

Role Profile for Modesto Bee

PART 1: Individual Organization Profile

The Modesto Bee, is a local newspaper based in Modesto, California and is part of the McClatchy Media Network.

Prominent Issues Covered:

- The Modesto Bee mainly focuses on local and regional issues that affect people in Modesto, Stanislaus county, and the Central Valley. Some of the main issues covered by the newspaper include...
 - Local and state politics and gov.
 - Education
 - Agriculture and water
 - Public safety and crime
 - Healthcare
 - Housing and the local economy
 - Environmental issues
 - Local businesses
 - Community issues and events
- There is also a focus on accountability and investigative reporting, including stories about local gov., law enforcement, schools, and other institutions. Additionally has expanded its coverage to Latino Communities and reports on issues affecting them, through Spanish language reporting and its *La Abeja* section.

Print/Digital Subscription and Audience:

- Modesto Bee reaches about 181,000 weekly readers
- About 1.1 million digital monthly visitors
- About 13,000 newsletter subscribers
- The newspaper offers both print and digital subscriptions, with digital subscribers receiving access to the website digital edition, mobile app, and subscriber only content
- There is no specific current number of active paid print and digital subscriptions, publicly available info. only reports readership and digital audience numbers.

<https://www.winwithmcclatchy.com/modesto>

<https://www.modbee.com/news/local/article289337895.html>

Constituents/Target Audience:

Journalists have no specific legislative district, so my constituents are the readers and communities that The Modesto Bee serves.

* The newspaper's main audience is concentrated in Modesto, Stanislaus County, and the surrounding Central Valley communities. The audience includes people living in both urban and rural areas including...

- Modesto & Stanislaus County residents
- CV families
- Farmers & agricultural workers
- Local business owners & employees
- Students & educators
- Local taxpayers & gov. Residents
- Latino & Spanish-speaking communities
- Residents of rural agricultural communities

Will Primarily use Stanislaus County and the surrounding Central Valley!

PART 2: Role Profile

1. Economics

Major Industries:

- Main industries in Stanislaus County and the surrounding Central Valley include...
 - Agriculture
 - Healthcare & social assistance
 - Retail
 - Transportation & warehousing
 - Food services
 - Manufacturing & food processing
 - Local businesses

*Agriculture is especially important to the CV economy and makes issues such as water availability, farming, ag. Employment, and regulations relevant to the paper's audience.

Unemployment: July 2026, Stanislaus unemployment rate is at 7%

→ Federal Reserve Economic Data (FRED)

<https://edd.ca.gov/en/newsroom/facts-and-stats/dashboard/>

Income:

- Median household income in Stanislaus County: \$78,673
- Median Household Income in CA: \$100,149
- Per capita income: \$34,849

Poverty: Poverty rate: 14.2% → this would be relevant to issues such as employment, wages, housing, affordability, public services, and economic development

- Under 18 yrs: 18.2%
- 18-64 yrs: 11.8%
- 65+ yrs: 16.7%

https://data.census.gov/profile/Stanislaus_County_California?g=050XX00US06099#education

2. Demographics

Populations: Stanislaus county population estimate is at 557,719. 2020 Census population, 552,878.

Age:

- Under 5 yrs old: 6.3%
- Under 18 yrs old: 25.2
- 65 yrs and older: 15.6
 - This means the newspaper serves a significant number of families with children as well as older residents.

Race and Ethnicity: 21.0% of the population is foreign-born.

Language: 44.5% language other than English spoken at home in Stanislaus County → The Modesto Bee's Spanish-language coverage is relevant to this part of its audience.

- English only: 55.5%
- Spanish 35.6%

Education: Among residents 25 and older – 79.9% have graduated high school or higher and 19.6% have a bachelor's degree or higher

Housing:

- Owner-occupied housing rate: 61.2%
- Median home value: \$450,100
- Median gross rent: \$1,623

Urban/Rural Breakdown: Stanislaus County has a mixture of urban, suburban, and rural communities → so The Modesto Bee's audience includes a diversity of people. (agriculture remains a major part of the county's economy)

- Major population centers include Modesto, Turlock, Ceres, and Patterson

3. Politics

Partisan Voter Registration: as of May 2026

- Democratic: 36.02%
- Republican: 35.81%
- American Independent: 4.69%
- Green: 0.36%
- Remaining voters: other parties or no party preference

<https://elections.cdn.sos.ca.gov/sov/2020-general/ssov/pres-summary-by-county.pdf>

2024 Presidential Election:

Election results were certified, Stanislaus County votes red with a few exceptions →

<https://www.modbee.com/news/politics-government/election/article296564064.html>

- Donald J. Trump (R): 54.16
- Kamala D. Harris (D): 43.21%

<https://www.stanvote.gov/pdf/past-results/11-05-2024-sov.pdf>

4. Three Important Issues

Agriculture & Water

- Ag and food processing are major parts of the local economy
- Water availability is important to agricultural communities
- Drought and water management can affect the local economy and environment

Jobs & Local Economy

- Employment and unemployment
- Wages and household income
- Agriculture and manufacturing
- Small businesses
- Economic development
- Housing affordability

→ <https://labormarketinfo.edd.ca.gov/cgi/dataBrowsing/localAreaProfileQSResults.asp?state=true&geogArea=0604000099&selectedArea=Stanislaus%20County>

→ US Census discusses housing etc.

Education & Public Services

- Education and schools
- Healthcare access
- Government services
- Family and children's services
- Services for older adults

→ <https://www.stancounty.com/planning/cdbg/documents/action-plan/2025-2026-action-plan-final.pdf>

→ also feel free to look at citizens participation plans...

<https://www.stancounty.com/planning/cdbg/plans-and-reports.shtm>

5. General Positions/Concerns

The Modesto Bee serves a politically diverse audience, so it would not be accurate to say that all readers have one political ideology, instead it sort of serves in addressing/ showcasing major issues and concerns that are relevant to the population.

Environmental: Everything to do with water availability, drought, agricultural water use, air quality, land use and development!!!, environmental effects of ag. and industry

Overall:

- Politically diverse readership
- Large agricultural and working population
- Mix of urban, suburban, and rural population
- Major concerns include the local economy → ag/water, ed. , healthcare, housing, and community services