

Racial Narratives in Minnesota Media: Survey of Media Professionals

Open-ended responses

March 2019

What are the biggest challenges for media professionals to increase the accuracy of reporting about Indigenous people and people of color in Minnesota?

Smaller media, especially outstate, barely have the resources to cover their communities as whole, which makes this challenge even harder.

The business realities these days tied to story/coverage choices. (Translation: Will these stories get enough clicks?) No matter the demographics asked about, the challenge these days is finding sources who are experts willing to talk...not extremists who are more than willing to talk.

The challenge to produce content for 24/7 news coverage. Lack of trust among community of color and marginalized people toward the media. Editors and colleagues who don't understand the importance of what we're talking about here.

Making and keeping connections in these communities takes investment and turnover will affect future reporters' ability to connect. People in these communities might get frustrated or discouraged by having strangers pop in and out and not really being invested in the long term.

Crime coverage overrepresents African-American people. People of color do not often reach out to media and present themselves as experts. Lack of time to network and work on sources in media where reporters are cranking out the next story for the next newscast or paper

We need Indigenous people and people of color in leadership roles. We need to address "professional standards" and the ways those keep certain communities from participating in reporting and storytelling. We need to look at why some people and/or communities don't trust reporters. We need to build authentic, positive, and trusting relationships with POC, Indigenous, and POCl communities. We need regular training.

Shrinking staffs and resources.

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Too few reporters. And even in large newsrooms, reporters' beats are too broad. Point is: their work reflects the shallowness of a stretched newsroom staff rather than the diversity and depth of the community they are covering.

Editors drive decisions about coverage and their ranks are even less diverse than reporters. Old-school mindsets abound, whether it's misapplication of new technology or old assumptions / clichés about Indigenous people and people of color.

It will take great effort, humility, and time to overcome issues of trust and access.

A lack of deep enough data. Mistrust various communities have toward the news media. White reporters covering a large white state where racial disparities are some of the worst in the country, to the point where it's easy to ignore it as normal.

Access and compassion

Access to the source

Access. indigenous people rarely pitch me stories about their lives or call in to offer their opinion to my show. I would love to hear their voice more.

Not sure how this applies.

As hard as we work at it, our newsroom is still not diverse enough. Some of this is because the population emerging from journalism schools tends to be less diverse than would be ideal. It's also hard to retain some promising employees of color, who are often recruited by larger news organizations also working to bring diversity to their staffs, particularly when those news organizations exist in areas with larger populations of the group in question.

Ask them directly about their opinions and how they feel about topics and issues and quote them. /Stay away from studies unless pertinent, opinions, etc. Stick to what they say, how they answer questions, and not about perception or public opinion. /Go in without preconceived notions that influence what you write.

Avoiding stereotypes and being inclusive without condescending

Basically, what I said above. I think our whole framework is perpetuating male dominance and white supremacy because we're thinking of it as "How do we report ON THEM accurately?" rather than "How do we share the power of the press to give everyone a voice?" The thing is, sharing that power really isn't all that challenging; we just don't want to do it.

Being accepted by those people. I've found tribal representatives are receptive in person but seldom return calls requesting those meetings or telephone interviews.

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Being in the very places where indigenous people and people of color live their lives. I don't think the majority of media professionals in the Twin Cities regularly spend time with people of color, nor live in areas with high concentrations of people of color. They show up when something traditionally 'newsworthy' has happened, but they otherwise barely talk POC or spend time within communities of color.

Bias of the general population.

Biggest problem is that media professionals don't believe they have a bias problem.

Breaking old habits to be honest.

Breaking out of old and convenient habits. Facing their own social anxieties that come from leaving comfort zones.

Building relationships with **multiple** sources who can provide tips, be an expert or refer to experts and give feedback on past stories. With a small minority group it can be tough to find a broad range of people to represent different voices in the community -- so there's not just one person regularly speaking on behalf of a whole group in the city. It can be tempting to use the same sources over and over.

Building trust and relationships without the need to tell a story before reaching out

Building trust by dedicating resources to consistent, thoughtful coverage. You can't just parachute into a community, especially one that has legitimate issues with previous news coverage. It's a matter of building trust, and ensuring that people know how their quotes will be used. If they're not professional politicians or people who typically deal with journalists, we should take pains to explain the process and walk them through how it might play out.

Chasing stories on deadline which means you have less time to look at the larger picture

Commitment and deadlines. Most times the majority is catered to because media doesn't want to upset them.

Cooperation from Indigenous people and people of color on events.. good and bad.. that occur in our communities. Lack of trust among Indigenous people and people of color when dealing with journalists.

Creating relationships with Indigenous people and people of color so we can comfortably discuss and ask questions so we can learn and be accurate and empathetic.

Creating the networks within the communities.

deadlines, lack of power, lack of support from management.

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Deadlines, old habits, newsrooms where there are only a few POCl, work environments where it doesn't feel safe to point out problematic narratives, and lackluster effort from the top down in making this a priority.

Difficulty of ^ (above): developing sources in those communities.

Don't treat them like they are any different than white people in Minnesota. Don't label them.

Dwindled newsroom resources, time constraints and pressures of digital 24/7 news cycle, newsrooms with under-represented minority groups.

Editors don't care. Too many White media professionals and not enough POCl working in media. White people don't get it.

Editors' lack of interest in covering people not like them, except when there are problems. The feeling that Native Americans, people of color, the poor, the less educated, conservatives and other groups are not core audiences, not as valuable as educated white liberals.

Eliminate their bias

Fear of asking questions about culture, and fear of making a mistake.

Fear of learning about the culture; barriers to honest interaction between journalists and indigenous communities.

Finding good, diverse sources in a time crunch,/ getting people to speak with me on the record in certain situations (including if there is a controversy), /finding good sources for certain ethnic groups I am less familiar with (especially if there is no reporter of that ethnicity in the newsroom or a key source who can help lead me to other sources)/. It's also easy to rely too much on a few great sources who are always available, which leads to forgetting about or leaving out others. Sometimes language can be a challenge. It can be hard when people accuse you of racism simply by being a member of the media or say you shouldn't be in a certain space/covering something when what you're actually trying to do is fairly represent a certain community or group. (I.E. People say you should leave a rally or event because the media is racist and doesn't represent them fairly. In fact, that's exactly what you are hoping to do by being at that event.)

Finding opportunities in busy schedules to do that education and relationship-building, that improves quality and accuracy of stories.

Finding sources and listening have been, in my experience so far, the main strategies.

Finding those stories in rural Minnesota has been difficult in the past, but is becoming more common in the past couple of years. Accuracy can be an issue when it comes to learning the background of subjects of the stories.

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First, the financial weakening of journalism. With so many newsrooms only able to employ unexperienced reporters and with reporters facing pressure on so many different fronts, news teams are often spread thin. There's not enough time for all the coaching young reporters should get or enough resources for all the trainings they might like. Journalists can and should make progress on social equity, but it is a challenge that they're already stretched in so many different directions. Second, in rural Minnesota, the fact that people of color and poor people lack visibility to begin with compounds upon itself. Often, people of color and poor people are not represented in established civic groups and organizations, and they may not have their own groups or institutions around which to organize. In my small town, if I'm writing about new legislation that will cut support for disabled people or a new development project that will impact a neighborhood, I know 20 different people and several organizations I can call. If I'm writing about racial disparities in policing and want to talk to local people of color about it, the list is shorter. Reaching out to individual people of color sometimes makes them feel like they're put on the spot to speak for the whole group. People who are poor sometimes have less time, energy, or resources to organize and engage with issues that will affect them. There are plenty of storytelling opportunities that don't run into these problems, but for certain kinds of reporting, it creates a challenge. Part of a journalist's job should be to tell the story of underdogs and the WHOLE story of a community, but I think rural communities would benefit from a two-pronged approach, where marginalized groups are empowered to organize themselves, as well.

For my community it is availability of indigenous people and people of color. There are so FEW (we are 96% white) finding a minority race that relates to a news topic of our area doesn't just fall in our lap. To even report (let alone accurately) about indigenous people or people of color takes a very conscious and deliberate effort to do so.

For white journalists, our lack of familiarity and social ties can hamper our ability to connect and go deep inside an issue. If we don't live, work, worship or go to school together, we really don't have the knowledge, reflexes and contacts to probe a complex story and figure out what's missing. Funding to hire full-time producers and reporters. So many projects are only funded on a freelance or part-time basis it is hard to retain talented professionals.

Getting into the community - just opening the conversations. I feel like I have no idea how to approach a community I'm not a part of without being offensive by asking?

Getting management to hire a diverse staff and see beyond their "demo" while considering what gets coverage.

Getting out, meeting a wider array of sources. Knocking on doors in unfamiliar neighborhoods.

Getting past the implicit bias and really listening, not interpreting specific cultural information in terms of how the people of one's own culture see things. It's basic good reporting - a reporter would have to keep questioning a scientist or someone who uses jargon, to get them to break it down into terms an uninitiated reader would understand. So take extra time to get cultural references right, and don't make assumptions.

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Getting to know and understand people who look, sound or think differently than the people we regularly spend time with; learning about their lives, challenges, goals and dreams, and then presenting that in an interesting and informative way that helps readers understand what we have learned.

Getting to know the groups better

Going out and actually seeking out those stories. It's not the accuracy necessarily. It's that we don't seek those opportunities out

I believe it's important to include these people in reporting every day when the need arises and try not to single them out only for stories that deal with their culture or backgrounds, particularly when they are a large part of our communities.

I don't look at someone's skin color or consider their race

I honestly do not know how to answer this question. Clearly our own myths and biases are a significant challenge. But assuming we all have best intentions, I think the biggest challenge is not knowing really how to go about, on a day to day basis, to making the necessary improvements. A simple tip sheet might go a long way -- but only if it's part of a greater conversation.

I think it is easier for people of color, however, indigenous people aren't in as many leadership roles and driving story ideas. It takes more work to include indigenous people in stories. But we have to work harder at it.

I think the biggest challenge will be getting these groups of people to trust the media. I report on predominately white communities in central Minnesota and when reaching out to allow for diversity in our newspapers, we are often turned down for stories, photos and simple question and answer spotlights. This includes when speaking with low-income groups as well. I think because of the marginalization people and groups have experienced, they are less willing to be subject in a situation that could do the same. We reported on a Somali family ... who moved into our community The readers had mixed feelings about this situation, according to the Facebook comments. Because of the backlash the family received, I will be honest in saying I have been hesitant to search out stories involving the Somali community, as to not expose them to the ignorant behavior of others, and subconsciously I also am likely aware of the effect on our paper. I'm not sure I answered the question about accuracy but I think this is our biggest challenge in telling the stories of non-white groups.

I think time is one issue and while that might seem like a cop-out it's a real thing to many media professionals. In order to make new relationships, understand (and/or identify) the various communities that under-represented one must take the time to get help, get guidance and be willing to be humble about this approach. Media professionals don't know what they don't know....what I mean here is that arrogance might be a challenge for some media professionals thinking they've been in the business plenty long and they understand it all.

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I think understanding of the culture is lacking by many in the media. But there is also a trust that needs to be gained from members of the community who may not open to members of the media.

Increasing the presence and power of POCl in media content decision making.

Indigenous people and people of color need to be hired to be reporters and producers.

It can be difficult for members of the media to develop contacts and sources in the community. We often are seen as the enemy.

It is important not to overdo it.

It would be great if there were more people of color and indigenous people doing the reporting. Reporters need to be asking questions that help us all understand a situation better, and remove bias inherent in reporting. Editors can also do a better job of requiring staff to do rewrites if the story is skewed in a particular manner.

Knowing the subject before going out and doing a story

Knowing what you don't know and what to ask.

Lack of awareness due to overwhelmingly white newsrooms; the quick pace of our jobs that often discourages exploration into unfamiliar communities; lack of feeling of urgency on these issues.

Lack of awareness. Lack of resources. Lack of curiosity.

Lack of diversity in newsrooms

Lack of diversity in newsrooms Larger narratives of color-blindness being a goal

Lack of diversity in the newsroom and, more specifically, newsroom leadership.

Lack of diversity training. Turnover in newsrooms.

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Lack of hired POC.

Lack of personal and professional curiosity about Indigenous people and people of color
Lack of personal cultural competency
Lack of personal experience with Indigenous people and people of color
Over confidence in their personal knowledge about Indigenous and people off color

Lack of representation in newsrooms prevents the harvesting of good stories from certain walks of life.

Lack of time before you have to move onto the next story.

Lack of time to immerse yourself, meet people and build a beat. / Language barriers. / Dependency on established institutions for news tips and stories. Mistrust of people who have been burned by bad experiences with reporters. Also, the need to fit stories into expected and familiar frames/narratives. Audiences are used to certain narratives. Examples: 1) Struggling immigrant defies odds, works hard and is rewarded with ... a college scholarship/a job/a house with Habitat for Humanity, etc."

Lack of trust that we will be fair. It's too easy to consult with the same experts and experts we have access to may not be diverse as we would like. Lack of knowledge about histories and back stories. Prejudgment.

Language barriers. Cultural barriers. Having completely different concepts of what the media does.

Limited financial resources at media companies, limited time to file stories, internal barriers to influencing editorial decisions, speed over accuracy environment.

Making connections in those communities, having good contacts, and having people trust you as a reporter

Many of the sources that you are used to and get back to you fast in certain industries happen to be white. Many of the people in who are pushed by groups to be the experts or leaders who you would talk to happen to be white. Some communities have a distrust in media in general

Media systems and business models designed to reinforce the status quo -- aka white power systems that benefit white people
Resistance to Change
Lack of diversity, especially in ownership and leadership
Lack of accountability
Lack of training
Lack of leadership
White Fragility

Missing ongoing dialogue.

Mistrust by the communities.

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Mistrust from Indigenous people or people of color towards the media. There is a gap that needs a bridge.

Most of them are white, many are male, and there is a lack of awareness or sense of importance around these topics.

MPR and mainstream media refuse to hire or partner with people of color doing this work. When they are hired, the work environments are so toxic, we are unable to stay. They need to root out the racism within their organizations, and unlearn white supremacy.

News managers (who by the way are mostly white) and industry pressures are forcing reporters to chase the "big" stories of the day, leaving less time for reporters to build deep and meaningful relationships with communities. This is a challenge because a lot of communities of color understandably do not trust mainstream media, and if they don't want to be interviewed, reporters will go elsewhere to find their stories. Also, Minnesota media outlets need to diversify, especially at the upper management levels. We are doing things the same way we've been doing them for decades. We need more listening, more disruption, more radical ways of thinking when it comes to story ideas and storytelling.

Newsrooms' values are not aligned enough with the idea of seeking and earning trust of all communities. They are too focused on scooping the competition and patting each other on the back for finding stuff out that often isn't very important for most of their audiences.

Not enough reporters of color available

Not having a genuine connection to those groups or an understanding of those groups' cultures can create barriers in reporting on those communities' issues. Also, I feel that some people have a mindset of "othering" groups or making generalizations as a whole about a culture.

Not having relationships with people in these communities. Not having these communities represented in the newsroom.

Not sure, as a freelancer I am not closely tied to an organization to understand the dynamics

Not to let personal biases -- one way or another -- affect the reporting.

Not understanding other races/cultures and not being immersed in them with natural access to those sources.

Not understanding that there may be unintended slants in reporting that favors white or majority groups, and learning to recognize that bias.

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Not understanding their own biases or lack of knowledge when they go into reporting a story
Often people who take these surveys, participate in discussion, and attend conferences are NOT the people who really need it. In most newsrooms there are people who are not willing to learn and change.

On the other hand, some colleagues are totally resistant to critique and change. If they're decent writers, our white male leadership doesn't seem to notice their issues. As a white woman, I'm sure I don't even know about/notice certain issues. But I'm not empowered to address the stubborn biases and systematic problems I can see. Because our newsroom is mostly white, we simply don't have the necessary cultural understanding. And because so few POC work here, it's not necessarily a pleasant workplace for non-white, especially non-Minnesotan reporters.

Out in rural minnesota - just lack of experience/information

Overcoming natural suspicion and wariness about media coverage.

People being unaware of bias, afraid to speak up.

People in Minnesota don't reach out to these groups enough. Segregation within Minneapolis, Minnesota in general. Makes it difficult to do our work. Built up distrust of the media, or at least lack of awareness of those outlets. Having more representative voices in media.

Personal biases

POCI are rarely given the chance to report on stories. Not only that, they never get a chance to be the ones who are pitching stories or choosing stories to cover. Therefore the only time their communities are covered is when white editors or leadership feel the need to cover those communities.

POCI simply do not trust media, as it symbolizes white gatekeepers. Media institutions ARE gatekeepers, we must acknowledge this, and we as journalists really need to admit this power dynamic and stop acting like we are on a level playing field when reporting on communities of color. The industry itself promotes "objectivity" which really is a notion rooted in white supremacy, because sociology tells us there is always relational power. Even as a person of color in the journalism field, I have more relational power and "authority" over my interviewees. So, one of our biggest challenges is, how do we deconstruct the field from within? (How it is taught academically) How do we make sociology and critical theories on power and privilege an integrated part of studying journalism, from the high school and college levels? There are die-hard "objectivity is God" media gatekeepers who make this conversation almost impossible to even initiate.

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Political correctness. They're people. I don't get dividing them into little sub groups and special groups. I talk to them and report on them like any other person.

Prejudices of information sources. Lack of knowledge of various cultures.

Pressure from editors and newsroom leadership to maintain a narrative that suits them.

Racial bias among network leadership

Racial bias is a big factor that has created major inaccuracies in reporting on POC. When people report stories without seeing the history of those individuals represented, are they truly being represented? Minnesotans cannot continue to bury the lede on the conversation without POC./Another challenge is that people conform to what they can do based off of their media team, they do not sometimes dive deep into the biographies, historical traces, and among other things to truly report with authenticity./ In addition to bias, there are many sources out there that believe a story or historical "truth" is shared and held as a collective truth, rather the story or fact is incomplete which creates false narrating and reporting.

Racist employers who refuse to diversify newsrooms.

Reporters and editors are often pushing up against deadlines, which could lead to thinking that reaching out to past sources is the easiest/quickest way to finish a story. It's not that much of a stretch to expand your source list.

Reporters don't have the time and opportunity to spend in the community getting to know folks when the stakes are not high. It looks like some media professionals are afraid of looking dumb or making mistakes with communities the are not their own. Traditional, large media institutions - and the people who run them - don't value these stories or stories from these communities or have a narrow view of what these stories are and where and when they should run.

Reporters need to get out of the office and talk to people all the time and cover areas that force them into communities that are new/different to them. Reporters and editors need to be reading a diversity of coverage (from ultra-conservative publications to ultra-liberal publications. Interact with mass media that is out of their sphere of understanding, follow folks from vastly different backgrounds on Twitter or other social media accounts. Ask for help. Ask for introductions within POC groups that can help inform their pre-conceived notions.

Resources, lack of awareness/knowledge, and existing power structures which incentivize maintaining a status quo on reporting and topics covered — white people — where BIPOC are marginalized.

Separating race from class, dropping stereotypes.

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Sometimes it's not always about the media professional's bias. If you interview people who have biases for or against, your story can be skewed - especially without getting the other side of the story.

Sometimes we run into people of color of Indigenous persons who have an axe to grind and they carry racist feelings into the picture.

Staff reductions and demands of the job.

Systemic Racism of editors and people in positions of power.

The biggest challenge for me, as a reporter who covers an area that includes a reservation, is that I am often denied access to information and comment from public figures on the reservation. As I journalist, I do not have the same rights when it comes to reporting on matters within the reservation. This often leaves me unable to report on issues important to the indigenous community.

The biggest challenge I face is the language barrier. I don't feel confident in an ELL's understanding of my questions, nor do I feel confident that they comprehend the question enough to give me an accurate answer. Trust is also extremely important.

The biggest challenge is for media professionals to take the business of culture and race as a very serious matter.

The biggest challenge would to remain unaffected by groups trying to influence the coverage.

The biggest challenge? Not willing to put in the effort to do these things. Not reaching out to people who have this knowledge, even when there are people at an organization that are willing to provide guidance and help. I am not guessing at this, I speak from direct experience.

The biggest challenges include availability and access to training.

The biggest challenges Minnesota media professionals have are their unconscious racial and class biases. There is a culture in Minnesota media to deny the expertise of low wage workers of color in their professional fields. The default is to always get quotes from the directors or organizers, instead of taking the time to reach out to sources who have first-hand experience in the topics reporters are working on.

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The challenge is the daily demands that consume most reporters' time. /Journalists are under a lot of pressure to be competitive with unique stories, however, are not given the time to pursue those stories with care. /They are also under pressure to produce daily breaking news that take time away from the meaningful work about and for people for color. /The daily news cycle can often put certain groups in a negative light. Newsrooms jump at the most accessible types of stories: crime. We end up with an unfair representation of people of color. Oftentimes, those stories are left alone after the initial news hit, with no follow ups. There needs to be a more strategic way of covering these stories.

The challenge is understanding the importance of the impact stories have on those directly and indirectly impacted by stories.

The demand of rolling deadlines for the web site create time constraints that cause overall problems regarding thoroughness and thoughtfulness. Reporters are often also doing more today than in years past, including covering more territory than before and taking on additional job responsibilities such as social media and multi-media. Coordinating and accomplishing all of this can compromise the time reporters have to think about, gather, vet and produce information. Another big challenge is getting newsroom leadership to invest in and support their own employees of color. The large media company I work for does not cultivate a culture of openness that is conducive to discussing difficult topics and our workplace failings. It quietly enforces a culture of retribution and retaliation against reporters who question, speak up about and/or challenge how things are done. Employees of color are most likely to face this dilemma because they are more likely to identify and speak up about these matters. There is no safe process for addressing widespread workplace cultural issues. There is no accountability for managers' actions, words, micro-aggressions, indifference, etc. Newsroom management is still largely white, and straight white males at that. I believe newsroom managers often operate on implicit bias with no understanding/recognition that they are, and are unwilling to address its impact on our reporting. Newsroom management as a whole overall lacks self-examination about issues across the board, much less the coverage of indigenous community and people of color. Newsroom management is smart enough to react in the politically correct manner and hit on key speaking points should they be questioned publicly, but have no will, interest and ability to act behind the scenes on tangible efforts to improve workplace culture and our end product.

The embedded nature of racial narratives / not enough critical dialogue/ or training in real issues.

The insularity of our respective personal and professional networks. I believe the vast majority of Minnesota journalists and media organizations do their best to represent the full range of stories in their communities and "call it down the middle," but we all see the world from our various perspectives. The fact that we're self-selecting into increasingly homogeneous groups makes it difficult to get a good perspective on the range of stories and experiences. "Middle of the road" looks a lot different in my white, relatively wealthy, St. Paul neighborhood than it does in less affluent and more diverse parts of the Twin Cities, or than it does in a small town in greater Minnesota.

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The lack of diverse cultures working in the newsroom.

The lack of minority representation in the newsroom is an issue, as is the lack or perceived lack in many fields of minority experts, public and private leaders, and other go-to sources.

The majority of our newsrooms are way too white, first of all. Also, I don't particularly have the time or resources to immerse myself in every culture locally to learn more, which is a major roadblock.

The pool of journalists of color remains relatively small, so it is incumbent upon white journalists to get more training in this area and broaden their source network.

The shrinking staffs of the state's media outlets.

The top challenge is to gain their trust. When I first started teaching on the reservation I learned I had biases and fears about Native Americans and many of them did not like me on sight because I was white and white people had treated them badly. Once they knew I cared about them and their children they learned to trust me and I became more comfortable in going to homes once I knew which ones were safe. If I just showed up on the reservation and no one knew me they would not share anything. Now as a reporter I have personal contacts there and have written several stories including the meaning of the spring pow wow, why a high school student refused to stand for the Pledge of Allegiance, and volunteers who go to the reservation.

There are a lot of areas in rural Minnesota where the demographic is beyond predominately white. This gives the local media less opportunity to write about Indigenous people and people of color - but that doesn't mean they shouldn't be sought out.

There aren't any challenges for people that do their job in a professional manner. You report facts. When you report the facts, there is nothing to worry about.

There needs to be increased diversity in the newsroom. Lack of time to make the connections they need.

They don't have access to anyone they can ask questions to on deadline, or translate materials.

There are a lot of political agendas to navigate, so the person who claims to speak for all Somalis or all Hmong people really doesn't.

They probably don't consider them unless they have to.

They're not doing the required work. Approach such stories with openness and vigor. Ask: what are my blind spots? What do I don't know about X or Y or Z? Find the experts. Interview them with interest. That's for existing staff. Otherwise, HIRE PEOPLE OF COLOR. DIVERSIFY STAFF and MANAGEMENT. COMMIT to IT

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Thinking too much about race and culture when reporting is the biggest challenge to accuracy. The news is the news. Being afraid to negatively portray someone because of the repercussions.

Time and education. Travel can be an issue if the courses are a long distance away.

Time constraints Media leadership not making it a priority for their newsrooms A lack of accountability

Time constraints. It is not always possible to provide historical context in every story. We have produced great documentaries and long form stories which draw connections between historic oppression and modern-day disparities. But that's not always possible. my sense is that audiences consume more of the daily grind stories and miss the big context stories - then base their criticism on that.

Time pressures

Time spent in different communities. Humility. Open-mindedness. Willingness to question one's assumptions.

Time (too often the push is to turn around stories in a single day), lack of knowledge/information, and the shortage/absence of indigenous people and people of color in smaller newsrooms

Time, staffing and resources. Pressure from the public to stop reporting on "those people."

To be able to tell the honest truth

To not morally grandstand, virtue signal or martyr their own culture by putting on kids' gloves whenever approaching topics/stories that involve people whose heritage has not aligned with Minnesota's historical/foundational lineage. Our culture fears saying anything negative about "indigenous people and people of color" even when that info is factual. See pathological altruism.

Too easy to write about what folks ... need to hustle to assure diverse subjects

Trust

Trust. I don't believe that people of color trust my media outlet to tell their stories accurately.

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Unconscious bias and racial stereotyping can affect most people, even those that have the best intentions. There are also too few people of color and Indigenous people in newsrooms in Minnesota (and across the U.S.).

Unwillingness to embed (if that's the proper word) in the communities where there are troubling issues, because it's not easy to do. Also, newspapers battle the shallow reporting of television stations that most viewers/readers prefer.

Unwillingness to take the time to educate themselves about our shared history. Management not supporting media professionals taking the time to educate themselves. Working with short-term deadlines in mind, not long-term goals and visions.

We have less time to develop sources and build trust. We (in print) are pressed for time and default to more phone work than face-to-face encounters. Our editors seem to assign "community" stories to certain reporters/beats rather than encourage every story to reflect our world. Fear of "others" persists. Readers don't always call us when we've messed up, thinking there's no point to it. We fear looking racist when we are imperfect, even though we may just be ignorant or naive. Language barriers.

We need to ignore other people's bias and deal with our own true feelings in our reporting.

Well-meaning intention but ignorance. I see a lot of reporters wanting to do "the right thing" but have never actually talked with a person of color, homeless or LGBTQ person. Those well-meaning assumptions just perpetuate inaccuracies.

When time and resources are limited, it's easiest to rely on the same sources we always do -- able-bodied white people in positions of power. As newsrooms shrink in size, this problem is only going to get worse.

White managers and reporters who don't "get" it and think everything is fine -- because THEY'RE not racist. Just because they're not racist doesn't mean everything is OK. They're passive about actually wanting to effect change. White managers and reporters expect their colleagues of color to do most or all of the work for them. This routinely means a diverse staff isn't hired or stories involving these communities don't get done, because those white managers and reporters don't see the importance or value in them.

White prejudices

White privilege, supremacy

In your experience, what are some strategies to ensure accurate reporting about Indigenous people and people of color in Minnesota?

Developing, updating and sharing source lists that are diverse.

Advising source organizations of the importance of diverse sources/experts.

Regular contact with diverse leaders in community who are known to be fair/objective so they can provide input/feedback on coverage decisions/etc.

Spending time in communities over and above reporting stories.

Fluency in a second language **Knowing people beyond the perceived "leaders."

Actively having these discussions as an organic part of newsroom conversations.

More skepticism of "official" narratives. (Police, government, business)

Foster more journalists from those communities.

Seek out positive stories from these communities.

Make frequent visits to these communities, if possible, to immerse the reporter in the culture over time.

When reporting, ask for additional background information about their lived experience and really listen. Get more Indigenous and people of color working inside of news organizations. Their very presence changes the conversation and thinking inside the org.

Org-wide training on working across cultures... all journalists, regardless of their background, have to be skilled at working across cultures to effectively tell stories that are not their own.

Partnership w/ community media organizations that serve these different cultural communities. We need to do more of this... more collaboration between larger media outlets and "community" outlets -- both geographic communities (i.e. small-town newspapers) and cultural communities.

Seek out subject matter experts in non-race-related stories

Make connections with leaders who are people of color

Attend community events in communities of color

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Open-ended responses

Building trust with them. Getting them into careers in the media.

Do not rely on one or two spokespersons from a given community to speak for the entire community. Try to reach out.

Learn what you can about a given community before reporting a story involving that community. Ask questions. Listen.

Hire more Indigenous people and people of color in Minnesota newsrooms. Bolster programs to encourage young people in those communities to pursue journalism at high school and college levels; create a pipeline into local newsrooms through fellowships, internships, or other paid job opportunities.

Cultivate diverse sources - experts, grassroots organizers, policy players, industry professionals, researchers/scientists, academics, etc. - on your beat to learn what stories and issues they see as relevant, impactful, and necessary to cover. And then actually cover those stories – repeatedly. Follow the issues the same way we follow others. Report/write from an angle that honors those sources' knowledge and expertise. These do not have to be "multicultural" issues. Bottom line: reporters and editors can't get all their leads on stories from a homogenous group of sources, and given the history of bias, I believe reporters must go out of their way to build strong source relationships with Indigenous people and people of color so that we can accurately report on our state from all perspectives. + Take leads from other news orgs... NPR just started a fellowship where a person's sole job will be to diversify their sourcing. Train editors even more than reporters. Critique work regularly to identify bias in reporting and coach editors to lead reporters/newsrooms toward improvement.

Active interest. Regular interaction off deadline. Training and learning. Individual decisions and actions. Staff diversity.

Actively include those people as sources, and consider if reporting is missing from minority groups.

Allow indigenous communities to speak for themselves; don't speak for them, only act as a conduit for their voices to be heard.

As a communications director..., my goals for the near future is to contact reporters and set up one on one meetings to familiarize myself with reporters and their backgrounds as well as set up clear expectations from my organization when it comes to reporting relevant to our base.

As in most stories, it is by conducting a thorough interview and researching the topic and subject.

Ask questions in interviews to ensure I'm using the correct words to describe specific groups or issues.

Asking all the questions, not leaving a stone unturned. Getting a variety of voices. Reading over stories to eliminate any unfounded stereotypes, especially in wording. Being aware of some of the history of each group.

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Asking thorough questions. It is not difficult to ascertain culturally-specific info when talking to someone of another culture, provided the language barrier isn't too severe between the reporter and person of non-anglo-germanic/Scandinavian/Irish/European heritage.

Assign it as a beat. Bring in speakers. Evaluate coverage after it runs.

Be honest and report without injecting opinion.

Be respectful to the subject and have a dialogue with the subject to better understand the issue.

Be truthful and honest

Being mindful of diversity of experience, keeping in mind data vs anecdotes, speaking to a lot of people, relying on expertise of others rather than pretending to be an authority.

Bridge the "friendship gap" to get to know people whose background is different than your own. Have regular sessions between reporters and ethnic/racial groups to give us community contacts, share story ideas, have a two-way conversation about how we do our jobs.

Build relationships with Indigenous people and people of color. Spend a fair amount of time at community events, getting a sense of the perspective of the community: what's happening from their point of view - given their history and cultural context. Employ Indigenous people and people of color and listen to them talk about how they would like to approach and frame a story. Change business as usual. Question the typical media frames we overuse: A/B stories, conflict driven stories, feel good stories. Use frames that are better suited to communities that have survived and continue to deal with severe structural and social oppression.

Check your facts

Communication. Listening.

Continue to fund and herald organizations like Three Sixty Journalism, which trains minorities for jobs in the news media. Seek out willing participants from these minority groups to visit with newsroom leaders and key reporters in non-deadline, casual settings on background to hold discussions about improving these areas, rather than limiting contact with such people to on-deadline requests for comment on breaking stories.

Continued education, lots of conversation, consulting

Continued training as discussed above, continued community dialog, diversity in hiring paid professionals and interns/students

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Developing relationships built on trust with people of color.

Developing sources in those communities.

Diverse (in every sense of the word) staff, top to bottom. Transparency in reporting i.e. ensuring stories have diverse sets of eyes contributing/reviewing.

Do the work. Find out what you don't know. Interview experts. Challenge yourself. I work in an area that's not race- or culture-specific. But in the past when I've been on [radio], it's only to talk about my perceived race group. I encounter that frequently.

Don't be afraid to have honest conversation with people who are not like you.

Employers making it a priority from the top down. Organizations like SPJ and MMPA making it a priority at conferences and having webinars. The industry admitting that we need help. Not relying on white people to train other white people.

Engaging communities in conversations about how they've been portrayed by news media and the impact that has.

Face to face meetings with sympathetic members of these groups who understand the competitive, deadline-driven nature of the work we do and can answer questions and speak to misconceptions without judgment. Trainings need to be a two-way street where we can explain the deadlines and pressures we're up against.

Feet on the ground and solid beat reporting. As with reporting on any subject, you can't drop in and expect to become expert. 1) Build sources and credibility with a stream of smaller stories about issues that are important to the communities you want to include your reporting. A single positive story can build a lot of trust and a relationship that will help report more controversial and difficult stories down the road. 2) Seek conversations when you aren't reporting a specific story. Try to schedule informational interviews on background. 3) Show up at events that are important to the community. 4) Don't rely on the most vocal "spokesperson" from a community. Seek a diversity of opinion within the community you're reporting in.

Finding stories about the good things they're doing. Oftentimes we only hear about the negative - crime, poverty, illiteracy, the achievement gap; etc. Look beyond the surface and change the camera angle.

First is intent — the model should not follow colonial logics of "helping" or "saving" BIPOC by representing them. Rather, reporting should consider how BIPOC can authorize their own stories. This means the reporter has two responsibilities. The first is to tell the story as dictated by their jobs and journalism standards. The second is to, in some ways, consider BIPOC people interviewed as co-authors for whatever piece. Is the reporter checking in on how interviewees feel about how they are being represented in whatever story? Accurate reporting needs to consider these questions and implement these practices.

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Open-ended responses

First of all, newsrooms need to more hire Indigenous people and people of color. In my newsroom, people of color are vastly underrepresented, especially in leadership roles. There's no doubt in my mind that that influences our content decisions. Second, reporters need to be given the time and opportunity to get to know communities they're not already familiar with. Building trusting relationships with sources takes time. There are no shortcuts.

Fully research, ensure you have the 'facts'.

Gather facts and stories from the people themselves, not from other sources where the authentic voices cannot be traced. It is important to provide authenticity in the stories people write about that involve POC and Indigenous people by giving a name to their voice, rather than stating an adjective on what they are. Additionally, creating safe spaces for many people to train and learn about who they are writing about and how to report with authentic narratives will allow journalists and media groups to represent all voices. Lastly, collaborating with diverse media groups is very important, it raises awareness and creates an inclusive and productive media team.

Genuine listening to communities and allowing their curiosity to help inform story selection and shaping. Being open-minded about what the story will be. Understanding the history of systemic racism in our country and how it affects marginalized communities. Interviewing people without judgment but from a place of curiosity and empathy.

Get diversity and racial justice training.

Get more than one source. Find good sources for research if necessary. Try to understand where an indigenous person or person of color may be coming from or explain it in the story order for the reader to better understand those perspectives.

Get to know people and their experiences. This will take more time in order to pursue accurate and authentic reporting.

Getting out in the community -- trying to learn about various ethnic communities via events or conversations BEFORE you have to do a story on that community (or that features that community prominently), reading about history, having honest conversations about coverage and sources with other reporters as things arise, taking advantage of workshops and other learning opportunities. Hiring people of diverse backgrounds, having editors who challenge reporters to find another source or not to forget about a different point of view. Ask lots of questions when you have them and LISTEN when answers are given.

Getting to know them

Go directly to the tribal leaders

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Open-ended responses

Go to regular people, talk to them. Do not allow self-identified "community leaders" speak for the whole of the community, and do not assume that a community is a monolith just because it's a minority.

Goal setting and assessment of diverse nature of reporting. Having story counts reflect the diversity of the audience. Having newsrooms reflect the diversity of their communities

Going into an interview without any assumptions, and leaving my own life experiences behind.

Have a newsroom staff demographically representative of the racial and ethnic makeup of the communities we cover. Provide better racial bias training.

Have news people take "implicit bias" self-tests (there are some available online). Awareness of potential for bias and privilege is the most important. After that comes the concept that people should not be defined by stereotypes in the framing of questions, though it is helpful to know some of the customs and big faux pas that we might commit. I have found that people of color are people first, and don't want to be asked "what do YOUR PEOPLE think about this or that" - no one speaks for their entire race or tribe or whatever, unless they are a designated spokesperson/leader.

Have them represented/referenced as a percentage of their population. If they are 10% of the population locally use them as references 10% of the time.

Having an awareness of the indigenous communities you serve, knowing the historical stories of indigenous peoples in your coverage are, centering the many voices of POC over voices of power, positions often held by white men (ex: centering voices of tenants vs. a landlord)

Having conversations with people of color and with Indigenous people, and knowing about the historical context in which they live now.

Having reporters who are part of these communities or at the very least are deeply embedded in these communities.

Having these people in the newsroom.

HIRE INDIGENOUS PEOPLE AND PEOPLE OF COLOR AS EDITORS, MANAGERS, AND REPORTERS. I don't think reporters have to be a part of the groups they cover... There's no reason why a white reporter can't cover Indigenous issues or an Indigenous reporter cover a beat not explicitly connected to their identity. But we absolutely need more diversity AT ALL LEVELS of the newsroom in order to make sound editorial decisions. No amount of racial sensitivity training will substitute for diversity in newsrooms. It's really frustrating how those at the managerial level of my newsroom don't see how necessary it is to have editors and managers from diverse backgrounds.

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Open-ended responses

Hire indigenous people and people of color in newsrooms. It's the one area of your questions that is lacking and yet it's the primary reason the coverage is so poor.

Hire Indigenous people and people of color to make decisions about the stories produced Mandatory training for news reporters, writers, editors, producers, hosts, etc.

Hire minority reporters and editors, talk to minority sources not just for stories about minority groups, but incorporated into other reporting, and do research to be aware of cultural terminology and other context rather than paraphrase everything into White Midwesterner.

Hire more Indigenous people and people of color. Reach out to them and ask them for stories.

Hire more indigenous people and people of color; encourage and mentor young BIPOC people interested in the news; get to know leaders in indigenous communities and communities of color; seek out culturally specific events in the community and report on them; develop sources in those communities to learn about issues, important people, etc.

Hire people from those backgrounds

Hire people who are of the culture or have extremely strong ties/relationships to the culture. Listen to more voices. Stop going to the same people for interviews. Stop tokenizing Indigenous People and People of Color. Integrate their voices into all conversations. Do not just keep the conversations as an after-thoughts, put in their own box or as an "alternative" viewpoint. Call on Indigenous People and People of Color, Trans, everyone, for subject matter conversations that doesn't necessarily relate to their culture/diverse background. Hire diverse media professional. Recognize that voices of diverse people in Minnesota **are** voices of Minnesotans. There is no default voice, except the one that the media creates.

Hire them.

Hiring **AND RETAINING** people of color, and people from those identities and communities in the newsroom AND in editorial and management positions. Emphasis on not just hiring one or two tokens, but hiring MULTIPLE people of color/people of diverse cultural, gender, racial and gender experiences, in writing and editing AND management positions so that the institutions naturally, organically, authentically begin to shift their culture and practices from WITHIN, throughout hierarchies and management systems. This is the most crucial; everything else (diversity trainings, etc) is just a band-aid and lip service to diversity. Trainings do not solve racism within an institution.

Hiring, reporters, editors

I am at something of a loss in responding. People return to what they know and whom they are comfy with. White journalists need to make a conscious point of spending time among those who are not white and who are poorer than they are. The more often they do this, the more familiar they will feel. This could be a beginning. And this should be happening already.

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Open-ended responses

I believe there needs to be an annual, mandated training for everyone working in news. Changing the way we report and cover these communities has to come from all facets of the news organizations. It shouldn't be just reporters, but their bosses as well.

I don't have much experience in this area.

I don't know

I don't know about the overall strategy to be taught, but I do think that reporters would be very receptive to newsroom workshops on the topic, held in the building where they work and at convenient times. Encouragement from editors to attend would help. The actual content -- what reporters can do on the ground level to make improvements -- is a matter probably better addressed by the "experts" on this. We all need to diversify our sources, and we all need to find ways to diversify the people in our stories, too.

i don't look at someone's skin color or consider their race

I have relationships with sources I've built over time and check back with. I've asked for their thoughts on my coverage and sought their help challenging my perspective and broadening my sources.

I have the most experience with indigenous people as our newspaper coverage area includes a reservation. It's challenging to report on the Reservation, because they have their own newspaper (really a newsletter, it contains mostly happy news and events) and there is no obligation for the tribal government to cooperate with any newspaper since they are a sovereign nation. So I think treating the tribal government with respect and reporting on both good and bad in a very neutral and responsible manner is a good strategy. And it would be extremely helpful to have a beat reporter for the reservation that could build relationships and understanding ... but that isn't going to happen at our tiny newspaper and it hasn't happened for some time at the regional paper either, with ongoing budget challenges.

I have too little experience to provide a meaningful answer to this.

I received some training in the past about reporting on stories with Indigenous people, and I was told to ask how they would prefer to be described as; Native, Native American, American Indian, Indigenous - as well as ask what tribe or nation they would like me to reference. It surprised me, so my next assignment I asked and the man told me that he preferred the term "American Indian" because the word "American" was first. I have also started asking anyone - not just Indigenous people - how they would like to be referenced, when appropriate, and it has been surprising. Many more "Minnesotans" before "Americans."

I think it first starts with having a staff that reflects the communities it serves and the biggest problem I see in newsrooms is a severe lack of diversity in its staff, especially managers. I also believe while some stories may be "accurate," they can lack context.

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Open-ended responses

I think our coverage is more informed when people from those groups are hired and working as journalists here. The conversations are richer because of their presence. As an editor, I challenge assertions about groups and what the source or basis for those assertions is.

I think the biggest issue facing Minnesotans is getting comfortable talking about things which make us uncomfortable. Along with that, of course, comes to need to get comfortable facing difficult truths, including that white middle-class Minnesotan, such as myself, have intrinsic biases we need to work on. I strongly feel that white Minnesotans don't want to "see" race because of the discomfort caused by facing our privilege. It has been my experience that many white people feel shame about it and that the shame blocks many of us from being able to do the hard work we need to do to untangle, understand, and overcome our prejudices. I think helping people to understand that "good people" – everyone, in fact! – have intrinsic biases they need to face would help people to truly learn, grow, and change.

I try not to even consider the subject's race.

I try to be unbiased in all my reporting, the blind eye approach.

I work on a team that's mostly white, mostly male.... As an editor, I find listening makes all the difference. Some reporters are open to feedback and improvement. For example, I have one reporter (a white woman) who makes a point of using women and POC experts for stories NOT related to their gender/racial identities. She reads widely on bias, with an eye toward her own work. And she actively seeks feedback from her sources. As a result, sources really trust her.

I worked on the White Earth Reservation for four years as a Head Start teacher and have gone out of my way to write stories about good things that are happening with people there for our newspaper in a town 20 miles away where I now work. My experience on the reservation taught me a lot about the culture there, and I also got to know people. Because they trust me, they will share their stories. In writing stories about immigration it helped that I know some Spanish. I even did a short interview in Spanish. So basically I think reporters should be encouraged to interact with people from other cultures and learn about their history. It would also be helpful to have trainings in cultural sensitivity and biases we all have.

I ... try to make it about non-white guys as much as possible

In my opinion, there's no substitute for being touch in with the people whose communities you're writing about. I think that the degree to which individual journalists understand different communities and have connections in different communities grows over time and takes time, but for any story addressing race, it's important to ask yourself, "How much time have I spent talking to the people who are affected by the issue I'm covering?" For people trying to change the media landscape in a big-picture sense, I think having more journalists of color would be great. It might also be valuable to create opportunities for journalists to meet and develop relationships with minority groups in their coverage areas.

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Open-ended responses

- Include Indigenous people and people of color in stories about Indigenous people and people of color.
- Research history of these groups, especially when the story you are writing includes public policy

Increase education about the laws and regulations surrounding area reservations, tribal police, land use, etc. There are a lot of biases in our community because indigenous people have hiring preference at a local casino over white people, and fishing laws apply differently to them on certain lakes. It leaves a bad taste in mouths of many residents.

Increased training and better awareness of sources or resources from those communities who are available to contact. Seeking out sources of color whenever possible.

Interview people of color and indigenous people when doing stories about them.
Read analyses and critiques of cultures

It is extremely important to have diverse newsrooms. It is also extremely important for journalists from all backgrounds to receive cultural competency training, in addition to interacting with various racial and ethnic groups. It's not enough to just be a person of color, we all come from different backgrounds. It's important to ask the right questions, spend time with sources in the know, and tell the meaningful stories that are important to the communities.

It's important to understand the communities on which journalists are reporting.

Leadership and managers need to provide required training in-house. Leadership and managers themselves need to attend such training with their content producers. While the media outlet I work for provides other "brown bags" or classes, it's rare to see newsroom leadership and managers attending these with content creators. Managers often have separate day-long retreats to discuss newsroom goals, creating a dissonance between how tiers of leadership and employees function, learn, work and communicate. Media outlets need to bring in leaders and community members from different community groups to educate their content creators. These speakers need to span the age, income, social, gender and LGBTQ spectrum. These sessions need to be ongoing and proactive instead of being reactive to something in the news. Newsrooms need to create more comprehensive style guides about how to cover different communities -- what language to use, when and how to reference race/ethnicity in different types of stories (crime, etc.).

Learning about the communities and remembering that they are human. So often people who aren't white have the marker of their race in their descriptions while that is not the case for white people. Often times, this occurs when the race of the person is not the central focus of the piece either.

Learning about the culture, listening to POC, immersing yourself in those communities, finding a trusted confidante you can bounce phrasing off of for feedback.

Let them tell their story

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Open-ended responses

Listen carefully, report accurately, and then let the community's reaction be the test of whether you have been fair or not.

Listening to the comments of these groups and accepting feedback on what is written

Listening to them, seeking out their perspectives, and resisting the temptation to “whitesplain”

Live with them, mix with them, talk with them as a fellow human being and not just as a journalist. I had the opportunity to be poor enough at one time to live among Native Americans and African Americans in Minneapolis. Later as a volunteer ..., I worked with juveniles from those communities. I also worked in North Minneapolis.... I learned from experience that everything I had learned about those groups while growing up in rural Minnesota was a crock of sh**, that they were just like me, my family and my friends. I was fortunate, not everyone gets the opportunities I got. This survey reflects the ignorance of most people to the issues that make accurate reporting difficult. Your choices are: Over represented in a positive way, Fairly represented, Over represented in a negative way, Missing, Don't know. But the real issue is not addressed in those choices. Where is Under represented? That is the real failing of reporting. Articles about the lives of minority groups are not missing, they are just few and far between.

Make a point of broadening your list of sources to include a greater diversity of people/experts in areas outside of race and religion. Economists, executives, labor leaders, volunteers.

Make cultural competency as important as writing, editing and interviewing when hiring and promoting talent/ Create systems for identifying and rooting out racial bias and for rewarding inclusive storytelling / Give as much coverage to people who are working to solve shared public problems as we do to institutions (aka white men in power)/ Re-evaluate and restructure beats in a way that better reflects the curiosity of these communities

Do more to help people tell their own stories in their own voices And, of course, hire and promote more PoCs

Make relationships with them and ask them about what matters to them.

Making an effort to enterprise stories in diverse communities instead of just responding to problems or crime.

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Open-ended responses

Making contacts and checking in. Following stories dealing with issues of importance to those communities. Reading a great deal about the issues from a variety of sources.

Making sure Indigenous people and POC are our experts. We have heard from listeners who identify with our guests just because of the sound of their voice or accent.

Making sure the stories we cover include all kinds of people, not just the easiest people to find. It takes effort to have diversity in a newscast but it's important, not only so we appeal to more viewers, but also so our stories are impactful to more people.

Managers must hire a diverse staff./ Train them for success./ Promote them./ Then they must listen to their staffers of color who bring up problems. Managers need to actually acknowledge that they have problems, but then actively do something about it. Don't just leave it to the staffers of color to come up with solutions. Allow reporters to have time to meet with members of underrepresented communities, even if they don't yield stories right away. Everyone should learn about the ethnic communities in their coverage areas. Managers should actually get out and meet members of these communities too.

Media organizations need to hire POCl to work in the newsroom. /They need to hire people with experience and background in journalism, not just to tick a box on their diversity score card.

More indigenous people having media jobs to share stories that more accurately and factually represent the culture. Having a white person tell an indigenous person's story is a bit disingenuous. /I think media plays a large role as the "gate-keeper" of what is seen as news and what isn't. In the social-media age, I think media is driven too much by what content is getting the most "hits," "likes," or reactions from the public. This skews the narrative to focus on what the public seems to react to more based on their social-media encounters. Showing news that matters to a community versus showing news that includes all racial groups and diversity can in effect create a blinder to what is going on in cultural groups.

More PoC need to be working in mainstream media, not just writers/photogs. PoC are needed in positions of decision making about what stories run and what those stories say about PoC. Newspapers need to know who the experts are within the PoC communities. Too often they quote someone who doesn't know the community but claims to be part of it. Mandatory diversity training is really needed, especially because white people think racism doesn't exist, or they think they aren't racist therefore they don't need training.

More reporters of color

More training for white media makers. More mentorship, fellowship and training pathways for young POC and indigenous people who are considering fields in media.

More training provided by employers.

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My experiences have come up mostly when looking for random people to interview for a general story topic. For example, when I wrote something about people who had intergenerational friendships. In cases like that I make a point of saying, as I cast about for potential interviewees, I often specifically say I welcome diversity. If I'm getting close to as many as I need (three out of five, let's say) I often specifically say I'm looking for POC so I can make sure the group isn't all white.

My news organization ... goes out of its way to seek positive stories since there is the feeling that people of color are represented to an extreme manner on the sports pages or in crime stories. In seeking out those stories, especially in outstate Minnesota, we get a better idea of what stories involving those groups are newsworthy.

Not assuming anything - letting the people tell their own story.

Not sure what you mean by this. No strategies needed. Report the facts. Get opinions from all sides.

not sure.

One strategy is to make some relationships with Indigenous people before starting to report on anything in their communities. Even that can be challenging if you don't know any Indigenous people so then on had to back-up and reach out to some leaders and ask for coffee or find time to make some in-roads and to understand before making judgments.

One way is to do an audit of our daily reporting. Are we featuring Indigenous people and people of color in our coverage of daily news? Often when we feature both groups, it has something to do within their own community or the story is surrounding a racial topic. However it's difficult to include the groups in daily news coverage due to connection to issues or events being covered.

Ongoing monitoring of diversity of sources - in terms of race, gender, religious orientation as well as socio-economic factors. / Seeking out sources who are experts in their fields who are non-white or from, perhaps non-traditional backgrounds./ Creating D&I listening boards within media organizations (community boards who inform coverage and provide meaningful feedback). These boards should meet weekly and should rotate members. / A diverse sources handbook for media professionals, crafted with help from other journalistic organizations (national and local) as well with local colleges/universities and others who can provide expert guides (prof.net, etc.) Managers should have a D&I goals and pay increases should be tied to these goals.

Open-ended questions, taking extra time to listen to back-stories, research, two-part interviews (with the first one serving the purpose of building trust and the level of comfort with being interviewed), empathy

Pre-interview discussions are vital. You can't parachute in for a story and expect to get it right. As you build experiences with people in various cultures, this becomes less necessary but still beneficial.

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Open-ended responses

Reach out to them./ Listen to them. /Believe them. Recruit them. Train them. Retain them. Promote them. Over and over and over.

Reach out to these groups and ask what they think is important Include more people of different backgrounds on news staff

Receiving 100% ACCURATE information. Hearing directly from the source.

Recruit and retain more journalists of color. Build bridges with diverse communities and develop diverse sources to more accurately reflect those communities.

Regular contact outside of culture stories

Regular meetings, focus groups with underrepresented communities to keep an open dialogue going.

Report the facts

Report truthfully and honestly, just as you would for every other story.

Reporters and editors have to be intentional. Especially when it comes to reporting on the frequent studies which rank states based on livability. We should always ask 'who is doing well in MN and who isn't?' That is also the case when it comes to public safety. It takes a few more steps, but it is important whenever possible to break down data by race or geography. ie: when a city like Minneapolis reports that crime is down, we should ask - is crime down everywhere? are there neighborhoods that aren't a part of that trend? Who lives there?

Reporters taking the time to read, talk, build relationships, educate themselves about communities / groups ahead of time, before they go out and report stories - to improve the quality of that reporting and reduce the chance of errors and inaccuracies. It's simple - but just being present in diverse communities. Attending events and listening without trying to turn it into a story.

Seek their insights and listen.

Seeking stories that don't follow the general narrative about a culture or race.

Sensitivity of reporting and competent editing.

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Open-ended responses

show up at events, community centers, schools etc. get to know families start to understand struggles that are the same, and those that are different, from the mainstream community you are covering

Speak with people in the community

Spend more time in these communities and engage them outside of news reporting. Go into them and get to know people with and objective other than trying to familiarize yourself.

Spend more time researching the stories. Deadlines get in the way of accuracy.

Spend more time with the community.

Spend time in communities we are reporting on. / Talk to under-represented individuals about their lives and perceptions of how they're viewed "Flip the script" so to speak.. once in awhile. / Integrate a high level of inclusion from co-workers of color to get a broader perspective.

Spend time with them not recording. Interview their families and neighbors, run your story or story idea past someone who shares a heritage with that person, admit to what you don't know or are afraid you could get wrong.

Spending time with people outside of strictly reporting for publication.

Stop letting preconceptions lead and then look to build the story around those. Let the facts- and only the facts- of the story drive the story

Systematic changes are obviously a necessary first step in changing the trajectory of accurate reporting. Until money is invested, it may just have to happen one person at a time, one group at a time and then grow from there. ... We have a long way to go, as you may already know. Even so, the investment is always worth it. After ... teaching college and writing for a newspaper, I have witnessed slow progress that has been both meaningful and important. Here are ideas (just brainstorming):/ Start a journalist of color social (kind of like a meetup group) initially?/ Start an organization that specific to this platform and grow from there? / Despite starting small, I believe there is enough interest that it will grow. Then, create a conference? I would imagine that some of this exists already that I'm not aware of since I do not engage in FB?

Talk to them and to experts who understand their culture.

Racial Narratives in Minnesota Media: Survey of Media Professionals, March 2019

Open-ended responses

Talk with as many different sources as possible within each group./ Keep a conversation going by consulting sources, not always on deadline. / Attend community meetings and news events that touch on issues important to Indigenous people and people of color.

Talk with people. Ask questions. Listen and learn. Recognize the diversity of opinion, values and experiences within any group of people.

Tell as many sides of the story as I encounter. Write a balanced account.

That's a HUGE question! Talk to everyone you know about the culture of the people you're reporting about and find out what their perceptions/expectations of media are./ For example, how do they feel about being recorded/photographed? / Do they understand Western concepts of media fairness?/ Explain to sources exactly how everything will work before you start. Make sure they're comfortable with it.

The most important step is to hire reporters and producers from Indigenous and communities of color.

The stories should be set by people of color. The journalists, writers, camera/production crew, need to reflect the communities they are speaking about.

There needs to be way more POC and Indigenous people in all levels of a professional news environment. It's not enough to have one or two hires and expect them to be your "_____ -expert". / There needs to be a culture where people feel safe and encouraged to criticize when things aren't being done well. / Additionally, more credence needs to be given to people who are spoken to from these communities when what they're saying contradicts what people with more power than them are saying. For example, when a young Black man is shot by the police, news reports often cite the police statements as fact and eye witness accounts as speculation.

To get training, and also to spend a significant amount of time with indigenous and people of color.

To have a diverse set of sources which includes experts who also happen to be from different ethnic Groups. Meet people in their communities. Attend events.

To report on them as people and not call attention to their race, etc., unless it is a specific part of the story.

To stop thinking of reporting "about" them altogether and start sharing the reins of media power with women, people of color, and and other marginalized groups. /The crux of the problem is less about training white people and more about the vast majority of reporters and editors being white men. Part of what keeps people marginalized is not poor reporting from white people, but lacking the voice to report themselves.

Train them to become storytellers, journalists, newsroom managers.

Racial Narratives in Minnesota Media: Survey of Media Professionals, March 2019

Open-ended responses

Training for journalists, a commitment to getting diverse voices in your stories.

Treat everyone the same way. Don't get too hung up on labels, whether they're black or gay. Just report about the person!

Treat everyone the same, whatever their ethnicity or race. Realize that we can have different points of view, but that doesn't have to make us hostile. We are all God's children.

Treat them as you would any other source or subject. Fair and objective reporting should see any subject in the same light regardless of race or religion. Remember the job of a reporter is to gather and report information and not add your views or opinions to the story. Facts are unbiased. Choose subjects and sources that offer differing views and perspective. Cultivate a wider circle so that you know people with different experiences.

Try not to make race an element of the story unless it's relevant

Unconscious-bias training
Time spent getting to know different communities on your beat
Partnering with organizations outside of just stories -- student outreach, public/community events and round tables.

Understanding the culture of Indigenous people. Humanizing people in our coverage.

We have a reporter who regularly meets with leaders. However, those story pitches can fall flat at meetings. Newsrooms need to understand why it's important.

We need to shift our editorial focus. Who is interesting? Who is worth a story? What stories do we think qualify as news? How do we frame them? We have to start seeing unofficial sources as more legitimate.

We report the news and only deal with facts. / If a person does something good we report it. / If they break a law we report it./ It doesn't matter what color, nationality, etc they are. We treat EVERYBODY the same!

Wide range of sourcing, ask for clarity on cultural beliefs

Yearly training for all staff on racial, religious, gender, LGBTQIA and disability biases and representation culturally and in the media. More diverse/inclusive hiring practices in newsrooms.