

Diversity in the World of Journalism

Identical viewpoints, synonymous opinions, and related articles: carbon-copy material does not work in the journalism world. Without variation and distinction in journalism, our freedom of speech is useless. Journalists must strive to improve diversity and representation in both their coverage and in their newsrooms because they are journalism and business imperatives, unavoidable and critical (Kovac-Ashley). It is vital to make content as diverse as the people consuming it, and this can be done by broadening platforms, having diverse staff members, and publishing more contrastive content.

An important aspect of diversifying coverage is expanding platform use. For example, if a journalist is publishing their content strictly through newspaper articles, they lose all digital media audiences. Utilizing multiple platforms to share content opens many doors for different audiences to discover their work. By broadening the platform range, journalists will also be able to broaden their coverage range and audience members.

Having diverse staff members is crucial when it comes to improving diversity and representation in coverage and newsrooms. Ibram Kendi is a renowned author and anti-racism activist who also writes for *The Atlantic*. T Cooper is a transgender journalist, author and filmmaker, who currently serves as a writer-producer for *The Blacklist*. Ezra Klein, founder of Vox.com and current columnist and podcast host for *The New York Times*, was raised in a Jewish household. These are just three journalists who bring unique views to their newsrooms and to the discussions that guide news coverage. Publishing stories reflecting a range of perspectives and experiences helps to expand reader trust (Frank). This would not be possible without diverse members on the journalism staff.

Another way to diversify coverage is to publish more contrastive content, which is a result of broadening platforms and having a diverse newsroom. David Yarnold, executive editor of the San Jose Mercury News, commented, “It comes down to a question of credibility: If readers don’t see themselves and hear their voices in your pages, they will no longer view you as a credible source of information.” Community demographics are continuously evolving, whether it be through race, religion, immigration, age, or sexual orientation. A newsroom that no longer reflects the change of their community is no longer at service to it.

As our world becomes more diverse, it is crucial for journalists to adapt to this diversity as well. Every reader is distinct, and pays especially close attention to content which speaks to or serves them personally (Yarnold). According to the American Press Institute, “Without accounting for the range of lived experiences, we fail to serve parts of our communities. Journalism, in its truest form, should be produced for the benefit of all, not only those who wield a particular power, class or authority.” Journalism is gathering, assessing, creating, and presenting news and information. Without diversity in platforms, staff members, and content, true journalism would never be reached because the news being presented would be limited.

Works Cited

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