

# The Diversity Pledge Institute: Newsroom Diversity Survey Pilot Fact Sheet

---

## Who we are

The Diversity Pledge Institute (DPI) is **solving the diversity pipeline problem** by improving retention rates associated with diversity, equity and inclusion; and supporting journalists' career growth.

By centering diversity, we are able to expose newsrooms to a **larger talent pool** while helping them **discover new audiences** and **pathways to profitability**.



---

## Newsroom Diversity Survey Pilot

---

The pilot – taking place September to October 2022 – will test and modify the *Newsroom Diversity Survey* through a **collaborative process** with representatives from legacy, digital, nonprofit, broadcast and other news media companies. This study will explore how **DEIA** (diversity, equity, inclusion and accessibility) is **understood, practiced, and prioritized** in newsrooms by both leaders and journalists.

### What you get

The results of our study will benefit the journalism industry by establishing a common language and understanding of DEIA. It will also allow us to **develop the necessary tools and strategies** needed to eliminate the barriers to diversifying newsrooms and move beyond good intentions and **toward meaningful, positive change**.

Additionally, pilot newsrooms will receive an anonymized copy of their newsroom data as well as a copy of the pilot evaluation report that can be used to guide subsequent internal discussions.

---

## Criteria for Participation

---

- 1 Agree to distribute the newsroom diversity survey to management and staff.
  - 2 Completion of DPI's *Newsroom Diversity Survey*
  - 3 Optional participation in a post-survey interview or focus group.
- 

## DPI Contact Information

.....

For more information about this pilot and how it can benefit your newsroom, please contact:

**[survey@TakeTheDiversityPledge.org](mailto:survey@TakeTheDiversityPledge.org)**

