Research and the Media

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Research assistance by Luke Rogers, Andrew Schafer and Barb Cook, Allison Churilla Anne Shattuck and Justin Young. Carsey Institute, UNH.
Experience with Media

• **Most experience with print reporters**
  – Major national papers
    • *New York Times*
    • *Wall Street Journal*
    • *USA Today*
    • *Washington Post*
    • *Associated Press*
  – Major Regional Papers
  – New Hampshire Papers
  – Chicago Media

• **Considerable experience with radio**
• **Less experience with TV**
What do Reporters Want?

• **Significance**
  – Is this News?
  – Is this really important?
  – Why is it important?

• **Context**
  – How does what is happening here fit with national trends?

• **Causes and Implications**
  – What caused this change?
  – How will this influence future trends?
  – What other things will be impacted by this?

• **A quote**
  – The story is already written....
Case One: Breaking News: “New data from the Census Bureau indicated....."
Non-Hispanic white natural decrease occurred in 2010 in

- 11 States
- 1,756 counties (55.3%)
Census: More deaths than births among whites

The USA's largest population group — whites who are not Hispanic — recorded more deaths than births last year for the first time ever, according to an analysis of Census Bureau estimates out today. The milestone reflects the aging of the white population and lower birth rates than those among minorities.

Between July 2011 and July 2012, an estimated 12,400 more white Americans died than were born, says demographer Kenneth Johnson of the University of New Hampshire's Carsey Institute. As recently as 2010-11, white births outpaced deaths by 29,600. The figures don't include multiracial births.

Whites’ deaths outnumber births for first time

By Carol Morello and Ted Mellnik, June 13, 2013

Census Benchmark for White Americans: More Deaths Than Births

By SAM ROBERTS
Published: June 13, 2013 | 379 Comments

More White Americans Dying Than Being Born

By NEIL SHAH
Case Two: Working in collaboration with reporters: The Chicago Bungalow Story
TEMPO

Floating in data and loving it

To us they're Sanskrit, but to demographers like Ken Johnson, getting the new U.S. census figures is like winning the lottery.

By Patrick T. Reardon
Tribune staff reporter

There's an eagerness in demographer Ken Johnson's voice and a gleam in his eye as he runs his finger up and down column after column of newly released numbers from the U.S. census of 2000. "You're seeing the country change right in front of your eyes ... if you know how to look at it," Johnson says, mirroring the glee with which his fellow demographers across the nation have been devouring the statistics rolling out of the U.S. Census Bureau every few months or so.

"It tells how we've changed, and it tells how it happened. It's the subtlety of it that's fun for me."

In his office on the ninth floor of a building on the lakeshore campus of Loyola University Chicago — where the walls are covered with bright-colored maps, graphs and statistical tables and a...
How this house represents a region on move

Berwyn bungalow serves as a way station as Chicagoans migrate to the edge of suburbia

First of two parts

By Charles Leroux and Patrick T. Reardon
Tribune staff writers

Like much of Chicago and its older suburbs, the 2700 block of South Highland Avenue in Berwyn is one of squat, red-brick bungalows. Mature maple trees grace the parkway, shading the sidewalks and street. The postage stamp front yards are patches of grass with low hedges shielding basement windows. Back yards are small and well-kept. Concrete steps lead to small porches, upon which a chair often sits, a place to make small talk with neighbors walking by. In summer flags fly on holidays—both the red, white and blue, and the red, white and green of Mexico.

Down the west side of the street is 2726. There’s nothing remarkable about this bungalow, certainly no hint of the stunning changes in the makeup of the city and suburbs it represents.

Over the past quarter-century, three families have made this house a way station in what is a widespread and accelerating migration from the city and inner suburbs to the farthest reaches of suburbia. The push outward by an increasingly restless population involves hundreds of thousands of people each year, affecting those on the move and those who decide to stay put.

Now findings, released recently by the U.S. Census Bureau, show that over the last six years Cook County suffered a net population loss of 88,000—third greatest in the U.S., behind only New Orleans and Wayne County, Mich., the home of Detroit. Meanwhile, two counties on the far edge of suburbia, Kendall and Will, are among the fastest growing in the nation—Kendall, ranking second in percentage increase.

In the last 25 years, three families—the Svobodas, the Haskinases and then the Rodriguezes—have lived in this Berwyn bungalow.
Gains, losses don’t tell whole story

Population numbers for the seven-county metropolitan region—from the city’s Take-front running out to the farther development along the arc of suburbanization—are usually viewed as a simple story of gains and losses.

For instance, between 2000 and 2005, the number of people in the region grew by nearly 4 percent to 8,413,968, according to a new analysis by demographer Kenneth M. Johnson of Loyola University Chicago.

Johnson’s data also show that Chicago’s population fell by 1.0 percent to 2.842,518 during that period, while Cook County recorded a drop of 3.8 percent to 5,004,989.

But, as Johnson points out, such population totals mask the churn that goes on behind them. Take that Cook County figure.

During that five-year period, 277,880 more people packed up and left the county than unpacked after moving in. Meanwhile, 233,139 county residents died.

Those losses, though, were counterbalanced by a city-size bumper crop of babies born, 28,640 of them. That’s more infants than all the men, women and children now living in Miami.

The result? New neighbors virtually everywhere. And a changing human landscape for everyone—even for those who stay put.

“We were looking for a quiet neighborhood,” Rodriguez said. “My family liked it here. There were four bedrooms, one for my wife and me, one for our oldest son and two upstairs for the other boys.”

Steve said, “Over in Cicero, we were limited to the basement. I didn’t know what it was like to go upstairs to my room.” When the family first looked at the Berwyn house, he ran up to the second floor and saw one of the bedrooms had a skylight. “Dibs on the room with the moon roof,” he said.

That sealed the deal. “I try to make my family happy,” Narciso said. “I worked as a supervisor for United Parcel Service in Hodgkins and taking classes in the evenings with the tiny leaf pattern that dates back two families ago, but they haven’t gotten to that yet.”

Narciso—his father who was visiting from Mexico—built the bench on the front porch.

“We’ve got very good neighbors here,” Narciso said. “On the south there’s a Polish guy John. He’s single. On the other side, she came from Texas and her husband is from Mexico. Sometimes I cook outside and I call them over.”

So, now the Rios are 21 married and lives nearby in Cicero. Andy, 13, is a 7th grader at the Freedom Middle School in Berwyn. Steve is 21, working as a supervisor for United Parcel Service in Hodgkins and taking classes in the evenings for his LL.M. in masscommunication.
MOVING: Changing the face of the suburbs

CONTINUED FROM PAGE 1

lined streets of their former homes and are confident that the single, splintery sailing near the driveway will grow.

"It reminds me of Naperville eight years ago," Barry said. "There's so much land. ...They're bringing in Kohls. We went to the Yorkville festival and talked to the old-timers, the farmers."

"They're not really thrilled with us," Charmy said.

A great migration is rapidly changing the face—and the faces—of Chicago and its suburbs. Although there has been an outward exodus for more than a century, new census and other government data show that the edges of the metropo-

topolitan area are being pushed farther out, and at a much faster rate than had been predicted.

It's not just more people in places that were empty before. This trend has political, environmental, economic and cultural ramifications.

Rising populations give sub-
urbs increasing clout. Some of the country's richest farmland is being paved over. More mill-
age drives up coal prices, and the cost of

therefore, making the cost of

The Whispering Meadows housing development in Yorkville is on the edge of the expanding frontier that is Kendall County.

Over the county line

In a given year, hundreds of thousands of Chicago-area residents move within the region, reshaping the population of each county. In 2002, only Cook County (the most populous) in the seven-county area lost population. Will County experienced the biggest net gain.

MIGRATION Among Chicago 7-county area, for 2002

<table>
<thead>
<tr>
<th>MOVING TO ANOTHER COUNTY</th>
<th>COUNTY OF ORIGIN</th>
<th>MOVING IN</th>
<th>NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cook</td>
<td>McHenry</td>
<td>34,600</td>
<td>-43,900</td>
</tr>
<tr>
<td>Cook</td>
<td>McHenry</td>
<td>-5,600</td>
<td>+5,600</td>
</tr>
<tr>
<td>Cook</td>
<td>Kane</td>
<td>11,800</td>
<td>+5,200</td>
</tr>
<tr>
<td>Cook</td>
<td>Lake</td>
<td>19,700</td>
<td>+8,300</td>
</tr>
<tr>
<td>Kane</td>
<td>McHenry</td>
<td>20,600</td>
<td>+9,300</td>
</tr>
<tr>
<td>Kane</td>
<td>DuPage</td>
<td>37,400</td>
<td>+600</td>
</tr>
<tr>
<td>Kane</td>
<td>Kendall</td>
<td>4,500</td>
<td>+9,000</td>
</tr>
<tr>
<td>Kane</td>
<td>Will</td>
<td>25,000</td>
<td>+15,900</td>
</tr>
</tbody>
</table>

MIGRATION Out of Chicago 7-county area, for 2002

where else in the region. Where did they go?

Nearly 18,000 of them went to DuPage County, 14,700 to Kane County, 16,700 to Will County, and 25,000 to Lake County. McHenry was the new home for 6,900, and Kendall County received about 700.

Between 2000 and 2005, the big winners in the migration of people and their money were the counties on the furthest reaches of the area: McHenry with a 16 percent increase in population; Kane, 15 percent; Will, 20 percent and Kendall, 46 percent. The losers were DuPage, with a 12 percent drop, LaSalle, 11 percent, and Will, 11 percent.

I was coach of girls softball team in Oak Park, a bar team. "Barrett," Barry said. "And we suddenly notice a girl with a bike and she's walking with Susan."

For generations, families have turned their backs on the city to head out in search of better schools, more room to play and "a good place to raise a family." Because of the urban expansion of population is to large extent, child-driven.

Not only are Americans moving ever outward, they're taking up more and more space.

A study by the Center for Environment and Population, Connecticut-based research group, found that, for an American in 2003, there were 0.37 acres in developed land (houses, roads, stores, etc.) or about 18,000 square feet of the equivalent of more than 10 standard Chicago lots. That's 19 percent increase over the 1982 figure of 60.91 acres—18,500 square feet, or about four lots.

Between 1982 and 2002, Kendall County lost 200 farms at 18,000 acres of farmland, becoming less what it always has been—a place to raise crops and livestock—and more a place where children

The Haskins family be

Kendall County residents August 1st, a day when the temperature hovered near 100. Not only were they struggling with the heat, but they said it was too hot to let the children out.

They already had checked out the pool and were fairly sure it would be too hot for the children.

"So what if it didn't go as far as it should," he said.

When they weren't sure about how difficult it would be for the girls to find new friends.

"We're standing in the driveway, and suddenly we notice a girl with a bike and she's walking with Susan," he recalled.

For generations, families have turned their backs on the city to head out in search of better schools, more room to play and "a good place to raise a family." Because of the urban expansion of population is to large extent, child-driven.
Case Three: Media coverage of your Research

What do NPR, Radio Free Mississippi and the Morning Show from Seoul Korea have in common? 800 media mentions in first week, 1400 overall
Growing Diversity among America’s Children and Youth: Spatial and Temporal Dimensions

KENNETH M. JOHNSON
DANIEL T. LICHTER

AMERICA’S RAPIDLY CHANGING racial and ethnic composition will undoubtedly reshape ethnic identities, electoral politics, and inter-group relations in the foreseeable future. A recent report by the United States Census Bureau projected that racial and ethnic minorities—everyone but non-Hispanic single-race whites—will become the majority population in 2042 (US Census Bureau 2008a). The size of the minority population is projected to grow to 235.7 million or 54 percent of the total US population by 2050. Of course, demographers understand that population projections are often not borne out; they rest on demographic assumptions that sometimes prove to be seriously flawed.¹

We do not need to rely on Census projections or wait until 2042 to observe the putative demographic implications of growing racial and ethnic diversity in American society.² Our research documents the demographic forces that have placed today’s young people in the vanguard of America’s new racial and ethnic diversity. The seeds of diversity are being sown today by immigration and high fertility, which are revealed in growing racial and ethnic diversity among America’s children and youth. In many parts of the United States, the future is now.

This article has several goals. First, we use up-to-date census population estimates to document recent increases in the racial and ethnic mix of America’s youth, especially its youngest children (i.e., those aged 0–4 years). Predictably, growing racial diversity has been caused by rapid growth of minority children, especially Hispanic children, but perhaps less predictably by absolute numerical declines of non-Hispanic white children. Second, we show how national patterns have manifested themselves unevenly over geographic space. More than 500 US counties in 2008 had “majority-minority” popula-
Non-White 2010 U.S. Births May Be Majority

Births to Minorities Are Approaching Majority in U.S.

Report: U.S. Newborns Increasingly Diverse

Kindergartens see more Hispanic, Asian students

The end of white America?

Minority births will exceed white births in the U.S. this year, say experts. How long before America’s a "minority-majority" nation?
Prime Number

Published: March 12, 2010

48: The percent of births in the United States to minority mothers in the 12 months that ended July 2008, according to an analysis of Census Bureau data by Professors Kenneth M. Johnson of the University of New Hampshire and Daniel Lichter at Cornell University. The 50 percent benchmark could be reached as soon as this year, demographers say. Over all, the Census Bureau estimates that minorities will constitute a majority of the nation’s population in about three decades and a majority of Americans under 18 in about a decade.

A version of this article appeared in print on March 14, 2010, on page W4 of the New York edition.
Continuing Interaction:.....The joy of being right

Two Years Later in May of 2012
Minority Births Exceed White Births and the Media makes another big deal of it!
Census data shows minorities now a majority of U.S. births

By Dennis Caucun and Paul Overberg, USA TODAY

More than half of all babies born last year were members of minority groups, the first time in U.S. history. It's a sign of how swiftly the USA is becoming a nation of younger minorities and older whites.

Hispanics, blacks, Asians and other minorities in 2011 accounted for 50.4% of births, 49.7% of all children under 5 and slightly more than half of the 4 million kids under 1, the Census Bureau reports today.

The nation's growing diversity has huge implications for education, economics and politics. "Children are in the vanguard of this transition," says Kenneth Johnson, a demographer at the University of New Hampshire's Carsey Institute.

In all, minorities had 5.9% fewer babies last year than in 2010, but births among non-Hispanic whites fell even more, down 10.1%, Johnson says. A key reason: A greater share of the minority population is of child-bearing age.
Most U.S. children under 1 are minorities, Census says
By Stephanie Siek and Joe Sterling, CNN
updated 12:32 PM EDT, Thu May 17, 2012

STORY HIGHLIGHTS

- Hispanics are most populous and fastest growing minority group, the Census says
- Asians are the second-fastest growing minority group, numbers show
- African-Americans are the second largest minority group, the Census says
- Four states and the District of Columbia have minority populations over 50%

(CNN) -- U.S. minorities now represent more than half of America’s population under the age of 1, the Census Bureau said, a historic demographic milestone with profound political, economic and social implications.

The bureau -- defining a minority as anyone who is not “single race white” and “not Hispanic” -- released estimates on Thursday showing that 50.4% of children younger than 1 were minorities as of July 1, 2011, up from 49.5% from the 2010 Census taken in April 2010.

“2011 is the first time the population of infants under age 1 is majority minority,” said Robert Bernstein, a Census Bureau spokesman.

The latest statistics -- which also count the national population younger than 5 as 49.7% minority in 2011, an increase from 49% in 2010 -- portend a future of a more racially diverse America, with new and growing populations playing more important roles politically and economically in years to come, analysts say.

Like other analysts, Kenneth M. Johnson, senior demographer at the Carsey Institute and professor of sociology at the University of New Hampshire, isn’t surprised at the trend.

“We’ve known it was going to come, but the question was what year the "crossover point" would happen,” he said.
News from the Front: Lessons Learned
Engaging with the Media

• **Media Services and Center based Media Staff can be helpful**
  – Extensive media contacts
  – Press Releases, Social Media, radio and TV facilities
  – Experience dealing with the media

• **Build relationships with reporters**
  – You and reporter benefit from an established relationship
    • They know your areas and you
    • They look at things you say are important
      – Doesn’t guarantee they do anything, but they look
  – Relationships with **beat reporters** are particularly important
    • Beat reporter know your areas – are more likely to quote you properly
    • Beat reporters benefit from on-going associations with experts

• **Reporters function in complex environments**
  – They deal with editors and jockey for space or time
  – They don’t have the last word, Editors do
Costs of Working with the Media

• Working with the media frequently is extremely **time intensive**

• You must be extremely well prepared
  – If new information is released, you must be right on top of it
  – The news cycle is very short, so you need to be prepared to respond immediately
  – You must be able to convey the key points of your findings simply
    • Bullet points and factoids
    • No footnotes
  – It is a very intense experience

• You won’t always get quoted
  – “Demographers say.......”
  – Even if quoted, you might not get credit for all you contributed

• Tenure and Promotion Committees won’t be impressed
  – Most T&P Committees just see it as Service
  – Assistant and Associate Professor should think carefully about how involved they want to be
Benefits of Working with the Media

• **Many more people see your work**
  – Not just the other 10 experts in your field

• **You will see your research in print in hours, not eons**

• **You get to work with smart people**
  – Adept at wrapping a story around your facts and figures
  – See your research from a different perspective
  – Provide insights that you won’t get from academic colleagues

• **Media coverage can open doors:**
  – Access to policy makers and large public audiences
  – Some of the doors you may not want to open

• **Your children might be impressed.......**
  – but probably not
Know Your Limits

• You are an **Expert** in some things, not all things
• Don’t be afraid to say you don’t know.
• Research based facts vs opinions
• “What should we do about this?”