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A new approach to newsroom diversity

LaSarah S. Bunting, Knight Foundation [web@knightfoundation.org]

Sent: Monday, August 05, 2019 2:14 PM
To: [Steve Johnston](#)

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KNIGHT FOUNDATION
JOURNALISM

Dear Steve,

Diversity is one of the most pressing issues facing journalism. Despite the tireless advocacy of many in the industry, institutional efforts to solve failures in diversity have been ineffective or nonexistent.

If news outlets are to survive, they must engage new, younger and more diverse audiences. Organizations and their leaders must make a commitment to change their institutional cultures and address systemic issues.

Today, to help drive this change, Knight Foundation announced a [\\$1.2 million investment](#) in the Maynard Institute and its new Equity and Inclusion Transformation Program. The program will embed specialists in news organizations to assess internal processes; analyze cultural dynamics; and help them become more inclusive, equitable workplaces that reflect and adequately cover the communities they serve. In [an article](#) on the Knight blog, I share how this program could help repair the systemic and cultural issues that persist in our industry.

[Read about our investment](#)

Maynard's new program is a strong step forward in rethinking how we begin to address journalism's failures in diversity. To learn more about our investment and why this matters, I invite you to read the [press release](#) and [my article](#). Follow [@knightfdn](#) on Twitter for updates.

Best,

LaSarah S. Bunting
Director/Journalism
Knight Foundation
[@LaSarah](#)



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