

ABSTRACT

A CONTENT ANALYSIS OF HISPANIC NEWS SOURCES IN THE FRESNO BEE

This study explored the use of Hispanic news sources in one California daily newspaper. The nation is dealing with an influx of Hispanic growth. Newspapers are trying to tell their stories and better serve the group that has become the largest ethnic group in California. This content analysis measured the use of Hispanic news sources published in The Fresno Bee, a daily newspaper that serves one of the state's two counties where Hispanics make up more than 50 percent of the population. It attempted to find a correlation between the area's Hispanic population and the use of Hispanic news sources. The research examined 560 local news articles published between 1998 and 2002, years before and after the U.S. Census reported the state's rising Hispanic population. It found that the number of Hispanic news sources paled in comparison to the number of non-Hispanics news sources quoted in The Bee.

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