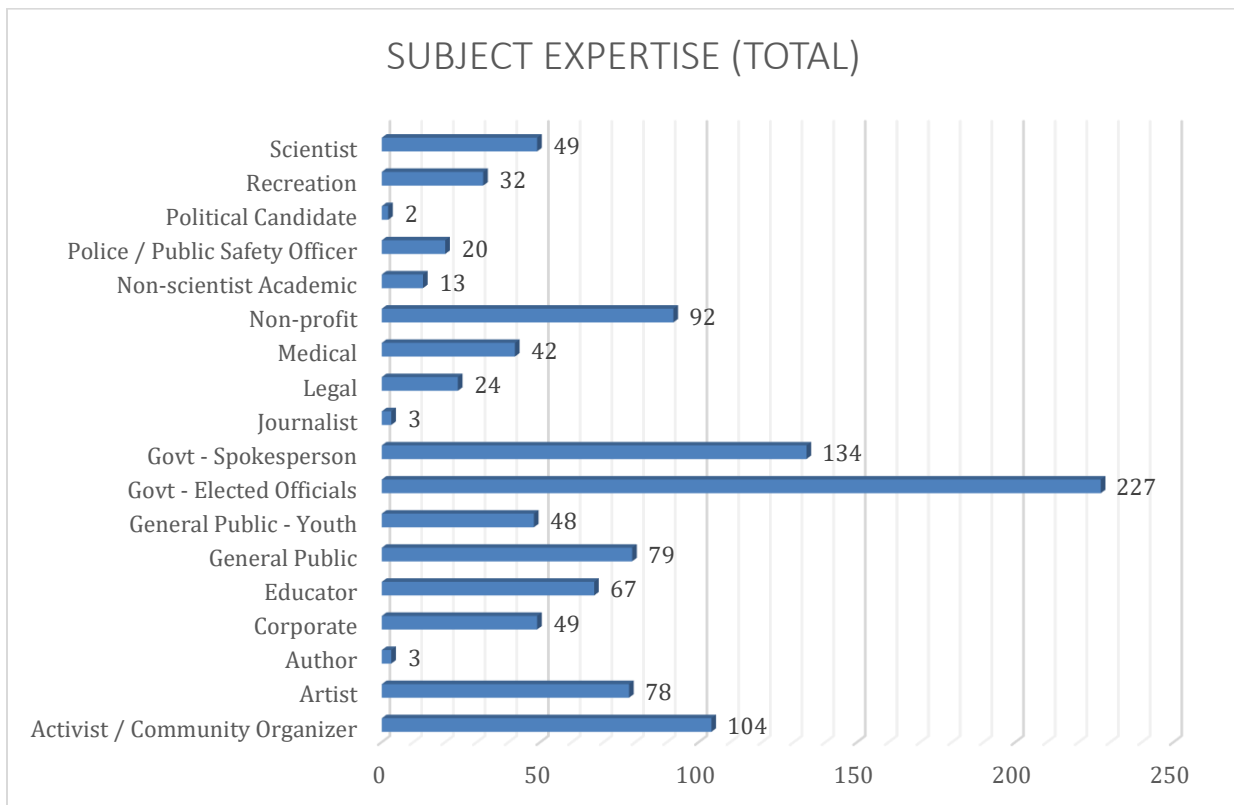


Chart 5A

For News Stories, the largest Subject Expert groupings were: Govt – Elected Officials (223, or 34.9%); Govt – Spokesperson (105, or 16.4%) and General Public (70, or 10.9%). The majority of the General Public grouping consisted of individuals testifying before the Alaska Legislature during the 2019 session or reacting to legislation under consideration. (See Chart 5B)

For Juneau Afternoon, the largest groupings were: Activist / Organizer (76, or 17.8%); Non-profit (76, or 17.8%); and Artist (74, or 17.3%).

The majority of individuals coded as “Activist / Organizer” in News Stories are employed by non-profit organizations seeking to influence public policy or perception via legislation or legal challenges, whereas the same grouping for Juneau Afternoon broadcasts consisted of people organizing community events in a volunteer or board member capacity.

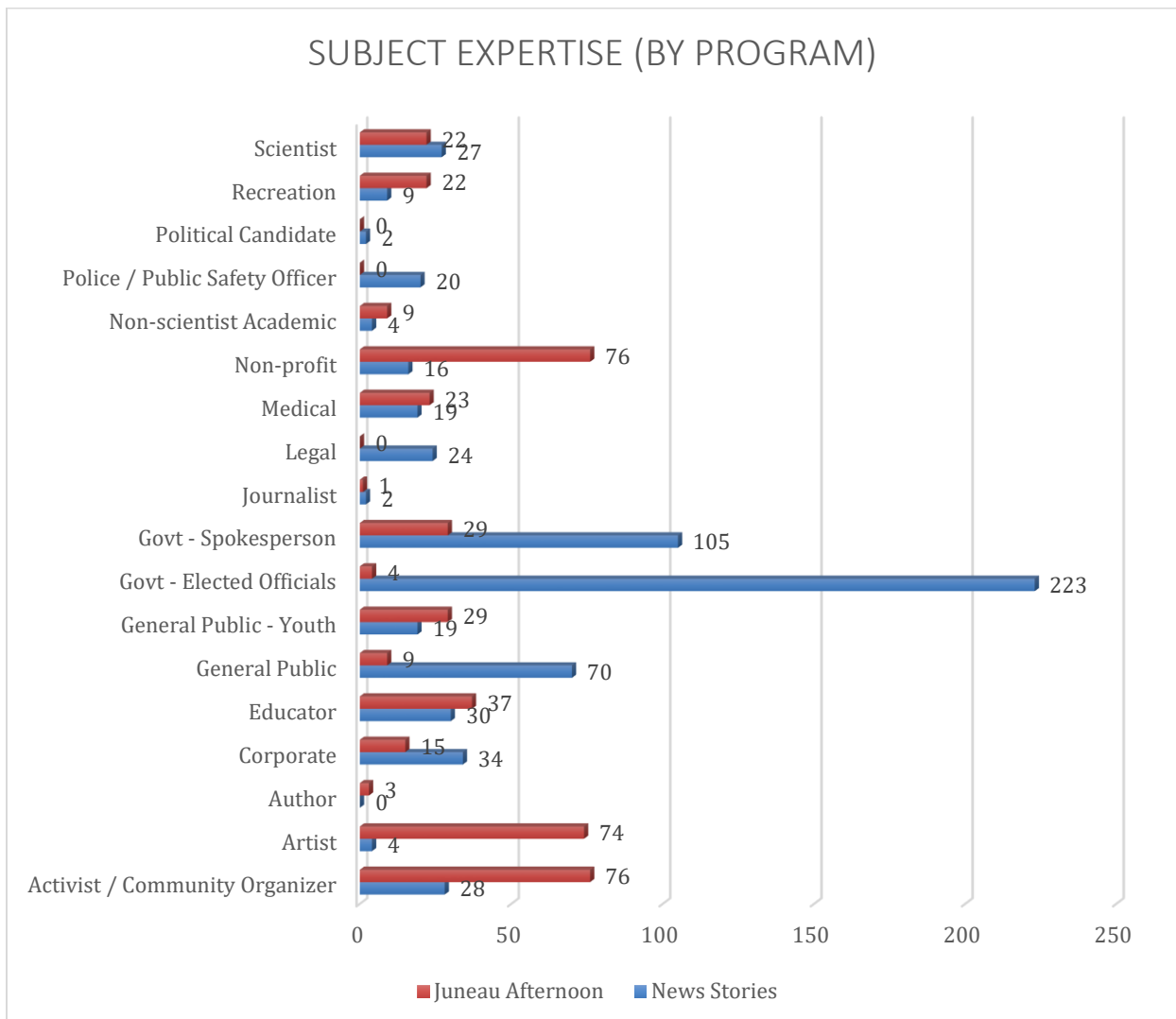


Chart 5B

More than one-third of all sources interviewed were either an elected official at the local, state or national level, or representing a governmental agency in a non-scientific capacity.

Of the elected officials interviewed, 157 (69%) identify as Male, with the remaining 70 (31%) identifying as Female. The ethnicity of sources identified are: White (194, or 87%); Alaska Native / Native American (27, or 12%); and Black (2, or 0.9%). The largest age grouping among elected officials were Baby-Boomers (153, or 67%); Generation X (62, or 27%); and Generation Y (12, or 5%).

Among sources falling into the “Govt – Spokesperson” category, 80 (60%) identified as Male and 53 (40%) as Female. The majority of these sources (64, or 98%) identify as White. The largest age group were Baby-Boomers (51, or 42%); Generation X (50, or 41%); and Generation Y (20, or 16%).

SUBJECT MATTER

News Stories and Juneau Afternoon programs were assigned categories based on subject matter. Stories and interviews were assigned to more than one category when applicable. For example, a Juneau Afternoon interview about an upcoming Fireside Lecture with someone who had studied the Mendenhall Glacier’s receding would be assigned content categories of: Community, Energy & Environment, History, Science & Technology. In contrast, an upcoming fundraiser for a school band would be assigned only the “Community” category. (See Chart 6A)

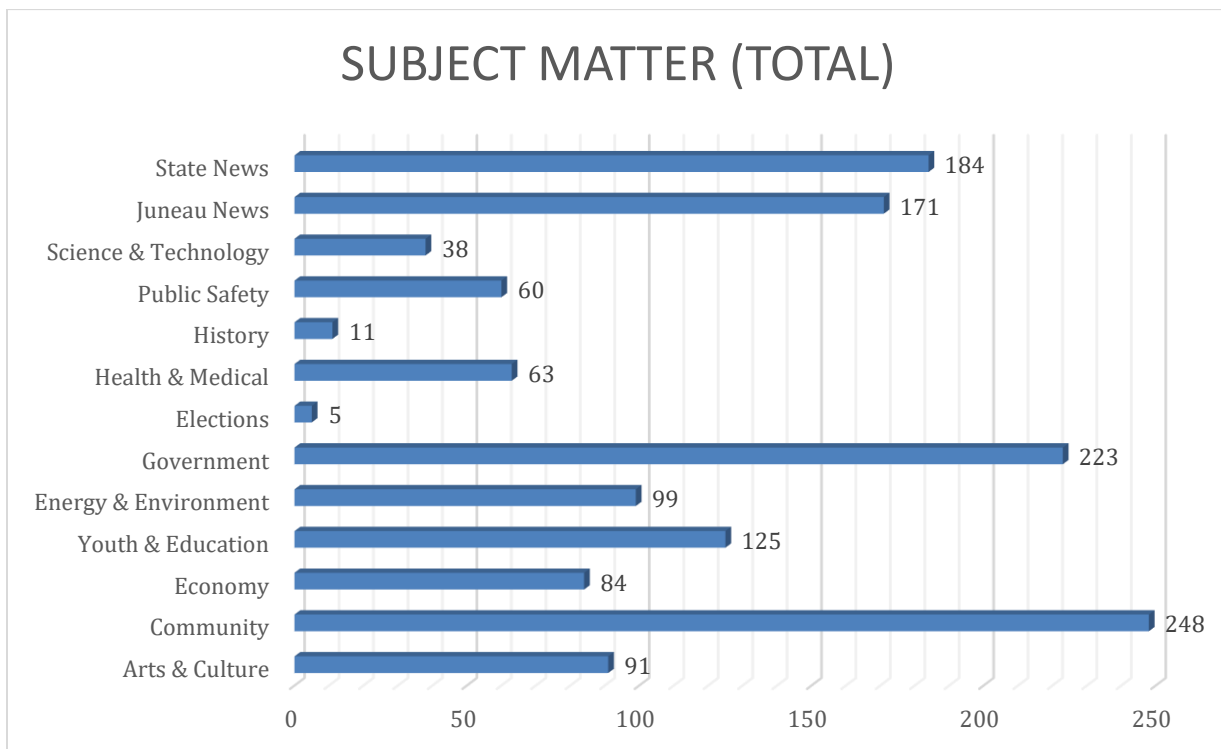


Chart 6A

The “Community” label was primarily used to denote community events and happenings previewed on Juneau Afternoon. In order to be placed in the “Juneau News” or “Statewide News” category, the item needed to meet a stricter criteria of “news” based on timing, significance, proximity, prominence, monetary impact and overall human interest.

Not all Juneau News items were categorized as Statewide News, and vice-versa. A story about a crime reform bill, for example, would appear in the Statewide News and Public Safety categories. Stories containing interviews with members of the Juneau legislative delegation discussing the session would fit both categories, as would stories about moving legislative activities from Juneau. Stories quoting Juneau lawmakers about pending legislation, but which did not directly reference any impact specifically to Juneau or its residents, was labeled as Statewide News.

The largest overall subject categories were: Community (248, or 45%), due in large part to the quantity of guests appearing on Juneau Afternoon to discuss upcoming events. Next was Statewide News (184, or 33%); Juneau News (171, or 31%); and “Youth & Education” (125, or 22.9%). These results were influenced greatly by the 2019 Legislative Session, which began in mid-January and continued through most of June because of a planned special session.

When broken down by program type, the subject matter of News Stories focused on: Government (201 instances, or 65%); Statewide News (179, or 58%); and Juneau News (162, or 52%). For Juneau Afternoon, the most prevalent categories were: Community (227, or 95%); Youth & Education (75, or 31%); and Arts & Culture (73, or 30%). (See Chart 6B)

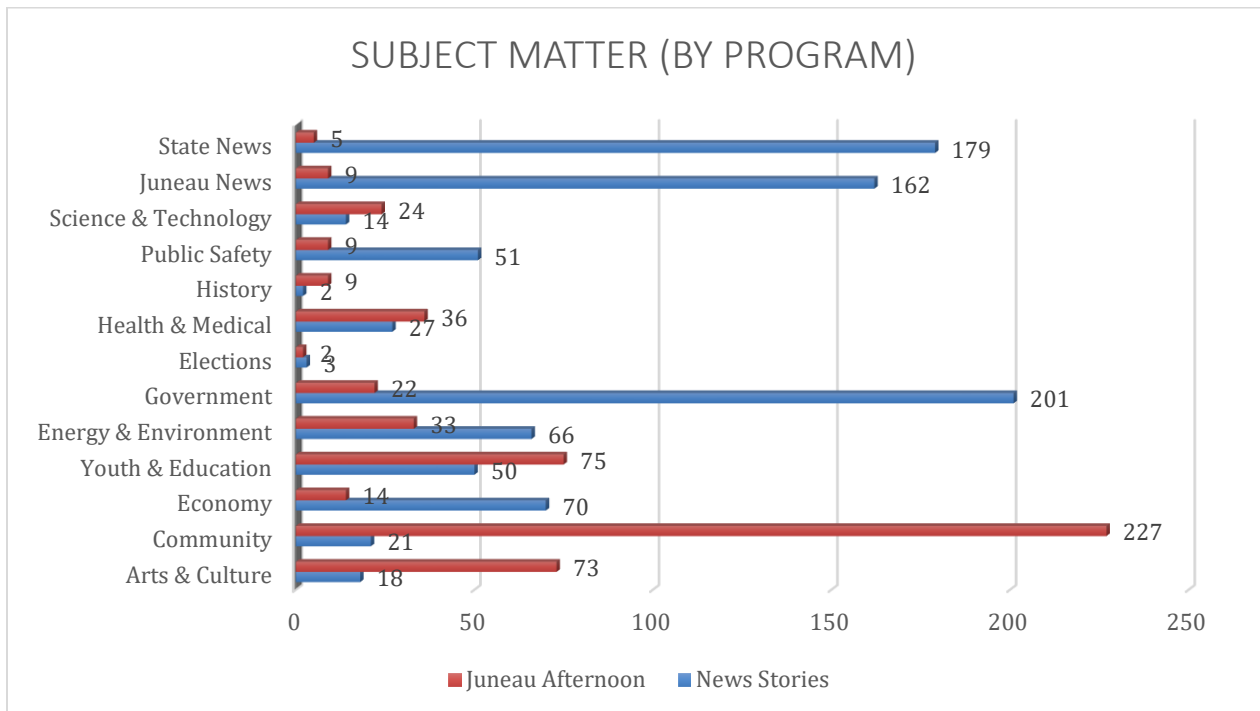


Chart 6B

STATISTICAL BREAKDOWN

SOURCING

1,066 total sources
725 (68%) unique sources

PROGRAM TYPE

Juneau Afternoon 237 (43.4%)
News Stories 309 (56.6%)

ARTICLES ABOUT RACE	TOTAL	JNU AFTERNOON	NEWS STORIES
Not About Race	509 (93%)	221 (93%)	288 (93%)
Addresses race	15 (2.7%)	5 (2.1%)	10 (3.2%)
Primarily about race	22 (4%)	10 (4.2%)	12 (3.8%)

GENDER	TOTAL	JNU AFTERNOON	NEWS STORIES
Male	564 (55%)	140 (36.1%)	424 (66.8%)
Female	455 (44.5%)	246 (63.5%)	209 (32.9%)
Non-binary	2 (>1%)	1 (>1%)	1 (>1%)

ETHNICITY	TOTAL	JNU AFTERNOON	NEWS STORIES
White	537 (84%)	174 (88%)	363 (82%)
Alaska Native/Native American	81 (12.6)	15 (7.5%)	66 (14.8%)
Asian (Includes Filipino)	8 (1.2%)	3 (1.5%)	5 (1.1%)
Black or African American	7 (1.1%)	4 (2%)	3 (>1%)
Hawaiian / Pacific Islander	2 (>1%)	1 (>1%)	1 (>1%)
Other	7 (1.1%)	1 (>1%)	6 (1.3%)

AGE	TOTAL	JNU AFTERNOON	NEWS STORIES
Silent Gen. (1925-1942)	12 (1.2%)	4 (1%)	8 (1.3%)
Baby-Boomer (1943-1964)	409 (42.3%)	100 (26.7%)	309 (52.2%)
Gen. X (1965-1981)	342 (35.4%)	145 (38.7%)	197 (33.3%)
Gen. Y (1982-2002)	149 (15.4%)	95 (25.4%)	54 (9.1%)
Gen. Z (2003-Present)	53 (5.5%)	30 (8%)	23 (3.9%)

SUBJECT EXPERTISE	(TOTAL)	JNU AFTERNOON	NEWS STORY
Activist / Organizer	104 (9.7%)	76 (17.8%)	28 (4.3%)
Artist	78 (7.3%)	74 (17.3%)	4 (>1%)
Author	3 (>1%)	3 (>1%)	0 (0%)
Corporate	49 (4.6%)	15 (3.5%)	34 (5.3%)
Educator	67 (6.3%)	37 (8.6%)	30 (4.7%)
General Public	79 (7.4%)	9 (2.1%)	70 (10.9%)
General Public – Youth	48 (4.5%)	29 (6.8%)	19 (2.9%)
Govt – Elected Officials	227 (21.3%)	4 (>1%)	223 (34.9%)
Govt – Spokesperson	134 (12.5%)	29 (6.8%)	105 (16.4%)
Journalist	3 (>1%)	1 (>1%)	2 (>1%)
Legal	24 (2.2%)	0 (0%)	24 (3.7%)
Medical	42 (3.9%)	23 (5.3%)	19 (2.9%)
Non-profit	92 (8.6%)	76 (17.8%)	16 (2.5%)
Non-scientist Academic	13 (1.2%)	9 (2.1%)	4 (>1%)
Police / Public Safety	20 (1.8%)	0 (0%)	20 (3.1%)
Political Candidate	2 (>1%)	0 (0%)	2 (>1%)
Recreation	32 (3%)	22 (5.1%)	9 (1.4%)
Scientist	49 (4.6%)	22 (5.1%)	27 (4.2%)
TOTAL	1,066	427	639

SUBJECT MATTER	TOTAL	JNU AFTERNOON	NEWS STORIES
Arts & Culture	91 (16.6%)	73 (30.8%)	18 (5.8%)
Community	248 (45.4%)	227 (95.8%)	21 (6.8%)
Economy	84 (15.4%)	14 (5.9%)	70 (22.6%)
Youth & Education	125 (22.9%)	75 (31.6%)	50 (16.2%)
Energy & Environment	99 (18.1%)	33 (13.9%)	66 (21.3%)
Government	223 (40.8%)	22 (9.3%)	201 (65%)
Elections	5 (>1%)	2 (>1%)	3 (>1%)
Health & Medical	63 (11.5%)	36 (15.2%)	27 (8.7%)
History	11 (2%)	9 (3.8%)	2 (>2%)
Public Safety	60 (11%)	9 (3.8%)	51 (16.5%)
Science & Technology	38 (6.9%)	24 (10.1%)	14 (4.5%)
Juneau News	171 (31.3%)	9 (3.8%)	162 (52.4%)
Statewide News	184 (33.7%)	5 (2.1%)	179 (57.9%)