

# 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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