

TRIB LIVE

#APIInclusionIndex

WHY WE JOINED

The *Tribune-Review* administration found significant value in this project because we realize that we need to diversify our staff, coverage areas and earn trust in various communities throughout the Pittsburgh region.

The inconsistency is apparent internally. We know it is apparent externally as well.

We had taken some groundbreaking steps within our organization before this project began by creating a diversity committee and a diversity internship program.

But we realize that we need to do more.

WHAT WE LEARNED

POSITIVES

- Internal Inclusion
- Diversity Scholarship program

NEGATIVES

- Diversity in news coverage
- Diversity in staff in the newsrooms and all departments

ACTION I: EXPANSION OF SCHOLARSHIP PROGRAM

We seek to utilize DEIB Cohort resources to expand our reach and promotion of the Trib Total Media Diversity Scholarship by March 1, 2023.



ACTION 2: IMPROVE NEWSROOM DIVERSITY AND INCLUSION

We seek to increase diversity in our newsrooms by Jan. 31, 2024.

- This is important because diverse segments throughout our company, and specifically within our newsrooms do not accurately reflect the diversity in our market.
- To increase diversity in our newsrooms, we intend to implement a handful of new initiatives that can increase awareness of the lack of diversity throughout the company while at the same time help to retain diverse employees.

ACTION 2: IMPROVE NEWSROOM DIVERSITY AND INCLUSION

- Sharing information covered in the monthly Diversity Committee meetings throughout the company.
- Development of new Mentorship Program.

ACTION 3: COMMUNITY ASSET MAPPING

- The TTM Diversity Committee will develop an asset map for the *Tribune-Review* coverage area as well as the general Pittsburgh area.
- Four communities will be chosen for the asset map.
- The asset map will be completed and published by June 30, 2023.

ACTION 4: COMMUNITY LISTENING

- We plan on hosting our own community sessions in various neighborhoods throughout our coverage area.
- Our goal is to start with the following communities within our coverage area: New Kensington, Penn Hills, Jeanette and Arnold.
- Our goal is to have two listening sessions per year.



ACTION 5: **COMMUNITY FEATURES**

- The first foray we can explore would be a weekly series highlighting movers and shakers in communities of color.
- We would like to get these off the ground by March 2023.