

Nearly 40 percent of African-Americans think news does not portray them accurately



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[American Press Institute](#)

38 percent of African-Americans believe “the news they consume does not at all accurately portray their community or does so just slightly,” a [new report](#) from the Associated Press–NORC Center for Public Affairs Research and the American Press Institute says. 37 percent said news outlets portrayed blacks “moderately” well, and only 6 percent said news orgs represented them “completely.”

Hispanics were more likely to say portrayals of themselves in the media were accurate — perhaps because they “have access to a sizable amount of Spanish language media on television, including the national network Univision, as well as media online from other countries,” the report says, while the African-American press “has contracted to the point where there are no longer daily print African American papers (they are either weekly, or less frequent and publish daily online), and cable channels aimed at African Americans do not feature a daily general interest news program.”

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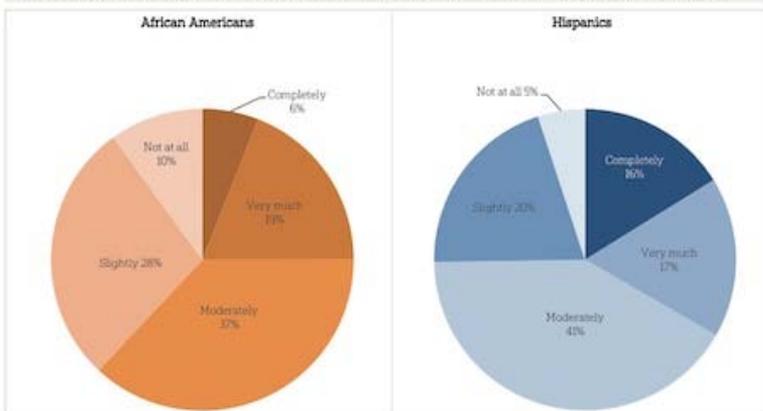
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African Americans' and Hispanics' assessments of how accurately the news media portrays their respective communities

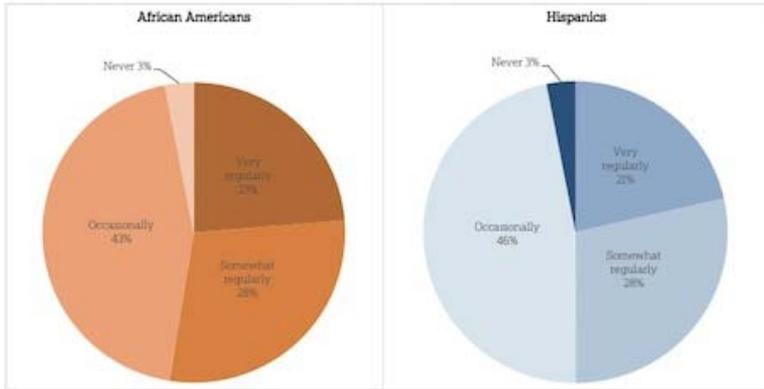


23 percent of blacks said they turned to local TV news to see coverage of “their community’s people and issues,” compared with 7 percent of Hispanics,

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who “are far more likely to say they must turn to ethnic media to see regular coverage of their own community,” the report says.

How regularly African Americans and Hispanics think their communities are covered in the news media



The findings, the report says, “suggest a potential unmet market for news about the concerns of—and issues affecting—African Americans.” It also looks at the types of news outlets people of different races turned to to follow news about various topics. While whites were more likely to turn to newspapers for local news, the survey found, blacks and Hispanics were more likely to turn to local TV news.

56 percent of Hispanics told the researchers they follow immigration news, a percentage “significantly more than African Americans (35 percent) or non-Hispanic whites (34 percent).”