

## ABSTRACT

### DIVERSITY RETENTION STRATEGIES AT AMERICAN DAILY NEWSPAPERS

This study examined human resources strategies to retain top minority journalists. Comparisons were made between medium-size and large metropolitan dailies in the efficacy of programs to keep minority newsroom staffers from departing to other newspapers or from leaving the newspaper industry altogether.

Forty-one of the top 100 U.S. dailies participated in the study. Human resources and newsroom persons completed a 39-item questionnaire and provided demographic, employment, and newspaper circulation information. Diversity retention strategies and those evaluated by respondents as being effective were identified. Statements regarding conflict resolution, trust, inclusion, and collaboration were rated on a 5-point Likert-type scale.

Three research questions were addressed. A cross-tabulation procedure was used to compare differences in the relationship between newspaper circulation size and other variables. Bivariate correlations procedures were used to measure how variables related to successful retention of minority journalists.

Recommendations for future research were made, as were admonitions for industry professionals.

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December 2004