

Engaging Students with News

Representation in Reporting



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Diversity and Community

Teacher webinar series

- » Reimagined News in Education program
- » Two new focuses:
 1. **100%** digital access, **100%** of Minnesota students, **100%** free
 2. Be an engaging resource for Minnesota teachers

Representation in reporting

- » The importance of representation in reporting
- » Diversity, equity, and inclusion in newsrooms
- » What Star Tribune is doing to become more representative and inclusive
- » Capturing the youth voice

The importance of representation in reporting

Representation in reporting

- » Deep understanding of community members
- » Different lived experiences are lived everyday
- » Determining projects that are pursued

How Diverse Are US Newsrooms?

The Newspaper Diversity Survey measures the percentage of women and minorities working in US newsrooms. The results from 2018's survey are in.

FILTER

Gender Race

2018 Results

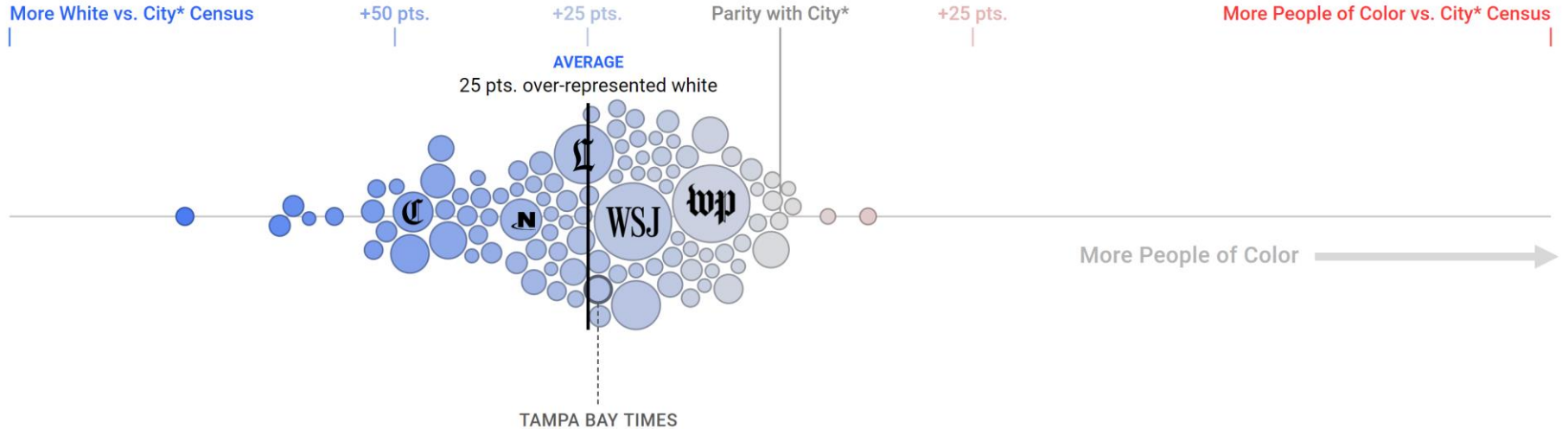
Leadership

2001 Vs. 2018: Top Newsrooms

Overall Change

My Newsroom

NEWSROOM WHITE/NON-WHITE BREAKDOWN VS. AUDIENCE



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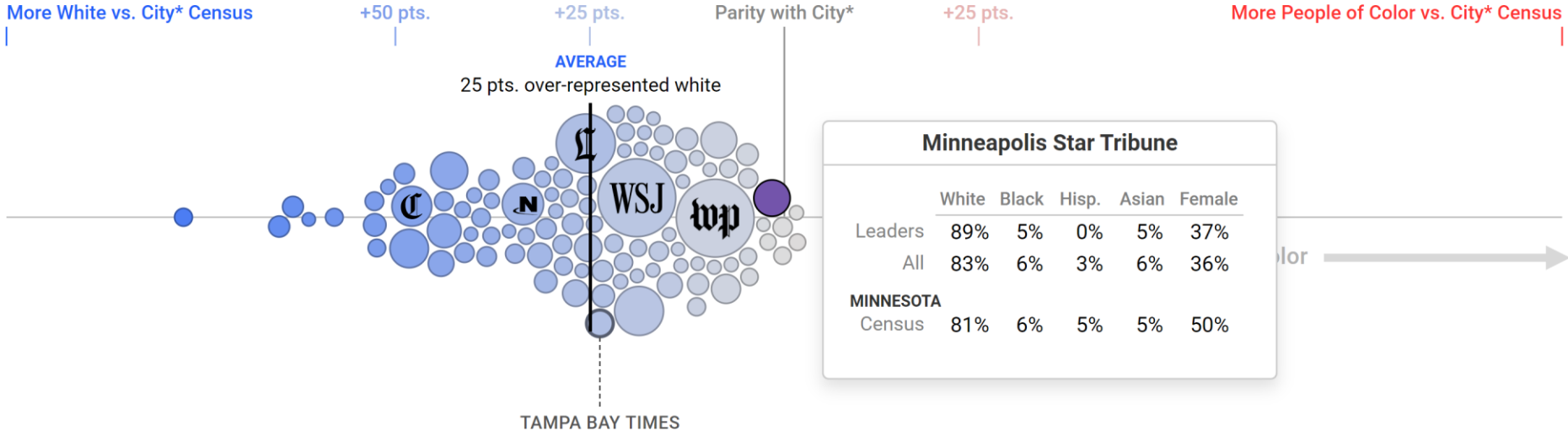
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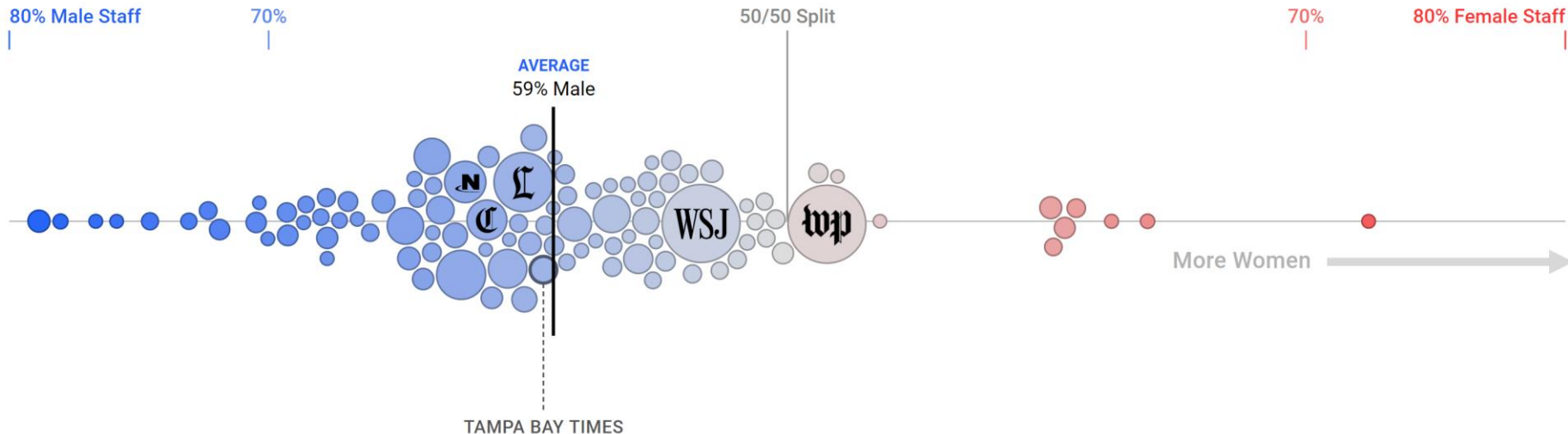
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NEWSROOM GENDER BREAKDOWN



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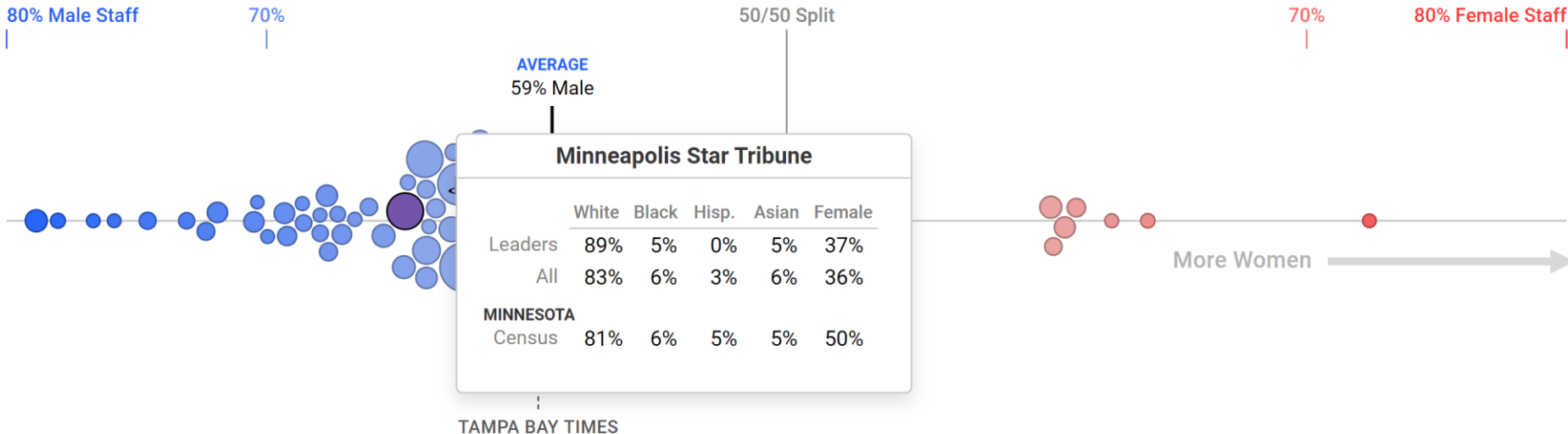
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NEWSROOM GENDER BREAKDOWN



What Star Tribune is doing

Hiring/Recruiting

- » We need to engage with different kinds of journalists in our state and across the country to build relationships
- » We need to increase diversity newsroom-wide but especially in leadership roles

Retention

- » We need to create a sense of belonging by building structures where employees feel heard and can see a path for themselves at our paper
- » By listening, we can empower employees to take part in the changes necessary for our survival as a business.

Coverage

- » Again, we need to listen. We need to open our doors to community members and have them help us shape our coverage by starting community advisory boards
- » We need to audit our coverage, looking for diverse voices with diverse storylines. We should have an accounting of the image we are creating for different communities.

Capturing the youth voice

Every Minnesota school should be 'seizure smart'

LOCAL

Becker students demand 'do better' on racism after recent incident

All of Minnesota's students should feel safe at school — including those with epilepsy. Passing legislation would make it possible.

About four dozen students walk

By Olivia Devaraj | APRIL 27, 2021 — 5:30PM

By Jenny Berg Star Tribune | APRIL 20, 2021 —



Students at Becker High School walkout to Monday, April 19, 2021.



ISTOCK

Epilepsy is a neurological condition of the brain characterized by someone having

Hall students become suspended protest

protest spark new action.

30, 2021 — 7:55PM

Students who participated in a protest to support their walkout this week at Cretin-Derham

Students at the private Catholic school walked out in protest actions by the administration and in support of the movement.

Because key student demands aren't met at an earlier date, an NGO, a senior who helped organize the

Thank you!