

6 WAYS TO FIX NEWS DISTRUST AMONG BLACK AMERICANS

1 Find “Black Joy”

- Intentionally cover positive stories about Black people and Black communities
- Don’t focus coverage on police brutality or protests

2 Provide a More Complete Story

- Develop more sources in Black communities
- Tell stories that include their points of view
- Don’t overly rely on official government sources

3 Diversify Blackness

- Don’t treat one neighborhood or community as “Black people”
- Realize that Black people live throughout your coverage area
- Know that their needs and beliefs are not all the same

4 Explore Your Own Unconscious Biases

- Explore ideas that might make you uncomfortable
- Think about the decisions you make about what stories to cover
- Consider how you cover those stories

5 Hire Black Journalists

- Make a real commitment to hiring diverse staff
- Hire at all levels, including management

6 Connect with Black Communities

- Make connections in Black communities before big news happens
- Get involved in local causes or community events