Diversity Report
2021

Prepared for the American Journalism Project by

IMPACT ARCHITECTS
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At the American Journalism Project, we believe that every community deserves access to high-quality, independent local news that is inclusive and responsive to the diverse perspectives and needs of the community. Equity, diversity and inclusion are core to our values at AJP, and we support grantees that share these values.

We support local news because we know an informed citizenry is crucial for the strength of our society and the integrity of our democracy, and because we believe journalism can empower everyone with the information they need to engage and thrive civically. We know that when newsrooms aren’t reflective of the communities they serve, there is less trust in local news, less community cohesion, and lower levels of civic engagement.¹

This Diversity Report is our organization’s first benchmark of the race and gender makeup of our staff, of our grantees overall, and of the leadership roles we are directly supporting with our funding. It is an honest, transparent foundation for continuous improvement. We recognize that the fight against injustice and racism starts with doing the work ourselves, and we are holding ourselves to the same standards to which we hold our grantees.

The data in the report below are drawn from voluntary surveys of our staff and board, and from our grantees’ responses to INN Index 2020, the annual state of nonprofit news report published by the Institute for Nonprofit News.² We want to thank both INN and Impact Architects for their support in helping us to prepare this report. The survey results show that our team members come from backgrounds that are racially, ethnically, and geographically diverse. Our grantees, too, are led by a group of leaders who have diverse identities and are each committed to serving their communities.

As funders and movement builders for local news, we make choices every day about how to invest our grantmaking resources, how we work with local partners to design and launch new nonprofit newsrooms, how we help our grantees to recruit and retain diverse newsroom and business leadership, and how we develop systems and structures that enable the American Journalism Project itself to be an equitable organization committed to continuous improvement.

Our Team

Our staff is 61% female and 39% male. This is similar to the philanthropic sector overall, where 77% of philanthropic foundation staff identified as female in 2020, according to the Council on Foundations 2020 Grantmaker Salary and Benefits Report.\(^3\)

Our staff has slightly more BIPOC identifying individuals than do private foundations overall; 41.5% of AJP staff identify as a person of color, compared with 37% of private foundation staff overall.\(^4\)

AJP Staff Self-Identified Race

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White / Caucasian</td>
<td>58%</td>
</tr>
<tr>
<td>Asian American</td>
<td>26%</td>
</tr>
<tr>
<td>African American / Black</td>
<td>10.5%</td>
</tr>
<tr>
<td>Hispanic or Latinx</td>
<td>5%</td>
</tr>
<tr>
<td>Multiracial</td>
<td>0%</td>
</tr>
<tr>
<td>Native Hawaiian / Pacific Islander</td>
<td>0%</td>
</tr>
<tr>
<td>American Indian / Alaskan Native</td>
<td>0%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>0%</td>
</tr>
</tbody>
</table>

\(^3\) Council on Foundations, “2020 Grantmaker Salary and Benefits Report.” https://www.cof.org/content/2020-grantmaker-salary-and-benefits-report. The COF report is based on a survey of more than 804 organizations that includes more than 8,794 individuals working in the philanthropic sector.
Our Leadership

AJP Leadership

Sixty percent of AJP senior leadership are women. In private foundations overall, women held 58% of CEO and leadership roles in 2020. Twenty percent of AJP senior leadership members identify as a person of color. For private foundations overall, only 10% of those in CEO and leadership roles identify as a person of color.5

AJP Board of Directors

Our board comprises experienced leaders from the news industry, business, the nonprofit sector and philanthropy. Beginning in 2021, our primary board development focus will be on advancing a road map for growth to diversify the gender, race, ethnicity and experience of our board members. Our board is currently 75% male and 25% female. It is 75% white and 25% BIPOC.

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Our Local News Grantees

AJP supports nonprofit local newsrooms that demonstrate a commitment to equity, diversity, and inclusion in their internal practices, as well as in their news reporting and community engagement. A commitment to DEI is one of our six core grantmaking criteria. We also provide training and support to our grantees to professionalize the systems and practices needed to recruit, hire, and retain diverse staff and to create even more inclusive and equitable workplaces.

We consider the composition of both the leadership and staff of our grantee partners. For AJP-funded hires, we work with our partners to institute and implement hiring practices that are equitable and inclusive to ensure that applicants with diverse backgrounds are considered for these key roles. In this report, we compare our grantees’ leadership and staff demographics with data from the American Society of Newsroom Editors (ASNE) Employment Diversity Survey as it is the most complete snapshot we have of newsroom leadership demographics in the U.S.

Grantee Leadership

AJP grantees have more racial and ethnic diversity in their leadership teams than the leaders of ASNE survey respondent organizations, with 15% of AJP grantee leaders identifying as Black or African-American and 14% as Hispanic or Latinx, compared to 6% each in the ASNE survey. Additionally, the leadership of the average AJP grantee organization is 60% female identifying, compared to 42% average in the ASNE leadership survey. Having diversity in the ownership and governance of news organizations is also critical. For nonprofit news organizations, board leadership is often not reflective of the communities served. We aim to gather data on gender and race and ethnicity of our grantees’ boards in future iterations of this report.

6 Leadership numbers were aggregated from numbers organizations submitted to the INN Index; the category includes newsroom executives and non-executive managers.
Grantees’ Leadership

Average AJP Grantee Leadership and ASNE Newsroom Leaders

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Average AJP Grantee Leadership</th>
<th>ASNE Newsroom Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>White / Caucasian</td>
<td>60.43%</td>
<td>82.42%</td>
</tr>
<tr>
<td>African American / Black</td>
<td>16%</td>
<td>-6.45%</td>
</tr>
<tr>
<td>Hispanic or Latinx</td>
<td>14.18%</td>
<td>-5.62%</td>
</tr>
<tr>
<td>Asian American</td>
<td>-3.6%</td>
<td>-4.49%</td>
</tr>
<tr>
<td>Multiracial</td>
<td>-3.16%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>-0.54%</td>
</tr>
<tr>
<td>Native / Alaskan</td>
<td>0%</td>
<td>-0.49%</td>
</tr>
<tr>
<td>Middle Eastern / North African</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Native Hawaiian / Pacific Islander</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

AJP Leadership Gender and ASNE Leadership Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average AJP Grantee Leadership</td>
<td>59.4%</td>
<td>37.4%</td>
</tr>
<tr>
<td>ASNE Newsroom Leaders</td>
<td>41.9%</td>
<td>58.1%</td>
</tr>
</tbody>
</table>
Grantees’ Staff

All Grantee Staff

Many AJP grantees publish their staff demographic information. For example, Louisville Public Media published a 2020 report that included data about staff composition with respect to gender, race and ethnicity, and LGBTQ+ status at the staff, leadership, and board levels, in addition to publishing results from the organization’s ongoing source diversity tracking. Chicago-based City Bureau has also published its team’s demographic information, as well as an explainer about how they’ve built a hiring process with inclusion and equity at its core. And in June 2020, Mississippi Today published results from an internal source diversity audit. We applaud these organizations for their transparency.

Across our entire portfolio of 20 grantees, more than half of staff in the average AJP grantee organization identify as women (56%) and 38% identify as men. When compared to U.S. newsrooms overall, our grantees are slightly more female-identifying and 13% less male-identifying. In U.S. newsrooms overall, 49% identify as female and 51% as male, according to Pew Research Center in 2018.7

Average AJP Organization Staff Gender

![Average AJP Organization Staff Gender Chart]

The Pew report is used for this metric as the ASNE report includes leadership and non-management staff, but no proportions or overall breakdown of newsroom gender.
Grantees’ Staff

The average AJP grantee has more racial and ethnic diversity among its staff than the average newsroom that participated in the last American Society of News Editors diversity survey in 2018. Of full-time staff at the average AJP grantee organization, 57% identify as white, compared to 78% of ASNE survey newsroom staff.

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8 The American Society of News Editors survey was an annual survey of the diversity of news organizations who chose to participate. After 21 years, the survey ended in 2018 due to decreasing participation.

9 Sixty-three percent of all staff members of AJP grantee organizations identify as white. See full data on numbers as a percentage of all staff of all organizations supported by AJP in Appendix I.
AJP Supported Hires

Grantee Roles Hired with AJP Funding
AJP has funded more than 60 revenue and operations roles at nonprofit newsrooms, including founders, top revenue leaders, and other staff. These roles add critical capacity needed for organizations to grow their reporting and their impact. As of June 2021, 32 of these positions had been filled.

Like the news industry, the nonprofit fundraising and development sector is overwhelmingly white, as are supporters of journalism at all levels of giving. It is imperative that both become more inclusive and diverse if every community is to have high-quality local news. Moreover, we hope that the new talent we are helping to attract to local news will become future leaders of nonprofit newsrooms, making it critical that the pipeline is diverse.

Just over one-third of AJP-funded hires identify as male (35%), and 65% identify as female. No hires identify as transgender. Fifty-eight percent of AJP-supported hires identify as white, 15% identify as African American or Black, 8% as Hispanic or Latinx, 4% as Asian American or Asian, and 15% as multiracial.11

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11 Hires were able to select more than one race or ethnicity. Of those who identify as multiracial, half identify as Asian American and White/Caucasian, and half as Hispanic/Latinx and White/Caucasian.
Methodology

Data Availability
In many journalism, philanthropic, and nonprofit organizations, diversity data are not published publicly or even collected. This lack of data makes it difficult to get a full picture of the journalism industry, let alone using insights from the data to drive change or hold leadership accountable.

While our data are imperfect at the moment, we commit not only to further diversity, equity, and inclusion in our work and our grantees’, but also to continually measure and publish our progress to hold ourselves accountable.

Report Categories
For this report, we use Asian American (in place of Asian), Hispanic/Latinx (in place of Hispanic), and white/Caucasian (in place of white) to be more inclusive of categories used in data sources and internal surveys.

The percentages in charts have been rounded and may not add up to 100.

The INN Index uses the following race/ethnicity and gender reporting categories:

Race/Ethnicity:
Asian, Black, Hispanic, Hawaiian/Pacific Islander, Middle Eastern/North African, Native/Alaskan, White, Multiracial, Other, Don’t Know/Not Available

Gender:
Female, Male, Other Gender, Don’t Know/Not Available

The INN report included data for Louisville Public Media’s Kentucky Center for Investigative Reporting rather than the broader organization. We supplemented that data with numbers for the broader organization where available. In general, public media organizations are often much larger than other nonprofit local newsrooms and have a higher number of non-editorial staff.
Appendix I: Alternative Metrics

Rather than looking at metrics as the average AJP organization, we could alternatively look at the staff of all AJP supported organizations. The greatest difference in these data sets is a 5.6 percentage point difference between white-identifying staff, at 57% of the average AJP grantee, and 62.6% of all staff in AJP grantee organizations.

Race and Ethnicity of Average AJP Grantee and All Staff of AJP Supported Organizations
Appendix I: Alternative Metrics

All Staff of AJP Supported Organizations and ASNE Newsrooms

- **White / Caucasian**
  - ASNE American Newsrooms: 78.18%
  - All Staff of AJP Supported Organizations: 62.6%

- **BIPOC**
  - ASNE American Newsrooms: 21.82%
  - All Staff of AJP Supported Organizations: 37.4%

- **Hispanic / Latinx**
  - ASNE American Newsrooms: 6.89%
  - All Staff of AJP Supported Organizations: 16.1%

- **African American / Black**
  - ASNE American Newsrooms: 7.19%
  - All Staff of AJP Supported Organizations: 9.1%

- **Asian American**
  - ASNE American Newsrooms: -6.41%
  - All Staff of AJP Supported Organizations: -3.8%

- **Male**
  - ASNE American Newsrooms: 58.2%
  - All Staff of AJP Supported Organizations: 54.9%

- **Female**
  - ASNE American Newsrooms: 41.8%
  - All Staff of AJP Supported Organizations: 40.2%
Appendix I: Alternative Metrics

All Leaders of AJP Grantee Organizations and ASNE Newsroom Leaders

- White / Caucasian:
  - ASNE Newsroom Leaders: 82%
  - All Leaders of AJP Supported Organizations: 67%
- BIPOC:
  - ASNE Newsroom Leaders: 18%
  - All Leaders of AJP Supported Organizations: 33%
- Hispanic / Latinx:
  - ASNE Newsroom Leaders: 6%
  - All Leaders of AJP Supported Organizations: 14.3%
- African American / Black:
  - ASNE Newsroom Leaders: 6%
  - All Leaders of AJP Supported Organizations: 9.9%
- Asian American:
  - ASNE Newsroom Leaders: 4%
  - All Leaders of AJP Supported Organizations: 5.5%
- Male:
  - ASNE Newsroom Leaders: 58%
  - All Leaders of AJP Supported Organizations: 54.9%
- Female:
  - ASNE Newsroom Leaders: 42%
  - All Leaders of AJP Supported Organizations: 42.9%
Appendix II: INN Comparison Data

INN Member Executives, Average AJP Organization Leadership, and All leaders of AJP Organizations

- White / Caucasian: 81% INN Member Executives, 67% All Leaders (Executive and Additional Management) of Grantee Organizations, 61.5% Leaders Average AJP Organization
- Hispanic / Latinx: 14.3% INN Member Executives, 14.2% All Leaders (Executive and Additional Management) of Grantee Organizations
- African American / Black: 9.9% INN Member Executives, 14.9% All Leaders (Executive and Additional Management) of Grantee Organizations
- Asian American: 3.6% INN Member Executives, -5.5% All Leaders (Executive and Additional Management) of Grantee Organizations, 2% Leaders Average AJP Organization
- Multiracial: -3.2% INN Member Executives, -2% All Leaders (Executive and Additional Management) of Grantee Organizations, -2% Leaders Average AJP Organization
Appendix II: INN Comparison Data

INN Member Staff, Average AJP Organization Non-Management Staff, and All Non-Management Staff of AJP Organizations

- White / Caucasian:
  - INN Member Staff: 68%
  - Non-management of All AJP Grantee Newsrooms: 60%
  - Average AJP Grantee Organization: 61%

- Hispanic / Latinx:
  - INN Member Staff: 9%
  - Non-management of All AJP Grantee Newsrooms: 15%
  - Average AJP Grantee Organization: 17%

- African American / Black:
  - INN Member Staff: 9%
  - Non-management of All AJP Grantee Newsrooms: 8%
  - Average AJP Grantee Organization: 9%

- Asian American:
  - INN Member Staff: 6%
  - Non-management of All AJP Grantee Newsrooms: -4%
  - Average AJP Grantee Organization: -3%

- Multiracial:
  - INN Member Staff: 1%
  - Non-management of All AJP Grantee Newsrooms: -2%
  - Average AJP Grantee Organization: -4%