

Professor Monroe

Poli 190

09/17/2025

Role Profile: Los Angeles Times

Part 1: Organization Profile

Prominent issues:

- local governance/issues
- public safety and policing
- climate change and environment
- elections and politics
- education
- entertainment and culture
- major crises/events
- immigration and border policy
- equity and justice

of active prints and/or digital subscription:

- 40 million [latimes.com](https://www.latimes.com) visitors (monthly)
- 1.6 million “Sunday print readership” (every sunday)
- 4.4 million print and online (weekly)

Identify constituents: (which regions of the state have the highest concentration of your target audience)

- Los Angeles & SoCal Residents
- Diverse Communities which reflect L.A’s demographics (ex. Immigrant communities, lgbtq+ community, Latinx community, etc.)
- English and Spanish Readers
- California statewide (educators, activists, politicians, policy watchers, civic leaders, voters, etc.)
- National/International Readers
- Subscribers and Advertisers
- Civic Institutions

Note: The Los Angeles Times seems to hold a “lean left” or “left-leaning bias” when it comes to political views

California Politics Editor: Phil Willon

- Sacramento Bureau

- Focus: state politics and state capital
- almost every level of politics
- politicking
- example: Governor Gavin Newsom 2022 and 2018 race & 2016 U.S Senate Race

Background:

Newsroom State Correspondent (Inland Empire)

- Covered Los Angeles Mayor Antonia Vallaraigosa
- Southern California mountains and desert

Washington, D.C., Correspondent for Tampa Tribune

- Covered Florida Gov. Lawton Chiles
- Hurricane Andrew
- Serial Killer Danny Rolling

Kent Island Correspondent for Capital in Annapolis, Md

- Raised in Los Angeles
- Graduated from UC San Diego

Part 2: Constituent Profile (los angeles county)

Economics:

- Prominent industries:
 - health care and social assistance
 - retail trade
 - professional, scientific, and technical services
- Unemployment rate, income levels, poverty rate, etc.
 - 5.5 unemployment CA
 - 2023 median (household) income: \$87,760
 - 2023 median income (individual): \$38,11
 - “approximately 13.6% of people live below the poverty line”
 - Average commute time: 30.8 minutes
 - Median Property Value: \$867,969
 - Percentage of households own homes (2023):
 - los angeles county: 45%
 - state of california: 56%
 - nationwide: 65%

Demographic

- Population and population breakdowns by race, ethnicity, age, income, etc.
 - Population: 9,757,179 (2024)
 - Median age: 37.9
 - Race/Ethnicity:
 - Hispanics: 48.59%
 - Non-Hispanics White: 24.52%

- Asians: 15.05%
- Blacks: 7.3%
- Native Americans: 0.17%
- Pacific Islanders: 0.20%
- Multiracial Americans: 3.49%
- Citizenship: 84.9%
- Foreign Born: 33.3%
- Urban/rural breakdown: “Overwhelmingly Urban”
 - large population → density
 - metropolitan hubs
 - does contain rural such as the “rural villages”, agricultural and high desert areas in regions that would be considered unincorporated

Politics:

- Partisan voter registration
 - 2025 Registered Voters: 22,900,896 (85.05%)
 - 20225 Eligible Voters: 26,927,123
 - 2025 Democrat: 10,367,321 (45.27%)
 - 2025 Republican: 5,776,356 (25.22%)
 - 2025 Other parties: 1,640,236 (7.16%)
 - 2025 No parties: 5,116,356 (22.34%)
- % voted Democrat/Republican in 2020, 2016, 2012
 - Democrat:
 - 2020 (Biden): 51.3% (81,283,501 popular vote)
 - 2016:(Hillary Clinton): 48.2% (65,853,514 popular vote)
 - 2012: (Obama): 51.1% (65,915,795 popular vote)
 - Republican:
 - 2020 (Trump): 46.8% (74,223,975 popular vote)
 - 2016 (Trump): 46.1% (62,984,828 popular vote)
 - 2012 (Mitt Romney): 47.2% (60,993,504 popular vote)
- 3 specifics issues that are important to your constituents
 - Affordable Housing and Homelessness
 - Immigration and Immigration rights
 - Public safety, policing, criminal justice reform
- Constituents’ general positions on economic, social, and environmental issues:

Economic:

- Increasing minimum wage (aiming for working and middle class)

- Affordable housing and healthcare → Homeless population ~72,308
- Public Assistance Program (funding)

Social:

- Abortion Right/ Reproductive Freedom
- LGBTQ+ equality
- Immigration Protection

Environmental:

- Climate Change
- Wildfire Prevention
- Water Conservation

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