

An aerial photograph of the Michigan State University campus, showing various buildings, green spaces, and a prominent stone tower. The image is overlaid with a semi-transparent green filter and a large, faint gear graphic. The text is positioned on the left side of the image.

# Media Training: Diverse Voices

**Oct. 11, 2023**

**MICHIGAN STATE  
UNIVERSITY**

# Project leads

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## Follow-up and prep:

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- Jackie Fondren



# Media Landscape

When it comes to media – there's a significant gap in diversity representation. This problem has been recognized by some of the most respected newsrooms in the country, as many have established goals to increase the diversity of their sources and the stories they cover.

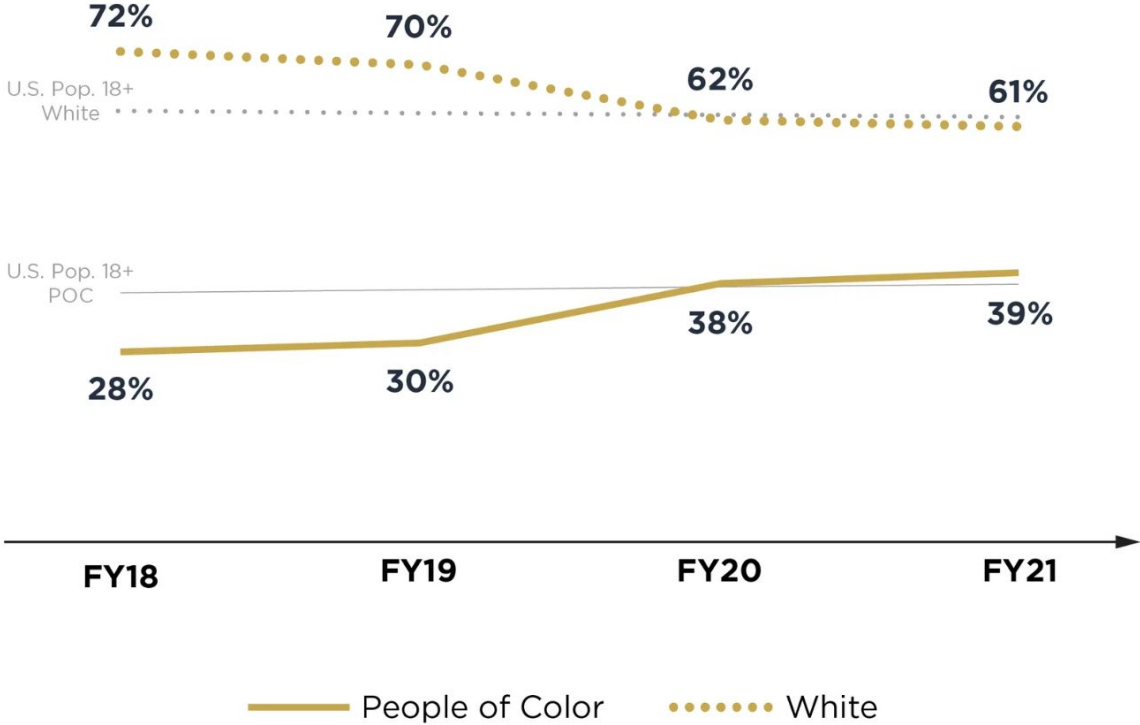
Even though some progress has been made in recent years, the voices we hear most in the world come from an extremely narrow slice of society: mostly western, white, privileged and overwhelmingly male.

# By the numbers

	1996		2006		2016		TOTAL	
	Women	Men	Women	Men	Women	Men	Women	Men
NYT	4%	96%	15%	85%	23%	77%	15%	85%
Washington Post	15%	85%	16%	84%	24%	76%	19%	81%
LA Times	8%	92%	16%	84%	17%	83%	13%	87%
WSJ	13%	87%	15%	85%	12%	88%	13%	87%
<b>TOTAL</b>	<b>8%</b>	<b>92%</b>	<b>15%</b>	<b>85%</b>	<b>19%</b>	<b>81%</b>	<b>15%</b>	<b>85%</b>

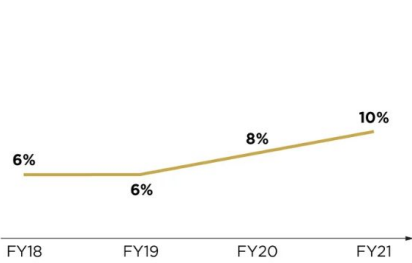
# By the numbers

PERCENT SHARE OF NPR SOURCES THAT ARE WHITE OR PEOPLE OF COLOR COMPARED WITH THE U.S. 18+ POPULATION

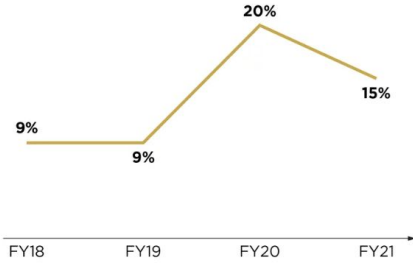


# By the numbers

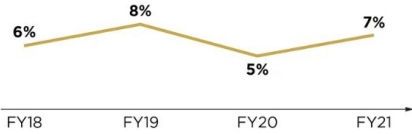
BREAKDOWN OF RACE AND ETHNICITY SOURCE REPRESENTATION



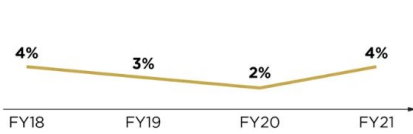
Asian



Black



Latino/a/x



Middle Eastern and North African



Multiracial

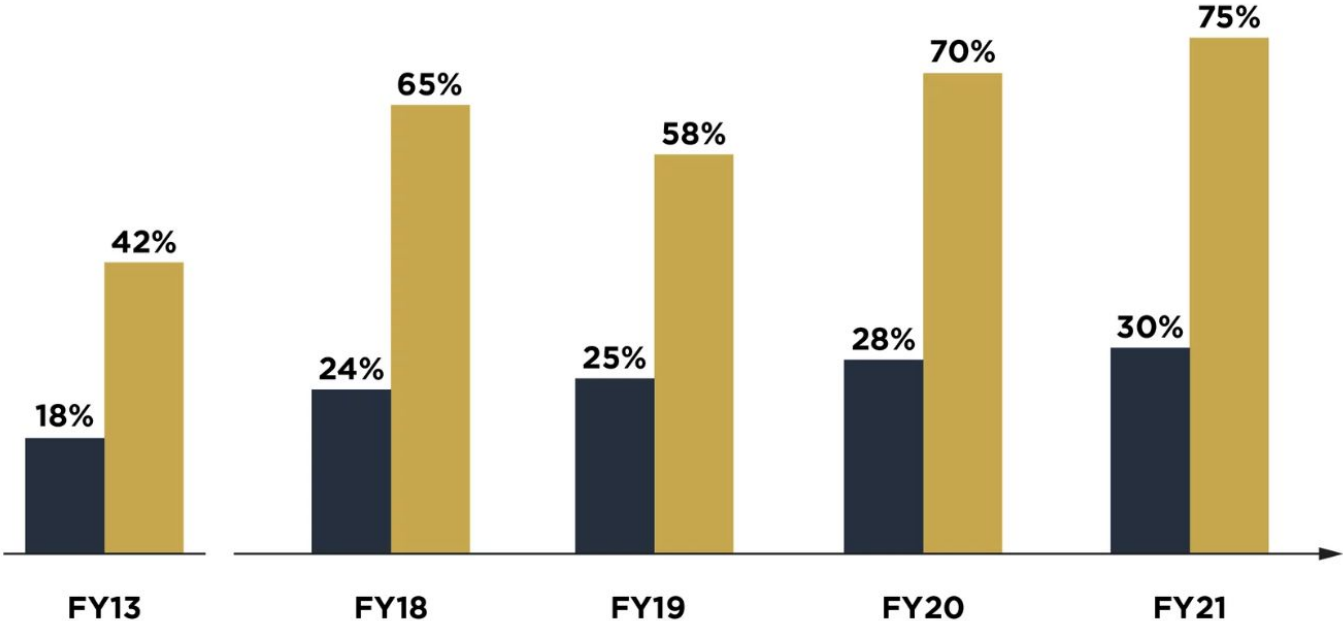


Native American

# By the numbers

POC SOURCE REPRESENTATION IN STORIES OVER TIME

■ Stories Not About Race    ■ Stories Primarily About Race



# Project Goals

- Provide diverse faculty with tools and skills to help launch their public engagement journey
- Heighten recognition of MSU's research and academic excellence
- Increase the number of diverse faculty experts featured in both owned channels and as MSU representatives in regional and top tier media placements
- Increase the diversity of MSU's expert directory and to create a longstanding connection between faculty members and UComms for future partnerships
- Support the DEI component of the 2030 Strategic Plan

# Participants

- 25 participants from nine colleges participated
- 19 women participated
- Deans and directors were encouraged to nominate faculty



# Two days, four components

- **The Op-Ed Project** – Fellows attended a full day workshop presented in partnership with the Op-Ed Project, a non-profit organization whose mission is to increase the public impact of underrepresented/minority voices through op-eds, public outreach and media training. A customized version of their core workshop “Write to Change the World” offered program participants a highly interactive workshop that explores how credibility works and how to establish it.
- **The Conversation U.S. Diversity Initiative** – Fellows attended an hour-long one-on-one planning and pitch session with editors from The Conversation.
- **Panel with journalists** – Reporters from the AP, the Detroit Free Press, Michigan Radio, and WILX participated in a panel discussion.
- **Media Training** – Fellows will also have the opportunity to participate in a two-hour workshop guided by a public relations consulting firm and University Communications on how to work with both the media and University Communications. Participants will develop skills and expertise to conduct successful interviews.

# Feedback

- The Op-Ed Project was extremely helpful and the overview of PR and MSU was very informative.
- It was engaging, informative and empowering. Thank you!
- One of the best two-day workshops I've ever attended.
- Overall, I really liked the strategies and tips to communicate with media.
- The Conversation was my favorite because it offered us the chance to pitch ideas and receive feedback in real time.
- Loved interacting with other faculty. Would love to have a way to continue to be connected.
- This project is changing how I see my own work and my responsibility to speak truth to power.
- Effective, practical, motivated me to want to write my story.

# Feedback (Lessons learned)

- Faculty were concerned with representation in media and how that affects their interactions with them
- Faculty in this group were particularly concerned with repercussions of speaking to media based on the nature of their work or who they are
- Some were tenured and others were not — this weighs heavily on their decision to do media and share their opinions.
- They expressed a desire to hear from more BIPOC experts who have been working with media for long time.
- They want the university to know that they get overwhelmed during celebratory months and holidays that relate to their identity and encouraged us to work with them year-round (i.e. Black History Month or Indigenous Peoples Day)

# Follow-up

- All participants were invited to meet one-on-one with their respective PR representative to discuss upcoming opportunities
- All participants were added to our ExpertFile database
- All will be invited to an upcoming media training on online harassment
- We are working with ComArtSci faculty on incorporating their research on representation in media into our next Diverse Voices program, and are also planning a lunch and learn for UComms in the Spring 2024
- We continue to look for opportunities to promote their work and accomplishments



# Results to date

Participants have appeared in Michigan Radio, Farm Progress, WDET, WKAR WILX, WLNS, FOX 47, the Associated Press and the State News.

Two forthcoming Conversation articles will be published as a result of the pitch session: Estrella Torrez (Indigenous youth in urban areas working to maintain traditions) and LaShawn Harris (a history of Black women and police home raids).



## MSU Psychiatrist's interaction with a young man inspires her to start a worldwide mental health movement

Dr. Farha Abbasi brings faith leaders together with mental health officials for the community



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**Questions?**