

# PENN STATE STUDENT MEDIA NETWORK DEMOGRAPHICS REPORT | SPRING 2025

## INTRODUCTION

**Penn State Student Media Network (PSSMN)** set out to better understand the demographic makeup of the students who comprise its five member organizations; Centre County Report, CommRadio, The Daily Collegian, PSN-TV and WKPS, The Lion 90.7 FM. Results will help inform strategies for pursuing grant funding for future PSSM projects along with identifying growth opportunities within the members organizations' staffs.

## SAMPLING

A sample of 566 undergraduate students at the University Park campus who belong to the five member organizations of Penn State Student Media Network - Centre County Report, CommRadio, The Daily Collegian, PSN-TV and WKPS, The Lion 90.7 FM - were invited via email to participate in this survey in February 2025. In total, 65 students completed the survey for an 11.5% response rate. **Survey data is reported in the tables and paragraphs on Pages 2-4 of this document.**

Additionally, Penn State Student Affairs used the email addresses provided to PSSMN to gather census data for this report on students' gender, race/ethnicity and semester standing. **This data was compiled based on the students' records with the University and is reported in Tables 1-3 on this page.**

~ Table 1  
Gender

Responses	Number	Percentage
Man	262	46.3
Woman	302	53.4
Genderqueer	1	0.2
Other	1	0.2

~ Table 2  
Race/Ethnicity

Responses	Number	Percentage
Asian	16	2.8
Black or African American	52	9.2
Hispanic or Latino	67	11.8
White	380	67.1
Two or more races	24	4.2
Other	10	1.8
Undisclosed	17	3

~ Table 3  
Current Year Standing

Responses	Number	Percentage
First Year	92	16.3
Second Year	148	26.1
Third Year	147	26
Fourth Year	131	23.1
Fifth year+	27	4.8
Graduate Student/Other	21	3.7



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## ^ ACADEMICS

Survey participants were asked to write in their current or intended major. The most common response was broadcast journalism (35%) followed by telecommunications (15%), journalism (11%), film production (5%), print and digital journalism (3%), advertising (3%), public relations (3%), media studies (2%) and photojournalism (2%).

12% of the respondents indicated they were pursuing double majors, while 20% reported majoring in a discipline outside of the Donald P. Bellisario College of Communications. Those students came to PSSMN from the College of Arts and Architecture, the College of Earth and Mineral Sciences, Eberly College of Science, the College of Engineering, the College of Information Sciences and Technology, the College of Liberal Arts and Smeal College of Business.

**^ Table 4**  
**PSSMN Orgs Belonged To**

Responses*	Number	Percentage
Centre County Report	11	17
CommRadio	17	26
The Daily Collegian	13	20
The Lion 90.7 FM	14	22
PSN-TV	43	66
*For this question, multiple respondents indicated they belonged to more than one PSSM org. That brought the total for the "Number" column to 98. The "Percentage" column is calculated based on the number of survey participants - 65.		

**^ Table 5**  
**Preferred News Source**

Responses	Number	Percentage
Digital newspaper or magazine (website or app)	23	35
Network TV (NBC, CBS, ABC, etc.)	8	12
Print newspaper or magazine	1	2
Social Media Feed (TikTok, Instagram, X, etc.)	30	46
Podcast	1	2
YouTube	2	3

## ^ MEDIA ORGANIZATIONS OUTSIDE OF PSSMN

51% of survey participants wrote in that they were members of other media or journalism organizations that are not part of Penn State Student Media Network. The Association of Women in Sports Media was named most often, with 18% of respondents belonging to that group. Other common responses included After the Whistle (12%), 46Live (12%), Penn State's chapter of the National Association of Black Journalists (9%), Onward State (9%), CommAgency (9%), Her Campus at Penn State (6%) and the Student Film Organization (6%).

Students also noted belonging to campus organizations such as the Penn State News Lab, Centre Documenters, the Penn State Chapter of Delta Kappa Alpha, Campus Weather Service and the Penn State Music Group. Media organizations outside of Penn State where students said they worked included WJAC-TV, WTAJ, Beyond the Mic podcast, NBADraft.net, FanSided, B1G+, MLBBro.com and Juniata County Radio.

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**^ Table 6**  
Need-Based Financial Aid

Responses	Number	Percentage
Receive	21	32
Do not receive	36	55
Prefer to not say	8	12

**^ Table 7**  
Home State

Responses	Number	Percentage
Georgia	2	3
New Jersey	8	12
Pennsylvania	29	45
New York	5	8
Virginia	4	6
Maryland	3	5
West Virginia	1	2
Illinois	2	3
Delaware	1	2
Florida	1	
Louisiana	1	2
Washington	1	2
Puerto Rico	1	2
South Carolina	1	2
Rio de Janeiro, Brazil	1	2
California	1	2
North Carolina	1	2
Minnesota	1	2
Texas	1	2

**^ Table 8**  
Primary Language Spoken

Responses	Number	Percentage
English	62	95
Portuguese	2	3
Spanish	1	2

**^ Table 9**  
Self-Described Orientation

Responses	Number	Percentage
Bisexual	8	12
Gay	1	2
Heterosexual/Straight	51	78
Lesbian	1	2
Queer	2	3
Prefer to not say	2	3

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**^ Table 10**  
**Religious Affiliation**

Responses	Number	Percentage
Agnostic	11	17
Atheist	7	11
Catholic	19	29
Episcopalian	1	2
Jewish	3	5
Lutheran	1	2
Methodist	5	8
Nondenominational Christian	4	6
Other Christian	3	5
Prefer to not say	3	5
Presbyterian	2	3
Spiritual but not religious	6	9

**^ Table 11**  
**Disability Status**

Responses	Number	Percentage
Yes, I live with one	1	2
No, I do not live with one	59	90
Prefer to not say	5	8

**^ Table 12**  
**Political Orientation**

Responses	Number	Percentage
Very liberal	15	23
Somewhat liberal	25	38
Moderate	12	18
Somewhat conservative	7	11
Very conservative	1	2
Prefer to not say	4	6
Other	1	2



**PennState**  
Donald P. Bellisario  
College of Communications

Key:  
~ Census data, ^ Survey data