

# **More Than RTNDA's Numbers Guy: The Diversity Leadership Legacy of Vernon Stone**

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## Abstract

After working as a broadcast journalist in the 1950s and 60s, Vernon A. Stone, served for 22 years as the research director at what was then known as the Radio-Television News Directors Association (RTNDA). While a faculty member, Stone published scores of reports and articles on women and racial minority groups in television and radio news while also tracking their salaries. In 1989, he provided expert testimony to the Federal Communications Commission. But, Stone was the first male to serve as vice chair of a committee on the status of women, reflective of his leadership in challenging sex discriminatory practices in media industry in the 70s. Based on an analysis of correspondence and writings contained in the Vernon A. Stone Papers at the University of Iowa, this study argues that Stone exercised diversity leadership decades before it became a common practice in colleges and universities.