

2015 State of Hispanic Journalist Report



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OF HISPANIC
JOURNALISTS

2015 State of Hispanic Journalist Report

Purpose: To survey Latino journalist perceptions regarding their careers, the economic climate of the industry, their perceptions of how they are treated relative to their non-Hispanic peers, the tools they use, future skill needs, and trends they believe will shape the future.

Methodology:

- 36 item internet based survey.
- Targeted Latino journalists residing in the US.
- Sample of journalists was acquired via the media lists of “Hispanicize” and the National Association of Hispanic Journalists (NAHJ).
- Participants solicited via email with hyperlinks.
- Given 3 weeks to participate and complete the survey in either English or Spanish language.



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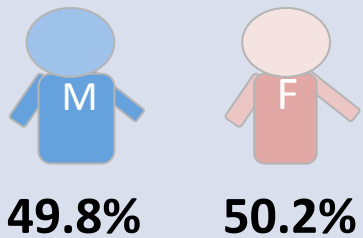
260 Respondents

Latino Journalists In The USA

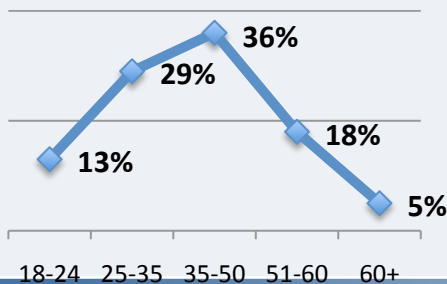
LANGUAGE



GENDER



AGE



60%
Work For A Media Organization

40%
Freelance

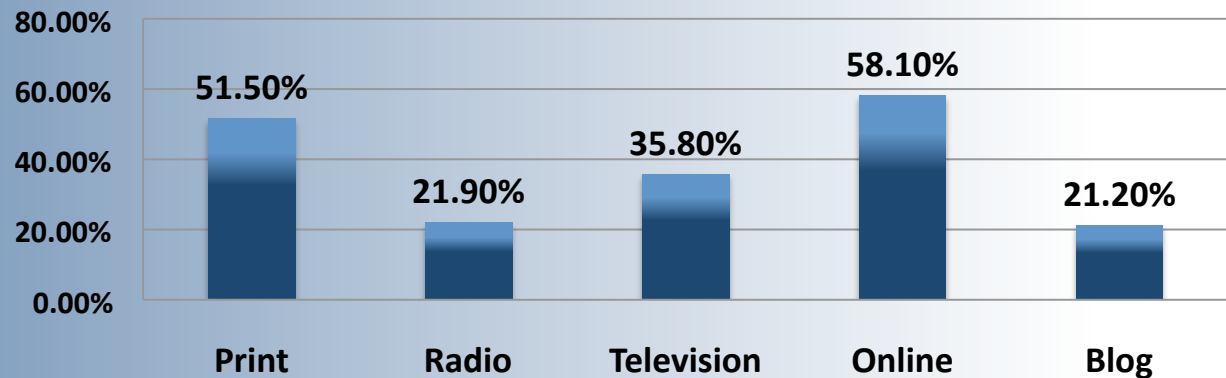
Produce Content In?

ENGLISH	SPANISH	BOTH
51%	30%	18%

Years of Practice

60% 7+YRS

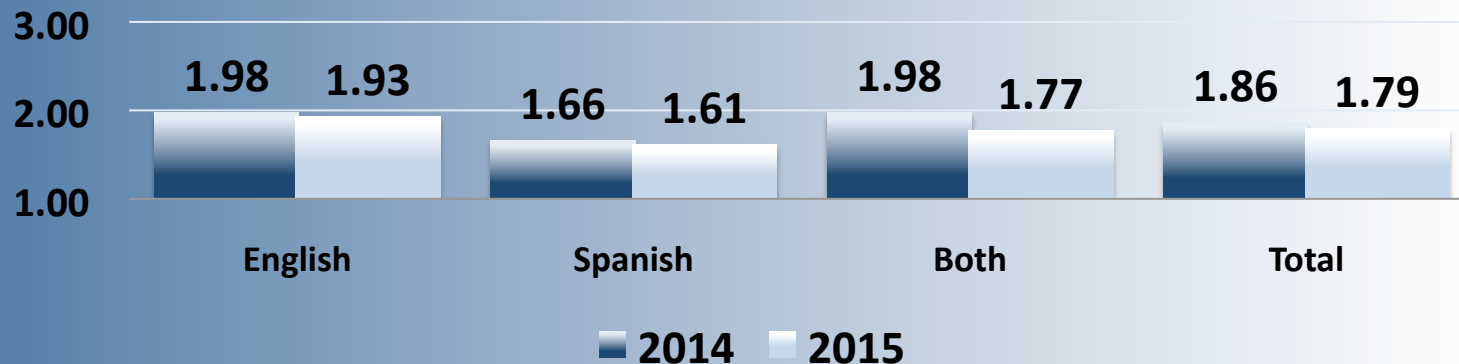
What Type of Journalism Do You Practice?



Differing Perceptions of Climate and Optimism

COMPARATIVE RATINGS FOR THE CLIMATE FOR HISPANIC JOURNALISTS by CONTENT 2014-2015

(1= Low to 3=High)



53.7%

Economic problems impact **EVERYBODY** regardless of ethnicity

41.7%

Economic problems had a **GREATER NEGATIVE** impact on **HISPANIC** journalists

Perceptions About Their Companies

34.0%

Felt more optimistic about their careers than when they started.

53.4%

Believed their news organization was ready to adapt technologically and grow.

41.2%

Believed their news organization was ready to financially sustain itself and grow.

Concerns About Job Security and Success

40.2% say THEY ARE **CONCERNED**
ABOUT THEIR JOB SECURITY

32% REPORTED THEIR
EMPLOYER **DOWNSIZED**
OR FIRED EMPLOYEES

31% are **LESS**
OPTIMISTIC THAN WHEN
THEY STARTED THEIR
CAREER

44% say they are
STRUGGLING or
GREATLY STRUGGLING
FINANCIALLY

35% Believed their news
organization was **NOT READY**
TO FINANCIALLY SUSTAIN
ITSELF and grow.

25% Believed their news
organization **WAS NOT READY**
TO ADAPT TECHNOLOGICALLY
and grow.

TOOLS & TRENDS

IMPORTANT TRADITIONAL TOOLS

73%

Report that press releases are still an important tool.

79%

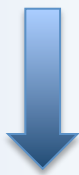
Important to have access to press materials that include multimedia materials.

KEY DIFFERENCES*

Spanish Language & Bilingual Content



English Language



NEW TOOL TRENDS FOR PUBLISHING NEWS

57% (2015)
46% (2014)



31% (2015)
34% (2014)



twitter 

facebook

Use Twitter for Publishing News

Use Facebook for Publishing

NEW TOOL TRENDS FOR GATHERING NEWS

50% (2015)
45% (2014)



26% (2015)
29% (2014)



twitter 

facebook

Use Twitter for Gathering News

Use Facebook for Gathering News

Entrepreneurism & A Digital Future

Entrepreneurism

50%

Reported that if online and social media proved economically viable they would be likely to start their own digital content platform in the next year.

42%

Currently have their own blog or online content business.

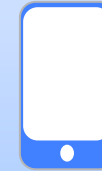


37%/16%

Reported they have a successful or very successful blog from a FOLLOWER/FINANCIAL perspective.

58%

Rise of online and social media are having a **POSITIVE** impact on my career.

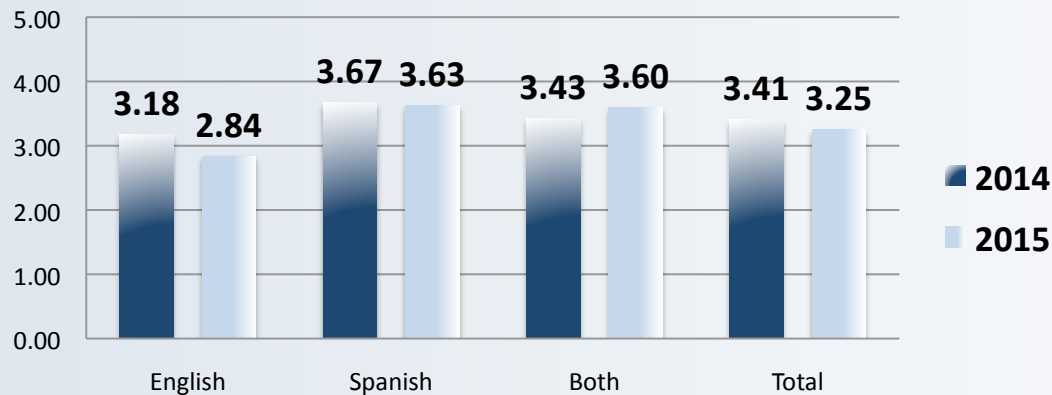


53%

My news organization is ready to adapt technologically and grow despite the challenges presented by online and social media.



If online and social media proved economically viable what is the likelihood you would start your own digital content platform in the next year? (Choose one)



FUTURE TRAINING NEEDS in 2015

The ONE Social Media Platform That I Would Like Additional Training On...

26.6%

BLOGS

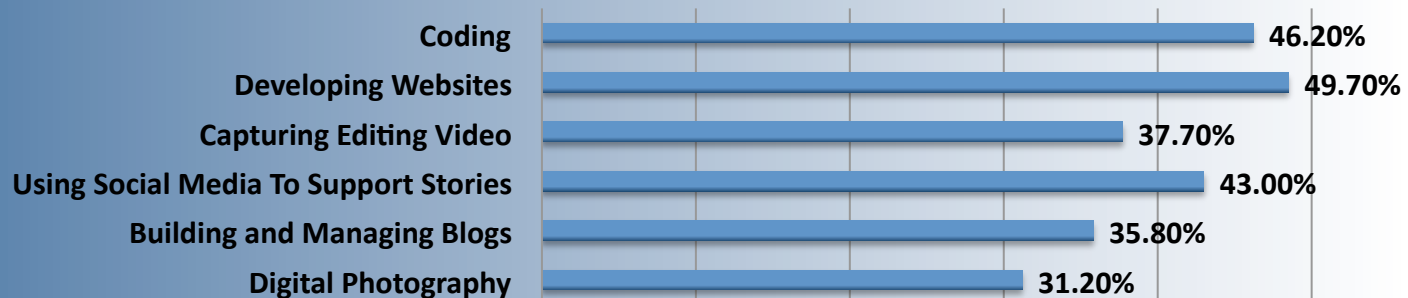
23.2%

LinkedIn

22.2%

Twitter

To Keep Up With The Explosion of Digital and Online Media, I Could Use More Training In (2015)



NEW PERSPECTIVES IN THE 2015 SURVEY

Respondents Were Asked How Questions About How They Were Treated On The Job and as Professionals..

PERCEPTIONS OF COMPARATIVE PROFESSIONAL ENVIRONMENT
FOR HISPANIC JOURNALISTS 2015
(1= Low to 5=High)



What TOP ISSUE Will Impact Latino Journalism in The Next 5 Years?

Technology Shifts In News and Social Media

- Changes in Media Technology & Need for Training
- Expansion of Personal and Social Media
- Impact of Blogs, Bloggers, Citizen Journalists

29%

Immigration Reform and other Policy Issues

- Immigration Reform

11%

18%

Ethnic Related Equity Issues

- Pay Equity
- Diversity or Lack of Diversity
- Lack of Representation

114 Responses
4 MAIN THEMES

30%

Career Related Challenges

- Financial Difficulties For Journalists
- Low Pay & Lack of Opportunities
- Lack of Training

Discussion & Questions

**Email Questions to: Dean Kazoleas
dkazoleas@fullerton.edu or Inez Gonzalez at
igonzaalez@fullerton.edu**