Ten essential tips to improve diversity, equity, and inclusion in news coverage

1. Identify people the way they identify themselves.
   Only include identification when it’s relevant to your reporting. Be consistent in identifying people within and across comparable stories.

2. When sourcing, aim for specificity over generalities.
   For example, if you’re writing about a particular disability, speak to someone with that disability, not just any disability. And remember, their experience is unique to them.

3. Think about representation and intersectionality with every story.
   All of us identify in many ways. One facet of identity does not determine a person’s views or experiences.

4. Remember that diversity exists within underserved populations.
   Get multiple sources from within the community you’re writing about. Look for different perspectives.

5. Keep in mind that unconscious bias can be really tough to recognize.
   Watch out for coded language, labels that reinforce stereotypes, scare quotes, and passive voice.

6. Empathy is especially important when covering underserved populations.
   Do your research, but keep an open mind and ask what you don’t know or might have missed.

7. Give credit where credit is due.
   Make sure you are exploring the true origins of phenomena or movements you’re reporting on.

8. Look for viewpoints beyond just those that bolster your argument.
   Conflicting perspectives can all have merit — but avoid amplifying a harmful niche view by overstating its reach or impact, or by leaving out key context.

9. Explore the human impacts of policies.
   Talk to the people who make the policies but also the people who live with the policies.

10. Get a second (or third) look — from people with relevant expertise

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