



Comparing the racial diversity of the journalists  
at America's daily newspapers  
with the communities that they serve

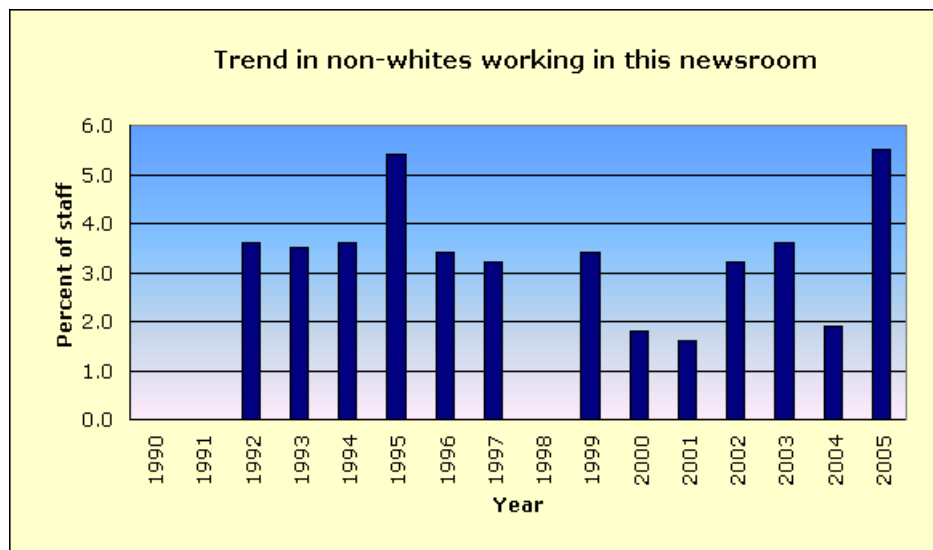
## Newsroom diversity report for

## The News-Gazette, Champaign Champaign, Illinois

From a report for the Knight Foundation  
by Bill Dedman and Stephen K. Doig, June 2005

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Year	Non-white % of newsroom staff
2005	5.5
2004	1.9
2003	3.6
2002	3.2
2001	1.6
2000	1.8
1999	3.4
1998	0.0
1997	3.2
1996	3.4
1995	5.4
1994	3.6
1993	3.5
1992	3.6
1991	Did not report
1990	Did not report



The latest year at peak is 2005

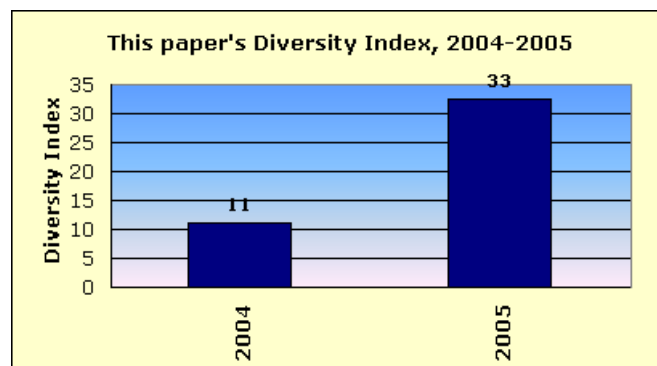
See the notes and definitions section below for the sources of these figures.

## Newsroom Diversity Index for The News-Gazette, Champaign

Year	Non-white % of newsroom staff	Non-white % of circulation area	Newsroom Diversity Index (parity=100)
2005	5.5	16.9	33
2004	1.9	17.2	11

### How the index is calculated

The Newsroom Diversity Index is the non-white percentage of the newsroom staff divided by the non-white percentage of residents in the circulation area. (Parity = 100.)



See the notes and definitions section below for the sources of these figures.

## Peer group comparison for The News-Gazette, Champaign

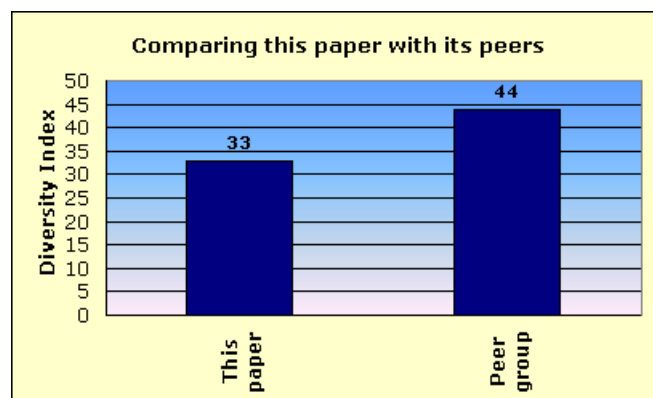
This newspaper's Newsroom Diversity Index is 33.

Compare that with 44, which is the median Diversity Index for all newspapers reporting in this circulation category of 25,001 to 50,000 daily sales.

In that group, this newspaper's Diversity Index ranks 98 out of 140 newspapers reporting in the category of 25,001 to 50,000 daily sales.

An example of a newspaper of similar circulation, in an area of similar level of non-white residents, but one that has a relatively high Diversity Index, is The Jackson Sun, Tennessee, with a 37.5 percent non-white staff in a community that is 24.7 percent non-white. Its index is 152.

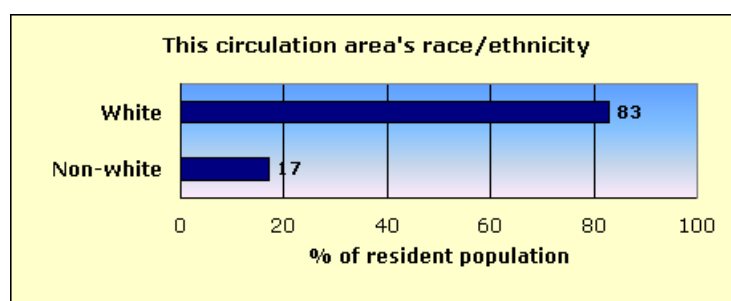
FYI, in circulation, this newspaper's average weekday circulation of approximately 38,725 ranks 270 out of 1,410 daily newspapers in the US.



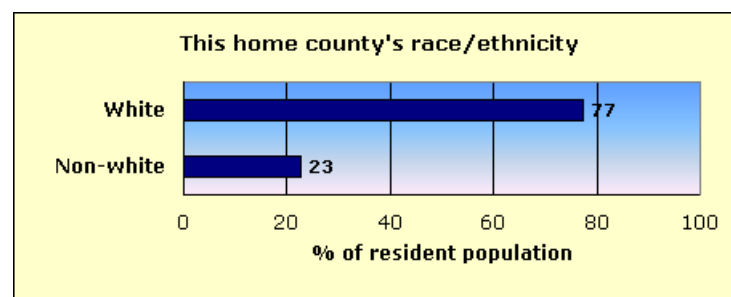
See the notes and definitions section below for the sources of these figures.

## Details on race/ethnicity in the circulation area and the home county of The News-Gazette, Champaign

Race/ethnicity	Circulation area	
	% of population	Number of residents
Hispanic	2.8	7,821
Black	8.9	24,462
Asian and Pacific Islander	3.8	10,486
Native-American	0.2	480
Other non-white	0.1	346
Multi-racial	1.3	3,648
Non-white	17.2	47,243
White	82.9	228,258
<b>Total</b>		<b>275,501</b>



Race/ethnicity	Home county: Champaign	
	% of population	Number of residents
Hispanic	2.9	5,203
Black	11.1	19,881
Asian and Pacific Islander	6.5	11,617
Native-American	0.2	345
Other non-white	0.2	325
Multi-racial	1.8	3,155
Non-white	22.6	40,526
White	77.4	139,143
<b>Total</b>		<b>179,669</b>



The home county of this newspaper is Champaign.

## About this report

This third annual report for the Knight Foundation adds context to an annual survey by the American Society of Newspaper Editors. ASNE has set a goal that every newspaper, to help it know its community and gather the news, should employ at least one non-white journalist, and that newspapers should strive to employ non-whites in proportion to their share of the community. ASNE's report, at [www.asne.org](http://www.asne.org), shows each newspaper's non-white employment, but does not disclose how closely that employment mirrors the newspaper's circulation area.

That gap is filled by the report you are reading now. This report was not done by ASNE, but was done for the Knight Foundation by Bill Dedman and Stephen K. Doig. It shows how close each newspaper is to ASNE's goal, by comparing the newsroom staffing with the circulation area population. The full report is at [www.powerreporting.com/knight](http://www.powerreporting.com/knight).

## Notes and definitions

1. The Newsroom Diversity Index is the non-white percentage of the newsroom staff divided by the non-white percentage of the circulation area's residents. Parity = 100.
2. Source for staffing: Survey by American Society of Newspaper Editors, April 2005. Newspapers report non-white staff as of the end of the previous year.
3. Following ASNE's definition, newsroom staff includes only supervisors, reporters, editors, copy/layout editors and photographers.
4. Also following ASNE's definition, "whites," "blacks," etc., exclude Hispanics, who are counted in a separate category.

5. Source for boundaries of this newspaper's circulation area: ZIP Code circulation data, Audit Bureau of Circulations, latest available.
6. A paper may define its circulation area differently for marketing efforts, or news coverage, or to set advertising rates.
7. If ZIP Codes or counties are used, this report applies a threshold: 10 percent household penetration is required to include an area in the circulation area.
8. Source for the demographics of residents of that circulation area: US Census 2000.
9. Source for total circulation: Editor & Publisher magazine, Monday-Friday average at year-end 2004.
10. Staff of non-English publications, such as the Miami Herald's El Nuevo Herald, are excluded from the ASNE staffing survey for the first time this year.

## Demographics of ZIP Codes where sales were reported by The News-Gazette, Champaign

Note that some ZIP Codes listed here may not have been included in determining the newspaper's circulation area. In calculating the Diversity Index, a ZIP Code was included only if the household penetration was at least 10 percent. Any lower-penetration ZIP Codes are also listed here for your information. Also, if the newspaper reported more than 300 ZIP Codes, only the top 300 in weekday sales are listed here.

ZIP / City / State / Approx. distance in miles from the newspaper's home office	Weekday sales	Households	Penetration % (daily sales per 100 households)	Median household income	Non-white % of population	Hispanic % of population	Black % of population	Native % of population	Asian % of population
61821 / Champaign / IL / 1.7 mi.	7,338	12,248	59.9	\$44,435	23.9	2.4	15.3	0.2	4.0
61801 / Urbana / IL / 2.4 mi.	5,333	11,200	47.6	\$26,135	35.5	3.8	13.2	0.1	16.0
61820 / Champaign / IL / 0 mi.	4,391	12,638	34.7	\$19,591	32.9	5.5	16.0	0.2	9.1
61832 / Hegeler / IL / 30.4 mi.	2,722	16,352	16.6	\$30,651	25.2	3.7	18.6	0.2	1.1
61853 / Mahomet / IL / 9.1 mi.	1,973	3,672	53.7	\$55,000	2.8	0.9	0.4	0.2	0.6
61866 / Rantoul / IL / 13.6 mi.	1,930	5,856	33.0	\$37,142	23.7	2.9	15.6	0.4	1.8
61856 / Monticello / IL / 17.1 mi.	1,280	2,725	47.0	\$48,598	1.6	0.7	0.1	0.1	0.2
61953 / Tuscola / IL / 20.3 mi.	887	2,506	35.4	\$40,714	2.4	1.0	0.3	0.4	0.4
61873 / Saint Joseph / IL / 10 mi.	864	1,887	45.8	\$55,069	1.9	0.9	0.1	0.1	0.2
60957 / Paxton / IL / 23.6 mi.	659	2,190	30.1	\$38,381	2.6	1.4	0.2	0.1	0.3
61880 / Tolono / IL / 8 mi.	619	1,356	45.6	\$46,250	2.5	0.8	0.4	0.3	0.3
61874 / Savoy / IL / 3.1 mi.	504	2,001	25.2	\$47,750	19.7	2.1	4.5	0.1	10.7
61864 / Philo / IL / 8.2 mi.	449	563	79.8	\$58,938	1.2	0.3	0.3	0.0	0.0
61956 / Villa Grove / IL / 16.7 mi.	370	1,154	32.1	\$38,005	2.2	0.8	0.3	0.0	0.1
61849 / Homer / IL / 14.9 mi.	365	708	51.6	\$40,439	1.1	0.2	0.1	0.0	0.3
60942 / Hoopston / IL / 36.3 mi.	362	2,650	13.7	\$32,793	9.4	7.5	0.7	0.3	0.3
61843 / Fisher / IL / 14.2 mi.	362	787	46.0	\$44,414	1.5	0.2	0.1	0.2	0.0
60936 / Gibson City / IL / 23.7 mi.	342	1,794	19.1	\$35,189	2.3	0.8	0.5	0.0	0.5
61883 / Westville / IL / 30.3 mi.	328	1,981	16.6	\$33,792	2.1	0.8	0.3	0.1	0.1
61859 / Ogden / IL / 14.2 mi.	315	480	65.6	\$47,188	2.5	0.7	0.2	0.0	0.5
61842 / Farmer City / IL / 21.3 mi.	277	1,147	24.2	\$44,051	1.4	0.7	0.2	0.0	0.0
61846 / Georgetown / IL / 31.4 mi.	276	2,072	13.3	\$34,356	4.8	1.1	2.2	0.3	0.1
61813 / Bement / IL / 20.3 mi.	267	822	32.5	\$41,141	2.1	0.5	0.9	0.0	0.2
61858 / Oakwood / IL / 23.2 mi.	256	1,145	22.4	\$41,108	1.0	0.5	0.1	0.1	0.0
61938 / Mattoon / IL / 41 mi.	247	9,617	2.6	\$34,437	3.9	1.2	1.3	0.2	0.5
60948 / Loda / IL / 27.8 mi.	213	608	35.0	\$49,750	3.1	1.8	0.8	0.0	0.1
61802 / Urbana / IL / 3.7 mi.	212	7,160	3.0	\$35,549	22.1	2.1	13.0	0.3	4.7
61877 / Sidney / IL / 10.4 mi.	209	588	35.5	\$54,323	2.2	0.3	0.3	0.3	0.6
61817 / Catlin / IL / 26.6 mi.	205	1,059	19.4	\$46,743	1.3	0.4	0.2	0.2	0.0
61920 / Rardin / IL / 40.4 mi.	191	9,035	2.1	\$28,034	7.7	1.7	3.7	0.2	1.3
61878 / Thomasboro / IL / 9 mi.	190	630	30.2	\$42,321	4.1	1.0	1.0	0.1	0.7
61852 / Longview / IL / 17.1	179	104	172.1	\$35,833	5.3	2.1	0.0	0.4	0.7

mi.										
61910 / Arcola / IL / 27.8 mi.	179	1,498	11.9	\$39,794	14.4	12.9	0.3	0.1	0.5	
61872 / Sadorus / IL / 10.6 mi.	168	268	62.7	\$47,813	3.1	0.0	0.1	0.4	0.0	
61942 / Newman / IL / 23.9 mi.	168	538	31.2	\$36,827	2.3	0.4	1.3	0.2	0.1	
61847 / Gifford / IL / 16.7 mi.	148	445	33.3	\$47,159	1.7	0.3	0.7	0.2	0.4	
61854 / Mansfield / IL / 14.3 mi.	144	635	22.7	\$46,250	1.7	0.5	0.2	0.0	0.3	
61911 / Chesterville / IL / 27.8 mi.	141	1,395	10.1	\$38,789	1.0	0.6	0.0	0.2	0.1	
61833 / Tilton / IL / 29.8 mi.	135	939	14.4	\$32,267	2.4	1.2	0.1	0.1	0.1	
61875 / Seymour / IL / 9.8 mi.	126	279	45.2	\$68,750	2.6	0.9	0.3	0.0	0.6	
60918 / Buckley / IL / 33 mi.	119	381	31.2	\$42,386	3.2	2.4	0.1	0.0	0.6	
61924 / Chrisman / IL / 34.6 mi.	111	985	11.3	\$39,525	1.1	0.2	0.4	0.1	0.1	
61865 / Potomac / IL / 25.3 mi.	109	482	22.6	\$41,632	2.3	1.2	0.2	0.4	0.4	
60924 / Cissna Park / IL / 34.1 mi.	103	686	15.0	\$38,029	2.0	1.1	0.2	0.1	0.4	
61814 / Bismarck / IL / 32.7 mi.	103	477	21.6	\$48,984	2.4	1.1	0.5	0.4	0.0	
61863 / Pesotum / IL / 12.7 mi.	103	334	30.8	\$53,056	1.1	0.5	0.0	0.0	0.2	
61913 / Garrett / IL / 22.8 mi.	101	751	13.4	\$35,792	1.6	1.0	0.2	0.2	0.1	
61871 / Royal / IL / 14.7 mi.	97	80	121.3	\$53,438	0.0	0.0	0.0	0.0	0.0	
60963 / Rossville / IL / 33.5 mi.	96	719	13.4	\$38,491	2.6	1.8	0.2	0.1	0.1	
61932 / Hume / IL / 27.6 mi.	87	208	41.8	\$35,833	1.5	1.5	0.0	0.0	0.0	
60960 / Rankin / IL / 28.4 mi.	86	425	20.2	\$28,798	5.2	4.1	0.3	0.2	0.5	
61841 / Fairmount / IL / 21 mi.	86	532	16.2	\$45,208	0.9	0.4	0.2	0.0	0.1	
61816 / Broadlands / IL / 18.1 mi.	73	189	38.6	\$37,891	1.9	0.0	0.4	0.8	0.0	
61857 / Muncie / IL / 19.9 mi.	71	74	95.9	\$38,125	0.0	0.0	0.0	0.0	0.0	
61951 / Sullivan / IL / 37.6 mi.	70	2,808	2.5	\$39,528	1.5	0.4	0.2	0.1	0.1	
61839 / De Land / IL / 19.7 mi.	69	235	29.4	\$41,685	1.7	1.0	0.2	0.0	0.2	
61815 / Bondville / IL / 6.1 mi.	61	69	88.4	\$38,393	5.8	1.2	0.6	3.5	0.6	
61851 / Ivesdale / IL / 14.9 mi.	60	194	30.9	\$53,750	1.0	0.4	0.0	0.0	0.0	
61876 / Sidell / IL / 24.6 mi.	60	323	18.6	\$34,342	0.9	0.5	0.1	0.2	0.0	
60952 / Melvin / IL / 29.9 mi.	56	278	20.1	\$45,982	1.9	1.2	0.0	0.3	0.0	
61812 / Armstrong / IL / 18.6 mi.	47	170	27.6	\$34,091	3.3	1.2	1.4	0.2	0.0	
61943 / Oakland / IL / 31.4 mi.	47	714	6.6	\$34,184	2.2	1.0	0.6	0.0	0.1	
61840 / Dewey / IL / 13.4 mi.	46	262	17.6	\$52,381	3.0	2.4	0.1	0.0	0.1	
60955 / Onarga / IL / 41.2 mi.	45	677	6.6	\$38,438	29.4	26.6	1.7	0.2	0.2	
61727 / Texas Township / IL / 35.2 mi.	44	4,171	1.1	\$39,868	3.7	1.7	0.6	0.1	0.3	
61884 / White Heath / IL / 12.9 mi.	43	415	10.4	\$53,819	2.0	1.0	0.0	0.0	0.0	
60970 / Watseka / IL / 49.6 mi.	42	3,063	1.4	\$33,193	4.4	2.2	0.5	0.2	0.6	
60949 / Ludlow / IL / 18.7 mi.	41	302	13.6	\$33,000	8.0	4.5	1.2	0.5	0.4	
61752 / Le Roy / IL / 29.7 mi.	38	1,597	2.4	\$48,951	1.3	1.0	0.1	0.1	0.1	
61919 / Camargo / IL / 20.7 mi.	38	318	11.9	\$47,955	0.6	0.1	0.1	0.0	0.0	
61862 / Penfield / IL / 14.4 mi.	37	174	21.3	\$47,000	3.7	2.7	0.0	0.0	0.8	
60962 / Roberts / IL / 32.6 mi.	33	246	13.4	\$41,635	1.7	0.9	0.0	0.7	0.0	
61810 / Allerton / IL / 20.1 mi.	33	147	22.4	\$43,750	3.3	1.8	0.0	0.5	0.0	
60938 / Gilman / IL / 44.2 mi.	32	881	3.6	\$35,898	9.1	8.1	0.3	0.0	0.3	
60933 / Elliott / IL / 22.7 mi.	28	130	21.5	\$41,750	1.7	0.3	0.0	0.0	0.0	

62523 / Decatur / IL / 38.8 mi.	28	349	8.0	\$8,182	56.2	0.9	53.0	0.3	0.1
61724 / Kumler / IL / 19.9 mi.	27	235	11.5	\$44,583	1.9	0.0	1.3	0.0	0.2
61917 / Brocton / IL / 39.2 mi.	26	268	9.7	\$33,333	1.1	0.6	0.0	0.0	0.2
61930 / Hindsboro / IL / 28 mi.	17	231	7.4	\$37,500	2.8	2.3	0.0	0.0	0.2

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