

2020 New England Newspaper Convention

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**The Day**

# The need for diversity and inclusion in our newsrooms

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The country is and increasingly diverse  
It's 2020, what are we waiting for?  
(in fact, advertisers/subscribers/advertisers share jointly on-  
white by 2045) what are we waiting for?



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# Poynter Leadership Academy for Diversity in Digital Media

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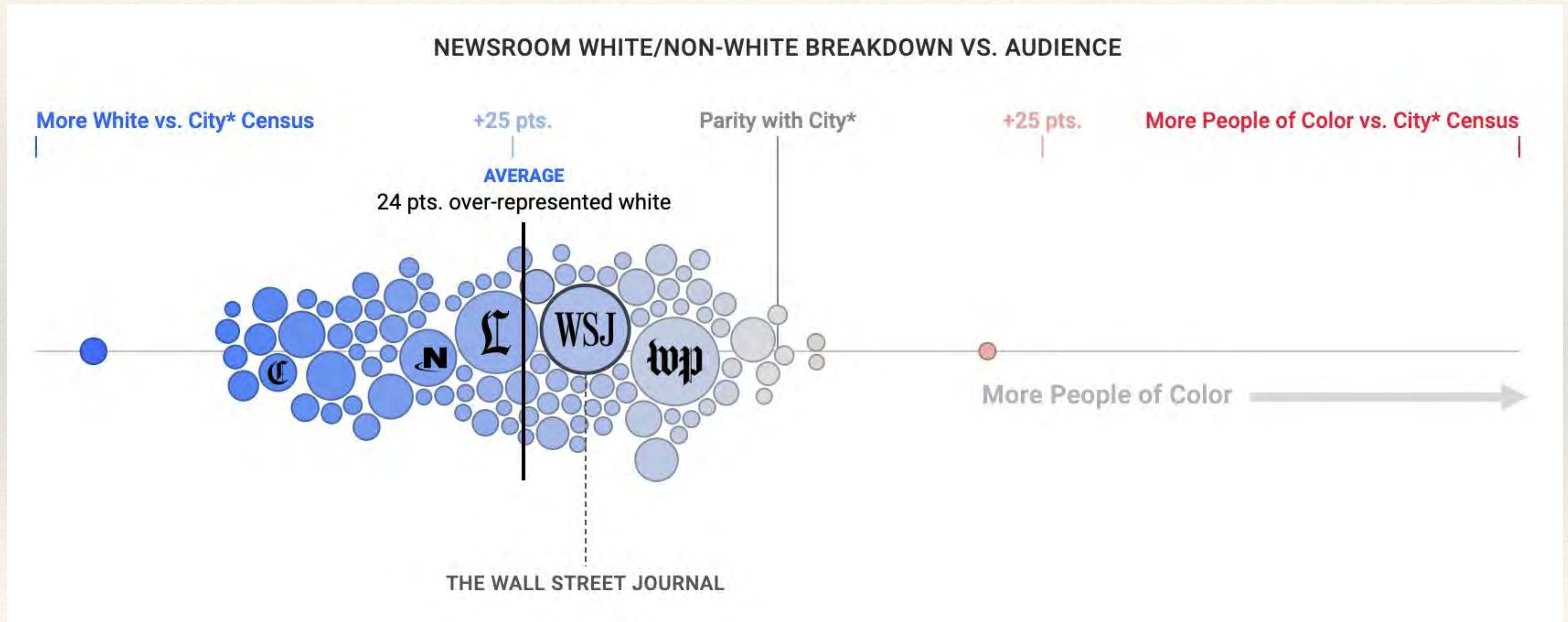


Applications for the 2020 program are open now; the deadline is Feb. 14.



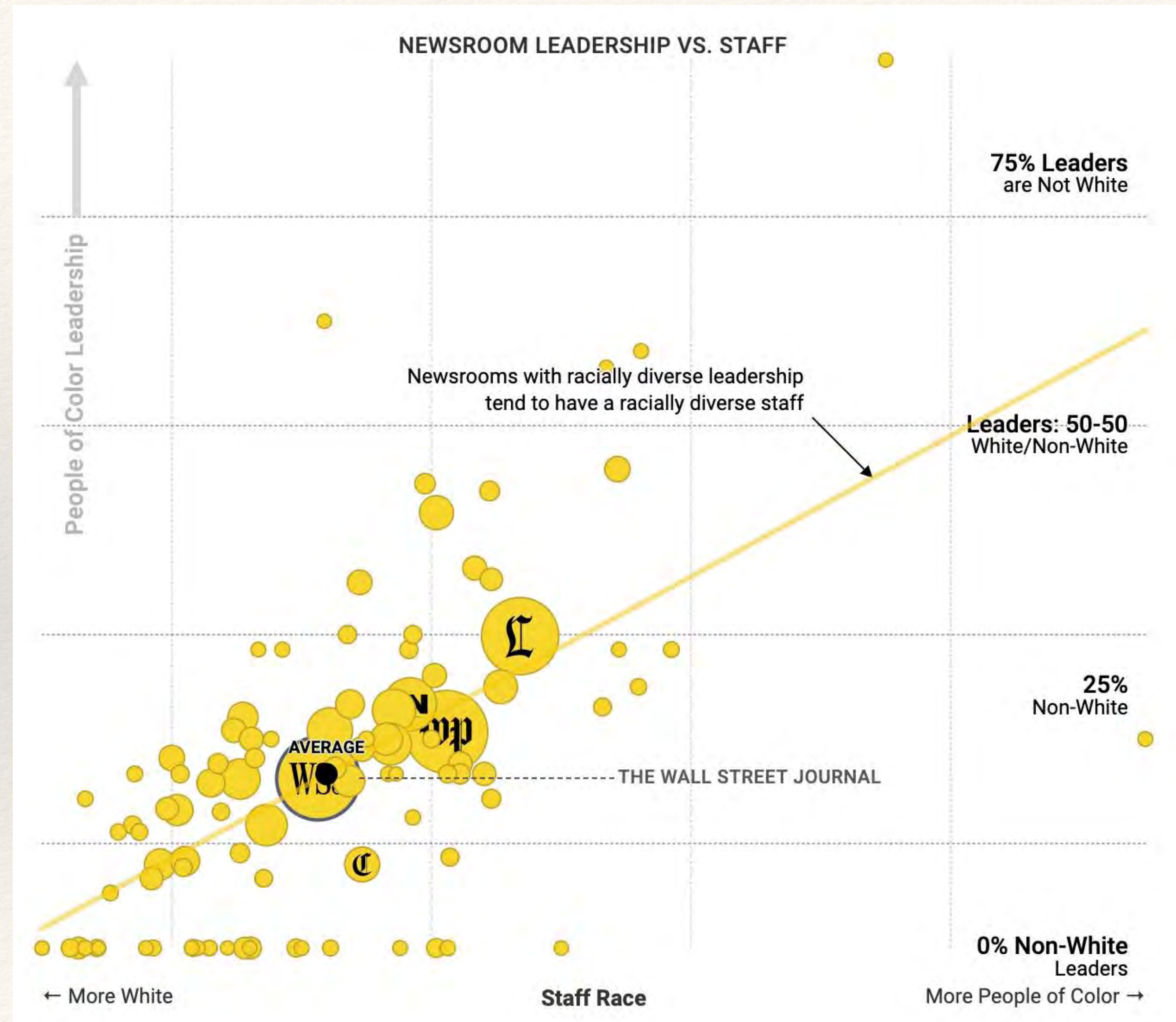
# 2019 ASNE Newsroom Diversity Survey

“People of color represent 21.9 percent of the salaried workforce among newsrooms”





“People of color make up only 18.8 percent of newsroom managers”





## HOW NEWSROOMS CHANGED, 2004 - 2019





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# What do we mean by diversity and inclusion?

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"Diversity is being invited to the party.  
Inclusion is being asked to dance."

*- Mitra Kalita, Senior Vice President, CNN Digital News & Programming*



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# What do we mean by diversity and inclusion?

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**Diversity** – Appreciation of differences

**Inclusion** – Unlocking diversity's massive value



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# Why this is vital:

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- ❖ **Business** - reaching new audiences, creating new and innovative products
- ❖ **Talent/staff** - recruiting, developing and maintaining a diverse and talented staff - this doesn't mean developing a stable of entry-level reporters. This means developing and supporting tomorrow's newsroom leadership
- ❖ **Journalism and Trust** - gaining the perspective to tell new, better and more accurately representative stories, building and strengthening our relationships with diverse communities



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# The business case

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“The fact is that if you want to build teams or organizations capable of innovating, you need diversity. Diversity enhances creativity. It encourages the search for novel information and perspectives, leading to better decision making and problem solving. Diversity can improve the bottom line of companies and lead to unfettered discoveries and breakthrough innovations. Even simply being exposed to diversity can change the way you think.”

*–Katherine W. Phillips, Scientific American, 2014*



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# The business case

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“In particular, African American and Hispanic Americans are more likely than white Americans to say it is very important that they see their communities and people like them in the reporting. They are also more likely to put importance on sources that share their points of view, and on the news being presented in a way that is entertaining.

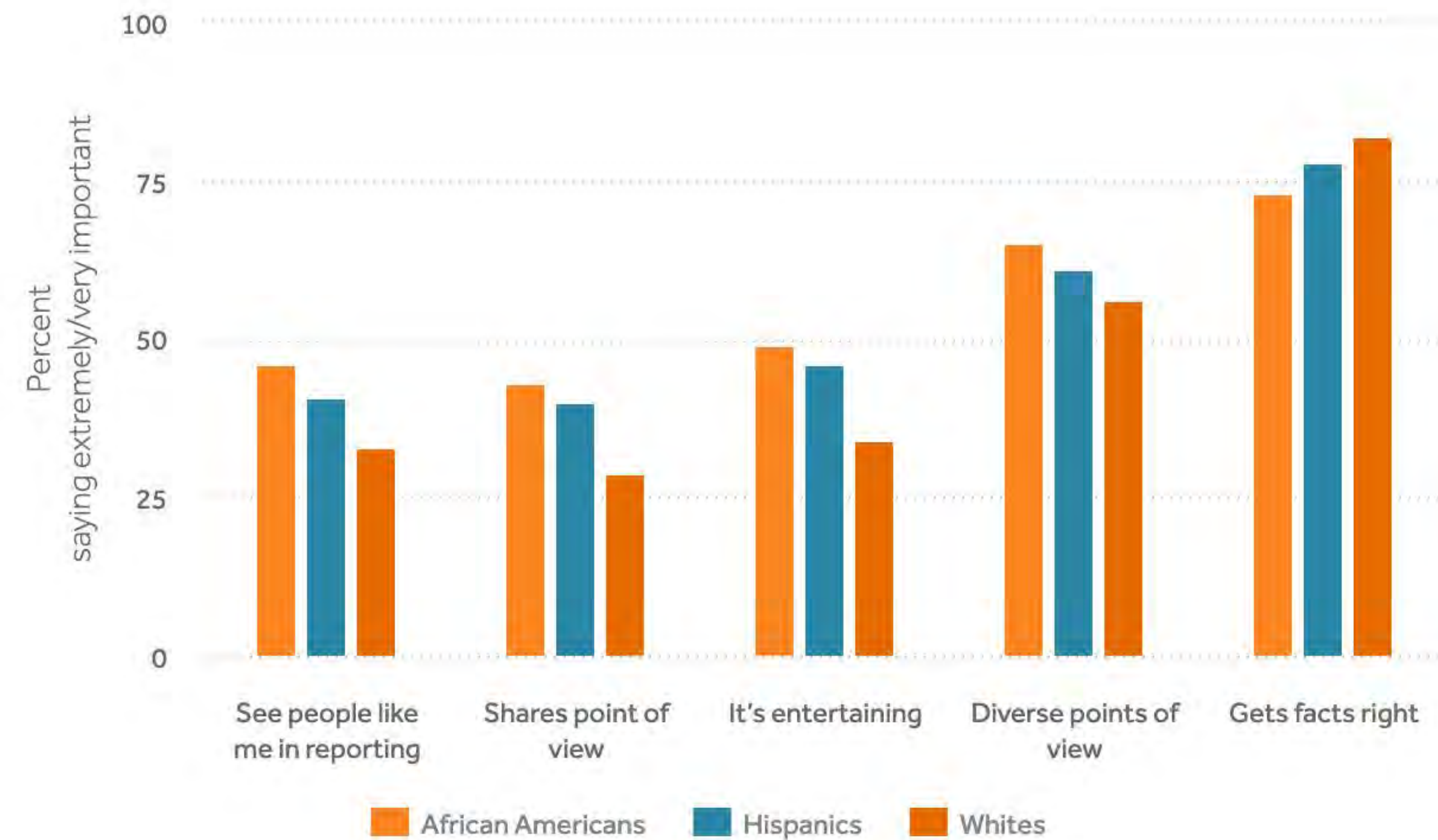
In addition, African American adults assign greater importance on the presentation of diverse points of view than do white adults.”

*–American Press Institute, What Makes People Trust News*



# The business case

## Racial and ethnic differences in why Americans rely on certain sources



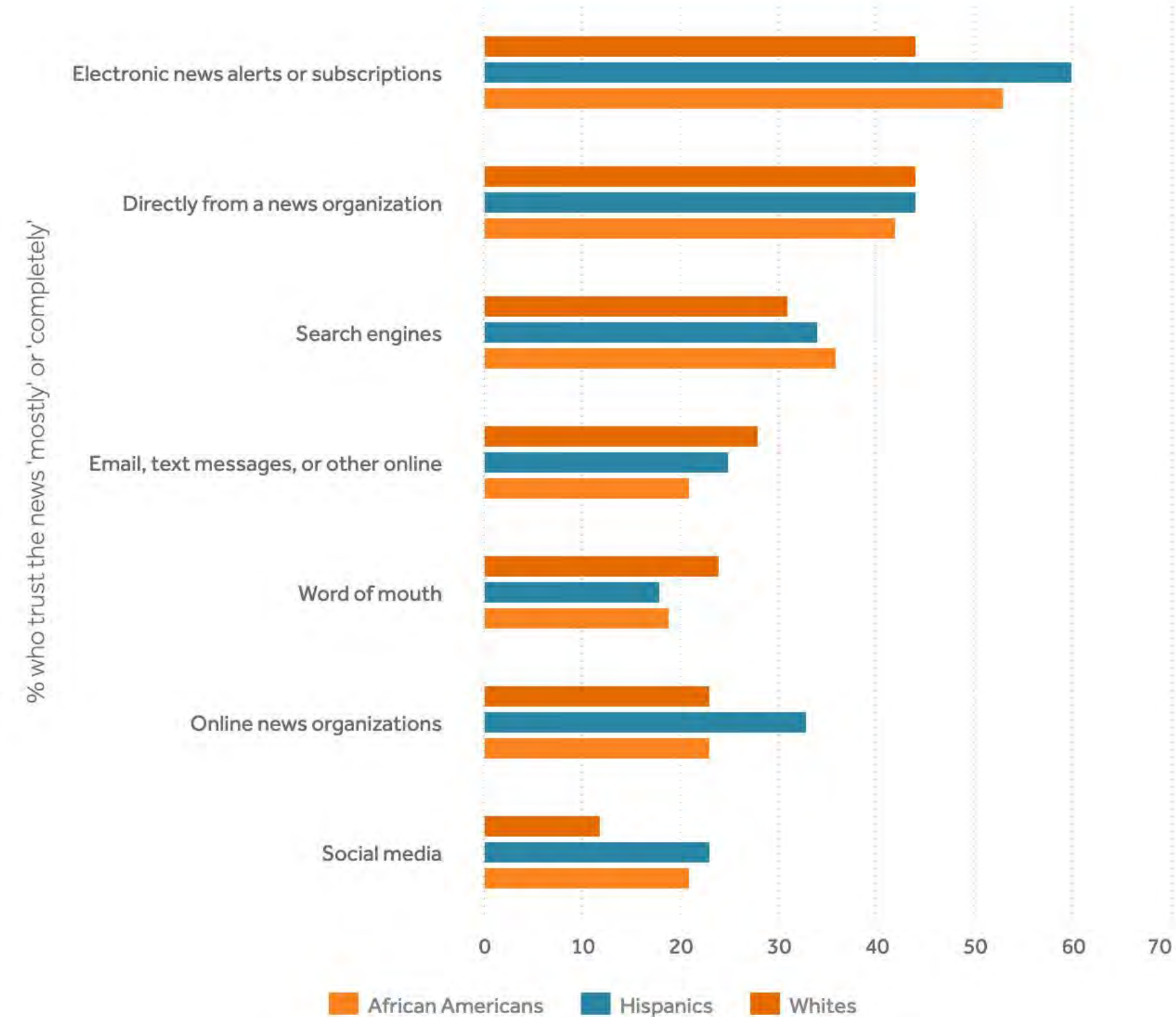
–*American Press Institute, What Makes People Trust News*



# The business case

## Level of trust in ways of discovering news by racial and ethnic groups

Question: "How much do you trust the information you get from each method of news discovery?"



—American Press Institute, What Makes People Trust News



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# The recruiting and staffing case

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“It’s a problem no pipeline and no single-solution programming can address. In our research with journalists of color from across the country last year, we heard about the implications of maintaining the status-quo at the leadership levels in the newsroom. The diversity and representation numbers will continue to churn at the entry, early and mid-career levels until comprehensive cultural reform is prioritized among middle managers.”

*–Meredith Clark, lead ASNE survey researcher and an assistant professor at the University of Virginia*



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# The recruiting and staffing case

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- People of color make up only **18.8 percent** of newsroom managers
- People of color represent **21.9 percent** of the salaried workforce among newsrooms

*-2019 ASNE Newsroom Diversity Survey*



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# The journalism and trust case

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“Diversity and inclusion are critical to our news industry’s success. If we don’t reflect our communities and our changing nation, how can we ever rebuild and keep the trust of our readers? How can we truly produce fair and balanced journalism without everyone having a seat at the table to offer their insights and perspectives?”

*–Katrice Hardy, executive editor at Greenville News, and the chair of News Leaders Association’s Diversity Committee*



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# The journalism and trust case

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**The Trust Project**, a collaboration between top news companies to develop standards for transparency to help improve trust among readers, lists **Diverse Voices** as one of its **Eight Trust Indicators** or cornerstones of trustworthy reporting:

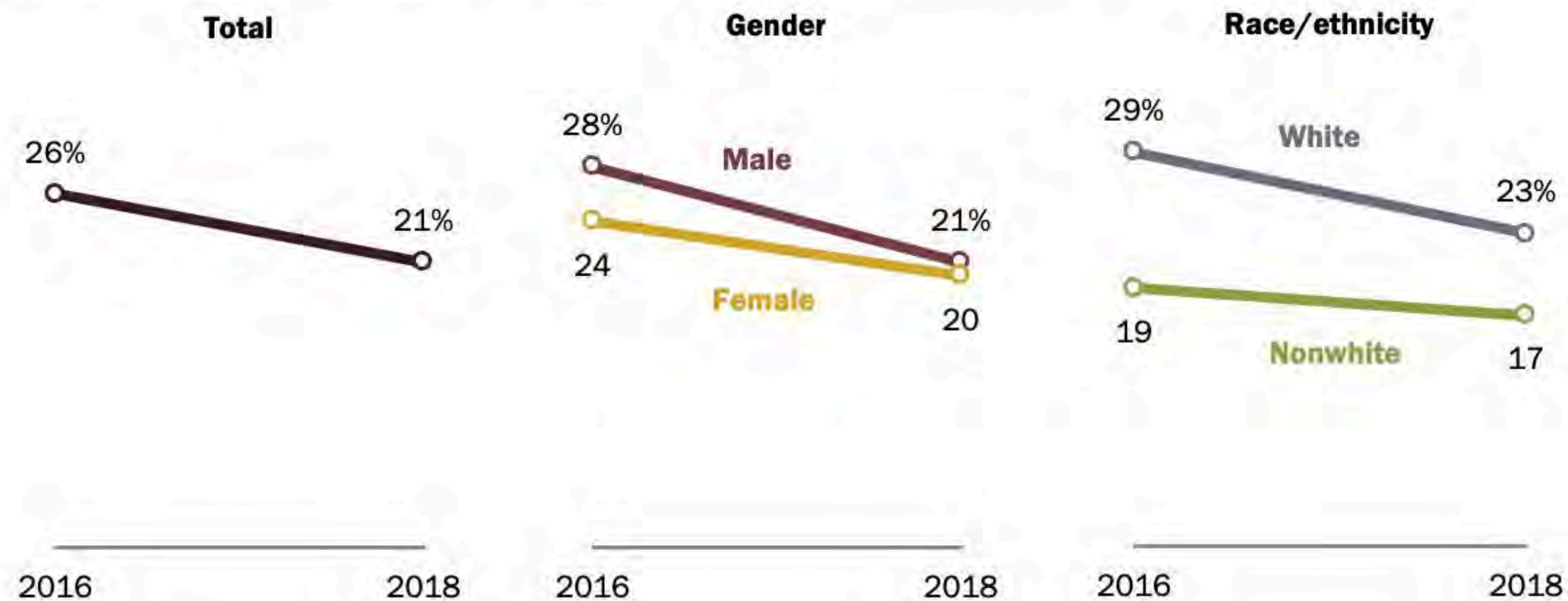
*Diverse Voices: What are the newsroom's efforts and commitments to bringing in diverse perspectives? Readers noticed when certain voices, ethnicities, or political persuasions were missing.*



# The journalism and trust case

## Fewer Americans say they have spoken with a local journalist than in 2016, and the gap between whites and nonwhites persists

% of U.S. adults who have ever spoken with or been interviewed by a local journalist



Note: Nonwhite includes all racial and ethnic groups, except non-Hispanic white.  
Source: Survey conducted Oct. 15-Nov. 8, 2018.

PEW RESEARCH CENTER

–Pew Research Center, “It’s more common for white, older, more-educated Americans to have spoken with local journalists,” 5/10/2019



# The journalism and trust case





# The journalism and trust case



Nico Santos



Han Jin-Won





# The journalism and trust case



Kobe



Lebron





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# The journalism and trust case

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How do we make diversity and inclusion a consistent, institutional habit instead of a fleeting newsroom initiative or project?



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# What can we do?

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## Be an ally

- **Amplify voices:** Repeat and validate
- Make sure ideas are **correctly credited**
- **Celebrate** successes
- Have a plan to provide opportunities
- Be humble about your cultural competency



# What can we do?

- Join NAHJ, NABJ, AAJA, NLGJA and other organization representing minorities in our industry. AND get involved -- go to the conferences and conventions, recruit, meet people, and listen to their stories.

**Just sayin'** →





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# What can we do?

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- Create **internships/fellowships/scholarships** targeting underrepresented communities
- Diversity / inclusion is not a project, it needs to be a core part of your mission, otherwise focus, interest, efforts will wane like it often happens with other projects and initiatives. There should be a process for institutional change.
- Diversity / inclusion is not a position, it's a way of finding, recruiting and developing talent



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# What can we do?

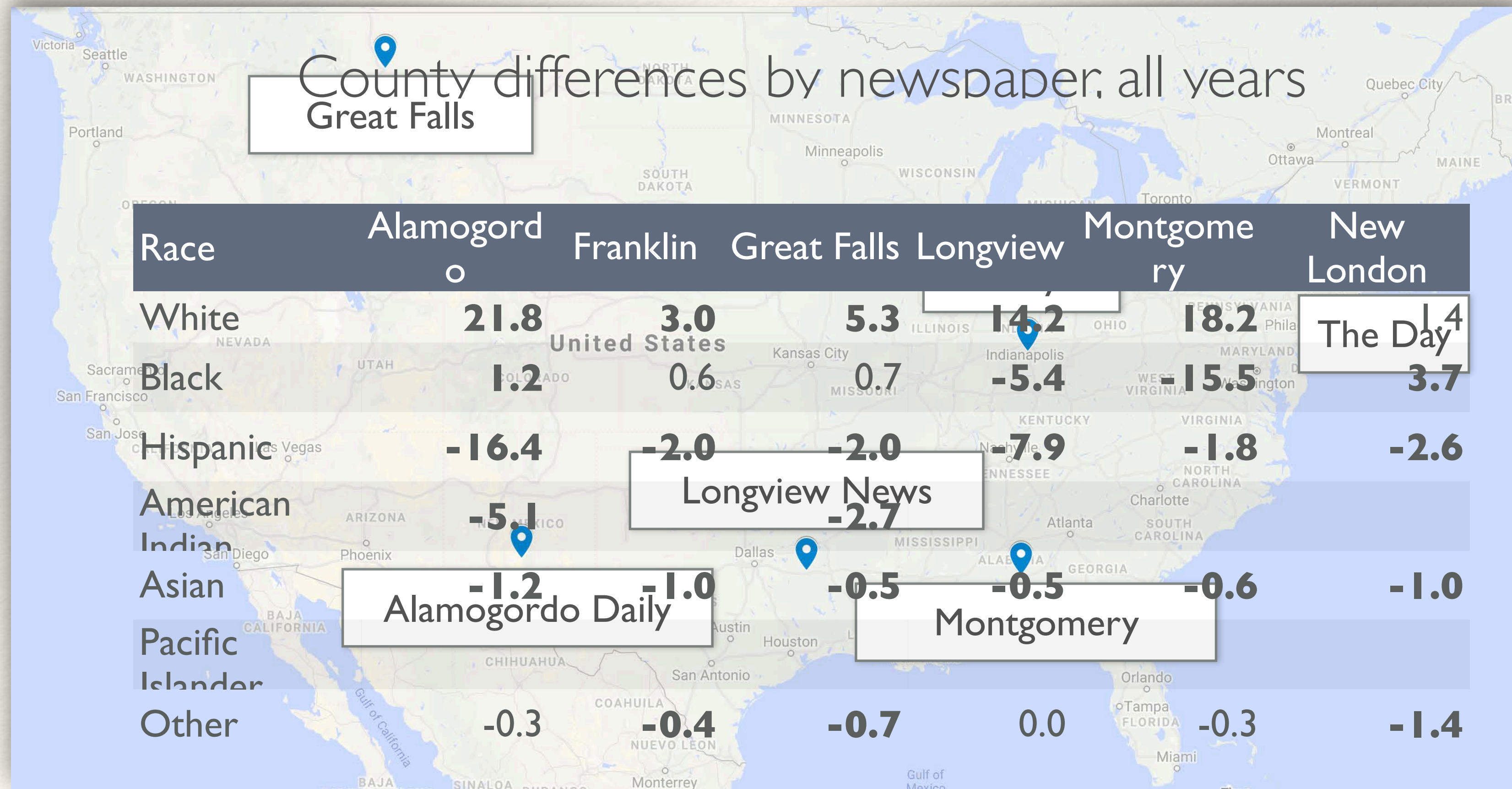
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- Make **engagement with underrepresented communities** a priority, even when it doesn't result in a story.
- **Create opportunities for these communities to share their concerns**, their ideas and make sure you listen and let them know that you are listening.
- **Don't just parachute into communities** when something bad or sensational happens.



# What can we do?

**Audit your content** - This could be a simple spreadsheet tracking stories and photos/videos for a random period throughout the year.





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# What can we do?

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**Audit your sources** - This is an opportunity to put together a database of sources and experts the newsroom turns to frequently. What do you see in that list? What do your go-to sources and experts look like? What are their racial, cultural, and economic backgrounds? Find more diverse sources and experts.

They are out there.

<https://diversesources.org/>



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# What can we do?

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@carlosrvirgen



# Sources

## **Poynter Leadership Academy for Diversity in Digital Media**

<https://www.poynter.org/leadership-academy-for-diversity-in-digital-media-2/>

## **2019 ASNE Newsroom Diversity Survey**

<https://www.newsleaders.org/2019-diversity-survey-results>

## **How Diversity Makes Us Smarter - Scientific American**

<https://www.scientificamerican.com/article/how-diversity-makes-us-smarter/>

## **How trust differs across generation, socioeconomics, race and ethnicity, and gender**

<https://www.americanpressinstitute.org/publications/reports/survey-research/news-trust-across-age-class-race-gender/>

## **The Trust Project**

<https://thetrustproject.org/>

## **It's more common for white, older, more-educated Americans to have spoken with local journalists**

<https://www.pewresearch.org/fact-tank/2019/05/10/its-more-common-for-white-older-more-educated-americans-to-have-spoken-with-local-journalists/>

## **Know Your Own Blind Spots, When Covering Communities**

<https://source.opennews.org/articles/know-your-own-blind-spots-when-covering-communitie/>

## **How to Be an Ally in the Newsroom**

<https://source.opennews.org/articles/how-be-ally-newsroom/>

## **How to Diversify Your Newsroom, Starting Now**

<https://source.opennews.org/articles/how-diversify-your-newsroom-starting-now/>