

PROMOTING DIVERSITY

The Oregonian is cited by others in the industry for its success in bringing newsroom minority staff representation into line with the minority population in its primary community – Multnomah, Clackamas, Washington and Clark counties. At journalism conferences, regional job fairs, campus visits and in meetings with minority journalist associations, we are often asked what are doing right that other newspapers can emulate.

Here is a list of what we do to promote diversity at The Oregonian and in the industry overall. The Oregonian:

- ✓ Supports one of the most well-rounded internship programs in the country. During 2003, 20 interns worked at The Oregonian. The largest group – 14 summer interns – was 50 percent journalists of color. We have less flexibility to choose academic interns during the school year, but participating schools (University of Oregon, Oregon State University, University of Washington, Northwestern University) attempt to steer students of color our way. Clifton Chestnut, Seth Prince and Kelly Yan are examples of staff members who have come to us through these programs.
- ✓ Offers a two-year minority residency program that has brought 24 journalists of color to our newsroom since 1992. Thirteen of the first 17 graduates (one dropped out) have been offered regular jobs after completing the residency. Three residents are in the second year of their program, and a new three-person class has just begun. Residents receive full benefits and are considered staff members.
- ✓ Provides a one-year fellowship for minority graduates of the S.I. Newhouse School of Public Communications at Syracuse University. The program recruits people of color who are interested in journalism as a second career. Those selected receive a full-ride scholarship for graduate school and a stipend. They work as reporters at the Syracuse Newspapers and then are placed at another newspaper for one year. The Oregonian is a regular participant in the program. Amy Hsuan will begin a one-year apprenticeship in January 2004.
- ✓ Recruits at all minority association job fairs and the majority of minority job fairs sponsored by the American Society of Newspaper Editors. This took The Oregonian to nine cities during the 2003 job fair season to meet job candidates of color.
- ✓ Recruits at colleges and universities that have significant minority enrollments. Some of the schools include Florida A&M, Howard, the University of Montana, UC Berkeley and San Francisco State University.
- ✓ Lends staff members to enrich the training of minority college students in a variety of ways. For example, The Oregonian provided leadership in the last few years for the ASNE convention newspaper, which is staffed by college students of color, and AAJA, NABJ and NAJA student projects. Additionally, we have provided

professional support and sponsored students at journalism conferences for Historically Black Colleges and Universities in Nashville, Tenn.

- ✓ Keeps a database that allows us to track all job candidates, including candidates of color. We regularly update the data and track the progress of candidates. Editors throughout the region periodically seek our help in identifying possible minority candidates for smaller papers from this database.
- ✓ Consults with Deborah Howell at the Newhouse News Service in providing \$100,000 in scholarships every four years to minority journalism students. Several of our interns have also been Newhouse scholarship recipients, including Jason Begay and Lys Mendez.
- ✓ Posts jobs with minority associations and other places (such as the Diversity Job Bank) where journalists of color are likely to see them.
- ✓ Sponsors and staffs a high school journalism camp for students of color each year at the University of Oregon. The Oregonian Publishing Co. and the S.I. Newhouse Foundation provide \$90,000 every three years to support the camp. More than a dozen staff days are devoted to running the camp each year, not to mention staff time devoted to recruiting students and planning the camp. This year, Yvonne Ngai became the first camp graduate selected for a summer internship at The Oregonian.
- ✓ Supports training of minority staff members through such opportunities as the AAJA Executive Leadership Program attended by Joann Ng and Amy Wang, Poynter's New Leaders in the Newsroom program attended by Michael Rollins and IRE's Minority Fellowships garnered by Paige Parker.
- ✓ Organizes a weeklong schedule of workshops, guest speakers, community meetings and other activities as part of an annual Time-Out for Diversity and Accuracy. These sessions, co-sponsored by ASNE and the Associated Press Managing Editors, give us a framework for looking at ourselves in relation to our community, our readers, our sources and competing media. Additional year-around training offered through "Oregonian University" includes on-site Spanish classes and numerous sessions related to diversity in news content.

-- *George Rede, director of recruiting and training, November 2003*