



Institute for
Nonprofit News

PRESENTS

INN AT HOME

Racial Equity in Journalism: how is nonprofit
news meeting the moment?

SEPTEMBER 22 & 23

#INNATHOME



*All times are listed in Eastern Daylight Time

SEPTEMBER 22 AGENDA

Pre-Conference Session Sponsored by Microsoft

11:30 a.m. - 12:30 p.m.

Reboot: Building equity through technology in newsrooms

Healthy democracies require healthy journalism. However, the decline of the news business is only accelerating during the pandemic. Technology has played a role in the disruption of news, but it can also be an important part of the rebuilding effort. Join a discussion with Microsoft and newsroom leaders as we explore various strategies and new technologies designed to tackle the business model, trust, equity and other challenges facing journalists and publishers on the path to restoring a free, and well-funded press.

Ben Rudolph, Managing Director, Microsoft News Lab; **Vera Chan**, Manager, Worldwide Journalist Relations, Microsoft News; **Kat Rowlands**, Publisher and Owner, Bay City News Foundation; **Verah Okeyo**, Project Lead, Diversity, Inclusion, and Belonging, Nation Media Group

Moderator: **Joaquin Alvarado**, Executive Director, Project Accelerate, and Founder, Studiotobe

1:00 p.m. - 1:05 p.m.

Welcome

Speaker: **Sue Cross**, Executive Director & CEO, Institute for Nonprofit News



1:05 p.m. - 1:45 p.m.

How Foundations Can Advance DEI in Nonprofit News

Farai Chideya explores how philanthropy can support and advance equity in nonprofit news. Reflecting on the Ford Foundation's newest report, "Reconstructing American News: Investing in the Transformation of Journalistic Processes and Power Relations to Strengthen Civil Society," she will take on the question of how we as a nation innovate in the service of media equity.

Speaker: **Farai Chideya**, Program Officer, Creativity and Free Expression, Ford Foundation

Break – 1:45 p.m. - 2:00 p.m.

2:00 p.m. - 3:00 p.m.

Breakout Sessions:

Things I Wish I'd Known Before Launching My Media Startup



From formation to funding, entrepreneurs of color talk about the pitfalls and challenges they have faced after founding news and media startups. These hyper local publishers who have witnessed and survived it all discuss the importance of mentorship, the inescapable responsibility of wearing many hats, and the endeavor to find the funding to make it all possible.

Marcus Harrison Green, Publisher, South Seattle Emerald; Yvonne Leow, CEO, Bewilder; Wendi C. Thomas, Editor and Publisher, MLK50: Justice Through Journalism

Moderator: Karen Rundlet, Director/Journalism, Knight Foundation



Doing The Right Thing: Using Community Partnerships to Reach Audiences Across the Fault Lines

Charlottesville Tomorrow's Executive Director Giles Morris and Editor Elliott Robinson, with In My Humble Opinion's Maxicelia and Troy Robinson, will share their experiences bridging the gap between a nerdy newsroom's public service journalism and hip hop audiences through an FM talk radio show. The session is a lens on how a small newsroom can reach new, large and traditionally overlooked audiences with their reporting by working with media partners who already have their trust. The trick? Finding ways to make public policy reporting clear enough that it can work for people in their everyday lives. This session explores journalism through the Fault Lines framework taught by the Maynard Institute.

Elliott Robinson, News Editor, Charlottesville Tomorrow; Giles Morris, Executive Director, Charlottesville Tomorrow; Maxicelia and Troy Robinson, Owners and Producers, In My Humble Opinion

Moderator: Glenn H. Burkins, Founder and Publisher, Qcitymetro

This is What Public Trust Looks Like



Nonprofit news sees a commitment to public trust as one of its most important differentiators. Today, however, we face very low trust overall and active attempts to undermine the news as a reliable source of information. In spite of the challenges, some organizations are working proactively and successfully to build rapport with their audiences. The Texas Observer, Cicero Independiente and Flint Beat are models set apart by their mission to serve underrepresented groups and build public trust. Join this session to learn how these newsrooms have baked trust into every part of their operations, the challenges they have faced, and their tips for how your organization can inspire trust as well. *This session is sponsored by The Trust Project.*

Jiquanda Johnson, Founder and Publisher, Flint Beat; Tristan Ahtone, Editor-In-Chief, Texas Observer; Irene Romulo, Co-Founder, Cicero Independiente

Moderator: Lee Hill, Executive Producer, The Takeaway, WNYC, New York Public Radio, Podcasts, Live Streaming Radio, News

Break – 3:00 p.m. - 3:30 p.m.

3:30 p.m. - 4:15 p.m.

INN Index: Data from the First Survey of Diversity, Equity and Inclusion in Nonprofit News: Room for Improvement

Get top-line findings from The INN Index 2020: Diversity, Equity and Inclusion in Nonprofit News — the first in-depth study of diversity within nonprofit news organizations in North America — and hear how INN is approaching DEI internally and to the news media industry.

Sue Cross, Executive Director & CEO, INN and Sara Sharirari, Director of Leadership and Talent Development, INN

Break – 4:15 p.m. - 4:30 p.m.

4:30 p.m. - 5:15 p.m.

INN Annual Meeting

Sue Cross, Executive Director & CEO, INN and Laura Frank, Executive Director, COLab, the Colorado News Collaborative



SEPTEMBER 23 AGENDA

Pre-Conference Social Hour Sponsored by Patch

11:30 p.m. - 12:30 p.m.

Join the Virtual Coffee Chat!

During this hour, we'll have a set of peer-led sessions for discussion, activities and hobbies with a small group of fellow participants. The sessions will cover a mix of topics about life at work and outside of it, and can happen in different formats — some conversational, some active, some more just listening.

1:00 p.m. - 1:05 p.m.

Welcome

Speaker: Sue Cross, Executive Director & CEO, Institute for Nonprofit News



Susan Smith Richardson

1:05 p.m. - 1:45 p.m.

Lessons from a First

What is it like to be a change agent in a legacy newsroom? Susan Smith Richardson, the first African American CEO of the Center for Public Integrity, shares lessons learned in her first year on the job — and as a first.

Speaker: Susan Smith Richardson, CEO, Center for Public Integrity

Break – 1:45 p.m. - 2:00 p.m.

2:00 p.m. - 3:00 p.m.

Breakout Sessions:

Co-Creation Strategies for Reaching and Engaging Local to Global Audiences



Journalism is struggling to build trust, go beyond echo chambers and reach new audiences. You'll learn how INN members are using community engagement tools including listening sessions, surveys, newsletters and social media to interact with new and existing audiences and incorporating mentoring, training, and community storytelling to maximize their impact. We'll discuss how you can bridge divides on a limited budget.

Mazin Sidahmed, Co-Founding Editor, Documented; Michelle Kanaar, Art Director, Borderless Magazine; Peter Klein, Founder, Global Reporting Centre

Moderator: Nissa Rhee, Executive Director, Borderless Magazine

Don't Get Dragged: How to Be Credible in Front of Young, Diverse Audiences



"Dragged (v.) ...to be called out and humiliated on an internet forum."

Credibility is a cornerstone of journalism and news organizations' relationships with audiences. Yet for younger generations, being credible is about more than just fact-checking. Hear from young up and coming journalists and media makers about how sources, images, and distribution platforms inform credibility also.

Sabby Robinson, APM Reports Research and Production Fellow, American Public Media Group; Emiliano Villa, YR Media Journalism AP, YR Media; Makai Perkins, RYL Studios A&R Intern, YR Media
Moderator: Maeven McGovern, Arts Executive Producer/Youth Outcomes Director, YR Media

Journalism is Guilty of Systemic Racism. How to Fix it Anyway.

Yes, journalism is reckoning with its racism. But committing to excellent journalism practices has the potential to help communities find common ground. In conversation with Lee Hill, S. Mitra Kalita will explore how the industry can move forward and will share examples of journalism efforts that are working to build communities..

S. Mitra Kalita, Senior Vice President for News, Opinion and Programming, CNN Digital; Lee Hill, Executive Producer of The Takeaway at WNYC, New York Public Radio



Lee Hill



S. Mitra Kalita

Break – 3:00 p.m. - 3:15 p.m.



Ashley Alvarado

3:15 p.m. - 4:00 p.m.

Good Intentions Aren't Good Enough: On Engaged Journalism, DEI and the Value of Getting Uncomfortable

There's a particular satisfaction that comes from doing mission-driven nonprofit journalism. We can — and often do — extol its virtues, emphasize the word "public," and relish an exceptionalism that can only come from not being in it for the money. But break through the layer of hyper-woke self-satisfaction, and you'll see an industry reckoning with the institutionalized racism that has shaped their communities, coverage, and workplaces for generations. Mission statements and best

intentions are not enough to combat the implicit bias and inequity newsrooms must now confront. Instead, there must be an embracing of deep listening, a willingness to get uncomfortable, and a full-throated commitment to the principles of diversity, equity, and inclusion. In this talk, Alvarado will share how to leverage lessons from community engagement and change management to support DEI and promote anti-racism practices.

Ashley Alvarado, Director, Community Engagement, Southern California Public Radio (KPCC-LAist)



INN AT HOME

**Racial Equity in Journalism:
How is nonprofit news meeting the moment?**

SEPTEMBER 22 - 23

To register for INN at Home, [click here](#).

To learn more about the Institute for Nonprofit News visit <https://inn.org>

The Institute for Nonprofit News strengthens and supports more than 300 independent news organizations in a new kind of media network: nonprofit, nonpartisan and dedicated to public service. From local news to in-depth reporting on pressing global issues, INN's members tell stories that otherwise would go untold – connecting communities, holding the powerful accountable and strengthening democracy. Our vision is a world in which all people in every community have access to trustworthy news. INN programs help these news organizations develop revenue and business models to support strong reporting, collaborate on editorial and business innovation, share services and advance the diverse leaders who are forging a new future for news.