

AMERICANPRESS  
*institute*

API Inclusion Index  
**PUBLICSOURCE**



#APIInclusionIndex

# WHY WE JOINED

For our newsroom, it was important to take part in this project because we want to represent truth and reality in ways that promote empathy and understanding.

To do so, we must be equipped internally and externally to interact positively and meaningfully with people and communities of color as well as those within other marginalized identities.

## WHAT WE LEARNED

“*PublicSource* has a solid track record of incorporating DEIB in its operations. The organization is ready to take another step with efforts and needs to embed DEIB into processes.

Diversity is an issue within the *PublicSource* team, and the organization also needs to take steps toward building an audience within marginalized communities.”

—American Press Institute report

# VISION STATEMENT



*PublicSource* aims to add value to its many varied communities, both through its newsroom's journalism and as a broader organization. We plan to deepen our relationships with communities of color through multiple initiatives and position our nonprofit organization for a future in which DEIB efforts continue to be a pillar of our values system.

## **ACTION I: CREATION OF COMMUNITY ASSET MAPS**

- An asset map looks at a community's points of strength and charts those people, places and organizations to deepen our understanding, inform our work and diversify sources and perspectives.
- Our newsroom voted on three neighborhoods to start the initial mapping process in: Wilkinsburg, Beechview and Perry South
- Our team plans to begin asset mapping in the first community in February, and each community will feel our increased presence for two to three months with the goal of maintaining those new connections far into the future.

## ACTION 2: DEVELOPMENT OF A COMMUNITY ADVISORY GROUP

- Developing a group made up of 10-15 diverse local residents across various Pittsburgh-area communities who provide feedback and discuss important issues or ideas.
- Group members will be nominated by community members and *PublicSource* staff members. Members will be compensated.
- In the pilot, we'll experiment with an 8- to 10-month sprint. The group will meet monthly and regularly communicate with PS leadership.
- Right now, we're in the process of talking to other newsrooms around the nation who have community advisory groups about their structures, interactions and lessons learned.

## **ACTION 3: CREATION OF A FORMAL DEIB INFRASTRUCTURE**

An organization's DEIB efforts shouldn't rely solely on the people there at the moment. They should be embedded in the organization's practices and policies.

The efforts potentially include but are not limited to:

- formal recruitment policies and/or goals to improve diversity;
- diversity tracking of job candidates, interns and staffers;
- a guidebook on using [Fault Lines](#);
- and further establishing a mentorship program for staffers.

The lion's share of these efforts will occur between now and June, but much of it can and should last beyond this timeframe.