The 2014 State of Hispanic Journalists Report
Hispanic Journalists' Beliefs about Their Careers, Technology and Social Media

Updated: December, 2014
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SECTION 1: GRAPHICAL SUMMARY

To facilitate communication and interpretation this section presents the findings of The 2014 State of Hispanic Journalists Report in a graphical/“infographic” style. It will include subsections on:

- Project Purpose and Methodology
- The Respondents
- Perceptions of Climate and Underlying Factors
- Entrepreneurism and Digital Media
- Tools
- Training Needs
- Trends That Will Affect Latino Journalism in the Next 5 Years.

The Project

Purpose: To survey Latino journalist perceptions regarding their careers, the economic climate of the industry, the tools they use, future skill needs, and trends they believe will shape the future.

Methodology: This project assessed these perceptions through a 31 item internet-based survey that targeted Latino journalists practicing in the United States. The sample of journalists was acquired via the media lists of Hispanicize Wire and the National Association of Hispanic Journalists (NAHJ). Participants were solicited via email and were given the opportunity to complete the survey in either English or Spanish during a three-week period in early 2014.
The 2014 State of Hispanic Journalists Report

The Respondents:

The study’s participants were 294 journalists who self-identified as Hispanic/Latino journalists practicing in the United States and Puerto Rico. As indicated in the graphic below, the journalists who participated in this national survey represent a wide array of media formats, including a large number who practice online journalism.

Perceptions Regarding Climate “Guarded Optimism”

Overall, the respondents’ attitudes and perceptions could best be described as “guardedly optimistic.” As noted in the graphic below, when asked to rate the climate for Hispanic journalists in the US today, and asked about their optimism in terms of their careers, respondents provided mixed messages due in part to downsizing in past years and in part to the opportunities presented by digital media. Notably, there was also a substantive and statistically significant difference in the ratings of climate among respondents: journalists publishing in Spanish-language provided lower ratings than those publishing in both languages or in the English-language.
**Underlying Factors:**

There were several factors underlying the “guarded optimistic” ratings. The first factor was the journalists’ perception regarding the economy’s impact on the journalism industry relative to their employers. The table below presents a snapshot of the participants’ perception regarding their employers’ downsizing in the past year, technology readiness, and financial sustainability.

<table>
<thead>
<tr>
<th>PERCEPTIONS ABOUT JOURNALISTS’ EMPLOYERS</th>
<th>35.2%</th>
<th>59.4%</th>
<th>47.9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reported that in past year employer downsized or fired employees.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Believed their news organization is ready to adapt technologically and grow.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Believed their news organization was ready to financially sustain itself and grow.</td>
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<td></td>
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</tr>
</tbody>
</table>

In terms of differential impacts on Hispanic/Latino journalists, only 39% of respondents believed that the industry’s problems had a greater impact on Latino journalists, and 53% believed that the problems impacted everyone the same regardless of ethnic background.

<table>
<thead>
<tr>
<th>Perceptions on the economy's impact on Latino Journalists</th>
<th>53.4%</th>
<th>39.4%</th>
<th>7.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impacting everyone the same</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Negative impact</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive impact</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Entrepreneurism and Digital Media:**

The second factor was the opportunities that are presented by the explosion of digital and online media. The survey assessed perceptions regarding current use of online platforms such as blogging, the likelihood that respondents would create their own digital platforms in the near future and their perceptions regarding the impact of digital media on their careers. The table below shows that 41% of the survey participants are already blogging and that 54% would likely create their own digital platforms if it were economically viable. Most survey participants (58%) believed that the rise of online/social media is having a positive impact on their careers.

<table>
<thead>
<tr>
<th>ENTREPRENEURISM AND A DIGITAL FUTURE</th>
<th>53.7%</th>
<th>40.9%</th>
<th>58%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likely to start their own digital content platform in the next year if online and social media proved economically viable.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Currently have own blog or online content business.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Believe that the rise of online and social media is having a POSITIVE impact on their career.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The 2014 State of Hispanic Journalists Report

Tools:

A portion of the survey assessed respondents’ use of traditional tools, such as press releases and multimedia materials, as well as newer digital online and social media-based tools to gather information for stories and to publish and disseminate news. The tables below highlight the usage patterns reported by respondents.

<table>
<thead>
<tr>
<th>TRADITIONAL TOOLS</th>
<th>78%</th>
<th>79%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reported that press releases were still an important tool they used to get news story ideas and interviews.</td>
<td></td>
<td>Reported it was important to have access to press materials that include multimedia materials like high-resolution photos and/or videos.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEW TOOL TRENDS FOR PUBLISHING &amp; GATHERING NEWS</th>
<th>46%/45%</th>
<th>34%/29%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reported using Twitter for Publishing/Gathering News</td>
<td>twitter</td>
<td>Reported using Facebook for Publishing/Gathering News</td>
</tr>
</tbody>
</table>

Training Needs:

The 2014 State of Hispanic Journalists Report also assessed the training needs of Latino journalists. Two sets of questions were asked. The first asked the respondents to choose the one social media platform for which they desired more training. Twitter (28.9%) and blogs (26.1%) were the top choices. The second asked them to indicate desired training for specific digital and online media skills. The results in the graph below indicate that, overall, the journalists desire more web-based skills that would allow them to publish in digital media but, more importantly, allow them to create and manage their own digital platforms.

<table>
<thead>
<tr>
<th>Desired Training for Specific Digital and Online Media Skills</th>
<th>49.70%</th>
<th>41.20%</th>
<th>39.50%</th>
<th>36.10%</th>
<th>33%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing Websites</td>
<td></td>
<td></td>
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<tr>
<td>Capturing Editing Video</td>
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<tr>
<td>Building and Managing Blogs</td>
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<tr>
<td>Using Social Media To Support Stories</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Digital Photography</td>
<td></td>
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</tbody>
</table>

0% 10% 20% 30% 40% 50% 60%
Trends Impacting the Future

To ascertain the top issues and trends that participants believed would shape the future of Latino journalism in the United States, a single open-ended question was included at the end of the survey. As the graphic below illustrates, technology was believed to be the biggest factor that will affect Latino journalism in the next five years. Most significantly, technology was the top choice of 48% of respondents who completed the survey in Spanish as opposed to 24% of those who completed it in English.

Conclusions and implications

<table>
<thead>
<tr>
<th>SURVEY CONCLUSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latino journalists are “guardedly optimistic” having been impacted by the economy but see POSITIVE POTENTIAL driven by TECHNOLOGY.</td>
</tr>
</tbody>
</table>
SECTION 2: NATIONAL SURVEY RESULTS

This section presents a complete summary of the survey results and includes statistical results, graphic representations of those findings, analysis, and conclusions and implications. The purpose of this study was to ascertain the perceptions, attitudes, and needs of Latino Journalists in the United States. To assess these factors, California State University, Fullerton (CSUF), Hispanicize Wire, Florida International University (FIU), and the National Association of Hispanic Journalists (NAHJ) collaborated to conduct a national survey of Hispanic/Latino journalists’ perceptions regarding their careers, the economic climate of the industry, the tools they use, future skill needs, and trends they believe will shape the future. The survey effort was led by the Latino Communications Initiative (LCI) at California State University, Fullerton (CSUF) and as such the survey received the approval of CSUF’s institutional review board.

Methodology

The purpose of this survey project was to identify the perceptions, attitudes, and needs of Latino journalists who are practicing in the United States and Puerto Rico. To assess these attitudes and perceptions, this research project utilized a 31-item internet-based survey targeting Hispanic/Latino journalists and focused on journalists’ beliefs about their careers, technology, social media, and trends that may shape the future of Latino journalism in the next five years. An internet-based survey link was emailed to more than 1,600 Latino journalists whose names were contained in the media databases of both Hispanicize Wire and the National Association of Hispanic Journalists (NAHJ). Participants were given the opportunity to complete the survey in either in English or Spanish during a three-week period in February 2014. During that period 349 journalists submitted surveys, with 240 completing the survey in English and 109 completing the survey in Spanish. After an initial series of analyses 294 respondents met the initial survey criteria as self-identifying as Latino journalists residing in the United States and Puerto Rico. Both the English- and Spanish- language survey results were combined and analyzed as a single response/data set. It is important to clarify that no assumptions were made regarding the preferred survey language. For example, it wasn’t assumed that journalists who completed the survey in Spanish publish primarily in Spanish-language media. A survey question specifically asked about the primary publishing language of the journalist. Significant differences identified between the journalists that work for English- and Spanish- language media are highlighted in pertinent instances.
Demographics and Work-Related Information

The graphics below represent the demographic profiles of the respondents. As demonstrated in the sample there was an even split between men and women respondents; 71% respondents were 35 of age or older.

Gender and Age

The majority (72%) of the respondents have seven or more years of experience in journalism. Two-thirds of the respondents (68%) work for a media organization, while nearly one-third (32%) identified as independent journalists.

Years of Experience and Workplace
The 2014 State of Hispanic Journalists Report

Journalistic Media

The respondents represented career versatility; most indicated that they participate in more than one media. More than half publish in print (55%) and online (56%); 35% work in television; 23% have their own blogs and 18% work in radio.

<table>
<thead>
<tr>
<th>Media</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>55%</td>
</tr>
<tr>
<td>Radio</td>
<td>18%</td>
</tr>
<tr>
<td>Television</td>
<td>35%</td>
</tr>
<tr>
<td>Online</td>
<td>56%</td>
</tr>
<tr>
<td>Blog</td>
<td>23%</td>
</tr>
</tbody>
</table>

Geography

Both the West and East Coast had strong representation in the survey; 27% of the participants reside in the Pacific region (Washington state, Oregon, California, Alaska and Hawaii); followed by 23% in the Southeast region (North Carolina, South Carolina, Georgia and Florida); 19% live in the Northeast region (Vermont, Maine, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey and Pennsylvania); and 13% live in the West South Central region (Oklahoma, Arkansas, Texas and Louisiana). Only 18% for the participants lived in the Mountain, Midwest and East South Central regions collectively. The Mountain region (Montana, Idaho, Wyoming, Utah, Arizona, New Mexico, and Colorado) had 4% participation; Midwest (North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin and Illinois) had 5% participation; and East South Central (Kentucky, Tennessee, Alabama, and Mississippi) was represented by less than 1% participants. Puerto Rico had a 3% representation in the survey.
Language Use

Among participants employed by media organizations, 39% stated that their organizations produce news in English only -- 5% of which focuses on the Latino market; 37% publish in Spanish only; and 25% publish in both Spanish and English.

![Media organization's content chart]

Asked about the language that participants use to publish their work, 46% of participants stated that they mainly publish in English; 39% indicated Spanish; 16% stated that they publish in both languages. The survey results point to the enduring and strong relevance of the Spanish language in U.S. Latino journalism.

![In what language do you mainly produce? chart]
The majority of the respondents reported to be proficient (very and highly) in both written (65%) and spoken (77%) Spanish. Eight percent (8%) indicated they could not write in Spanish, while only 3% said they do not speak Spanish. Not surprisingly, the survey results reflect a variation between the ability to write and speak Spanish. The findings point out the reality that not everyone who speaks Spanish can write it.

Economic Perceptions and “Guarded” Optimism

There was an evenly split across those who feel less optimistic about their career today than when they started, more optimistic, and the same reflecting a level of optimism.
The survey asked if the economic challenges that media organizations are facing have a different degree of impact on Latino journalists than the rest of the journalists. The majority of participants (53%) believe that all journalists are impacted the same, regardless of ethnic background; 39% believe that Latino journalists are more negatively impacted; and 7% thought the Latino journalists were more positively impacted.

To better understand the factors that impact perceptions of optimism, respondents were also asked to rate their work environment from three perspectives: economic or “jobs,” resources, and climate. On an item that assessed hiring/firing, 42% of respondents reported downsizing or cutbacks in staff hours at work; 31% have seen no change; 22% have seen a few more hires; and 6% have seen many more hires.
Similarly, more than 75% of respondents agreed that in recent years they have been forced to do more with fewer resources; 15% stated no change; and 10% did not agree with this statement.

The American Society of News Editors’ 2013 Census\(^1\) reported that in the past decade the number of Latinos working in newsrooms declined to 4%. Hence, it is not surprising that participants indicated a high concern for their job security. While 37% of the English survey participants were concerned about their job security, 53% of the Spanish survey participants had the same concern. Both language survey results showed 31% of participants stating that they saw no change in the job climate for Hispanic journalists. The English survey participants were more optimistic (37%) about job opportunities than Spanish survey participants (16%).

\(^1\) [http://asne.org/content.asp?pl=121&sl=284&contentid=284](http://asne.org/content.asp?pl=121&sl=284&contentid=284)
Differential Perceptions of Climate

To better understand the perceived climate for Hispanic journalists, a series of statistical “Cross-tab” and Means analyses were used to examine perceptions of climate to identify the factors behind the ratings. Several statistically significant and substantive differentiating factors emerged, including primary publishing language, and the type of media organization that employed the participant. Journalists primarily publishing in Spanish saw the climate as significantly more negative (statistical significance at the p<.05 level) than those journalists who publish primarily in both languages or in English. Among respondents who primarily publish in English, 53% indicated that the current environment provided more opportunities, while 52% of those who primarily publish in Spanish were concerned about job security. To allow for ease of interpretation a climate index was created by simply converting the “Likert” type survey item to a “100” point index with 1 being low and 100 being high. The graph below highlights the differences in perceptions.
Online and Social Media

This section yielded significant differences between the English and Spanish survey results. Overall, survey participants saw the rise of online and social media as having a positive impact on their careers, the English and Spanish survey results show 59% and 58% respectively. However, 30% of the Spanish survey participants indicated a negative impact on their careers while only 12% of the English survey participants responded in the same manner. There was also a significant difference between the English survey participants that indicated neither a positive or negative impact (29%) and the Spanish survey participants (12%).

There were again some differences in perceptions between those who worked in English- and Spanish-language media. Respondents who publish primarily in Spanish indicated that the growth of online media was having a much greater negative impact on their careers (29%), than those who primarily publish in both languages (11%) or in English (10%). (See graph below.) These differences were substantive and statistically significant at the p<.05 level.
Almost half of the survey participants (48%) believe that the news organization they work for is up to the challenge to sustain and grow online and social media; 19% think that their employers are neither ready nor struggling to adapt; and 24% state that their employers are struggling to adapt.

Entrepreneurship and the Digital Future

Perception was measured on digital entrepreneurship. The chart below highlights that more than half of the respondents (54% Likely and Extremely Likely) indicated that they would be interested in pursuing their own digital media platforms if they believed it would be economically viable.
Despite a higher degree of pessimism regarding the impact that online and social media has had on their career, Spanish-language journalists reported a greater likelihood of starting their own digital platform if economically viable as compared to the rest of the respondents. The graph below demonstrates these statistically significant differences (p<.05).

Participants were asked if they blog or own their online content business. For those that blog we asked to rate the success of their blogs. More than half stated they blog or own their own online content business.
Of those that do blog 41% indicated that they were successful or very successful. Almost half (48%) of the participants stated that their blog is neither successful nor unsuccessful.

When asked about the viability of continuing their journalism careers by depending on their own business and marketing skills, a majority (60%) of respondents thought it would be possible but with a lot of work, 8% thought it would be very easy. The survey results identify opportunities for those that offer blog training courses to target Latino journalists on how to make their blogs successful.
Tools and Trends

The survey also assessed journalists’ use and perceptions of more traditional tools, such as press releases, and newer tools, such as multimedia-based content. Additionally, a series of items also assessed newer digital tools that Latino journalists used to gather news and to publish and/or disseminate it.

A series of items was used to assess the perceived value of traditional press releases and the use of multimedia materials to accompany press releases. The graph below highlights the findings that overall 39% believe that press releases are either still moderately important or very important tools in the practice of journalism today; another 39% stated that press releases were still as important as always; while only 22% indicated that press releases are not all important or slightly less important. Overall 78% of Hispanic journalists believe that press releases continue to be an important tool for today’s journalists.

![Graph showing responses to Are press releases still an important tool you use to get news story ideas and interviews?](image-url)
A second item was used to assess perceptions regarding the importance of multimedia materials in press releases. The chart below demonstrates the strong value that the 294 journalists who responded to the survey placed on having access to multimedia materials such as digital images or video, with 79% rating them as either moderately or very important.

The survey found that press releases continue to be a basic communication tool that Latino journalists see as relevant. Examining the importance of multimedia materials, a series of analyses was conducted to test differences driven by language of content produced and type of media organization. Multimedia materials were rated as significantly more important by those who produced news in Spanish (M=4.5/5.0) than those in English (M=3.8/5.0), and these differences were statistically significant at the p<.05 level. Additionally, journalists who worked for English language media organizations gave significantly lower ratings to the importance of multimedia materials (M=3.7) than journalists working at bilingual (M=4.4), English-language Hispanic-oriented (M=4.2), or Spanish-language media organizations (M=4.5). Again, these differences were statistically significant at the p<.05 level and thus were unlikely due to chance. All in all, the long-running debate on the relevance of the press release may be more about incorporating multimedia materials in order to make a press release stand out in journalists’ overflowing inboxes.
There were few surprises when examining newer tools such as social media for gathering information or for publishing news stories. As the graph below indicates, Twitter and Facebook were the clearly the social media platforms of choice of surveyed journalists. Twitter was a preferred tool for publishing and newsgathering for English-language journalists whereas journalists primarily publishing in Spanish equally favored Facebook and Twitter for gathering news and indicated Facebook as a preferred publishing tool. U.S. social media experts predict a migration from Facebook to other social media platforms. However, the survey results indicate a current preference for Facebook over Twitter by Spanish-language journalists.
Training Needs

As previously noted one of the goals of this research was to ascertain the future skill-based needs of Latino journalists in the United States and Puerto Rico. Given the growth of online and social media and their impact on the journalism and news industry, a series of questions was used to determine participants’ perceptions of technology training needs. The graph below highlights the level of interest in the acquisition of skills that are related to creating digital content and managing digital platforms. Developing websites ranked the highest with half of the respondents (50%) interested in learning this skill. Capturing/editing video (41%) and blog-related training (40%) came next, followed by social media (36%) and digital photography (33%).

![Desired Training for Digital and Online Skills](image)

When asked to choose the top social media platform for which they would like additional training, Twitter received the highest ranking at 29%, followed by blogs at 26% and Linked-In at 22%. The “other” category was selected by 13% of participants. Other skill areas included coding, search engine optimization, and storytelling in multimedia platforms. Facebook ranked the lowest in terms of need for additional training.

![The One Social Media Platform That I Would Like Additional Training On](image)
Future Trends

An open-ended survey item asked respondents: What top issue do you believe will greatly impact the careers of Latino journalists in the next five years? 128 respondents provided an answer to this question. A content analysis was used to categorize the statements into meaningful themes. Five themes emerged, and these are presented in the table below.

<table>
<thead>
<tr>
<th>Some Newest Trends That Will Impact Latino Journalists In the Next Five Years (N= 128)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology Shifts in News and Social Media</td>
</tr>
<tr>
<td>Economic Pressures</td>
</tr>
<tr>
<td>Demographic Shifts &amp; Changes in Cultural and Language and Culture</td>
</tr>
<tr>
<td>Changes in Politics and Policies</td>
</tr>
<tr>
<td>Diversity in the Newsroom</td>
</tr>
</tbody>
</table>

Commentary on technology trends

Survey respondents stated that technology will be the most significant trend impacting Latino journalists in the next five years. Survey responses indicate higher, and perhaps unrealistic, employer expectations on journalists. The changes in news production, distribution and consumption are driving the demand for multiplatform journalism. Journalists are expected to write, shoot, edit and produce their news segments. In the digital era, data-based journalism has become a high-value commodity that employers seek. As mentioned throughout this report, survey participants see technology as both an opportunity and a challenge. On the bright side, technology has increased personal freedom in journalism. The opportunity to publish as an individual journalist while freelancing for a media outlet is seen as a positive outcome. On the other hand, according to the survey responses, the demand on journalists to learn new multiplatform skills is seen as a challenge, specifically for veteran journalists and those working in Spanish-language media. The downturn in print media was mentioned as a negative trend as well.

I freelance for various media outlets: English and Spanish (separately). I’m finding that the journalists who know how to shoot/edit/publish their own stories (preferably in both English AND Spanish) have an edge to finding work. Those of us who don’t shoot and edit our own stuff, but are solid news gatherers with strong writing skills, are a dying breed. I tell all young journalism students that they need to eat, sleep and breathe digital journalism if they want to survive in this business.
Commentary on economic trends

The economic-related trends identified by survey participants include media consolidation and downsizing. Survey participants were concerned with the cost-saving measures adopted by media companies. For example, the trend to hire entry level journalists, with little to no experience, was mentioned as a practice that places greater emphasis on cost and less on news quality. The need to monetize digital media in order to secure the necessary financial investment was also brought up in the survey responses. Although there is a great deal of buzz about the U.S. Latino market, a survey participant wondered whether media outlets are willing to make the necessary investment to reach the U.S. Latino audience effectively. The longtime pay gap between Spanish-language media journalists and mainstream journalists came up in the survey responses as well. A journalist wrote: “most positions for journalists in the Spanish-language market are paid as if they were starting positions or even internships.” Finally, the high cost of a college degree versus the low pay of entry level journalism jobs was highlighted as a disquieting industry trend.

Commentary on demographic shifts, culture and language trends

Survey responses relating to language trends reveal the complexities of language preference and language skills in the U.S. Latino community. The country’s demographic shift has had an impact on the use of Spanish in the United States. Survey participants mentioned that they see more opportunities for proficient English/Spanish bilingual journalists. On the other hand, a survey participant lamented the decline of the proper use of the Spanish language in the United States. Survey participants mentioned the trend to create Latino-targeted media outlets such as NBC Latino, CCN Latino, Fusion, HuffPost Latino Voices; Fox News Latino, and Mundo Fox. There was skepticism from some survey participants about the strategy to segregate Latino audiences from the rest of the consumers. “Latinos want the same type of news that other consumers want,” wrote one survey participant. Notwithstanding the increased interest in the Latino market, survey participants shared their frustration with the lack of top Latino media figures in mainstream media.

Commentary on politics and policy trends

Not surprisingly, survey participants highlighted immigration reform as a top politically related trend. Elections, voting rights and Latino political involvement were also listed as trends that will continue to impact Latino journalists in their work. Other trends identified in this category include anti-Hispanic sentiment, specifically among conservative leaders; the perception of Latinos as the "other" or "un-
American; “and the lack of information about Latinos’ contributions to the United States.

**Commentary on diversity trends**

Survey respondents mentioned the lack of diversity in senior-level positions in newsrooms as a longstanding complaint against media corporations. “Lack of respect,” was mentioned several times in the survey responses, with no further detail was provided. Future studies will benefit from exploring this issue more.

**Key takeaways for educational institutions and trade associations:**

The technology revolution has created a need for training for seasoned journalists in the skills required for multiplatform journalism. The survey findings indicate that Spanish-language media journalists are more likely to report having a need for this type of training. Educational institutions and trade associations can benefit from exploring the opportunity to provide this type of training for veteran journalists, especially for Spanish-language journalists.

Technology shifts have opened the door for entrepreneurial journalism. As more journalists opt to become entrepreneurs they will need to learn how to run a business. Business and communications schools may want to design entrepreneurship courses for journalism students. Extended courses on this topic may also be popular with veteran journalists.

The survey findings indicate greater opportunities for bilingual (English/Spanish) proficient journalists. Educational institutions can encourage bilingual (English/Spanish) students to become proficient in both languages.