



Diversity Report

2021

IN PARTNERSHIP WITH

iMPACT ARCHITECTS

About the American Journalism Project

The American Journalism Project is a venture philanthropy dedicated to local news. We believe in civic journalism as a public good and are reimagining its future by building a model to finance and sustain the local news our democracy requires. We make grants to local nonprofit news organizations to build their revenue and business operations, partner with communities to launch new organizations, and mentor leaders as they grow and sustain their newsrooms. To learn more about the American Journalism Project, visit theajp.org.

About Impact Architects

Impact Architects supports partners with strategy and research to catalyze social change, using the team's training in the humanities, social sciences, and business, paired with experience in journalism, media, and philanthropy. IA is committed to sharing learnings through field-building reports, public speaking, and accessible products.

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Our Commitment to Diversity, Equity and Inclusion

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. 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.

Equity, diversity and inclusion are core to our values at AJP, and we support grantees that share these values. 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 moment requires decisive action. We believe every community deserves access to high-quality local news that is governed by, sustained by, and looks like the public it serves.

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. 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 report below is drawn from voluntary surveys of our staff and board and from our grantees' responses to [INN Index](#) 2021, 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 multifaceted 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. This report is an honest, transparent foundation for work that is always ongoing.

¹ Impact Architects, 2021, "Healthy Local News and Information Ecosystems," <https://www.theimpactarchitects.com/ecosystems>.

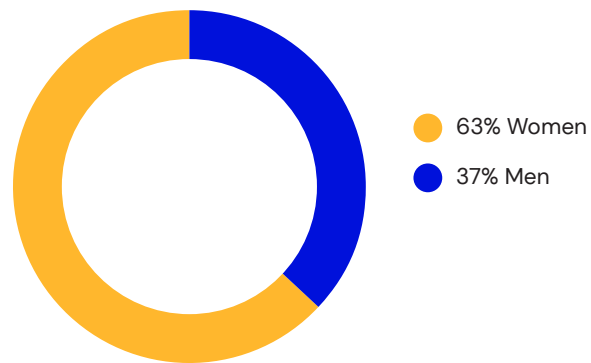
² Institute for Nonprofit News, 2020, "Diversity Report," <https://inn.org/about/diversity-report/>

Our Team

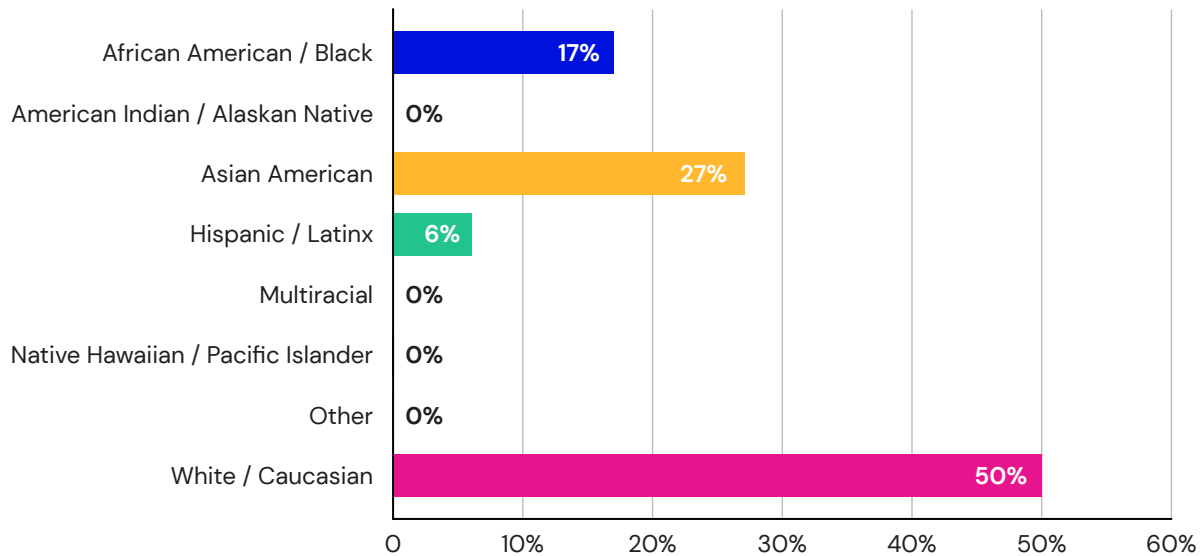
Our staff is 63% female and 37% male. This is similar to the philanthropic sector overall, where 77% of philanthropic foundation staff identified as female, according to the Council on Foundations 2020 Grantmaker Salary and Benefits Report.³

BIPOC staff occupy a significantly higher percentage of our staff than at private foundations overall. 47% of AJP staff identify as a person of color, compared with 37% of private foundation staff.⁴

AJP STAFF SELF-IDENTIFIED GENDER



AJP STAFF SELF-IDENTIFIED RACE



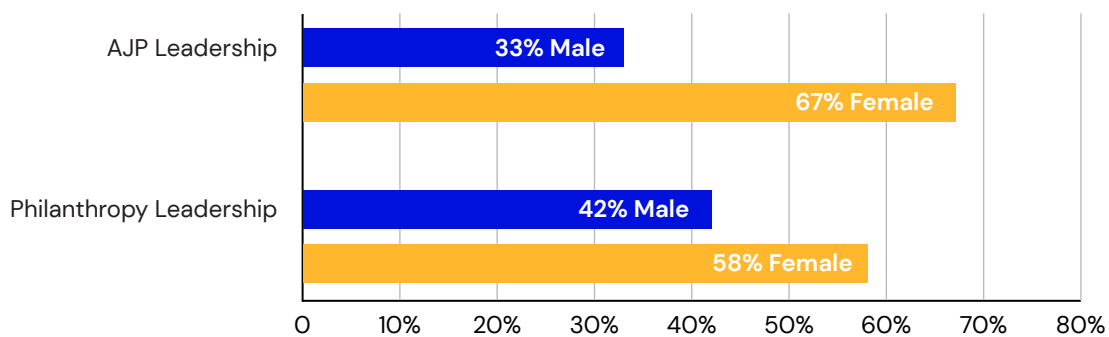
³ Council on Foundations, "2020 Grantmaker Salary and Benefits Report." <https://www.cof.org/content/2020-grantmaker-salary-and-benefits-report>. The COF report is based on a survey of more than 804 organizations that includes more than 8,794 individuals working in the philanthropic sector.

⁴ Council on Foundations, "2020 Grantmaker Salary and Benefits Report."

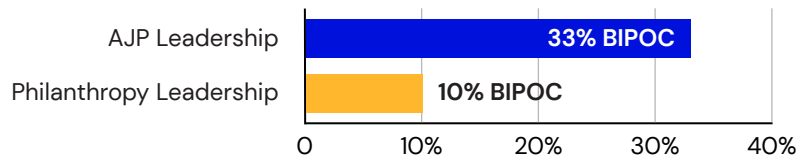
AJP Leadership

Two-thirds of AJP senior leadership are women. In private foundations overall, women held 58% of leadership roles in 2020. One third of AJP senior leadership members identify as a person of color. For private foundations overall, only 10% of those in leadership roles identify as a person of color.⁵

AJP LEADERSHIP GENDER COMPARED WITH PHILANTHROPY LEADERSHIP GENDER



AJP LEADERSHIP IDENTIFYING AS BIPOC COMPARED WITH PHILANTHROPY LEADERSHIP



AJP Board of Directors

Our board comprises experienced leaders from the news industry, business, the nonprofit sector and philanthropy. Moving forward, 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.

⁵ Council on Foundations, "2020 Grantmaker Salary and Benefits Report."

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. 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.

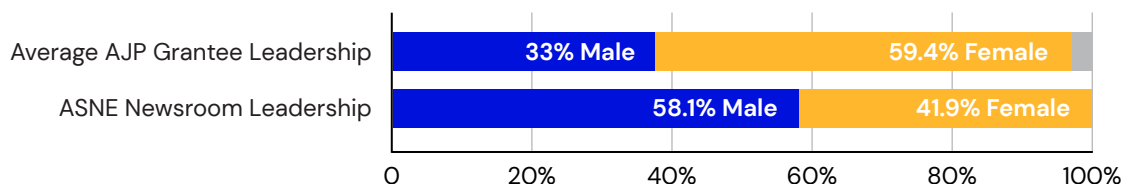
We consider the composition of both the leadership and staff of our grantee partners. For AJP-funded hires, we work with our partners to institute and implement hiring practices that are equitable and inclusive to ensure that applicants with diverse backgrounds are considered for these key roles. In this report, we compare our grantees' leadership and staff demographics with data from the American Society of Newsroom Editors (ASNE) Employment Diversity Survey because 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 teams⁶ than the leaders of ASNE survey respondent organizations, with 15% of AJP grantee leaders identifying as Black and 14% as Hispanic, 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.

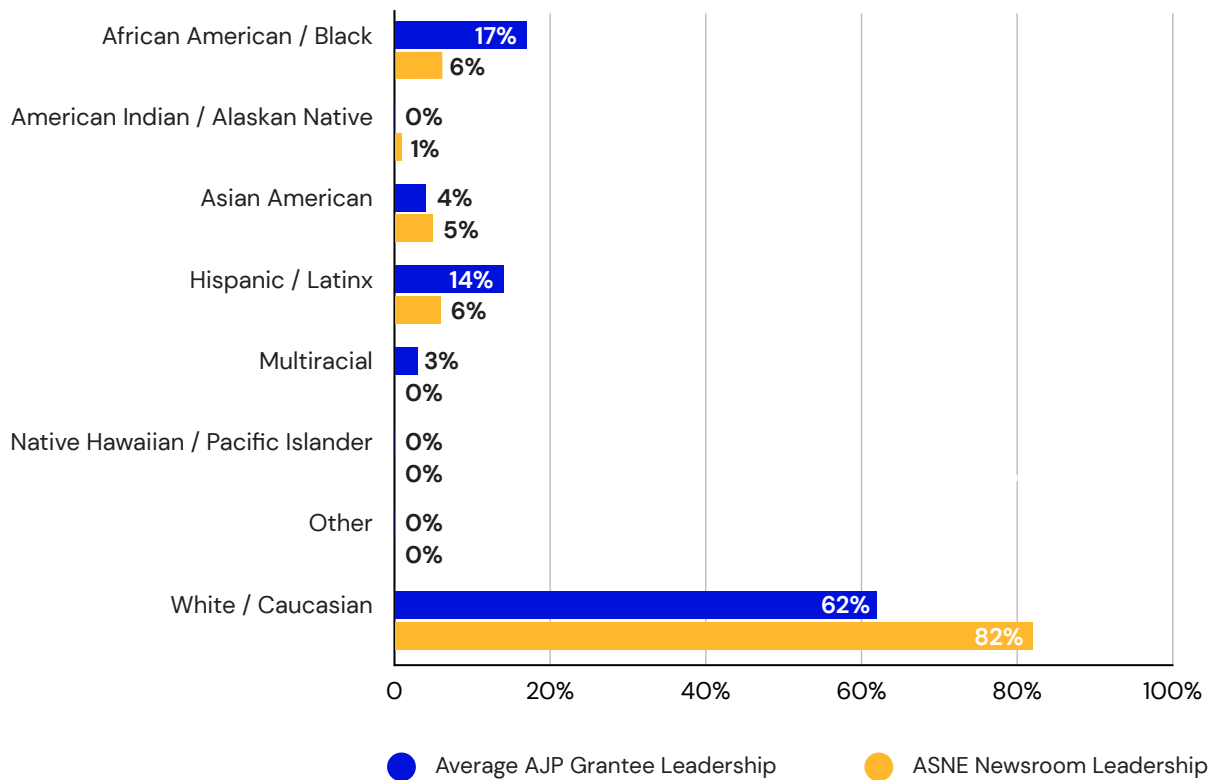
Having diversity in the ownership and governance of news organizations is also critical. For nonprofit news organizations, board leadership is often not reflective of the communities served. We aim to gather data on gender, race, and ethnicity of our grantees' boards in future iterations of this report.

AVERAGE AJP GRANTEE LEADERSHIP GENDER COMPARED WITH ASNE NEWSROOM LEADERSHIP



⁶ Leadership numbers were aggregated from numbers organizations submitted to the INN Index; the category includes newsroom executives and nonexecutive managers.

AVERAGE AJP GRANTEE LEADERSHIP COMPARED WITH ASNE NEWSROOM LEADERSHIP

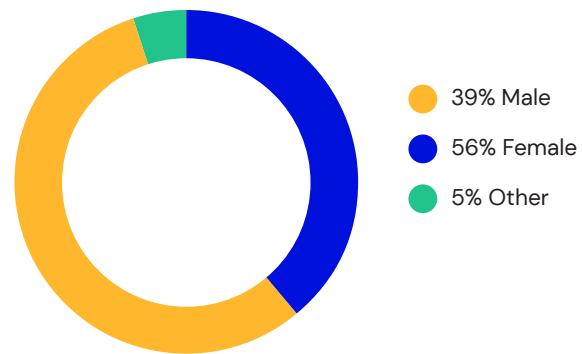


All Grantee Staff

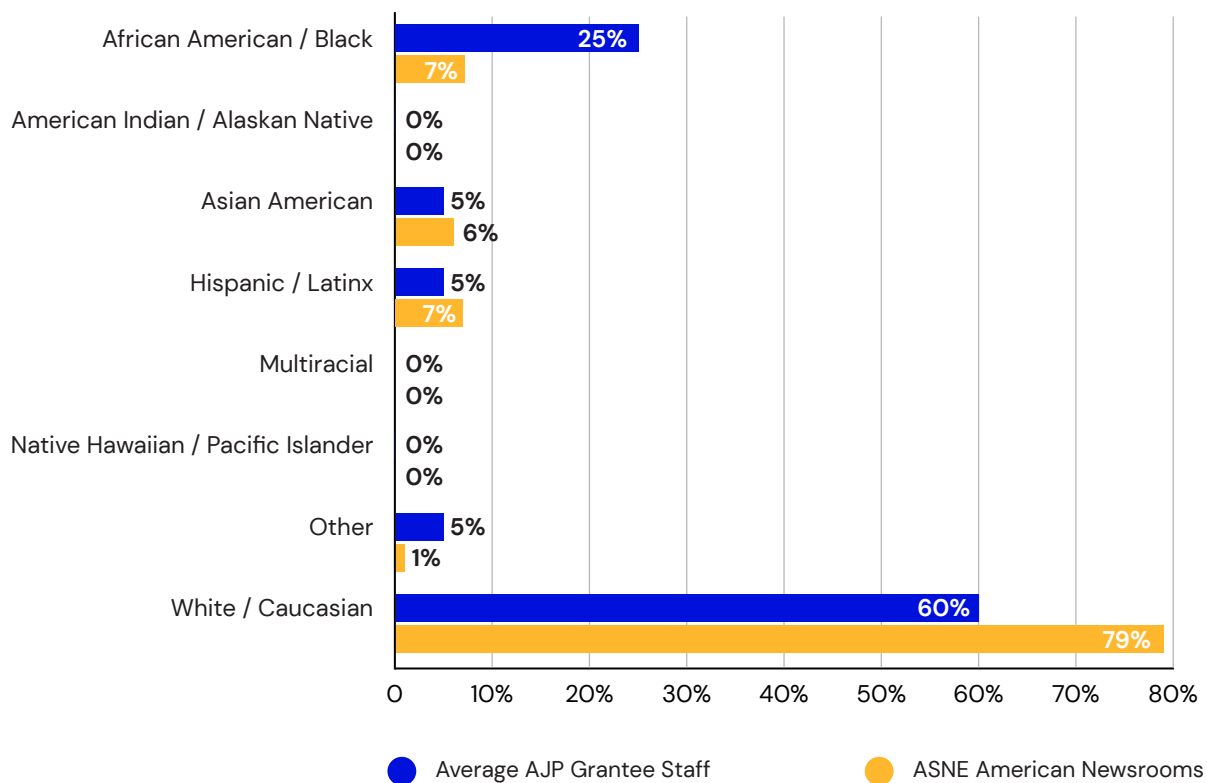
Many AJP grantees publish their staff diversity data. For example, Louisville Public Media published a [2020 report](#) that included data about staff composition with respect to gender, race and ethnicity, and LGBTQ+ status at the staff, leadership and board levels, in addition to publishing results 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 Mississippi Today [published June 2020](#) results from an internal source diversity audit. We applaud the organizations for their transparency.

On average across our entire portfolio of 20 grantees in June 2021, organization staff are mostly female (56% vs. 38% male). According to Pew Research Center in 2018, 49% of the staff in US newsrooms overall identify as female and 51% as male.⁷ Our grantees have more female-identifying staff members and fewer male-identifying ones than the US average.

AJP GRANTEE STAFF GENDER



AVERAGE AJP GRANTEE STAFF COMPARED WITH ASNE AMERICAN NEWSROOMS



⁷ Grieco, Elizabeth. Newsroom employees are less diverse than U.S. workers overall. 2 Nov 2018. <https://www.pewresearch.org/fact-tank/2018/11/02/newsroom-employees-are-less-diverse-than-u-s-workers-overall/>. 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.

The average AJP grantee is more racially and ethnically diverse than the average newsroom that participated in the last American Society of News Editors diversity survey in 2018.⁸ Of full-time staff at the average AJP grantee organization, 57% identify as white, compared to 78% of ASNE survey newsroom staff. Sixty-three percent of all staff members of AJP grantee organizations identify as white.⁹

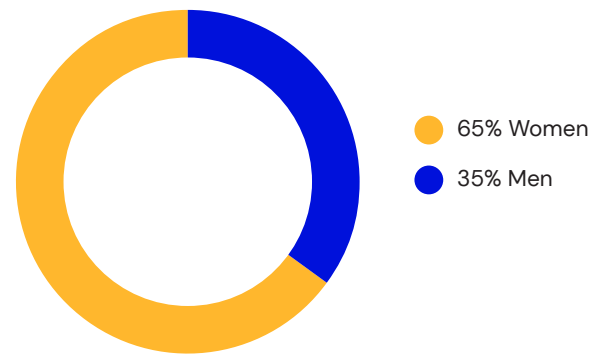
Grantee Roles Hired with AJP Funding

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 expand their newsgathering and deepen their impact. As of June 2021, 32 of these positions had been filled.

Like news, the nonprofit fundraising and development sector is overwhelmingly white,¹⁰ 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, and 65% 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, and 15% as multiracial.¹¹

AJP SUPPORTED HIRES GENDER



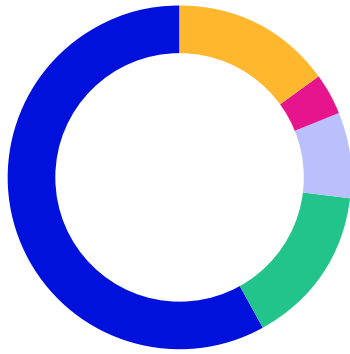
⁸ The American Society of News Editors survey was an annual survey of the diversity of news organizations who chose to participate. After 21 years, the survey ended in 2018 due to decreasing participation.

⁹ See full data on numbers as a percentage of all staff of all organizations supported by AJP in Appendix I.

¹⁰ 2020 Compensation and Benefits Report, Association of Fundraising Professionals, <https://afpglobal.org/2020-compensation-and-benefits-report-77-fundraisers-see-income-rise-2019-even-average-salary>.

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/Latino and White/Caucasian.

AJP SUPPORTED HIRES SELF-IDENTIFIED RACE AND ETHNICITY



- 15% African American / Black
- 0% American Indian / Alaskan Native
- 4% Asian American
- 8% Hispanic / Latinx
- 15% Multiracial
- 0% Native Hawaiian / Pacific Islander
- 0% Other
- 58% 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

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

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 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.