SUCCESS TODAY IS...

- History of the Maynard Institute
- Introduce a tool to help you rethink your approach to your work.
- Establish a language and terminology so you feel comfortable having conversations about complex social issues.
- Discover your blind spots, biases
- Examine media coverage
- Solutions to managing blind spots, biases and microaggressions
“If the media are to report with understanding, wisdom and sympathy on the problems of cities and problems of the black man ... they must employ, promote and listen to Negro journalists.”

– Kerner Report, 1968
The Founders

- Summer Program for Minority Journalists
- Editing Program for Minority Journalists
- Management Training Center
- Maynard Media Academy
- Converse & Convene
- Oakland Voices
- Maynard 200
“This country cannot be the country we want it to be if its story is told by only one group of citizens. Our goal is to give Americans front-door access to the truth.”

Robert C. Maynard
Co-Founder, Maynard Institute for Journalism Education
This 1968 Report Highlights Exactly Why Reporting On Race Is Still A Disaster

Fifty Years Later, The “White Perspective” Still Dominates Media Coverage Of Race, Racism, And Violence

WRITTEN BY TYLER CHERRY
PUBLISHED 02/18/16 7:00 AM EST
SHARE COMMENT

TIME FOR CHANGE
Examination of Conscience
Editorial Board: An apology for failing to adequately cover Ax Handle Saturday

Our View

The Florida Times-Union Editorial Board
Published 6:00 a.m. ET Aug. 21, 2020 | Updated 1:13 a.m. ET Aug. 24, 2020
Our reckoning with racism
The truth in Black and white: An apology from The Kansas City Star
EDITORIAL

We are deeply and profoundly sorry: For decades, The Baltimore Sun promoted policies that oppressed Black Marylanders; we are working to make amends

By Baltimore Sun Editorial Board
Baltimore Sun • Feb 18, 2022 at 7:30 am
A special project from The Inquirer examining the roots of systemic racism in America through institutions founded in Philadelphia.
INVESTIGATIION

BLACK CITY. WHITE PAPER.

The summer of 2020 forced a reckoning for the country, Philadelphia, and its newspaper. But after perpetuating inequality for generations, can The Inquirer really become an anti-racist institution?

BY WESLEY LOWERY
40 YEARS OF DRIVING DIVERSITY IN JOURNALISM BELONGING & EQUITY
VISION25: Building Racial Equity in Newsrooms

BELONGING IN THE NEWS
Friday, October 30, 12pm PT / 3pm ET

JEFF CHANG
Award-winning author, journalist and a Senior Advisor at Race Forward

Moderated by MARTIN G. REYNOLDS

VISION25 VIRTUAL EVENT SERIES

BELONGING IN THE NEWS
Wednesday, June 23, 12pm PT / 3pm ET

Moderated by MARTIN G. REYNOLDS
America’s Trust in Mass Media

- Gallup first measured trust in the mass media in a 1972 survey: 68% of Americans said they trusted it.

- Similar levels were recorded in 1974 (69%) and 1976 (72%), but two decades later, trust had fallen to 53%.

- Although overall trust was at the majority level until 2004, no more than 21% of Americans dating back to 1972 ever said they had the greatest level of trust.

- Currently, 13% have a great deal of trust, 28% a fair amount, 30% not very much and 28% none at all.
Trust Project: 8 Indicators

- **BEST PRACTICES**: What are your standards? Who funds the news? What is the outlet’s mission? Plus commitments to ethics, **diverse voices**, accuracy, corrections, etc.

- **AUTHOR EXPERTISE**: Who reported the story? Details about the journalist who wrote the story, including expertise and other stories they have reported.

- **TYPE OF WORK**: What is this? Labels to distinguish opinion, analysis and advertiser (or sponsored) content from news reports.

- **CITATIONS AND REFERENCES**: For investigative or in-depth stories, greater access to the sources behind facts and assertions.

- **DIVERSE VOICES**: A NEWSROOM’S EFFORTS TO BRING IN DIVERSE PERSPECTIVES.

- **METHODS**: For in-depth stories, information about why reporters chose to pursue a story and how they went about the process.

- **LOCALLY SOURCED?** Lets people know when the story has local origin or expertise.

- **ACTIONABLE FEEDBACK**: A newsroom’s efforts to engage the public’s help in setting coverage priorities, contributing to the reporting process, ensuring accuracy and other areas.
Oakland, California, 1989
Loma Prieta Earthquake

The Cypress Freeway wasn't considered vulnerable, yet 42 people were killed.

Most of the deaths were attributed to the collapse of the two-level Cypress Freeway viaduct.
Societal Ruptures
The Framework

- Race
- Class
- Gender
- Generation
- Geography
- Sexual Orientation

Fault Lines®

1. Fault Lines of race, class, gender, generation, sexual orientation and geography shape our perceptions of self, others and events.

2. It is natural for two people to look at one event and see something completely different.

3. It is important to do a fault lines analysis before constructing coverage or doing business.

4. Know which fault line is in play. Don’t blur the fault lines.

5. Remember, we all have blind spots.
Fault Lines can influence how people understand news reports and events, and how we frame news stories.

They represent issues that have shaped society, divided the country.

Fault Lines can help explain why people can interpret the same event differently.

The 6 Fault Lines are the common ways we identify ourselves.
Newsroom Fault Lines

• How journalists see the world through their Fault Lines influences coverage decisions.
• It’s important to be aware of the ways in which bias can creep into coverage.
GEOGRAPHY

- URBAN
- SUBURBAN
- RURAL
- REGIONS
- STATES
- COUNTRIES

✔ NEIGHBORHOODS
✔ HOUSES
✔ APARTMENTS
✔ CONDOMINIUM
Doctors and Racial Bias: Still a Long Way to Go

It would be easy to look at a photo from the 1980s and conclude that things have changed. Many have not.
GENDER

- TRANSGENDER
- NONBINARY
- WOMAN
- MAN
- ETC...

At last check, Facebook had 56 choices for gender identity. Tinder had 37.

This includes gender assignment or a person’s biological sex as well as social and gender roles. THINK BEYOND CISGENDER NORMS.

https://www.nlgja.org/stylebook
SEXUAL ORIENTATION

- GAY
- QUEER
- LESBIAN
- BISEXUAL
- QUESTIONING
- HETEROSEXUAL MALE
- HETEROSEXUAL FEMALE

Americans’ Self-Identification as LGBT

Which of the following do you consider yourself to be? You can select as many as apply: Straight or heterosexual; Lesbian; Gay; Bisexual; Transgender.

% Identify as LGBT

2012-2017 wording: Do you, personally, identify as lesbian, gay, bisexual or transgender?

GALLUP
• 1997-Present: Gen Z
• 1980-1996: Millennials or Gen Y
• 1965-1979: Generation X
• 1946-1964: Baby Boomers
• 1925-1945: The Silent Generation
• 1901-1924: GI or Greatest Generation

Source: Pew Research
FAULT LINE AWARENESS helps journalists take into account the more nuanced parts of their interviews, records and other elements and factors that contribute to their stories.

Understanding our Fault Lines is learning self-awareness.

Social fault lines are natural – the biases we carry are natural. But just because they're there doesn't mean we accept them.
HAS SOMEONE MADE AN ASSUMPTION ABOUT YOU BASED ON THEIR PERCEPTION OF HOW YOU ALIGN WITH ONE OF THESE FAULT LINES?

Class – Race – Geography – Sexual Orientation – Gender – Generation
Felecia D. Henderson

- Middle-class, two-parent home in Louisville
- Maternal grandfather: farmer & well digger
- Paternal grandfather: VP, Rinks
- Started career at The Courier-Journal
- Detroit SPJ Lifetime Achievement Award
- Distinguished Alumna, Murray State U
- Son, 4th Gen College Graduate
- Musician, radio announcer, Halloween, basketball, TikTokker
FAULT LINES helps journalists ask themselves:

“What does this story/project look like across race, class, gender, sexual orientation, generation and geography?

When you think about audience, are you basing conclusions on assumption or knowledge?
WHO DO YOU TRUST?

WRITE the initials of six people who you trust

These people CANNOT be related to you. Family doesn’t count.
PLACE A CHECK NEXT TO . . .

Race ✔
Class/Economics ✔
Gender/Identity ✔
Sexual Orientation ✔
Generation ✔
Geography ✔
AFFINITY BIAS

- We gravitate toward people who look/are like us
- We hold them in favorable terms
- How does our affinity bias impact how we view/interact with the world? The types of conversations we have?
Attitudes, often stereotypes, can lead to racist, sexist, etc. outcomes and actions, regardless of one’s values and intentions.
The questions we ask and how we listen. Do we associate certain actions with criminality? Or do we defend them? Who is seen as an empathetic character?

**WHEN DOES IT MOST OFTEN OCCUR?**

- Ambiguity (e.g., Lack of information)
- Stress from competing tasks
- Time Pressure
- Lack of critical mass (e.g., lack of diversity on staff)
EVEN IF YOU THINK YOU’RE WOKE...

You Still Carry Bias

“Overwoke Syndrome”
Objectivity is one of the most enduring tenets of American journalism. It is the belief that journalists can judge situations rationally and solely on the facts. This is meant to counter concerns that in the course of reporting a story they are influenced by judgments and subjective behavior.
A Reckoning Over Objectivity, Led by Black Journalists

What's different, in this moment, is that the editors of our country's most esteemed outlets no longer hold a monopoly on publishing power.

By Wesley Lowery
Mr. Lowery, a reporter, is the winner of two Pulitzer Prizes.

June 23, 2020
QUESTIONING OBJECTIVITY
Kristin Roberts, Senior VP News

Kristin Roberts @KLR_Editor · Jul 29
It has come to my attention that some @mcclatchy journalists believe they will be fired if they publicly state support for Black lives. So, I’ll start: Black lives matter. Now, if anyone is going to be fired, I can be first.

Kristin Roberts @KLR_Editor · Jul 29
Expressing that Black lives matter is not a political statement. It is a fundamental truth. It is not a violation of social media policy to tell the world that Black lives matter.
Bias in coverage

- Immigration often dominates coverage of Hispanics
- Asian Americans represent 100 different ethnic groups
- Black people are overrepresented in coverage of poverty, while White people are underrepresented
- Black people are often overrepresented in crime coverage, while White people are underrepresented
News stories are framed in a field of meaning. Words and images convey information that helps people comprehend information.
Michael Brown Spent Last Weeks Grappling With Problems and Promise

By John Eligon

FERGUSON, Mo. — It was 1 a.m. and Michael Brown Jr. called his father, his voice trembling. He had seen something overpowering. In the thick gray clouds that lingered from a passing storm this past June, he made out an angel. And he saw Satan chasing the angel and the angel running into the face of God. Mr. Brown was a prankster, so his father and stepmother chuckled at first.

“No, no, Dad! No!” the elder Mr. Brown remembered his son protesting. “I’m serious.”

And the black teenager from this suburb of St. Louis, who had just graduated from high school, sent his father and stepmother a picture of the sky from his cellphone. “Now I believe,” he told them.

In the weeks afterward, until his shooting death by Darren Wilson, a white police officer, on Aug. 9, they detected a change in him as he spoke seriously about religion and the Bible. He was grappling with life’s mysteries.

Michael Brown, 18, due to be buried on Monday, was no angel, with public records and interviews with friends and family revealing both problems and promise in his young life. Shortly before his encounter with Officer Wilson, the police say he was caught on a security camera stealing a box of cigars, pushing the clerk of a convenience store into a display case. He lived in a community that had rough patches, and he dabbled in drugs and alcohol. He had taken to rapping in recent months, producing lyrics that were by turns contemplative and vulgar. He got into at least one scuffle with a neighbor.

“Four years before rapper Nipsey Hussle was fatally shot Sunday in his hometown of Los Angeles, a chaotic scene broke out involving gunfire and a person jumping on police cars as the crowd left one of his shows in Sacramento. Police did not link Hussle to the shooting, but the incident sparked a local debate about hip hop concerts.”
“He hustled, doing whatever he needed to survive. And yeah, he fell into gangbanging, pleading allegiance to the notorious Rollin’ 60s Crip set... Hussle made music for the street hustlers and those of us struggling to make ends meet and he became a local hero for using the fame and fortune he got from rapping and pouring it back into the neighborhood.”
What Makes a Terrorist?

The New York Times

A Quiet Life, a Thunderous Death, and a Nightmare That Shook Nashville

DNA tests show that Anthony Warner blew himself up along with a stretch of downtown Nashville on Christmas morning.
Allison Kilkenny @allisonkilkenny · Dec 28, 2020
Imagine if the @nytimes described a non-white suicide bomber as having a "thunderous death"

The New York Times

A Quiet Life, a Thunderous Death, and a Nightmare That Shook Nashville

DNA tests show that Anthony Warner blew himself up along with a stretch of downtown Nashville on Christmas morning.

Milking Jimmies 4 Stimmies 🕵️‍♂️ @DiamondSt... · Dec 29, 2020
They keep saying that 'it's an explosion that caused his death'
instead of calling him a suicide bomber
Domestic Terrorism for the FBI’s purposes is referenced in U.S. Code at 18 U.S.C. 2331(5), and is defined as activities:

- Involving acts dangerous to human life that are a violation of the criminal laws of the United States or of any State;
- Appearing to be intended to:
  - Intimidate or coerce a civilian population;
  - Influence the policy of government by intimidation or coercion; or
  - Affect the conduct of a government by mass destruction, assassination or kidnapping; and
- Occurring primarily within the territorial jurisdiction of the United States.

This is a definitional statute, not a charging statute. We talk about the threat these actors pose as Domestic Terrorism threats, but each of the FBI’s threat categories, described in further detail below, uses the words “violent extremism” because the underlying ideology itself and the advocacy of such beliefs is not prohibited by US law.

In using the term Domestic Terrorism, DHS looks to the Homeland Security Act definition of terrorism, 6 U.S.C. 101(18), which is substantially similar but not identical to the title 18
“Though these details might sound salacious, and while it would be irresponsible to speculate on what, if any, effect her father’s alleged behavior has on Aretha’s young life, it does appear to have affected her.”
The New York Times documentary *Framing Britney Spears* makes it clear how the tabloid media led to her mental health struggles and ongoing legal conservatorship—and for those who clicked on those invasive paparazzi photos, there’s an internal reckoning to be done too.

By Joanna Robinson
February 11, 2021
It’s reported that angry fans are burning his jersey, while sales of his jersey spiked at this time.
Russian attacks in Ukraine
Microaggressions are the everyday verbal, nonverbal, and environmental slights, snubs, or insults, whether intentional or unintentional, which communicate hostile, derogatory, or negative messages to target persons based solely upon their marginalized group membership.
3 Types of Microaggressions

MICROINSULTS: These are more common and, in some ways, more insidious. They demean a person’s identity and are often disguised as “jokes” or “telling it like it is.” “Oh, you’re the diversity hire.”

MICROASSAULTS: These are most severe and often the offender is publicly rebuked.

MICROINVALIDATION: These are often responses to microinsults. They dismiss concerns or perceptions of discrimination. “Why is everyone so sensitive?”
Microaggressions can be....
A Black person and White person in the room, you assume the White person is in charge (IMPLICIT BIAS that White people are leaders).

Comments about why other people of the same race aren’t like that person (IMPLICIT BIAS of exceptionalism).

Where are you from? (IMPLICIT BIAS that people of non-European descent are perpetual foreigners.)

“You’re so articulate.” (IMPLICIT BIAS that I wasn’t expecting you to be educated.)

“Your English is flawless - you aren’t from here, are you?”
Assertive women are B@#%& but assertive men are forceful and leaders.

Women who develop staffers and work well with others are “maternal” but men are mentors.

Interrupting or talking over a woman in meeting because her opinion and voice aren’t important.

Questioning or dismissing a person’s gender identity and refusing to use or questioning someone’s preferred pronouns.
SEXUAL ORIENTATION

Making assumptions about behavior based on sexual orientation.

Presenting information only from a heteronormative point of view.

“You don’t sound/look gay.”

Support of only heteronormative behavior and avoidance or minimization of non-hetero marginalized identities.

“That’s so gay.”
DISABILITY

Making assumptions about someone’s perceived limitations.

Jokes about mental health. “That guy is so rude he is definitely on the spectrum.”

Patronizing comments that assume disabled person suffers in a negative way: “You people are so inspiring and resilient, despite your disability look at what you’ve achieved.”

Minimizing comments about disabilities: “Come on now, we all have some disability.” “I’m so OCD about my filing system.”
Statements about access based on where someone lives.

Expectations based on where something occurs: “These things don’t happen here…”

Generalizing a particular location as high crime. “Oh I don’t go to Oakland, I don’t want to dodge bullets.”

Using terms like:
- Ghetto
- Hillbilly
“Poor white trash”

“Trailer trash”

“That’s so ghetto.”

“Oh you haven't been to Europe? You really should go.”

"What kind of parents wouldn't provide their children with something as important as dental care?"
DISAVOWING ILL INTENTIONS DOESN’T PROTECT OR ABSOLVE YOU

I didn't mean to...
### WHY DON’T PEOPLE ACT?

<table>
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<th>TARGETS</th>
<th>BYSTANDERS &amp; ALLIES</th>
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| • Are often stunned in the moment  
• Fear of retaliation  
• Confrontations can be mentally exhausting | • Don’t think it’s their responsibility/Don’t want to get involved  
• Fear of losing friends  
• Fail to recognize the behavior as unacceptable  
• Fear of retaliation |
Interventions

• Validate the target’s experience

• Reassure them of their value as a person

• Support and encourage the target

• Reassure them that they aren’t alone

• Make it known that you recognize the behavior as a microaggression

• Interrupt and redirect conversations before the microaggression can be committed
Interventions

• Make it known that you recognize the behavior as a microaggression

• Disagree with the statements, challenge words and actions

• Talk to the perpetrator about the effect of their actions on the target and community overall

• Force those with power & privilege understand how they are allowing the behavior to continue
Microaggressions in Coverage
Diddy calls out Grammys and demands change in fiery speech
Kobe Bryant death: BBC apologises for TV news footage mistake

27 January 2020 | UK

Kobe Bryant and LeBron James have both played for the LA Lakers.
ANGER IN THE STREETS

Buildings Matter, Too

Yes, they can be rebuilt, while lives are forever lost. But that doesn’t mean they will be.
The Detroit News
@detroitnews

A look back at other Michigan school shootings

detroitnews.com

A look back at other Michigan school shootings
OVERCOMING BIASES

- Be aware of your patterns.
- Look at things through a **Fault Lines** perspective.
- **Representation Matters:** Having people from different perspectives and life experiences on reporting & editing teams, projects.
Words Matter
Images Matter
Actions Matter

Felecia D. Henderson
Director of Cultural Competency
Robert C. Maynard Institute of Journalism Education
fhenderson@mije.org
@Newsgirl84
MIJE.ORG
@MAYNARDINST
“There is no better place to reckon with the future of our country than Philadelphia, the birthplace of our institutions and their ever-persisting inequality.”

Read the preamble by series editor Errin Haines.
Bias in Coverage
People of Color are seen as possessing weapons (even when they do not) and law enforcement is more likely to “shoot” them.

Equally qualified job applicants receive 50 percent more call-backs when their résumés listed the name Emily (prototypically “white”) rather than Lakisha (“black”).

Black and Latinx applicants with clean backgrounds fared no better than white applicants just released from prison.

Men of shorter stature and women of higher body mass index were “associated with several measures of lower socioeconomic status.
Bias in coverage

- Immigration often dominates coverage of Hispanics
- Asian Americans represent 100 different ethnic groups
- Black people are often overrepresented in crime coverage, while White people are underrepresented
- Black people are overrepresented in coverage of poverty, While white people are underrepresented