

# DEI as a key ingredient for sustainable growth

With inewssource, City Bureau and  
Oaklandside

Join the conversation with **#ONA21**



# Your speakers

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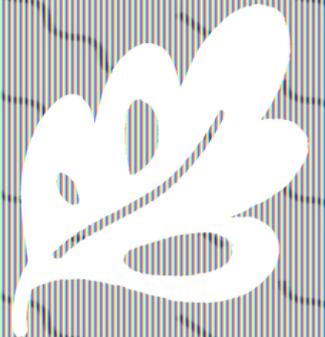
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**Lorie Hearn**  
**CEO and Editor, *inewssource***



*inewssource.org*



# How it started

- *inewssource* opened doors nearly 12 years ago
- **2020 was a reckoning.** Started with a twitter thread, criticizing the lack of diversity in San Diego newsrooms, including *inewssource*

# THE DEI Audit entailed

- Hired a consultant to conduct an inclusion survey
- Analyzed the results

**Then came the hard part ...**

# Processing what was really hard to hear

## Your basic assumptions are **WRONG**

- Questions about our commitment to diversity
- We talk more than act
- We value diversity because it matters to donors
- The org is too white and writes for white people

# What now?

**Time to reflect:** Did I have what it would take to lead us through this?

The choice was hard but clear: **Pull up my socks and listen**

**Embrace** the rocky road ahead ...

# DEI Priorities

Hired an **expert** to help us all talk about the issues and chart the way forward. We identified **6 priorities**:

- Inclusion in the Organization
- Diverse, Inclusive and Equitable Journalism Practices
- Diversifying inewsource
- Diversifying Governance and Funding
- Community Engagement
- Organizational Mission

# The ongoing journey

Vision:

Diversity, Equity and Inclusion is part of everything we do as an organization and who we are: our content, our staff, our board and our supporters.

# The ongoing journey, cont:

- Staff wanted to work on all the priorities at the same time
- Time commitment for each person per priority area was between six and 12 hours a month. Some people were on more than one committee
- Action items scheduled in 90-day sprints
- Outside facilitator through Global Equity Collective: So far, more than 150 hours

# Here's why I think we are so much better off

- **Open, constant discussions of inclusivity** in news meetings and general discussions
- **Protocols for hiring** to ensure equity. These include hiring committees, inclusive language in job postings, rigorous recruitment
- **Trainings** that continue: implicit bias, allyship, difficult conversations
- **Board** is on board

# As a leader, it's up to you

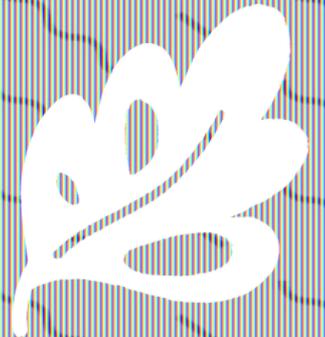
- **Hope for the best; prepare for the worst**
- Keep an **open mind** and keep your defensiveness in check
- Be ready for serious **self-reflection**
- **Listen, listen and listen** more
- **Tough decisions are not always intuitive**

**Are you prepared for the  
brutal truth?**

**How will you lead through  
change?**



**Bettina Chang**  
**Co-Founder and Executive Editorial**  
**Director, City Bureau**



# Equity as mission

- City Bureau is a civic journalism lab serving communities of color on Chicago's South and West Sides.
- We bring journalists and communities together in a collaborative spirit to produce media that is impactful, equitable and responsive to the public.



# Three-step equity framework

- Just Action: Equity means action



## ACKNOWLEDGE HISTORY

How has systemic and structural racism shaped historical and current events?



## SHIFT POWER

How do we shift power to groups that have been historically marginalized or harmed?



## EMBRACE ACCOUNTABILITY

How do we set up systems of accountability that value numbers and narratives?

# Three-step equity framework

- Just Action: Equity means action



## ACKNOWLEDGE HISTORY

Media has caused harm to our communities. We pledge to change our practices.



## SHIFT POWER

What are we good at, and how does that give us power? What do you think we should do with the power we have?



## EMBRACE ACCOUNTABILITY

Here is what we will do, and how we'll do it. If we don't follow through, here is how you can tell us.

# Reimagining what journalists do



## Public Newsroom

a free monthly public workshop for folks who wants to build community and use media to create a stronger democracy.



## Documenters

where anybody can sign up to get free trainings and paid assignments to attend and document public governance meetings.



## Reporting Fellowship

where emerging reporters and experienced journalists team up to pursue big-picture stories affecting our neighbors on the South and West Sides.

# What value do you create for your community?



And is it what they want and need from you?

**Jacob Simas**

**Managing Editor, The Oaklandside**





# Thank you!

Now it's time for audience Q&A. Put your questions in the chat!

*Be sure to visit the ONA21 Midway!*