



# Supporting Diversity, Equity, and Inclusion in Journalism

## Trends in National Grantmaking

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# Contents

- Preface ..... 2
- Introduction ..... 4
- Journalism, news, and information funding trends..... 6
- Source: Foundation Center, Foundation Maps for Media Funding* ..... 7
- Comparison to other types of journalism funding..... 8
- Funding serving racial and ethnic groups, women and girls, and LGBTQI populations ..... 10
- A Closer Look** at funding serving racial and ethnic groups ..... 15
- A Closer Look** at funding serving women and girls ..... 20
- A Closer Look** at funding serving LGBTQI populations ..... 25
- Conclusion and Next Steps..... 29
- Acknowledgments ..... 30
- Appendix: Organizations..... 31

**Truth forever on the scaffold, Wrong forever on the throne,—  
Yet that scaffold sways the future, and, behind the dim unknown,  
Standeth God within the shadow, keeping watch above his own.**  
– *The Present Crisis*, James Russell Lowell

# Preface

Efforts in journalism to support diversity, equity, and inclusion (DEI) over the past decade have been ineffective in creating dynamic change in the [stories](#), [sources](#), and [staff of news outlets](#) in the United States.

Clearly, the dramatic financial downturn in newspaper advertising revenue has placed strain on all legacy journalism organizations. However, those dynamics alone do not explain the [persistent gap in employment opportunities](#) between minorities and their white counterparts seeking jobs in journalism following college graduation. Or excuse the [historic leadership failure](#) of large and profitable outlets to fulfill their promise to diversify their ranks, which has an outsized impact on communities of color given the [dearth of opportunity](#) at smaller newsrooms.

The purpose of this report is to begin to understand philanthropic interventions supporting diversity, equity, and inclusion in journalism from 2009 - 2015. As a foundation [new to DEI funding in journalism](#), which has not made any grants in this area during the period under consideration, we plan to use this report to identify major funders and recipients of institutional grants.

This report represents our first attempt to get at this information using data from Foundation Maps for Media Funding, created by the Foundation Center for Media Impact Funders. We are aware of the many limits of this data set due to self-reporting and challenges in categorization. Even with those challenges we are proud of the work that Katie Donnelly and Jessica Clark at Dot Connector Studio have done so far to illuminate larger trends and we plan to use this report as a launchpad into further analysis of the [organizations supporting diversity, equity, and inclusion in journalism](#).

We are already getting started. We are partnering with funders including the Knight Foundation and Open Society Foundations to support data training from the Ida B. Wells Society; News Integrity Initiative and Gates Foundation in leadership training from the Maynard Institute; Ford Foundation to support the National Association of Black Journalists; Google News Initiative with the revamp of the ASNE Diversity survey led by Dr. Meredith Clark; Nathan Cummings in support of DEI initiatives at CUNY; MacArthur and McCormick Foundations with new approaches in Chicago like City Bureau and the Obsidian Collection; and Heising-Simons Foundation in paid internship with the Emma Bowen Foundation.

At Democracy Fund, our approach to journalism is focused on building trust and engagement. We break our **Engaged Journalism Strategy** into three tracks focused on (I) Audience-Driven Storytelling, (II) Diversity, Equity, and Inclusion, and (III) promoting Transparency.

Through our **Audience-Driven Storytelling** work we invest in innovations and projects that support journalists in reorienting their work towards a focus on the concerns of their audience. This involves building inclusion into newsroom practices, supporting universities as teaching hospitals for innovation, creating communities of practice around engagement, and developing new practices, people, and products hard-wired for engagement.

Our **Diversity, Equity, and Inclusion** work focuses on improving the diversity of sources, stories, and staff in news outlets. This work involves creating an inclusive environment at news outlets; recruiting, retaining, and promoting diverse staff, including leadership; and working to develop and sustain minority ownership of media properties.

In our **Transparency** work, we seek to help news outlets and the public better understand one another.

We are committed to supporting innovations in engaged journalism through grantmaking, partnerships, and collaboration to strengthen the Fourth Estate and the democratic principles on which our nation is founded. This report is part of that commitment. We will continue to seek opportunities to collaborate with news outlets, journalism support organizations, and partner funders to achieve this goal.

**Paul Waters**  
Senior Program Associate  
Public Square Program

**Lea Trusty**  
Program Assistant  
Public Square Program

# Introduction

Using data from the Foundation Center *Foundation Maps for Media Funding*, and developed in collaboration with Media Impact Funders, Dot Connector Studio examined recent trends, support strategies, and major funding for diversity, equity, and inclusion (DEI) within the media funding landscape – with a particular focus on grants coded as “journalism, news, and information.” We took a deep look at journalism, news, and information grants over \$1,000 in the United States from 2009-2015 focused on racial and ethnic groups, women and girls, and lesbian, gay, bisexual, transgender, queer, or intersex (LGBTQI) populations. (Data after 2015 are incomplete.)

The findings outlined in this report are meant to serve as a starting point for further analysis. Funders can use the data in this report to compare current funding strategies to the categories and strategies resident in the map and to explore whether certain areas that seem like important points of leverage are comparatively underfunded.

## UNDERSTANDING THE LIMITS OF THIS DATA SET

There are some caveats with these data, which come from a variety of sources, including IRS forms, the foundations and their websites, and other public sources. Please note that *Foundation Maps for Media Funding* does not treat DEI as a subject, but rather breaks down grants in terms of populations served (in this case, coded under “Ethnic and Racial Groups,” “Females,” and “Sexual Identity”). This reflects an overall challenge in the field with how funders think about DEI grants and how they categorize various components of their portfolios.

In addition, some of the data are coded directly by the foundations, while others are coded by Foundation Center staff based on grant descriptions, creating some discrepancies in how the taxonomy is applied to journalism grants, and how funders might view their own journalism grants. Furthermore, many funders do not report the level of detail that is helpful for this type of analysis, including populations served and support strategies. While the number of grants and overall funding totals provide a general overview of for U.S. grant makers and recipients, the more nuanced picture around DEI is not as clear as we would like. Additionally, there is a notable tension around how foundations think about populations served—i.e. some grants are designed explicitly to serve specific populations, while others encourage general populations to learn about DEI issues. This complexity is not captured by the existing data, so we encourage funders to use this report as a general overview of the field and the starting point for a deeper conversation.

**If you feel your foundation's grants are not represented accurately in this report, you can update your information here: [bit.ly/foundationdata](https://bit.ly/foundationdata)**

Looking ahead, we might suggest a project to work with funder communities of practice to review and update the grant coding taxonomy and encourage greater levels of detail in reporting to the Foundation Center. Caveats aside, the data provide a clear overview of funding trends for journalism, news, and information grants that aim to serve specific populations and lead to an increase in diversity, equity, and inclusion in the field.

Finally, please note that images in this report come directly from the Foundation Maps for Media Funding. **The numbers in the data set may change over time, as information is constantly being updated.** All numbers in this report are as of February 1, 2018. Data in the Foundation Maps for Media Funding have been adjusted since then, so the numbers in this report should be interpreted as representing general trends rather than fixed totals.

## DIVERSITY, EQUITY, AND INCLUSION IN THE OVERALL MEDIA FUNDING LANDSCAPE

Because of the challenges with how different foundations code their media grants noted above (e.g., some applicable grants may not be categorized as “journalism, news, and information”), it is useful to take a look at DEI within the entire media funding landscape.

From 2009 to 2015, 7,622 grants totaling \$705.4 million from 1,418 funders went to 2,192 recipients. This dollar amount represents 9.5 percent of total investments in media funding during that same time period (which totaled \$7.4 billion).

### TOP FUNDERS OF DEI MEDIA GRANTS OVERALL

Funder	Value of Grants	Number of Grants
Ford Foundation	\$136.2 million	490
The California Endowment	\$45.9 million	178
Bill & Melinda Gates Foundation	\$43.5 million	55
NoVo Foundation	\$28.1 million	94
W.K. Kellogg Foundation	\$24.2 million	98
The Robert Wood Johnson Foundation	\$22.1 million	33
Howard G. Buffett Foundation	\$20.4 million	9
Foundation For The Carolinas	\$14.2 million	10
The John D. and Catherine T. MacArthur Foundation	\$14 million	47
Foundation to Promote Open Society	\$13.5 million	103

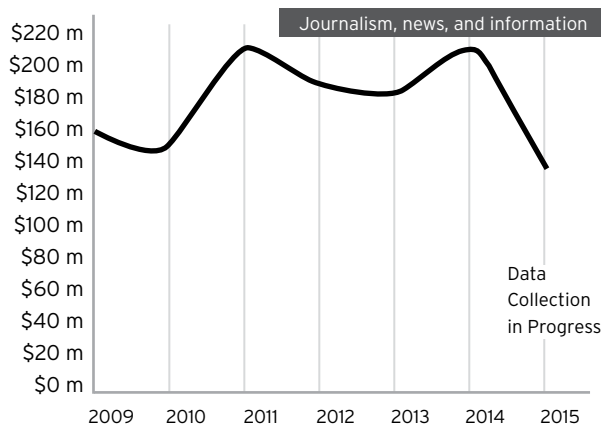
Source: Foundation Center, Foundation Maps for Media Funding

# Journalism, news, and information funding trends

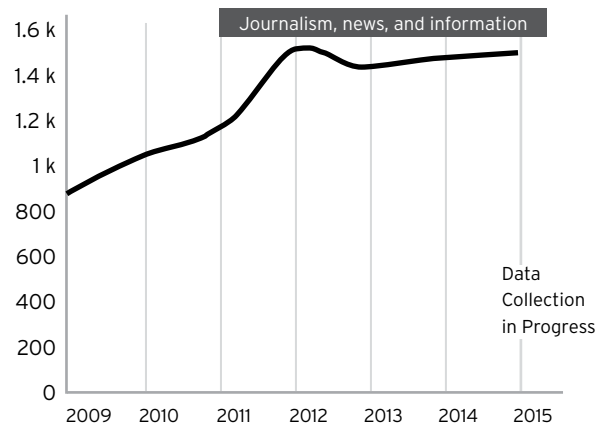
To understand how DEI grants are situated within the larger context of journalism, news, and information funding, we first explored trends within the journalism funding space. Overall, the total dollars invested in journalism, news, and information are on a downward trend. However, the number of journalism, news, and information grants has remained relatively stable, suggesting that journalism grants overall are becoming more distributed across discrete organizations and programs.

Overall, from 2009 through 2015, \$1.2 billion was invested in journalism, news, and information in the United States, including 8,954 grants from 1,555 funders to 1,253 recipients.

**Total Dollar Value of Grants**



**Total Number of Grants**



*Trends in Journalism, News, and Information Funding 2009-2015, overall*

Of these investments:

- \$71.5 million (787 grants) were coded as going toward efforts that serve specific racial and ethnic groups. (6 percent of the total)
- \$36.1 million (330 grants) were coded as going toward efforts that serve women and girls. (3 percent of the total)
- \$4.5 million (74 grants) were coded as going toward efforts that serve LGBTQI populations. (.4 percent of the total)

Some of these grants may have been cross-coded in multiple categories.

Approximately 10 percent of overall journalism dollars (13 percent of the number of grants) were coded as serving either **racial and ethnic groups, women and girls, or LGBTQI populations.**

For comparison, the other population categories are:

- \$88.2 million served economically disadvantaged populations
- \$66.2 million served children and youth
- \$18.1 million served immigrants and migrants
- \$14.9 million served victims and oppressed people
- \$10.2 million served incarcerated people

BREAKDOWN BY YEAR	
Year	Dollar Value
2009	\$160.8 million
2010	\$153.1 million
2011	\$211.1 million
2012	\$189 million
2013	\$185.9 million
2014	\$209.7 million
2015	\$137 million

Source: *Foundation Center, Foundation Maps for Media Funding*



# Comparison to other types of journalism funding

A strict comparison to other funding areas within journalism is difficult, given how the map does not categorize DEI as a subject within journalism but rather organizes information in terms of populations served. However, definitions and breakdowns of other funding areas within journalism are offered below to provide some context as to how these percentages compare to other journalism funding areas.

The Foundation Center breaks down the different types of journalism as follows. (Definitions are verbatim from the Foundation Maps for Media Funding.)

**Advocacy journalism:** Support for news gathering, distribution, and analysis that deals with specific issues and delivers an opinion about those issues. It can be contained in opinion and editorial pages of mainstream media or in alternative media outlets that have transparent points of view on an issue or group of issues.

**Citizen journalism:** Support for news gathering and distribution that involves the active participation of public citizens in all stages of the process. A form of alternative journalism that is most often participatory, activist, civic-minded, and reported quickly.

**Constituency journalism:** Support for news gathering and distribution by a particular group of people for a particular group of people, such as youth media and ethnic media. A form of alternative journalism that focuses on the information needs of a particular population, as well as on ownership, distribution, and identity issues of the group.

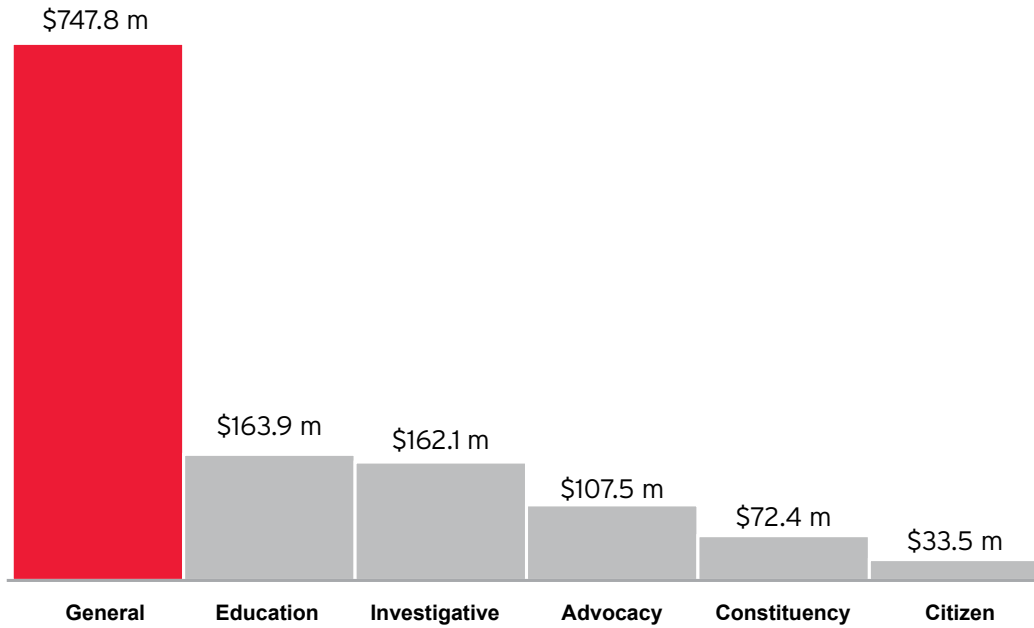
**Investigative journalism:** Support for reporting on a subject of interest or importance, often a single event or a narrowly defined topic, which is based on deep, extensive research. The research may consist of interviews, data collection, document analysis, database searches, and traditional research techniques using primary sources. It is often delivered or communicated in long or serialized form.

**Journalism education and training:** Support for schools or colleges that prepares students for careers in journalism, as well as training programs, fellowships, and other opportunities for mid-career education.

**Journalism, news, and information, general:** Support for journalism, public information, and public education provided through media outlets. Includes support for general news and information, reporting on current events, stories and information in specific subject areas, and public service announcements.

Grants may be coded in multiple categories. The category of “constituency journalism” offers the most useful proxy for DEI grants, as most of the DEI grants in this report are coded as constituency journalism. However, some of the larger DEI grants are investigative journalism projects that probe issues of inequity, and many diversity-focused individual development grants, such as fellowships, may be coded as journalism education.

**Nearly 60 percent of journalism funding is going to general news and information support.**



JOURNALISM TYPE	NUMBER OF GRANTS	DOLLAR VALUE	% OF TOTAL JOURNALISM DOLLARS	NUMBER OF FUNDERS	NUMBER OF RECIPIENTS
General	4,817	\$747.8 million	62.3%	1,013	881
Education	479	\$163.9 million	13.7%	97	185
Investigative	1,693	\$162.1 million	13.5%	391	179
Advocacy	1,165	\$107.5 million	9%	372	300
Constituency	788	\$72.4 million	6%	286	164
Citizen	363	\$33.5 million	2.7%	146	71

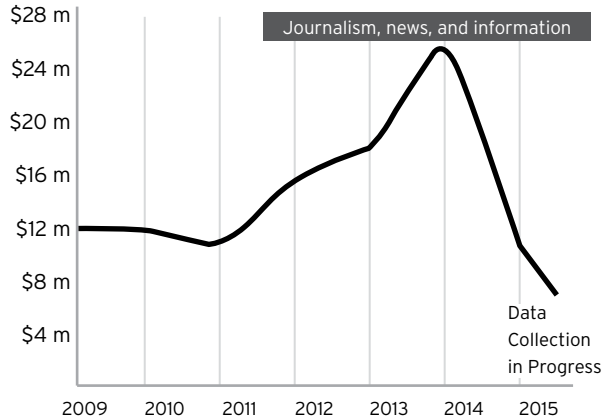
NOTE: Totals may add up to more than 100 percent because grants can be assigned to more than one category.

In exploring other funding areas, we can see that the most common funding area, after general journalism funding, is journalism education, followed closely by investigative journalism.

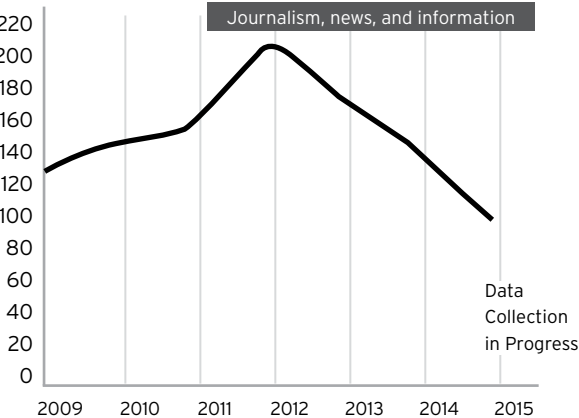
# Funding serving racial and ethnic groups, women and girls, and LGBTQI populations

From 2009 to 2015, there were 1,105 grants totaling \$105.6 million from 274 funders to 294 recipients coded as pertaining to either ethnic and racial groups, women and girls, or LGBTQI populations within journalism, news, and information. Funding is on the decline in these areas, both in terms of dollar value and in terms of total number of grants.

**Total Dollar Value of Grants**



**Total Number of Grants**



## BREAKDOWN BY YEAR

Year	Number of grants	Dollar value of grants
2009	132	\$12.1 million
2010	152	\$11.9 million
2011	163	\$11.1 million
2012	210	\$15.7 million
2013	183	\$18.5 million
2014	151	\$25.5 million*
2015	114	\$10.8 million

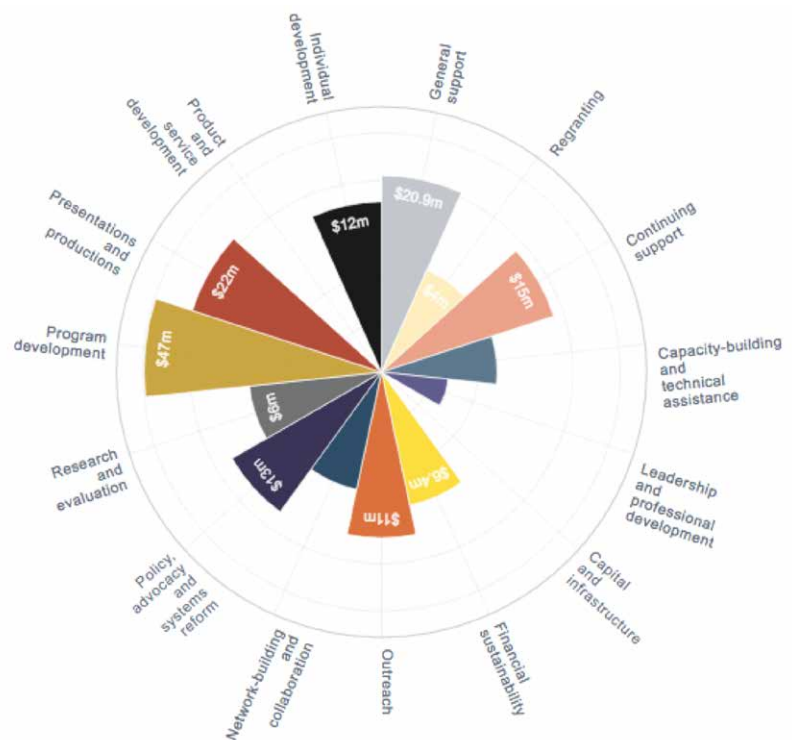
*NOTE: 2014 spike is due to grants from the Howard G. Buffett Foundation to the International Women’s Media Foundation. See more under “Details for journalism grants serving racial and ethnic groups, women and girls, and LGBTQI populations.” Source: Foundation Center, Foundation Maps for Media Funding*

## SUPPORT STRATEGIES

The ways in which funders decide to invest in order to make an impact on a field of practice are referred to as support strategies. Support strategies vary across the sample, but the largest amount of funds are dedicated to “program development.” The breakdown is as follows:

- \$46.7 million (420 grants) to program development
  - This includes curriculum development, pilot programs, program creation, and program expansion. Example: A two-year, \$500,000 grant from the James Irvine Foundation to KCETLink in 2014 to support Artbound, a multi-platform cultural journalism program focused on arts engagement in diverse communities.

- \$22 million (176 grants) to presentations and productions
  - This includes commissioning new works, exhibitions, online media, performances, publications, and recordings. Example: A two-year, \$400,000 grant from the Ford Foundation to Radio Bilingue in 2012 to produce radio reporting for Spanish-language and indigenous audiences focused on specific topics such as immigration and civic engagement.



NOTE: Totals may add up to more than 100 percent because grants can be assigned to more than one category. Numbers in graphic may be slightly different due to rounding.  
Source: Foundation Center, Foundation Maps for Media Funding

- \$20.9 million (227 grants) to general support
- \$15.5 million (113 grants) to continuing support
- \$13.1 million (81 grants) to policy, advocacy, and systems reform
- \$12.5 million (71 grants) to individual development
- \$11.4 million (60 grants) to outreach
- \$6.4 million (14 grants) to financial sustainability
- \$6 million (39 grants) to research and evaluation
- \$4.7 million (110 grants) to network building and collaboration

- \$4.3 million (35 grants) to capacity building and technical assistance
- \$1.7 million (12 grants) to leadership and professional development
- \$400,000 (9 grants) to capital and infrastructure
- \$45,000 (2 grants) to product and service development

## DETAILS FOR JOURNALISM GRANTS

The largest grants in this sample were:

- five one-year grants ranging from \$1 million to \$5 million dollars apiece from the Howard G. Buffett Foundation to the International Women’s Media Foundation to support women journalists globally and in specific geographical regions, including conflict areas;
- a \$3.5 million, one-year grant from the California Endowment to the University of Southern California to support fellowships in health journalism in mainstream, ethnic, and alternative media outlets that cover community health issues in California communities;
- a \$1.2 million, three-year grant from the W.K. Kellogg Foundation to the Maynard Institute for Journalism Education to create the Maynard Institute Media Center on Structural Racism; and
- a \$1.1 million, two-year grant from the Ford Foundation to ProPublica to establish four investigative reporting positions focusing on issues of inequity and general support to produce investigative journalism in the public interest.

Because of a small number of large (over \$1 million) grants, the sample set has an average grant amount of nearly \$400,000. The median amount, however, is \$40,000, with 30 percent of funders giving \$10,000 or less in total from 2009 through 2015. It was not possible to determine the size of each recipient organization during this initial inquiry; however, it is possible that \$10,000 is a significant investment in some of them. This is an area worth investigating further in the next round of research.

Many of the smaller grants lack information as to their purposes; however, it appears that many are from community foundations to local organizations for general operating support. Examples of exceptions include:

- a \$2,000 grant from the California Endowment to the National Association of Black Journalists for sponsorship of a free workshop to train journalists to more effectively report on health-related stories in underserved Southern California communities;
- a \$1,500 grant from the PG&E Corporation Foundation to the Asian American Journalists Association to support stipends for youth journalists in the the kNOW Youth Media program; and
- a \$1,000 grant from the Arkansas Community Foundation to the Central Arkansas Association of Black Journalists to support a project on the history of black press in Arkansas.

This sample includes journalism grants that investigate issues related to DEI as well as grants for organizations working in the field. While there is no simple way to make this distinction within the confines of the Foundation Maps for Media Funding, in our next round of inquiry we will attempt to pin down a way to answer these questions, which will likely include deeper investigation into individual grants and organizations.

### TOP FUNDERS SERVING RACIAL AND ETHNIC GROUPS, WOMEN AND GIRLS, AND LGBTQI POPULATIONS

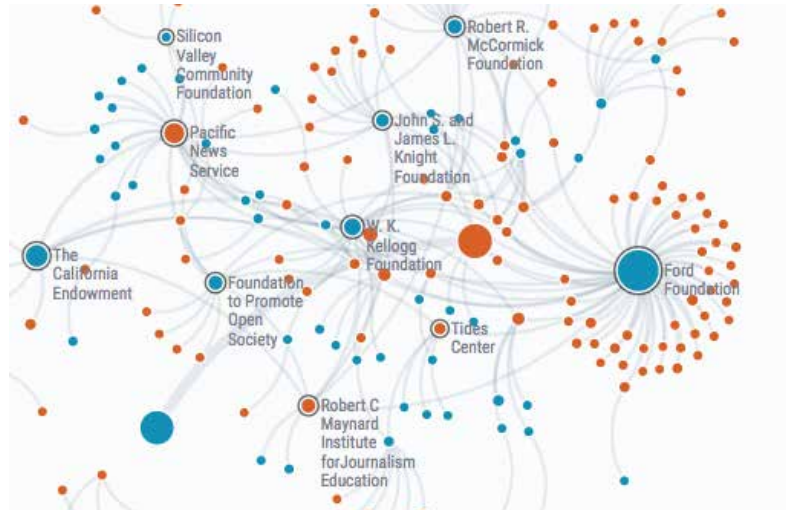
Funder	Value of Grants	# of Grants
Ford Foundation	\$26,105,816	98
Howard G. Buffett Foundation	\$19,802,015	8
The California Endowment	\$10,571,970	33
W.K. Kellogg Foundation	\$6,551,906	30
Robert R. McCormick Foundation	\$4,599,100	54
Foundation to Promote Open Society	\$4,435,295	30
John S. and James L. Knight Foundation	\$3,351,878	26
The California Wellness Foundation	\$1,855,000	7
The Susan Thompson Buffett Foundation	\$1,702,765	2
Public Welfare Foundation Inc.	\$1,202,500	11

### TOP RECIPIENTS OF GRANTS SERVING RACIAL AND ETHNIC GROUPS, WOMEN AND GIRLS, AND LGBTQI POPULATIONS

Recipient	Value of Grants	# of Grants
International Women's Media Foundation	\$20,907,727	70
Pacific News Service (Note: now closed)	\$9,094,280	78
University of Southern California	\$4,670,477	7
Robert C. Maynard Institute for Journalism Education	\$4,063,382	24
Futuro Media Group	\$3,060,023	19
RH Reality Check (Note: now Rewire)	\$2,816,368	12
Tides Center	\$2,035,000	10
Media Matters for America	\$1,600,000	3
La Opinion	\$1,569,018	2
Community Renewal Society	\$1,565,000	12

Source: Foundation Center, Foundation Maps for Media Funding

# NETWORKS OF JOURNALISM FUNDERS AND ORGANIZATIONS



To explore this network map, visit: [bit.ly/2B86tjL](https://bit.ly/2B86tjL). Source: Foundation Center, Foundation Maps for Media Funding

Funders who are actively involved in networks serving these areas may differ from the top funders. Whereas the largest funders may have given a significant one-time investment in this area, funders who are central to networks have repeatedly funded multiple organizations in this field.

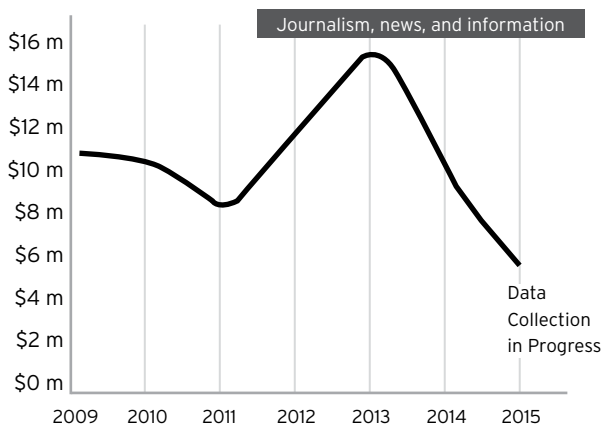
"VERY CENTRAL" FUNDERS	"VERY CENTRAL" ORGANIZATIONS
Ford Foundation	Pacific News Service (now closed)
Robert R. McCormick Foundation	Global Press Institute
W.K. Kellogg Foundation	Futuro Media Group
John S. and James L. Knight Foundation	Maynard Institute for Journalism Education
Foundation to Promote Open Society	International Women's Media Foundation
The California Endowment	RH Reality Check (now Rewire)
Arcus Foundation	
Public Welfare Foundation, Inc.	

Source: Foundation Center, Foundation Maps for Media Funding

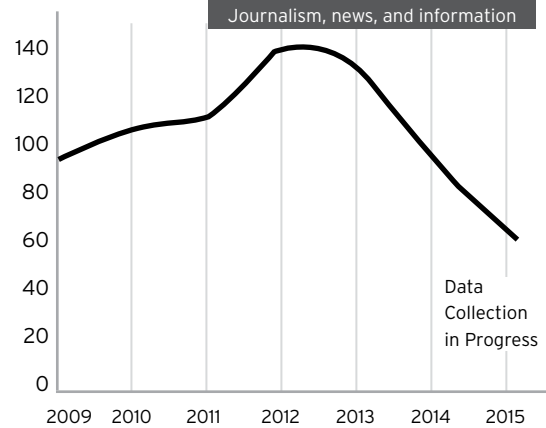
# A Closer Look at funding serving racial and ethnic groups

For journalism grants with a focus on racial and ethnic groups, there were 787 grants totaling \$71.5 million from 168 funders to 241 organizations. From 2009 to 2015, funding in this area declined in both dollar value and number of grants given, with the dollar value dropping steeply from 2013-2015 and 2015 levels at less than half of 2009 levels.

**Total Dollar Value of Grants**



**Total Number of Grants**



## BREAKDOWN BY YEAR

Year	Number of grants	Dollar value of grants
2009	98	\$10.8 million
2010	114	\$10.2 million
2011	120	\$8.9 million
2012	144	\$12.4 million
2013	137	\$15.1 million
2014	98	\$9.1 million
2015	76	\$5 million

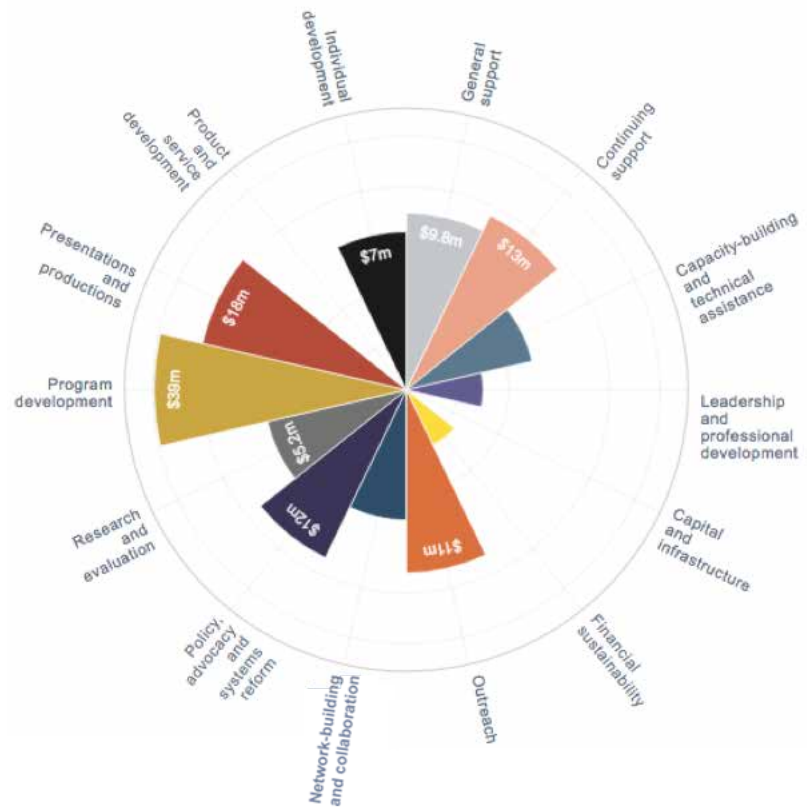
Source: Foundation Center, Foundation Maps for Media Funding



# SUPPORT STRATEGIES

Support strategies varied, but over half of the funding (\$39.5 million, 351 grants) went to program development, with the breakdown as follows:

- \$39.5 million (351 grants) to program development
- \$17.8 million (126 grants) went to presentations and productions
- \$13.4 million (91 grants) to continuing support
- \$11.7 million (67 grants) to policy, advocacy, and systems reform
- \$11 million (54 grants) to outreach
- \$9.8 million (121 grants) to general support
- \$7 million (59 grants) to individual development
- \$5.2 million (33 grants) to research and evaluation
- \$4.2 million (96 grants) to network building and collaboration
- \$4.1 million (30 grants) to capacity building and technical assistance
- \$1.6 million (11 grants) to leadership and professional development
- \$1.2 million (9 grants) to financial sustainability
- \$130,000 (6 grants) to capital and infrastructure
- \$8,000 (1 grant) to product and service development



NOTE: Totals may add up to more than 100 percent because grants can be assigned to more than one category. Numbers in graphic may be slightly different due to rounding.  
Source: Foundation Center, Foundation Maps for Media Funding

## ANALYSIS OF SUPPORT STRATEGIES

We began this inquiry with some assumptions around support strategies for racial and ethnic groups. We predicted that grant dollars would be focused mostly on fellowships and that support would not be ongoing. This was not entirely the case. In fact, we see a significant number of grants that are coded as “continuing support.”

However, most investment is going to audience-serving initiatives, such as developing curricula and pilot programs for diverse audiences or commissioning specific new journalism projects focused on DEI. One concern is that some of these projects may be going toward

investigations into inequality conducted by news organizations that do not have a track record of supporting diversity, equity, and inclusion within their own organizations. At this time, the map data do not provide a clear way to see how many grant dollars are specifically going to support ethnic media.

Another notable observation from the breakdown of support strategies is that relatively little funding is going toward financial sustainability efforts. This could potentially cause problems for struggling ethnic media outlets that receive funding for specific journalism projects but not for building financial sustainability within their organizations. The focus on programs and journalistic works may be at the expense of supporting organizational capacity and sustainability. The relatively small amount invested in financial sustainability becomes even more apparent when compared to investments for the other categories in this dataset.

**“...relatively little funding is going toward financial sustainability efforts.”**

## **DETAILS FOR JOURNALISM GRANTS**

The largest grants in this sample were the \$3.5 million grant from the California Endowment to the University of Southern California to support the Health Journalism Fellowships Program; the \$1.2 million grant from the W.K. Kellogg Foundation to the Maynard Institute to create the Maynard Institute Media Center on Structural Racism; and the \$1.1 million grant from the Ford Foundation to ProPublica. After these, the largest grants were:

- a \$998,400 grant from the California Endowment to Pacific News Service for a two-year project focused on youth-led community health reporting in specific neighborhoods;
- a \$944,018, one-year grant from the California Endowment to La Opinion to boost awareness of the Affordable Care Act among California Latinos and to cover issues about undocumented Californians who lack access to health coverage; and
- a \$825,000 grant over two years from the Ford Foundation to the Tides Center, providing core support for the Opportunity Agenda, a social justice media lab to launch communications campaigns that support immigrant rights and media justice.

## TOP JOURNALISM FUNDERS SERVING RACIAL AND ETHNIC GROUPS

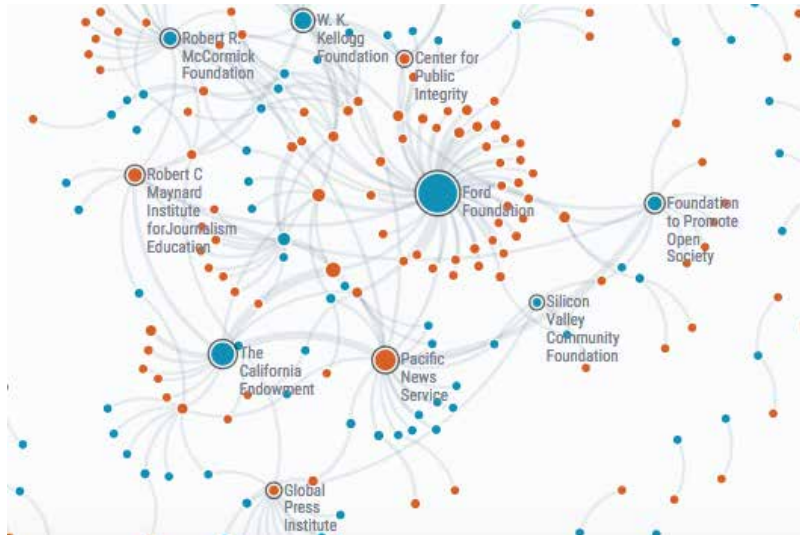
Funder	Value of Grants	# of Grants
Ford Foundation	\$22,125,000	78
The California Endowment	\$10,571,970	33
W.K. Kellogg Foundation	\$6,551,906	30
Foundation to Promote Open Society	\$4,185,407	25
Robert R. McCormick Foundation	\$3,919,100	45
John S. and James L. Knight Foundation	\$2,941,878	21
The California Wellness Foundation	\$1,475,000	5
Public Welfare Foundation Inc.	\$1,202,500	11
Marguerite Casey Foundation	\$750,000	9
The James Irvine Foundation	\$750,000	2

## TOP RECIPIENTS OF JOURNALISM GRANTS SERVING RACIAL AND ETHNIC GROUPS

Recipient	Value of Grants	# of Grants
Pacific News Service (Note: now closed)	\$9,094,280	78
University of Southern California	\$4,670,477	7
Robert C. Maynard Institute for Journalism Education	\$4,063,382	24
Futuro Media Group	\$3,060,023	19
Tides Center	\$1,785,000	8
La Opinion	\$1,569,018	2
Community Renewal Society	\$1,565,000	12
Asian American Journalists Association	\$1,503,350	61
Center for Public Integrity	\$1,500,000	5
ProPublica	\$1,350,000	2

Source: Foundation Center, Foundation Maps for Media Funding

# NETWORKS OF JOURNALISM FUNDERS AND ORGANIZATIONS



To explore this network map, visit [bit.ly/2muwdSk](http://bit.ly/2muwdSk). Source: Foundation Center; Foundation Maps for Media Funding

"VERY CENTRAL" FUNDERS	"VERY CENTRAL" ORGANIZATIONS
Ford Foundation	Pacific News Service (now closed)
Robert R. McCormick Foundation	Maynard Institute for Journalism Education
W.K. Kellogg Foundation	Global Press Institute
John S. and James L. Knight Foundation	Center for Public Integrity
The California Endowment	Race Forward
Foundation to Promote Open Society	New America Media
Silicon Valley Community Foundation	Institute for Justice in Journalism
Public Welfare Foundation Inc.	Futuro Media Group
Proteus Fund	Community Renewal Society
	Tides Center
	National Association of Hispanic Journalists
	Asian American Journalists Association

Source: Foundation Center; Foundation Maps for Media Funding

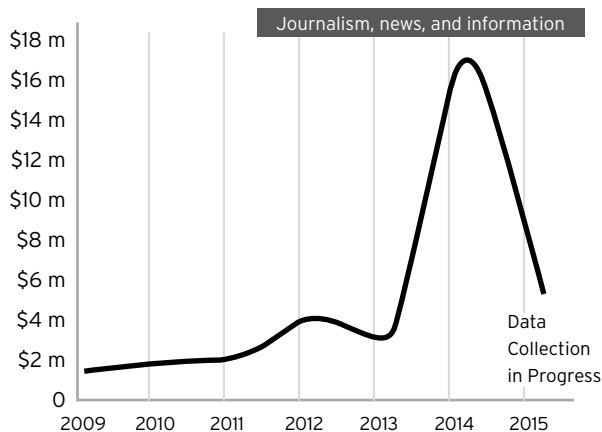
# A Closer Look at funding serving women and girls

For journalism grants with a focus on women and girls, there were 330 grants totaling \$36.1 million from 150 funders to 80 organizations through 2015. There has been significantly less investment in gender-related news and staffing within journalism, news, and information compared to racial and ethnic groups. However, trends for gender-related funding differ, as there was a major spike in investment in 2014.

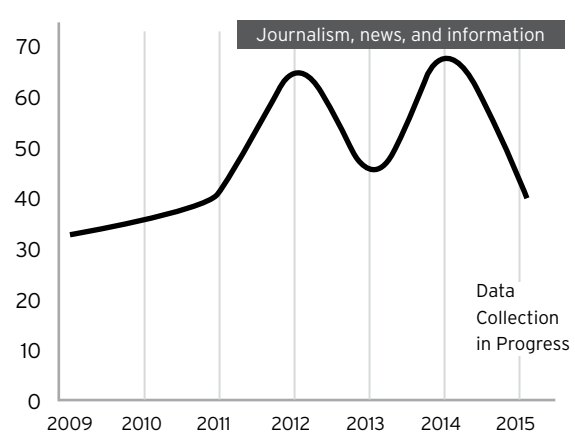
Unlike investments in racial and ethnic groups, which are below 2009 numbers in 2015, investments in journalism grants for women and girls remained higher in 2015 than in all previous years except for 2014, when the Howard G. Buffett Foundation made significant investments to the International Women’s Media Foundation. These investments support women journalists through Courage Award fellowships, as well as women working around the world, including in conflict areas. (These grants are included in this U.S.-based dataset because they went to a grantmaking organization based in the United States. The resulting awards and support went to women journalists both in the United States and abroad, making it impossible to parse an exact breakdown of national as opposed to international grants for this analysis.)

**“There has been significantly less investment in gender-related news and staffing... compared to racial and ethnic groups.”**

**Total Dollar Value of Grants**



**Total Number of Grants**



## BREAKDOWN BY YEAR

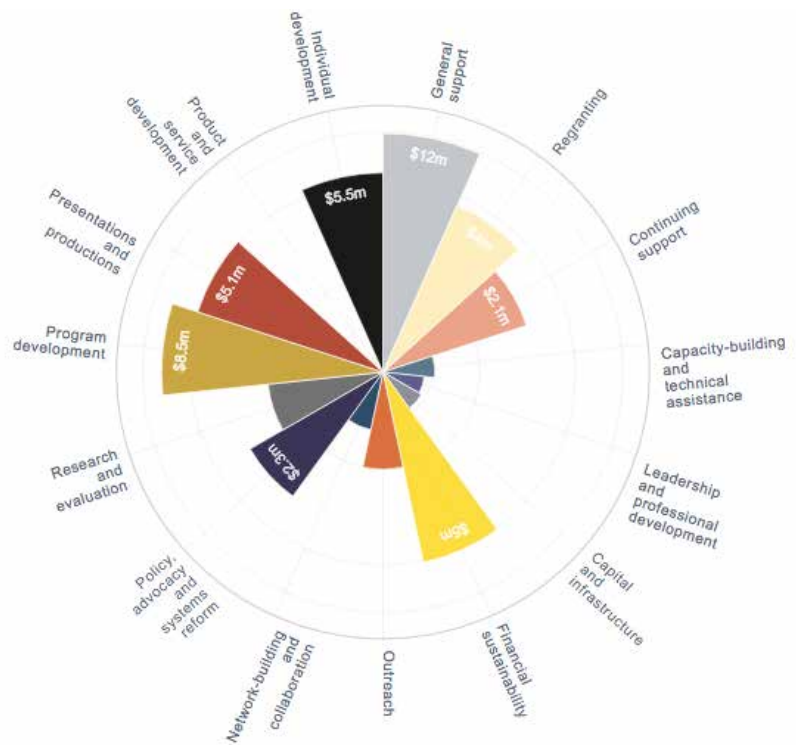
Year	Number of grants	Dollar value of grants
2009	33	\$1.4 million
2010	35	\$2 million
2011	42	\$2.1 million
2012	65	\$4.2 million
2013	46	\$3.2 million
2014	68	\$17.3 million
2015	41	\$5.8 million

Source: Foundation Center, Foundation Maps for Media Funding

## SUPPORT STRATEGIES

Support strategies focused on women and girls follow a different pattern than those focused on racial and ethnic groups, with the biggest number of grants going to general support. The breakdown is as follows:

- \$11.9 million (117 grants) to general support
- \$8.5 million (83 grants) to program development
- \$5.5 million (10 grants) to individual development
- \$5.1 million (49 grants) to presentations and productions
- \$5 million (3 grants) to financial sustainability
- \$4 million (1 grant) to regranting
- \$2.3 million (19 grants) policy, advocacy, and systems reform
- \$2.1 million (21 grants) to continuing support
- \$1.1 million (8 grants) to research and evaluation



NOTE: Totals may add up to more than 100 percent because grants can be assigned to more than one category. Numbers in graphic may be slightly different due to rounding.  
Source: Foundation Center, Foundation Maps for Media Funding

- \$755,000 (6 grants) to outreach
- \$357,000 (8 grants) to network building and collaboration
- \$313,000 (6 grants) to capacity building and technical assistance
- \$270,000 (3 grants) capital and infrastructure
- \$255,000 (5 grants) to leadership and professional development
- \$45,000 (2 grants) to product and service development

## **ANALYSIS OF SUPPORT STRATEGIES FOR WOMEN AND GIRLS**

Even though the number of grants focused on women and girls is much smaller than those directed to racial and ethnic groups, it is notable that grants focused on women and girls are much more likely to provide funding for general support and financial sustainability as opposed to individual journalistic productions.

While the investment in individual development for coverage related to or created by women and girls is proportionally high compared to racial and ethnic groups (15.2 percent compared to 9.7 percent, respectively), it is notable that the amount of money dedicated to individual support is much less distributed across different organizations for those focused on women and girls. There is an average grant amount of \$550,000 for individual support for women and girls, as opposed to \$118,644 for racial and ethnic groups. However, that amount might change significantly depending on regranting.

While it is not possible to draw concrete conclusions without additional research, it appears that large gender-focused grants are more likely to support women journalists and others who work within the field of journalism, whereas racial and ethnic grants are more likely to support programs and productions.

It is also noteworthy that a much higher percentage of grants for women and girls provides general support (33 percent compared to 13.7 percent for racial and ethnic groups). There is also nearly five times as much investment, given in concentrated grants, devoted to financial stability for content projects and outlets related to women and girls.

## **DETAILS FOR JOURNALISM GRANTS**

The largest grants focused on women and girls were five one-year grants ranging from \$1 million to \$5 million from the Howard G. Buffett Foundation to the International Women's Media Foundation to support women journalists. After these, the largest grants were:

- two one-year grants for \$999,845 and \$702,920 from the Susan Thompson Buffett Foundation to RH Reality Check (now Rewire, a daily news publication focused on sexual and reproductive health, rights, and justice) for project support; and
- a \$600,000, two-year grant from the William and Flora Hewlett Foundation to Population Council for a project increasing data demand by African journalists.

## TOP JOURNALISM FUNDERS SERVING WOMEN AND GIRLS

Funder	Value of Grants	Number of Grants
Howard G. Buffett Foundation	\$19,802,015	8
Ford Foundation	\$4,975,816	24
Susan Thompson Buffett Foundation	\$1,702,765	2
Robert R. McCormick Foundation	\$665,000	10
William and Flora Hewlett Foundation	\$600,000	1
John S. and James L. Knight Foundation	\$480,000	7
The PNC Foundation	\$450,000	4
The California Wellness Foundation	\$380,000	2
NoVo Foundation	\$318,500	7
Foundation for a Just Society	\$300,000	1

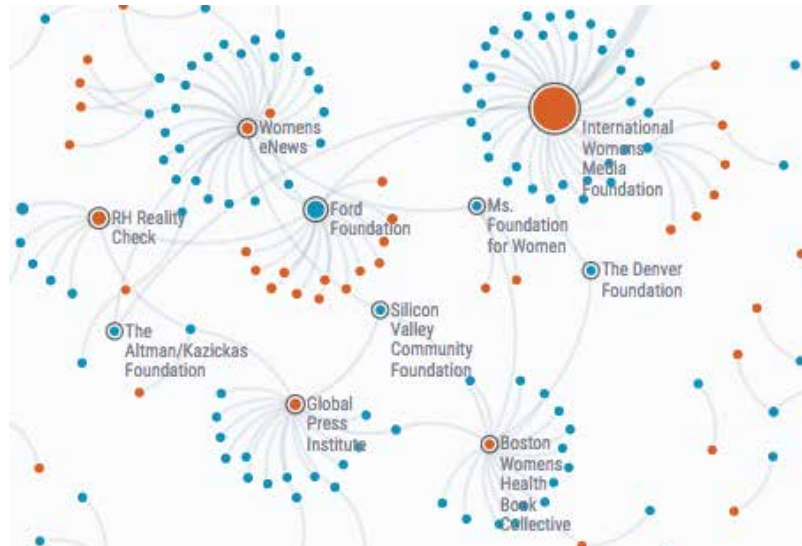
## TOP RECIPIENTS OF JOURNALISM GRANTS SERVING WOMEN AND GIRLS

Recipient	Value of Grants	Number of Grants
International Women's Media Foundation	\$20,907,727	70
RH Reality Check (Note: now Rewire)	\$2,816,368	12
Women's eNews	\$1,326,625	54
Global Press Institute	\$1,260,234	43
Nation Institute	\$688,500	2
Population Council	\$600,000	1
American University	\$505,000	4
University of California	\$500,000	2
National Geographic Society	\$450,000	4
Foundation for National Progress	\$416,500	8

Source: Foundation Center, Foundation Maps for Media Funding



# NETWORKS OF JOURNALISM FUNDERS AND ORGANIZATIONS



To explore this network map, visit: [bit.ly/2qYiV5f](http://bit.ly/2qYiV5f). Source: Foundation Center, Foundation Maps for Media Funding

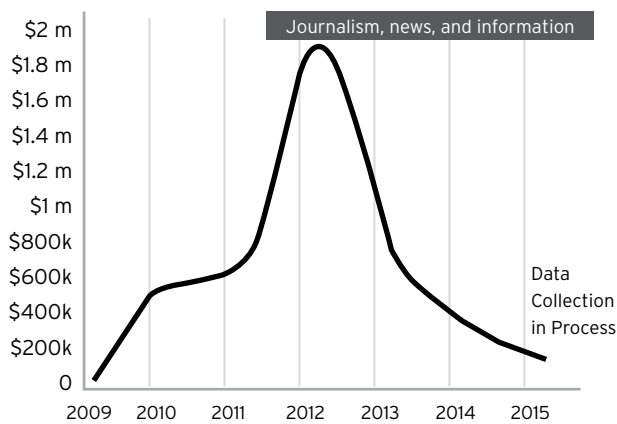
"VERY CENTRAL" FUNDERS	"VERY CENTRAL" ORGANIZATIONS
Ford Foundation	International Women's Media Foundation
Silicon Valley Community Foundation	Women's eNews
The Denver Foundation	Boston Women's Health Book Collective
The Altman/Kazickas Foundation	Global Press Institute
Ms. Foundation for Women	RH Reality Check (now Rewire)

Source: Foundation Center, Foundation Maps for Media Funding

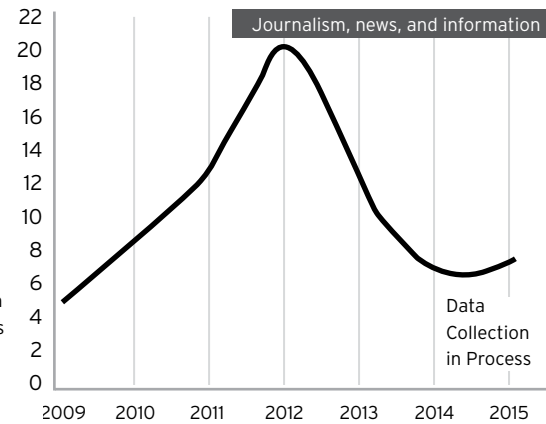
# A Closer Look at funding serving LGBTQI populations

Comprising a much smaller piece of this sample were 74 grants totaling \$4.5 million from 30 funders to 27 recipients focused on LGBTQI populations within journalism, news, and information. Support is higher in 2015 than in 2009, after peaking in 2012 due largely to concerted efforts in this area from the Ford Foundation.

**Total Dollar Value of Grants**



**Total Number of Grants**



## BREAKDOWN BY YEAR

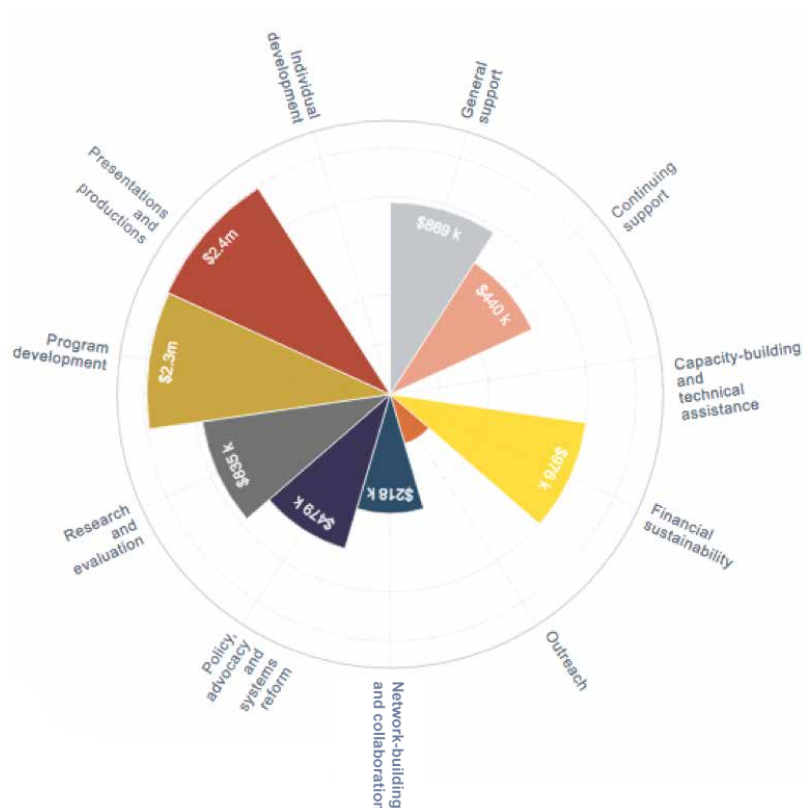
Year	Number of grants	Dollar value of grants
2009	5	\$58,000
2010	9	\$602,954
2011	13	\$688,554
2012	20	\$1.9 million
2013	12	\$719,880
2014	7	\$361,000
2015	8	\$182,500

Source: Foundation Center, Foundation Maps for Media Funding

# SUPPORT STRATEGIES

The breakdown of support strategies is as follows:

- \$2.4 million (20 grants) to presentations and productions
- \$2.3 million (21 grants) to program development
- \$976,000 (3 grants) to financial sustainability
- \$869,000 (24 grants) to general support
- \$835,000 (2 grants) to research and evaluation
- \$479,000 (6 grants) policy, advocacy, and systems reform
- \$440,000 (7 grants) to continuing support
- \$218,000 (7 grants) to network building and collaboration
- \$60,000 (3 grants) to outreach
- \$18,000 (1 grant) to capacity building and technical assistance
- \$6,000 (2 grants) to individual development



NOTE: Totals may add up to more than 100 percent because grants can be assigned to more than one category. Numbers in graphic may be slightly different due to rounding.  
Source: Foundation Center, Foundation Maps for Media Funding

Note: No grants went to capital or infrastructure or leadership and development.

## ANALYSIS FOR SUPPORT STRATEGIES FOR LGBTQI

Given the small size of this data subset, it is evident that this area of investment is still growing. Therefore, we did not compare it to the other two categories in this analysis. However, one key fact stood out: Compared to the other two categories, investment in individual support is practically nonexistent for LGBTQI populations, totaling just \$6,000 from 2009 through 2015.

# DETAILS FOR JOURNALISM GRANTS

The largest grants in this sample were from the Ford Foundation, including:

- \$750,000 over 15 months to Media Matters for America in 2012 for “investigative reporting, monitoring, and communications to counter hate speech and misinformation about immigration; media rights and access; and Lesbian, Gay, Bisexual, and Transgender (LGBT) equality in the media”;
- \$350,000 over one year to Media Matters for America in 2013 for “media monitoring, investigative reporting, and communications to promote and provide informed and balanced coverage of marriage equality and further a free and open internet”;
- \$325,000 over two years to RH Reality Check for general support to provide evidence-based news analysis and commentary on a daily basis in order to advance sexuality and reproductive health and rights for all; and
- \$300,000 over 18 months to Global News Enterprises, LLC, in 2011 for “one-time support for GlobalPost to produce a series of special reports on social justice issues around the world, addressing such issues as modern slavery, gender and gay rights, and corruption and waste in the delivery of aid.”

**“Investment in individual support is practically nonexistent for LGBTQI populations.”**

The next largest grant in the sample was from the Arcus Foundation to the Gay and Lesbian Alliance Against Defamation for \$225,000 over one year “to increase support for LGBT moral and civil equality by developing a long-term communications campaign that positions pro-LGBT faith-based voices in the mainstream media.”

## TOP JOURNALISM FUNDERS SERVING LGBTQI POPULATIONS

Funder	Value of Grants	Number of Grants
Ford Foundation	\$2,525,000	8
Arcus Foundation	\$850,000	7
Gill Foundation	\$160,000	4
Alphawood Foundation	\$140,000	5
Evelyn and Walter Haas Jr. Fund	\$140,000	2
Foundation to Promote Open Society	\$112,880	3
The Nathan Cummings Foundation	\$70,000	1
The San Francisco Foundation	\$55,000	3
Vanguard Charitable Endowment Program	\$50,000	1
Gannett Foundation Inc.	\$45,500	6

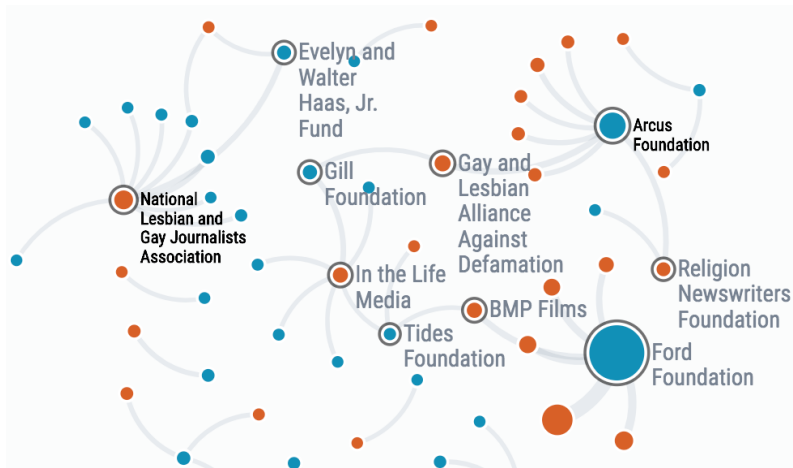
Source: Foundation Center, Foundation Maps for Media Funding

## TOP RECIPIENTS OF JOURNALISM GRANTS SERVING LGBTQI POPULATIONS

Recipient	Value of Grants	# of Grants
Media Matters for America	\$1,100,000	2
National Lesbian and Gay Journalists Association	\$418,500	28
Reveal Productions	\$400,000	2
RH Reality Check (Note: now Rewire)	\$325,000	1
Global News Enterprises LLC	\$300,000	1
Gay and Lesbian Alliance Against Defamation	\$260,000	2
BMP Films	\$210,000	2
In the Life Media	\$209,000	9
Asian American Journalists Association	\$200,000	1
New Press	\$150,000	1

Source: Foundation Center, Foundation Maps for Media Funding

## NETWORKS OF JOURNALISM FUNDERS AND ORGANIZATIONS



To explore this network map, visit: [bit.ly/2CXWjmG](http://bit.ly/2CXWjmG). Source: Foundation Center, Foundation Maps for Media Funding

"VERY CENTRAL" FUNDERS	"VERY CENTRAL" ORGANIZATIONS
Gill Foundation	Gay and Lesbian Alliance Against Defamation
Arcus Foundation	In the Life Media

Source: Foundation Center, Foundation Maps for Media Funding

# Conclusion and Next Steps

This analysis is meant to provide a broad overview of what the Foundation Maps for Media Funding can reveal about how funding organizations are investing in DEI. It is not possible to draw firm conclusions without exploring the data in further detail, especially considering challenges with how the data are coded. This initial analysis suggests that there is a need for elevating DEI as a topic when developing future coding taxonomies for this type of map.

Proposed next steps for investigating this topic include:

- Qualitatively analyzing a subset of these data (perhaps the top 50 grants) to uncover coding discrepancies and get a better sense of the types of grants included in this analysis. This might also include a separate examination of the size of recipient organizations in comparison to the amount invested.
- Taking a deeper look at how journalism funders are talking about DEI investments publicly and internally. This could include an analysis of existing language on foundation websites as well as interviews with key stakeholders in the field.
- Pinning down a solution for how to draw the distinction between journalism projects focused on DEI issues as opposed to projects conducted by ethnic media organizations and other organizations with missions of promoting diversity and eradicating inequality.
  - This could include qualitatively exploring projects represented in this dataset, or perhaps partnering with other researchers in this space to take another look at these data in combination with data collected by ethnic media organizations.
  - This could also include exploring how to set clear guidelines for foundations reporting of DEI grants to the Foundation Center to ensure clarity of the data going forward.
- Investigating methods for assessing the impact of various funding interventions designed to increase diversity, equity, and inclusion in newsroom staff, stories, and sources.

**“This initial analysis suggests that there is a need for elevating DEI as a topic when developing future coding taxonomies for this type of map.”**

# Acknowledgments

This report was written by Dot Connector Studio for the Democracy Fund, drawing from data in the Foundation Maps for Media Funding, created for Media Impact Funders by the Foundation Center.

## ABOUT THE AUTHORS

**Katie Donnelly** is the associate director of Dot Connector Studio and a research consultant at Media Impact Funders. She has conducted extensive impact research, and led impact evaluations for many media organizations including PBS, Working Films, and the National Association for Latino Independent Producers. Donnelly has authored numerous engagement toolkits, including curricula addressing social issues such as body image, substance abuse, and gender-based violence, and she has written about the power of media to drive behavior in a range of journalistic and academic publications. Donnelly formerly served as senior research associate at the University of Rhode Island's Media Education Lab, associate research director at American University's Center for Social Media (now the Center for Media and Social Impact), and as research associate at Temple University's Media Education Lab.

**Jessica Clark** is the founder and director of media production/strategy firm Dot Connector Studio and the research director for Media Impact Funders. She also edits Immerse, an online publication designed to spur creative discussion of emerging storytelling. Currently she is a research affiliate at MIT's Open Doc Lab; previously she held fellowships at USC Annenberg's Norman Lear Center and the New America Foundation. Previously, she served as the media strategist for AIR's groundbreaking Localore project, the director of the Future of Public Media project at American University's Center for Media and Social Impact, and a Knight Media Policy Fellow at D.C.-based think tank the New America Foundation. Over the past decade, she has led research and convenings with high-profile universities and national media networks, including NPR, PBS, Harvard's Berkman Center for Internet and Society, MIT, and USC's Annenberg School for Communication. She is the co-author of *Beyond the Echo Chamber: Reshaping Politics Through Networked Progressive Media* (The New Press, 2010), and a longtime independent journalist.

# Appendix: Organizations

This document was last updated on May 1, 2018. To access a more current document, suggest edits or additions; please check the Journalism Diversity, Equity, and Inclusion document here: <http://bit.ly/2LqKqdG>.

## INDIVIDUAL MEMBERSHIP

Alliance for Women in Media (AWM)
Association of Alternative News Media (AAN)
Asian American Journalism Association (AAJA)
Association for Women in Communications
Association for Women in Sports Media
California Chicano News Media Association (CCNMA)
Journalism and Women Symposium (JAWS)
Journalism Diversity Project
Media Action Grassroots Network
National Association for Multi-ethnicity in Communications (NAMIC)
National Association of Black Journalists (NABJ)
National Association of Hispanic Journalists (NAHJ)
Native American Journalists Association (NAJA)
Pittsburgh Black Media Federation (PBMF)
South Asian Journalists Association (SAJA)
The Association of LGBTQ Journalists (NLGJA)
Women in Cable Telecommunications (WICT)
Writers of Color

## NEWS OUTLET / ORGANIZATIONAL MEMBERSHIP

Black Owned Media Alliance (BOMA)
Indigenous Media Freedom Alliance
National Association of Black Owned Broadcasters (NABOB)
National Association of Hispanic Publications (NAHP)
National Newspaper Publisher's Association (NNPA)



## RESEARCH, TRAINING, & DIRECT SUPPORT

Channel Black

Coalition for Women in Journalism

Emma Bowen Foundation

Free Spirit Media

Ida B. Wells Society

International Radio & Television Society (IRTS)

Maynard Institute for Journalism Education (MIJE)

Mentoring and Inspiring Women in Radio (MIW)

Public News Service

Renaissance Journalism

Rise Up: Be Heard-Univision/Fusion Media Group

T. Howard Foundation

TrollBusters

Women's Media Center (WMC)

Medill School of Journalism- Northwestern University –  
Social Justice News Nexus [SJNN] Fellowship

## CURATION & DISTRIBUTION IN DOCUMENTARY

Bay Area Video Coalition (BAVC)

Center for Asian American Media (CAAM)

Kartemquin Films

Latino Public Broadcasting (LPB)

National Black Programming Consortium

National Association of Latino Independent Producers (NALIP)

National Minority Consortia

Pacific Islanders in Communications

Southern Documentary Fund (SDF)

Vision Maker Media

## INFORMATION & ADVOCACY

All Digitocracy

Alliance for Women in Media

Bindercon

Black PR Wire

BlogHer

California Black Media

Center for Asian American Media (CAAM)

Center for Community and Ethnic Media (CUNY)

Center for Media Justice

Color of Change

Define American

Digital Diversity Network

Fairness and Advocacy in Reporting (FAIR)

Inclusivus

International Women's Media Foundation (IWMF)

Invisible Institute

Journal-isms

Media Alliance

Media Diversity Institute

Media Image Coalition

Multicultural Media, Telecom and Internet Council (MMTC)

National Federation of Press Women

National Hispanic Media Coalition (NHMC)

Native Public Media

New Michigan Media

Public Narrative [formerly CMW-Community Media Workshop]

Project South

Race Forward

Vision Maker Media

Women Action Media


Women in Media & News

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