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Advancing Diversity, Equity, and Inclusion in Journalism

What Funders Can Do

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ABOUT DEMOCRACY FUND

Created by eBay founder and philanthropist Pierre Omidyar, Democracy Fund is a foundation helping to ensure that our political system can withstand new challenges and deliver on its promise to the American people. Democracy Fund has invested more than \$125 million in support of a healthy, resilient, and diverse democracy with a particular focus on modern elections, effective governance, and a vibrant public square.

For more information, please visit www.democracyfund.org.

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Preface

Throughout American history, media by and for people of color has played a vital role in informing, engaging, and connecting communities that were left out or forced out of our national story. Nikole Hannah-Jones, journalist at the New York Times Magazine and co-founder of the Ida B. Wells Society for Investigative Reporting, explains why this work is so critical to our democracy:

“Media organizations led by people of color have long been a vanguard of our democracy, holding the powerful accountable for the ways it treats its most vulnerable citizens in ways mainstream media has often failed to do. It was organizations such as the black press that campaigned most vigorously to abolish slavery, to pass federal legislation against lynching, and to end Jim Crow, when mainstream media either ignored these stories altogether or sided with the powerful. Journalists of color consistently bring credibility and accuracy to the coverage of our multiracial democracy, yet media organizations led by and serving people of color consistently struggle to gain the types of resources that allow them to have a broad and sustained impact.”

The struggle to gain access to resources is significant. Last year, we released research from Dot Connector Studio that explored philanthropic support for increasing diversity, equity, and inclusion (DEI) in journalism and media. We wanted to learn how funders are investing — or not investing — in field-strengthening organizations working to make journalism more diverse and representative. What we found was a significantly under-resourced space.

Over the last year, we have also published three reports shining a spotlight on this history and the current role of American Indian, African American, and Hispanic media in the United States. The economic challenges facing these outlets are made all the more difficult by longstanding inequalities in access to funding.

With this new report, we take a closer look at the organizations

working to build DEI in journalism and media and — most importantly — we propose concrete actions that funders can take right now to promote journalism that reflects the communities it serves.

At Democracy Fund, we are committed to supporting journalism that promotes the full participation of all in our democracy. A collaborative, coordinated approach with other funders will be a big part of making this a success. Together, we can identify ways to share more of our resources and power with a broader, more diverse, and more representative set of organizations working for change.

Lea Trusty

PROGRAM ASSOCIATE, PUBLIC SQUARE

Angelica Das

SENIOR PROGRAM ASSOCIATE FOR ENGAGED JOURNALISM

“Chicago, Illinois. Newsboy selling the Chicago Defender.” Photograph by Jack Delano, 1942. Farm Security Administration — Office of War Information photograph collection (Library of Congress)



Introduction

Diversity, equity, and inclusion are fundamental to fostering robust American journalism that supports a healthy democracy.

The failure of newsrooms to fully reflect their communities, to build a culture of inclusion that supports and retains diverse staff, and to foster equitable models of reporting that reflect the truth of people's lived experiences is undermining trust in media and risking the sustainability of the press.

Foundations can play a role in addressing these concerns, but **too often funders have exacerbated these problems through grantmaking that reinforces inequalities.** Funders must therefore urgently refocus their efforts on diversity, equity, and inclusion (DEI) as the right thing to do, both morally and strategically.

To explore how funders might move forward to ensure that journalism truly serves and represents the diversity within the United States, we analyzed current funding trends for nonprofits working specifically to improve DEI within journalism. For the period 2013–2017 (the most recent year available at the time of analysis), we looked at Internal Revenue Service (IRS) Form 990 resources, as well as data from the Foundation Maps for Media Funding by Candid (formerly the Foundation Center and GuideStar).¹

The problem: Entrenched systemic challenges

The dramatic financial downturn in advertising revenue has strained all news and media organizations. But those dynamics alone do not explain the persistent gap in employment opportunities between people of color and their white counterparts seeking jobs in journalism after graduating from college. Nor do industry economics excuse the historic leadership failure of large and profitable outlets to fulfill their promise to diversify their ranks.

Over the past decade, efforts to support DEI in journalism have been largely ineffective in creating dynamic change in the stories, sources, and staff of news outlets in the United States. According to ASNE's 2019 Newsroom Diversity Survey, people of color comprise 21.9 percent of salaried newsroom workers among the organizations that responded to the survey.² (This percentage is difficult to extrapolate to the broader journalism field, however, as it is based on a convenience sample of organizations who volunteered to complete the survey). The ASNE survey figure is in comparison to the approximately 40 percent proportion of the general population who identify as something other than "White alone, not Hispanic or Latino" in the United States, according to census data.ⁱ

This problem clearly goes much deeper than individual newsrooms:

We are looking at an entrenched systemic issue. It's time to take a hard look at the role funders have played in maintaining the status quo, and what they can do to change it.

Historically, media funders have focused significant attention on efforts to rebuild journalism tools, practices, and business models. But there has been much less funder focus around the lack of diverse, equitable, and inclusive journalism. Even in new areas of funding focused on community engagement, questions of representation and inclusion have too often been secondary. If funders aim to restore the importance of journalism in the United States, they must work to ensure that it truly serves our entire society.

Media funders invested in improving our communities and our democracy need to give thought to addressing both issues because they are fundamentally intertwined. When thinking about local news, some important questions are: What happens when communities do not receive important information about issues that affect their lives, because their local newsroom leadership does not consider them newsworthy? What happens when communities see news about themselves reported in a harmfully biased way? The impact on the quality of local news and the role that news plays in people's lives are significant.

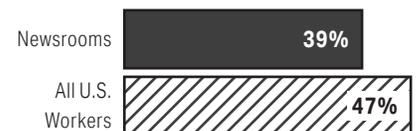
There is really no way to overstate the importance of representative journalism. More representative

Newsroom employees are more likely to be white and male.

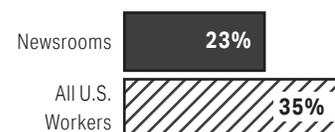
% WHO ARE WHITE AND MALE:



% WHO ARE FEMALE:



% WHO ARE PEOPLE OF COLOR:



Source: Pew Research Center, 2018

Pew's research shows that newsroom employees are less diverse than U.S. workers overall, with white men significantly overrepresented.³

ⁱ Census data for race and ethnicity can be difficult to parse, due to the way "Hispanic or Latino" is categorized separately from racial groups. This figure is derived from the number of people who identify as anything other than "White alone, not Hispanic or Latino." See data at: <https://www.census.gov/quickfacts/fact/table/US#>

news provides the public with a broader and more accurate array of perspectives, and outlets that serve niche and underrepresented communities have the potential to break underreported stories that are critical to the everyday lives of their audiences. Diversity in sources, stories, and staff is crucial if newsrooms are to repair relationships with the communities they serve or to build trust with those that they have historically failed to serve.

When funders think about strengthening the news landscape in the United States, they must recognize that they will not be successful unless their grantmaking is designed to ensure more equitable and inclusive journalism.

To learn more about bringing about this shift, we examined organizations working to support DEI efforts within the field of journalism, and the ways funders are sustaining (or failing to sustain) this work.

The good news: A vibrant field working for change

The good news is that there are many organizations addressing issues of diversity, equity, and inclusion within journalism. They include news outlets that specifically serve diverse populations and field-strengthening organizations that provide professional development, networking, advocacy, and support to these outlets, as well as to journalists and media makers from diverse backgrounds. These organizations are experimenting,

innovating, collaborating, and strategizing to help create more vibrant, representative journalism.

But these organizations can't do it alone. The field needs funders to step up and support DEI-focused organizations in a strategic way. By shedding light on how these organizations are currently funded, and the challenges they face, we hope to provide funders with a roadmap for more strategic grantmaking — and collaboration — moving forward.

Organizations working to make journalism more diverse and representative

For this report, we took a look at Democracy Fund's dataset of over 70 field-strengthening organizations across the United States working to make journalism more diverse and representative. They fall into five general categories:

1. **Advocacy & News:**

Organizations that advocate for marginalized groups via timely publications and collective action. For example, California Black Media "exists to facilitate communication between the black community, media, grassroots organizations, and policy makers by providing fact-based reporting to a network of over 21 Black media outlets on leading public policy issues that impact their lives and communities." Other organizations include National

Hispanic Media Coalition, Color of Change, and Center for Media Justice.

2. **Documentary Production &**

Distribution: Organizations that span journalistic production and storytelling. For example, Black Public Media (formerly the National Black Programming Consortium) "funds and distributes media content about the Black experience, and provides training and professional development to independent producers of color." Other organizations include Latino Public Broadcasting and Kartemquin Films.

3. **Individual Membership:**

Membership organizations primarily made up of individual professionals. For example, the Asian American Journalists Association is a nonprofit professional and educational membership organization that provides support for Asian American and Pacific Islander journalists and has over 1,500 members in the United States and Asia. Other organizations include: National Association of Black Journalists, National Association of Hispanic Journalists, and Native American Journalists Association.

4. **Organizational Membership:**

Membership organizations primarily made up of news outlets. For example, the National Newspaper Publishers Association is "a trade association of more than 200 African American-owned community newspapers from around the United States." Other

organizations include the Black Owned Media Alliance and the National Association of Hispanic Publications.

5. Training & Support:

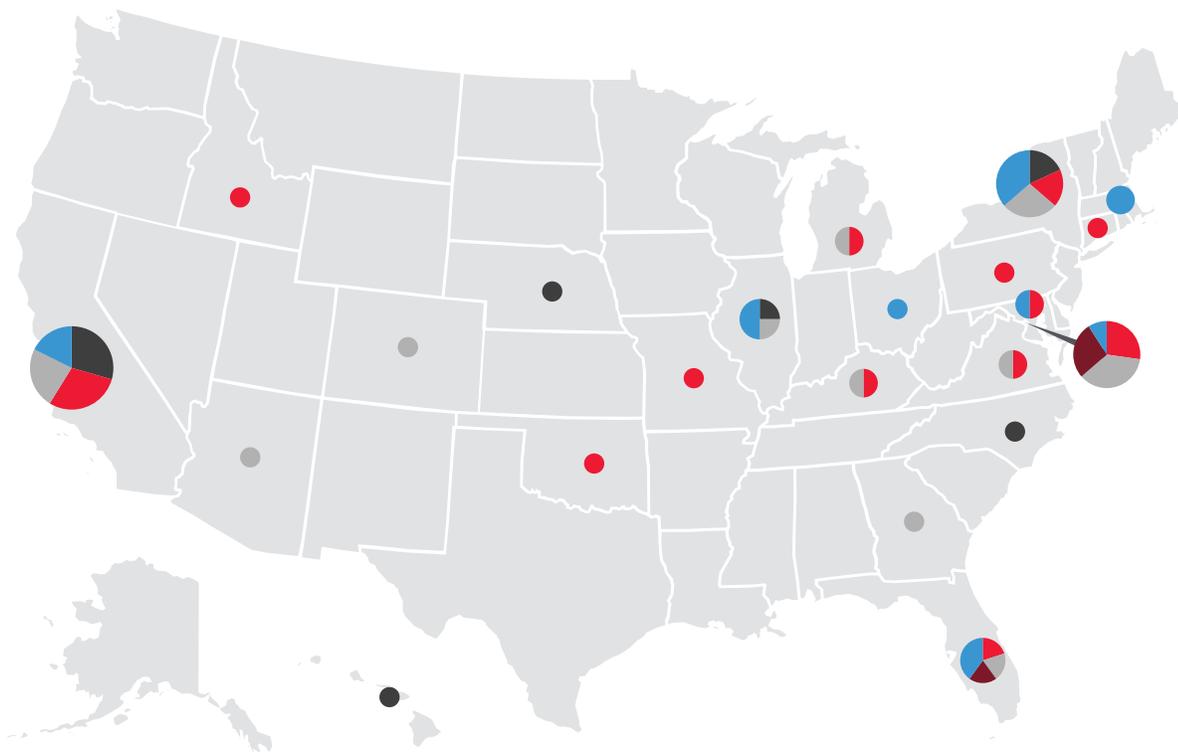
Organizations focused on training and mentoring emerging and established media makers, and/or producing research and educational materials for the field. For example, according to the Emma

Bowen Foundation’s website, its staff “recruit promising students of color and place them in multi-year paid internships at some of the nation’s leading media, PR and technology companies, provide the media and tech industries with a pipeline of young talent and emerging leadership, and advocate for best practices in diverse hiring, retention, and advancement.” Other organizations include the

Maynard Institute for Journalism Education, Ida B. Wells Society for Investigative Reporting, and the Center for Community and Ethnic Media at CUNY.

Of the organizations listed, we were able to obtain IRS Form 990s for 47 of them, which became the dataset we examined for this report. **To see the full list of the organizations reviewed for this report, please see Appendix B.**

There are over 70 organizations building more diverse media organizations.



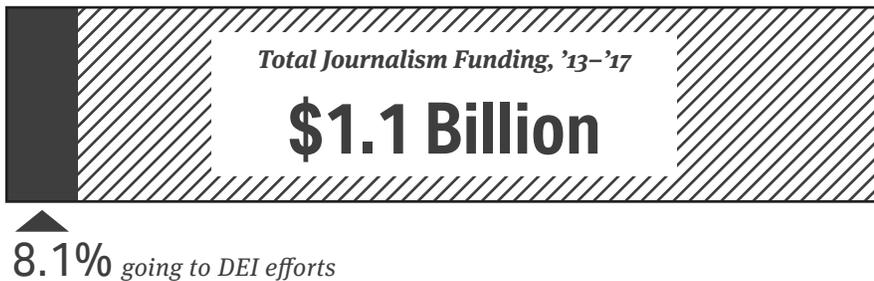
Size indicates the number of organizations in each location.

FIVE TYPES OF ORGANIZATIONS SUPPORTING DEI	
1. Advocacy & News	●
2. Documentary Production & Distribution	●
3. Individual Membership	●
4. Organizational Membership	●
5. Training & Support	●

Insights

Our research revealed three key insights that will give funders a sense of the total amount of dollars supporting DEI in journalism, the kinds of organizations funders have been focusing on, and the role that grants have typically played in the overall budget of these organizations.

There's not enough funding dedicated to diversity, equity, and inclusion in journalism.



INSIGHT #1:

DEI-focused organizations receive a very small slice of journalism funding

According to the available data in the Foundation Maps for Media Funding, \$1.1 billion went into journalism more generally in the United States from 2013 to 2017. Only 8.1 percent of these dollars went to journalism efforts specifically designed to serve populations that included racial and ethnic groups, women and girls, and LGBTQ+ communities.⁴ **This finding suggests that DEI within journalism is not a high priority for funders.**

This may also reflect funding strategies designed to promote diversity by serving the broadest audience possible rather than

focusing on specific groups, but it's difficult to determine based on the available data. When we drilled down on IRS Form 990 data for organizations working on DEI in journalism, we found that a large portion of these organizations — 43 percent — support diversity more generally, as opposed to serving a specific demographic group. About 21 percent focus on women and girls; 13 percent focus on Latinx communities; 9 percent focus on black communities; 6 percent focus on Asian American and Native communities, respectively; and 2 percent focus on LGBTQ+ communities.

Total grants and contributions revenue for these organizations show a different breakdown, with 46 percent of funds going to organizations that support diversity more generally; 24 percent to organizations focused on women and girls; 11 percent

to organizations focused on Asian American communities; 7 percent to organizations focused on Latinx communities and black communities, respectively; 5 percent to organizations focused on Native communities; and less than 1 percent going to organizations focused on LGBTQ+ communities. Previous research from Democracy Fund has highlighted the specific challenges facing American Indian media,⁵ African American media,⁶ and Hispanic/Latinx media⁷ in the United States. It's important to have organizations dedicated to addressing these unique sets of challenges, in addition to those working to advance diversity in journalism and media more broadly.

Of course, this kind of categorization does not capture the complexities of identity. To invest fully in changing structural and institutional inequity in journalism, funders must consider questions around how gender, ethnicity, and sexual identity intersect. Funders and their networks that are modeling this kind of intersectional work include the Field Foundation in Chicago and Borealis Philanthropy. At this time, the field is not well-resourced enough to have standalone organizations specifically dedicated to multiple intersecting aspects of identity. This could be a point to drive further research and support from foundations.

DEI-focused journalism organizations tend to focus on more general diversity efforts.

POPULATION SERVED	NUMBER OF ORGANIZATIONS	TOTAL CONTRIBUTIONS & GRANTS REVENUE
Diversity – General	20	\$105,121,823
Gender – Women/Girls	10	\$55,800,244
Racial/ethnic – Asian American	3	\$25,062,612
Racial/Ethnic – Black	4	\$15,970,089
Racial/Ethnic – Latinx	6	\$16,005,802
Racial/Ethnic – Native	3	\$10,559,805
Gender/Sexual Identity – LGBTQ+	1	\$1,855,204
Grand Total	47	\$230,375,579

INSIGHT #2:

Funders are focused on big players

When we examined the set of DEI-focused organizations using data from the Foundation Maps for Media Funding, we found that **funders appear to be placing their bets on a small set of larger, better-resourced organizations**, with multiple foundations giving grants to the same organizations.

The highest-funded organization on the list is the International Women’s Media Foundation, which received 56 grants, totaling \$20.5 million in 2013-2017. This organization, however, is somewhat of an outlier, both due to its international focus and to its receipt of six grants ranging from \$1 million to \$5 million from the Howard G. Buffett Foundation during this time period. The next highest-funded organization on the list, Women Make Movies, received 280 grants in 2013–2017, totaling over \$8.8 million, from 154 funders — this total is more than the least-funded 33 organizations combined.

Contrast these numbers with funding for the Center for Asian American Media, for example, which at ninth on the list, received \$2.1 million from 30 grants from 18 funders in the same time period. In part, this also reflects the fact that some of the most well-funded organizations in the space are those that produce or distribute documentaries and other films, such Women Make Movies and the Bay Area Video Coalition, with the majority of the top 10 funded organizations focused on visual media. **To be clear, the entire field — including large and small organizations, and those that focus on traditional journalism as well as those with a more expansive focus — needs more support.**

We also found that while some organizations are likely to receive funds from multiple foundations, foundations are less likely to support many different organizations across the field at the same time. The Foundation Maps for Media Funding reveals only two fundersⁱⁱ — the Ford Foundation and Fidelity Charitable — supported more than 10 DEI-focused journalism

organizations at once during the time period we examined. Meanwhile, 14 organizations received grants from more than 10 foundations.

While this dataset reflects a number of organizations with shared intent, they largely don’t seem to be working in tandem. We found that the field contains many small organizations that are not connected to many other funders in the DEI space. This fragmentation of the field can lead to a number of small, underfunded efforts that are sometimes competing with one another.

These findings may be partially due to the fact that the field is in transition, reflecting the instability in the industry, shifting media forms, and the volatility of issues around race and gender. The field is not organized in a strategic way, which is one reason why funders do not always fund related organizations in a strategic way. Efforts to organize these distant entities have faced challenges, most notably demonstrated by the rise and fall of UNITY, which was created to unite four minority journalism organizations — the Asian American Journalists Association, the National Association of Black Journalists, the National Association of Hispanic Journalists, and the Native American Journalists Association. The demise of other organizations such as New America Media and the Media Consortium speaks to the difficulties of organizing the field in a period of great instability for media and a climate of increased attacks on targeted communities along the lines of race, gender, and other intersecting identities.

ii This excludes AmazonSmile Foundation.

The top 10 grant recipients from 2013–2017 include large organizations focused on visual media.

RECIPIENT	STATE	VALUE OF GRANTS	# OF GRANTS	# OF FUNDERS
International Women’s Media Foundation	DC	\$20,531,880	56	34
Women Make Movies	NY	\$8,768,716	280	154
Define American	KY	\$6,383,696	17	12
Women’s Media Center	DC	\$4,381,855	62	28
Center for Media Justice	CA	\$3,634,645	32	21
Bay Area Video Coalition	CA	\$3,449,270	47	29
Free Spirit Media	IL	\$2,421,133	148	59
Robert C. Maynard Institute for Journalism Education	CA	\$2,165,950	27	13
Center for Asian American Media	CA	\$2,097,295	30	18
Southern Documentary Fund	NC	\$2,093,799	69	40

Source: Data from Foundation Maps for Media Funding.

INSIGHT #3:

Foundations are the lifeline for DEI-focused organizations

We found that foundations and other donors are the lifeline for DEI-focused journalism organizations, supplying nearly three out of four dollars of revenue. When we examined the IRS Form 990s for our dataset, we found that about 74 percent of revenue came from grants and contributions. This confirms the assumption that nonprofit DEI organizations in journalism rely on grants and contributions for sustainability.

DEI-focused nonprofit journalism organizations do have other revenue streams, including membership fees, events, sponsorship, advertising, and merchandising. This is similar to movement within the general nonprofit news space: INN’s Nonprofit News Index for 2019⁸ found that most nonprofit news organizations are diversifying their revenue streams, so they are not as reliant on grants and donations.

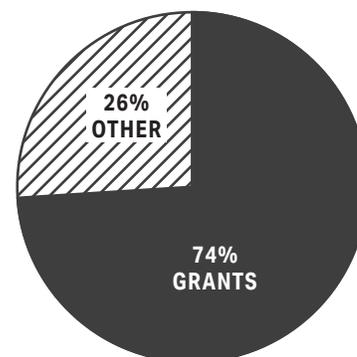
INN’s latest research found that 31 percent of newsrooms surveyed have three revenue streams, and 39 percent have four or more. However, despite this trend toward diversification of revenue, our research shows that DEI-focused journalism organizations are still heavily reliant on foundation funding.

One reason for the movement toward diversification of revenue streams is the reality that there simply are not enough grant dollars to support the field of journalism, and even fewer to support DEI within journalism. And while there are currently many promising organizations working in the field, others have collapsed due to lack of fieldwide support. Democracy Fund, in collaboration with other funders, is working to address these issues, both by bolstering organizations and programs in the field and researching other revenue models for journalism organizations focused on DEI. But this is taking place within a larger context of disruption, which is requiring journalism organizations to think creatively about their business models.

For now, the outsized representation of foundation funding in the budgets of these organizations means that foundations must be intentional to ensure that grantmaking is inclusive and based on trust. They must also be willing to closely interrogate discussions about “field building,” which often leave the least-resourced outlets unsupported. If not, foundations will unintentionally reinforce the very inequities they’ve sought to address in newsrooms.

Foundations are the lifeline for DEI-focused organizations.

ORG. REVENUE SOURCES, 2013–2017



Recommendations

Move more resources. With more urgency. And more coordination.

Based on our research, we offer two recommendations for funders:

RECOMMENDATION #1:

Engage in focused collaboration with other funders

Focused collaboration among funders can ensure the most strategic support for DEI-focused organizations. The field is highly fragmented, which leads to a number of small, underfunded efforts that sometimes compete with one another. Funders have a bird's-eye perspective allowing them to see the strengths and weaknesses of many different groups that are struggling daily to survive and don't have the time to examine the bigger picture.

One new opportunity for funders is the **Racial Equity in Journalism Fund**, a collaborative that includes Craig Newmark Philanthropies, Democracy Fund, the Ford Foundation, the Google News Initiative, and the News Integrity Initiative at the Craig Newmark Graduate School of Journalism at CUNY.

The Racial Equity in Journalism Fund is committed to:

- investing in nonprofit and for-profit news organizations led by and serving communities

of color, particularly those without alternative sources of information;

- prioritizing organizations with a depth and length of commitment to community engagement and reaching people of color with content that strengthens the civic discourse and promotes civic participation;
- supporting efforts providing timely and important news to communities that are most underserved and face the greatest barriers in receiving public affairs information; and
- strengthening organizations that add value to the communities they serve by developing creative and innovative ways to reach them with relevant news.

Recognizing that organizational development and technological improvements are critical for the success of media led by people of color, this donor collaborative will provide both general support and capacity-building resources to invest in the long-term sustainability of its grantees. The collaborative's long-term vision is to create a cohort where grantees can rise together instead of being in competition with each other. Over time, the fund will strengthen the ecosystem of such outlets.

Join the Fund

You can find more details on the fund at: <http://bit.ly/REIFund>.

To learn more about how you can get involved, contact Maya Thornell-Sandifor, director of Racial Equity Initiatives at Borealis Philanthropy: mtsandifor@borealisphilanthropy.org

RECOMMENDATION #2:

Share more resources across a diverse pool of grantees

Sharing more resources across a diverse pool of grantees can help create more equitable support. Democracy Fund’s Journalism DEI Tracker — a regularly updated online database that we used for this report — identifies over 70 organizations across the country.

It can serve as a first-step guide for funders to identify prospective grantees, as well as to find useful resources to share with current grantees.

The resources provided by the Journalism DEI Tracker include:



Professional development and training opportunities for women journalists & journalists of color

- grants
- scholarships
- fellowships
- leadership training



Academic institutions with journalism and communications programs to include in recruitment efforts to ensure a more diverse pipeline

- Historically Black Colleges and Universities
- Hispanic-Serving Institutions
- Tribal Colleges



Resources for journalism organizations to promote respectful and inclusive coverage

- industry reports
- diversity style guides
- curricula
- toolkits

For the full list of organizations in the Journalism DEI Tracker, please see Appendix B. To access the online database, which includes the above resources, please visit [**bit.ly/journalism-dei-tracker**](https://bit.ly/journalism-dei-tracker).



Conclusion

The lack of diversity, equity, and inclusion in the field of journalism has been a persistent problem — one that harms newsrooms and communities alike.

Funders who care deeply about the future of journalism have an opportunity to examine whether they are truly helping to build a world where journalism serves all communities. In addition to the recommendations in this report, funders can prioritize listening to those closest to the communities they seek to support and can use that knowledge to identify ways to share more resources and power with the field.

We hope that this report has given you some solid ideas for next steps. We welcome your thoughts and reactions — if you'd like to share, please reach out to us at EJLab@democracyfund.org.



The Texas Tribune's Juan Luis García Hernández and Neena Satija interview Guatemalan asylum seeker Marcos Samayoa on the Brownsville/Gateway International Bridge in June 2018.

Photo by Reynaldo Leal for *The Texas Tribune*.
Copyright Reynaldo Leal and courtesy of INN.

Appendix A: Methodology

To gain a deeper understanding of exactly how organizations supporting diversity, equity, and inclusion in journalism are being funded, we focused on the organizations and nonprofit media listed on the Journalism Diversity, Equity & Inclusion (DEI) Tracker, a public collection of relevant resources developed by Democracy Fund. We used the Foundation Maps for Media Funding to understand broader trends in funding these organizations over the last decade. We also directly examined organizational IRS Form 990 data from 2013–2017, the most recent year available at the time of analysis, to dig deeper into revenue and took a look at organizations based on the populations they serve.

This report builds upon an earlier phase of research Dot Connector Studio conducted on behalf of Democracy Fund in 2018. Findings were published in *Supporting Diversity, Equity, and Inclusion in Journalism: Trends in National Grantmaking*.⁹ While this first phase of research was a helpful bird's-eye view, it didn't give us a fully accurate picture of the field, in part because of the limitations of the data collected via the Foundation Maps for Media Funding.

Discrepancies with how funders define “journalism,” in particular, shaped the dataset in ways that may not have been representative of the entire field. In addition, the data in the Foundation Center Maps are continuously updated, making it impossible to capture a static dataset. These data are compiled

from a variety of sources, including IRS forms, foundation websites, and other public sources, and directly from the foundations themselves. Some of the data were coded directly by the foundations, while some were coded by Foundation Center staff based on grant descriptions. There are, therefore, some differences in how journalism grants are coded. Additionally, many funders do not report the level of detail required for this type of research, such as populations served or support strategies. All of this makes support for DEI in journalism difficult to capture in a fieldwide perspective.

IRS Form 990s, known colloquially as “990s,” are the financial forms nonprofit organizations are required to submit to the federal government each year to provide information on activities, governance, and financials. We began this inquiry by collecting 990s for each of the relevant organizations listed in Democracy Fund's Journalism DEI Tracker for the years 2013–2017. We took a close look at the amount of revenue the organizations brought in, and how much of it was supported by grant and donor funding. We then compared the findings to data in the Foundation Maps for Media Funding to see if we could glean any details about specific grants. Finally, we took a closer look at the populations served.

As with any dataset, there are caveats. Not all of the organizations listed on the Journalism DEI Tracker had available financial information, so this analysis is only based on those that did. And while

organizational 990s tell us about types of organizational revenue, such as grants and contributions, program revenue, membership revenue, and investment revenue, they do not disclose the exact sources of those grants and contributions.

Populations served

To see if our trends in dollars distributed to organizations focused on racial and ethnic groups, women and girls, and LGBTQ+ populations, we tagged each organization on the Journalism DEI Tracker that had publicly available financial information with a primary population served based on descriptions from each organization's website. Our tags included:

- Diversity — General (organizations with a general goal of increasing diversity across many different populations)
- Gender — Women/Girls
- Gender/Sexual Identity — LGBTQ+
- Racial/Ethnic — Asian American
- Racial/Ethnic — Black
- Racial/Ethnic — Latinx
- Racial/Ethnic — Native

These tags do not capture the complex picture of identity, a limitation exacerbated by outsiders' coding based on text on each organization's website, which may or may not include comprehensive descriptions of an organization's DEI goals.

Appendix B: The Journalism Diversity, Equity, & Inclusion (DEI) Tracker

The research in this report drew from IRS Form 990s for 47 DEI-focused organizations listed in Democracy Fund’s Journalism DEI Tracker, a living document that is updated continuously. Please visit bit.ly/journalism-dei-tracker and navigate to the “Organizations” tab to see the current list. The full list of organizations included in our research, broken down by organization type, is as follows:

Advocacy & News

- California Black Media
- Color of Change
- Define America
- Fairness and Accuracy in Reporting
- Media Alliance
- Multicultural Media, Telecom and Internet Council
- National Hispanic Media Coalition
- Native Public Media
- New Michigan Media
- Public Narrative [formerly CMW-Community Media Workshop]
- Race Forward
- Women, Action, and the Media
- Women’s Media Center

Documentary Production & Distribution

- Bay Area Video Coalition
- Black Public Media
- Center for Asian American Media
- Kartemquin Films
- Latino Public Broadcasting
- National Association of Latino Independent Producers
- Pacific Islanders in Communications
- Southern Documentary Fund
- Vision Maker Media
- Women Make Movies

Individual Membership

- Alliance for Women in Media Inc.
- Asian American Journalists Association
- Association for Women in Communications
- Association for Women in Sports Media
- Association of Alternative Newsmedia
- California Chicano News Media Association
- Digital Diversity Network
- International Radio & Television Society
- Journalism and Women Symposium
- Media Action Grassroots Network – Center for Media Justice
- National Association of Black Journalists
- National Association of Hispanic Journalists
- National Federation of Press Women
- Native American Journalists Association
- The Association of LGBTQ Journalists
- Women in Cable Telecommunications
- National Association for Multi-ethnicity in Communications

Organizational Membership

- National Association of Hispanic Publications
- National Newspaper Publishers Association

Training & Support

- Emma Bowen Foundation
- Free Spirit Media
- International Women’s Media Foundation
- Maynard Institute for Journalism Education
- T. Howard Foundation

Endnotes

- 1 Foundation Maps for Media Funding is a data visualization application developed by Candid for Media Impact Funders. Explore the map at <http://bit.ly/foundationmapsformediafunding>.
- 2 “Digital-Only Platforms Drive Race and Gender Inclusion among Newsrooms in 2019 ASNE Newsroom Diversity Survey,” ASNE, September 10, 2019, Accessed September 12, 2019. Available at: <https://www.newsleaders.org/2019-diversity-survey-results>.
- 3 PEW’s research is based on an analysis of the U.S. Census Bureau’s 2012–2016 American Community Survey (ACS) five-year Public Use Microdata Sample (PUMS) file. See the study results at: <https://www.pewresearch.org/fact-tank/2018/11/02/newsroom-employees-are-less-diverse-than-u-s-workers-overall>.
- 4 Katie Donnelly and Jessica Clark, “Supporting Diversity, Equity, and Inclusion in Journalism: Trends in National Grantmaking,” Democracy Fund, June 2018, Accessed on July 25, 2019. Available at: <http://democracy.issuelab.org/resources/30954/30954.pdf>.
- 5 Jodi Rave, “American Indian Media Today: Tribes Maintain Majority Ownership as Independent Journalists Seek Growth,” Democracy Fund, November 2018, Accessed on July 25, 2019. Available at: https://www.democracyfund.org/media/uploaded/2018_DF_AmericanIndianMediaToday.pdf.
- 6 Angela Ford, Kevin McFall, Bob Dabney, “African American Media Today: Building the Future From the Past,” Democracy Fund, February 2019, Accessed on July 25, 2019. Available at: https://www.democracyfund.org/media/uploaded/2019_DF_AfricanAmericanMediaToday.pdf.
- 7 Jessica Retis, “Hispanic Media Today: Serving Bilingual and Bicultural Audiences in the Digital Age,” Democracy Fund, May 2019, Accessed on July 25, 2019. Available at: https://www.democracyfund.org/media/uploaded/2019_DemocracyFund_HispanicMediaToday.pdf.
- 8 Michele McLellan and Jesse Holcomb, edited by Howard Goldberg, “INN Index 2019: The State of Nonprofit News,” Institute for Nonprofit News, September 2019, Accessed on September 18, 2019. Available at: https://inn.org/wp-content/uploads/2019/10/INN_MainReport.FINAL_2019.pdf.
- 9 Donnelly and Clark.



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