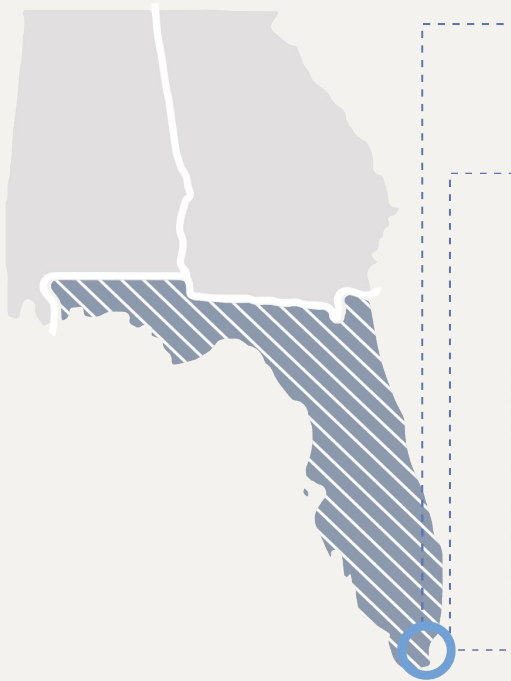

Miami-Dade County, Florida

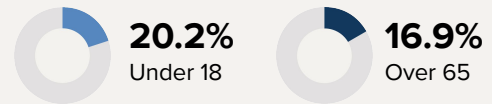
Miami-Dade County, FL



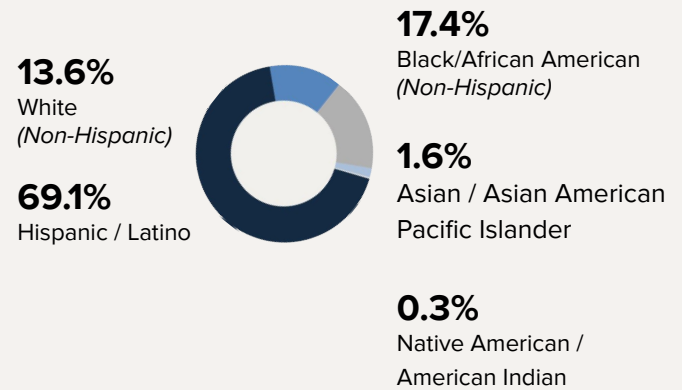
Miami-Dade County, FL

2,662,777 (2021 ACS)

Age



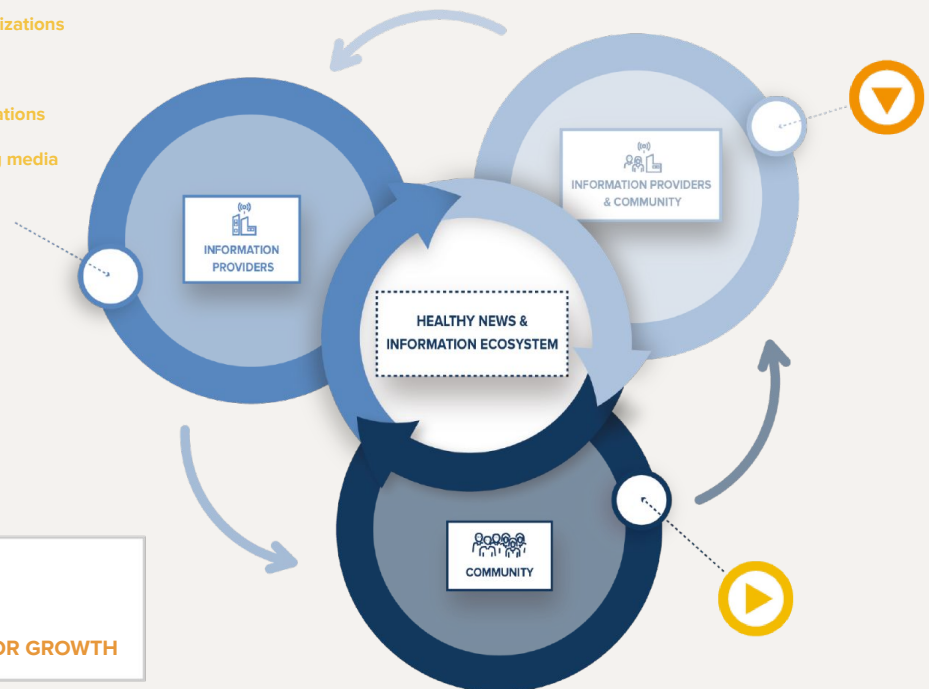
Race



News & Information Ecosystem

- ▶ Number of journalism organizations
- ▶ Types of media
- ▶ Business models of organizations
- ▶ Diversity and BIPOC-serving media
- ▶ Collaboration
- ▼ Journalism funding

▲	IMPROVING
▶	STEADY
▼	OPPORTUNITY FOR GROWTH



Key Elements



Miami has a large and growing number of information providers across media and business model types.



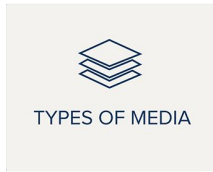
Miami Herald and WLRN are part of an ongoing statewide collaborative to cover climate change and its impact on South Florida.



There are no public reports about staff diversity at the largest news organizations, nor are there reports of source diversity audits.



Miami has many news organizations that serve specific populations, especially Hispanic and Latino organizations that serve Spanish-speaking populations and those that serve the large Haitian Creole-speaking communities.



While Miami has many digital news outlets, their relevance, quality and reach are questionable.



Miami has a relatively even distribution of business models, with no one type comprising more than half of all outlets.



Miami has a high level of philanthropic investment on a per capita basis.



Residents in Miami have relatively positive perceptions of their local news when it comes to providing useful news and information and covering stories thoroughly. However, they have negative feelings with respect to how representative and connected information providers are to the community.

Summary

Miami is a diverse, international city on the southeast coast of Florida, with an estimated population of 468,000 in the city proper. The city is the hub of the broader Miami-Dade County, which contains 34 municipalities and a population of 2.7 million, and the broader Miami-Fort Lauderdale-West Palm Beach MSA, with a population of 6.2 million. When considered together, greater metropolitan Miami is the seventh-largest metropolitan area in the United States. Sixty-nine percent of the county’s population identifies as Hispanic/Latino and approximately 90% of the Hispanic/Latino population identifies as both white and Hispanic. Over half (54%) of Miami residents are foreign born, making it the most international city in the United States by that metric. Consequently, Miami is a bilingual city, with 67% of Miami-Dade County residents reporting they speak Spanish at home and 24% speaking only English at home.¹

Miami is a complex ecosystem, a seemingly ever-changing city. In recent years, there has been an influx of new arrivals to the city and surrounding areas, initially enabled by the remote work environment caused by the COVID-19 pandemic. These new arrivals from areas like Silicon Valley and New York potentially bring an opportunity for investment in Miami’s news ecosystem, but thus far it’s too early to tell the impact on local news.

Many news sources in Miami continue to have strong ties to countries of origin and focus on reporting news from these countries. There continues to be an opportunity for local media to bridge gaps across sectors of the community with truly local news.

Community Indicators	National Average, 2021	Miami-Dade Baseline, 2020	Miami-Dade, 2021	Trending
Economics				
Median Household Income	\$69,021	\$51,347	\$57,815	Improving
Per Capita Income	\$37,638	\$28,224	\$31,813	Improving
Poverty Rate	11.6%	15.7%	15.2%	Steady
Education				
High School Degree	88.9%	81.0%	82.5%	Steady
Bachelor’s Degree	33.7%	29.8%	31.7%	Steady
Resources & Infrastructure				
Households with Computer	93.1%	90.0%	94.1%	Improving
Broadband Access	87.0%	77.0%	82.6%	Improving
Universities	20	59	59	Steady
Population per University	32,690	46,050	45,132	Steady
Libraries	27	53	53	Steady
Population per Library	23,693	51,263	50,241	Improving
Community Satisfaction ²	60.9	63.1	64	Steady
Voter Turnout of most recent election	66%	75%	74.6%	Steady
Prior Information Needs Study	Yes/No	No	Yes	
Prior Ecosystem Study	Yes/No	No	Yes	

1. “2023 Demographics: Summary Data for County: Miami-Dade,” Miami Matters, <https://www.miamidadematters.org/demographicdata>.

2. Community satisfaction is measured by Share Care in partnership with Boston University, <https://wellbeingindex.sharecare.com/interactive-map/?defaultState=FL>.

Information Needs

According to the Gallup/Knight American Views survey in both 2020 and 2022, Miami respondents reported TV as their most common daily source of news, although this decreased from 62% in 2020 to 48% in 2022.³

In local stakeholder interviews, we heard that time, cost and awareness were the largest barriers to information access in Miami. In interviews, we heard that residents are busy and have little time to seek out high-quality news and information and/or may not know all of the sources available to them and may instead rely on information that is delivered through social media or word of mouth. Additionally, there is potentially a lack of trusted, relevant information to meet residents' needs. This reality is reflected in the low household penetration rate of the major dailies in Miami, the McClatchy-owned *Miami Herald* and *El Nuevo Herald*, at only 4%.⁴ And in the Gallup/Knight survey, respondents were roughly split, with 33% agreeing that local news can be relied on to deliver the information they need and 39% disagreeing.

And while Spanish-language media companies like Univision and Telemundo have high levels of trust among Hispanic- and Latino-identifying residents of the United States—as evidenced by consistently being cited as the top sources of news among this community—we heard that other Spanish-language publications based in Miami, especially those with foreign ownership and/or that are owned by individuals, are perceived to have political and/or business incentives, rather than existing to serve quality news and information to audiences. Furthermore, mis- and disinformation in Spanish-language radio is well documented⁵, including stations in Miami.⁶

Given the frequency of hurricanes and other climate-related issues, in interviews, stakeholders said that news organizations in Miami were well-prepared to respond to the COVID-19 pandemic and disseminate local information. “Local papers here have a fifth gear—it’s what happens when a hurricane hits,” said Mario Ariza, investigative reporter with *Floodlight News* and formerly of the *Sun Sentinel*. “This [pandemic] is like a hurricane, it’s public service journalism. This is why you do what you do as a journalist—but, all of the problems are still there when lockdown ends.”

3. Responses to the Gallup/Knight American Views Survey are not statistically significant for Miami and instead can be considered information to be analyzed together with other data sources. In 2022, there were only 62 respondents from Miami.

4. Daily average circulation is a composite average based on data from Alliance for Audited Media, which includes the daily average of print, print replica and print nonreplica editions of newspapers, four reporting dates for 2019 and two for 2021. Household penetration rate is the average daily circulation divided by the number of households in Miami-Dade, according to the Census Bureau’s 2021 American Community Survey (ACS).

5. Gabriel R. Sanchez and Carly Bennett, “Why Spanish-Language Mis- and Disinformation Is a Huge Issue in 2022,” Brookings, November 4, 2022, <https://www.brookings.edu/blog/fixgov/2022/11/04/why-spanish-language-mis-and-disinformation-is-a-huge-issue-in-2022/>.

6. “The Sale of 2 Spanish Talk Radio Stations Could Counter the Spread of Disinformation,” NPR, <https://www.npr.org/2022/07/16/1111894463/the-sale-of-2-spanish-talk-radio-stations-could-counter-the-spread-of-disinforma>

Information Providers

Miami has a rich information ecosystem, with at least 57 local information providers that exhibit variety across both platforms and business models. Stakeholders cited a plethora of material that residents can consume, from commercial media to student-run papers to neighborhood publications, but awareness of the materials available was a

concern. However, the ecosystem is not without weaknesses and areas of opportunity for investment. In particular, the ecosystem in Miami functions as two ecosystems, with little interconnection between the English- and Spanish-language media in the area, with the notable exception of the McClatchy-owned daily newspapers the *Miami Herald* and *El Nuevo Herald*. There are big disparities as well as complexities around bilingual coverage, which is either presented in English or Spanish, but rarely both, said Mario Ariza.

From a numerical perspective, Miami is served primarily by print and digital outlets and, unlike many cities, there is a strong diversity of business models of news outlets in Miami, including five nonprofit or university-run outlets and a strong public media station.

Information Providers	Knight Communities Average, 2022	Miami-Dade Baseline, 2020	Miami-Dade, 2022	Trending
Number of Organizations (newspapers, television stations, radio stations, and digital)	34	51	56	Improving
Population per Organization	27,162	53,273	46,715	Improving
Daily Average Circulation (Major Daily)	N/A	53,256	37,102	Declining
Penetration rate	15.2%	-	4%	
Platform Breakdown⁷				
Newspapers	36.8%	31.0%	28.1%	Steady
Television Stations	31.3%	12.0%	19.3%	Higher
Radio Stations	10.9%	27.0%	15.8%	Lower
Digital only	18.5%	39.0%	36.8%	Steady
Business Models Breakdown⁸				
Nonprofit	11.2%	10.0%	12.3%	Steady
Public Media	11.5%	2.0%	5.3%	Higher
National Broadcast Chain	24.4%	20.0%	17.5%	Steady
National Newspaper Chain	6.0%	20.0%	17.5%	Steady
Independent For-Profit	46.4%	49.0%	47.4%	Steady
BIPOC-Serving Media				
African American / Black		3	3	Steady
Hispanic / Latino		22	22	Steady
Asian / Asian American		0	0	
Diversity				
Staff Diversity Transparency		Yes	No	
Source Diversity Audits		No	No	
Collaboration		Ongoing and Separate	Ongoing	
Journalism Funding				
Philanthropic Dollars over the 3 previous years	\$3,837,794	\$26,200,000	\$10,900,000	
Funders	13	50	20	
Recipients	8	15	6	
Invested Per Capita	\$5.94	\$9.64	\$4.09	Declining

7. The percentage of news outlets that publish on specific platforms in Miami-Dade County.

8. The percentage of news outlets that have specific business models in Miami-Dade County.

The baseline analysis of literacy rates cited data from 2009 that found Miami-Dade had the “lowest literacy rates [in Florida] by a margin of about 20 percent” for adults 16 or older at 48%.⁹ County-by-county data for literacy based on that metric isn’t available for comparison. Using high school education attainment as a proxy for literacy, we find that Miami-Dade is behind the national average by about six percentage points. This creates a challenging environment for a news ecosystem that includes so many print and digital outlets.

In addition, as staffing at the large print institution the *Miami Herald* dwindles, there is an opportunity in Miami for local, investigative, independent and/or nonprofit news organizations to fill gaps.

BIPOC – Serving Media

There are many Spanish language outlets serving Miami’s Latin American diaspora community and Haitian Creole language news outlets serving the Haitian diaspora community. However, these news outlets often focus coverage on news and events in countries of origin throughout Latin America and the Caribbean, rather than covering happenings within Miami. As noted in the 2020 report, this is a missed opportunity for creating shared knowledge and identities across Miami’s diverse communities.

9. Laura Edwins, “Miami-Dade Has Low Literacy Rates,” *Miami Hurricane*, November 15, 2009, <https://www.themiamihurricane.com/2009/11/15/miami-dade-cant-read-good/>.

News Outlets Based in Miami-Dade County

	Independent	National Chain	Nonprofit/University	Public Media
Digital only	<ul style="list-style-type: none"> Biscayne Times Blogging Black Miami Calle Ocho News El Venezolano News Hy-Lo News Miami Diario MiamiNews24 Political Cortadito The New Tropic The Next Miami 	<ul style="list-style-type: none"> Bisnow South Florida Daily Business Review El Sol Latino Miami GlobeST Miami Impact Edition 	<ul style="list-style-type: none"> Coconut Grove Spotlight Key Biscayne Independent PantherNOW The Miami Hurricane The Reporter 	
Print and digital	<ul style="list-style-type: none"> <i>Diario Las Americas</i> <i>Doral Family Journal</i> <i>Haiti Liberté</i> <i>Islander News</i> <i>Le Floridien</i> <i>Miami's Community Newspapers</i> <i>Miami New Times</i> <i>Miami Times</i> <i>Miami Today</i> <i>South Dade News Leader</i> <i>South Florida Business and Wealth</i> <i>South Florida Times</i> <i>Sun Sentinel</i> 	<ul style="list-style-type: none"> <i>El Nuevo Herald</i> <i>Miami Herald</i> <i>Ocean Drive</i> 		
Radio	<ul style="list-style-type: none"> Actualidad 1040 La Poderosa WLQY WQVN Piman Bouk 	<ul style="list-style-type: none"> Caracol 1260 Radio Mambi WIOD News Radio WQBA Miami 	<ul style="list-style-type: none"> Roar 	<ul style="list-style-type: none"> WLRN
Television	<ul style="list-style-type: none"> WBFS WSVN WVFW Estrella 	<ul style="list-style-type: none"> CBS4 Telemundo 51 Univision 23 WPLG (ABC) WTVJ (NBC) 		<ul style="list-style-type: none"> WLRN-TV WPBT

Diversity

Anecdotally, the staff of Miami's major news outlets are more racially and ethnically diverse than many in the United States, though still not necessarily representative of the complete richness of Miami's population. In 2020, WLRN, the public radio station and affiliate of NPR and PBS, published a diversity statement documenting their staff as 35% white, 37% Black and 28% Hispanic (though we have no specificity here with white-only versus white Hispanic/Latino). Updated data have not been publicly released since then. No other information provider has publicly released diversity data.

From a news consumer perspective, according to respondents of the 2022 Gallup/Knight American Views survey, 73% of Miami respondents said that the diversity of a news organization's journalists is very or somewhat important to them when deciding which news sources to turn to.

Collaborations

As of 2022, we found no organized collaborative initiative or backbone institution serving the news and information ecosystem of Miami, indicating that collaboration continues to be an area of opportunity. The fact that WLRN and the *Miami Herald* participate in state-wide collaboratives suggests that there is already an appetite for this work locally that could be tapped into with a coordinated effort.

Local Journalism Support Organizations

Knight Foundation, one of the largest funders of news and information in the United States, is based in Miami. And while most of its journalism funding goes to local and journalism initiatives, there is potentially more opportunity to invest locally in the Miami news ecosystem. There are a number of family foundations in Miami that donate to South Florida PBS, WLRN and/or the *Miami Herald*, as discussed later in this chapter.

Information Providers and Community

There are not many clear examples of news outlets in Miami conducting deep community engagement. Stakeholders said that news providers need to help residents understand the complexity of Miami and further connect to the city. Similarly in 2020, we heard that many Miami-based outlets focus on keeping residents connected with countries of origin, rather than with the local Miami community. There’s a lack of a collective civic narrative, and though organizations like the New Tropic have attempted to fill gaps, it remains a city of many silos.

In the Pew Research Center’s 2019 Local News Survey, Miami respondents had more distance from news providers than the national average, with 58% saying that local journalists are in touch with the community and less than half (45%) saying local news covers the area in which they live. In this survey, respondents generally agreed that local news reports accurately (72%), provide news they can use daily (71%) and deals fairly with all sides (64%).

In the Gallup/Knight 2022 American Views survey, respondents generally agreed that local news organizations have the resources and opportunity to report news accurately, however, more than half (53%) disagreed that local news organizations care about how their reporting can affect their community; that they care about the best interest of their readers, viewers and listeners (57% disagree); or that they do not intend to mislead, misinform or persuade the public (53% disagree).

Information Providers & Community*	National Average	Miami - Fort Lauderdale - West Palm Beach MSA	
% Who say local journalists are in touch with the community	63%	58%	Low
% Who have spoken with a journalist	21%	15%	Low
% Who say their local news source mostly covers the area where they live	51%	45%	Low
% Who pay for local news in the past year	14%	10%	Low
% Who say their local news:			
Reports news accurately	71%	72%	Average
Keeps an eye on local political leaders	66%	68%	Average
Provides news that they use daily	67%	71%	High
Covers news stories thoroughly	65%	71%	High
Are transparent about their reporting	62%	62%	Average
Deals fairly with all sides	62%	64%	Average
Includes people like you in their stories	58%	58%	Average

*Data from 2019 Pew Research Center Local News Survey

Case Study: Beat Funding at the Miami Herald and El Nuevo Herald

Miami Herald and *El Nuevo Herald* have raised philanthropic funds to cover climate change and resiliency and arts and culture in South Florida, as well as to support investigative journalism. The Impact Journalism Fund launched in 2019 and the publications' approach includes fundraising from local family foundations, institutional funders and through donations from community members.

A number of family foundations have supported specific beats at the *Miami Herald*. The David and Christina Martin Family Foundation and Lynn and Louis Wolfson II Foundation are supporting climate change reporting and the Jorge M. Perez Family Foundation is supporting a bilingual multimedia arts journalist.¹¹ The Esserman Family Fund has directly supported the *Miami Herald* and *El Nuevo Herald*'s investigative reporting.

In addition to these grants, in 2023 the *Miami Herald* and *El Nuevo Herald* created an "impact journalism fund," run through the Miami Foundation, in order to raise money to increase coverage about economic equity and mobility, climate change and environment, and investigative journalism.¹²

Given the early stage of the *Miami Herald*'s relationships with philanthropic funders, it remains to be seen what lessons will be learned about this as an ongoing sustainability strategy.

Opportunities

- **Local backbone journalism institution:** Strong ecosystems often have a local backbone institution, and a backbone institution could help support collaboration across organizations and foster deeper community engagement and relationship building.
- **Information needs assessment:** There has not been a formal information needs assessment conducted for Miami-Dade County and having this information could guide additional efforts to support the creation of and access to local news and information across the diverse sectors of Miami.

11. Howard Cohen, "Miami Herald, el Nuevo Herald To Expand Climate Coverage with Gift from Foundation, *Miami Herald*, February 6, 2023, <https://www.miamiherald.com/news/local/environment/climate-change/article272074347.html>.

12. "Impact Journalism Fund," *Miami Herald*, <https://www.miamiherald.com/site-services/article235692297.html>.