

2014 State of Hispanic Journalists Report Quick Fact Sheet

Q: What was the purpose of this study?

A: To identify the current climate of Hispanic journalism in the US, and journalists perceptions about their careers, their industry, the tools they use, future skill needs, and trends they believe will shape the future.

Q: How was it conducted?

A: A national online survey of Latino journalists using the media databases of Hispanicize and the National Association of Hispanic Journalists (NAHJ) conducted by California State University Fullerton (CSUF), Hispanicize, NAHJ, and Florida International University (FIU). 294 Latino journalists residing in the United States participated in the study.

Q: What were some of the key findings?

A: Survey respondents were guardedly optimistic, with optimism driven by advances in technology. Some key results:

- Overall there was an even balance of perceptions about the climate for Latino journalists with 34% indicating they were still less optimistic, 34% saw no change in the past few years, and 32% seeing more opportunity.
 - 53% believed the economic problems in the media industry impacted everybody equally regardless of ethnicity, while 39% indicated a greater negative impact on Hispanics.
- 59% indicated that the growth in online and social media was having a positive impact on their careers.
 - 58% indicated their organizations were ready to adapt technologically and to grow despite the challenges presented by online and social media.
- Entrepreneurism and the entrepreneurial spirit were reflected in the results:
 - 41% of respondents indicated they currently blogged.
 - 42% rated their blog as either successful or very successful.
 - 54% 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.
- When respondents were asked to identify the **TOP issue** that will impact Latino journalists in the next 5 years the results indicated that:
 - 31% saw **Technology** and the growth of online and social media platforms as the main issue.
 - 19% saw **Economics** as the main issue with threats to financial stability and low pay as main themes.
 - 17% saw **Demographic shifts and changes in language (such as bilingualism) and culture** shaping the industry.
- When asked about training needs:
 - When asked to choose what one social media platform they would like more training on participants rated (Twitter 29%) and Blogs (26%) as their top social media training needs.
 - When asked about training in new digital tools respondents indicated strong needs in the tools to create their own digital platforms and content such as developing websites (49.7%), building and managing blogs (39.5%), capturing and editing video (41.2%) and using social media to support stories (36.1%).