



SOCIETY OF  
ENVIRONMENTAL  
JOURNALISTS

## Diversity in Environmental Journalism Report

# Newsroom Demographics: Environmental Journalism Survey Webinar for News Outlets

September 2024

- Introductions
- About the Diversity in Environmental Journalism Report
- Survey Preparation
- Survey Overview
- Resources

# Agenda

# Speaker

Michelle Gin

Diversity in Environmental Journalism  
Report Data Lead, Green 2.0





**APARNA MUKHERJEE**

Executive Director  
SEJ



**ADRIANE ALICEA**

Managing Director  
Green 2.0



**JULIANA OJEDA**

Program & Operations Manager  
Green 2.0

## The Report Team

# About Us: Green 2.0

Green 2.0 serves as an accountability partner championing the environmental sector's commitment to an inclusive and equitable movement. Through actionable research and resources, we drive culture change so that historically marginalized communities can thrive and lead on environmental issues.



# About Us: SEJ

The Society of Environmental Journalists is the only North American membership association of professional journalists dedicated to more and better coverage of environment-related issues. SEJ's mission is to strengthen the quality, reach and viability of journalism that advances public understanding of environmental issues.



# How It Started: Diversity in Environmental Journalism Report

Pew Research: environmental journalism remains almost exclusively White



Green 2.0's data-driven reporting experience in the environmental field



SEJ's extensive media network



# Diversity in Environmental Journalism Report

- **Survey 1: Newsroom Demographics: Environmental Journalism Survey**
  - For newsrooms.
  - The focus of today's webinar.
- Survey 2: Experiences of Environmental Journalists of Color Survey
  - For environmental journalists of color.



# Diversity in Environmental Journalism Report Data

- Please note for each section, data will be synthesized and presented as an overall analysis of what we find, so no unique or identifiable information will be shared.
- Survey 1: Newsroom Demographics: Environmental Journalism Survey
  - Data from all participating newsrooms will be combined in the analysis. No unique newsroom data will be shared.
- Survey 2: Experiences of Environmental Journalists of Color Survey
  - Data from all journalists will be combined in the analysis. Any responses/short answers will be kept anonymous, and no identifiable information will be shared.
  - Direct quotes may be included in the final report.

# Survey Timeline:

## Newsroom Demographics: Environmental Journalism Survey

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- Survey Launch: **Monday, September 9, 2024**
- Deadline to Submit: **Friday, October 25, 2024 at 11:59pm ET**
- Report Launch: **Spring 2025**

# Survey Basics:

## Newsroom Demographics: Environmental Journalism Survey

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- Questions will require a mix of text and numerical responses.
  - You can still participate even if you don't collect demographic data on your journalists.
- Estimated time to complete: 10-20 min
- Data Parameters:
  - Most recent possible data, ideally from 2023-2024
  - US-based staff only (full-time, contract, freelance)
  - Environmental journalists: A journalist who covers environment related topics such as conservation, energy, climate, environmental justice, etc.
    - This can be their reporting beat, but does not have to be, as long as they cover these topics at least 10% of the time.
    - Can be employed as Full-Time, Contract, or Freelance staff

# Survey Preparation Tips:

## Newsroom Demographics: Environmental Journalism Survey

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- Gather information and data in advance.
- Review the survey included below in these slides to ensure you have all the information you need.
- Review the [Definitions List](#) and keep it open while filling out the survey.

# Survey Submission Information:

## Newsroom Demographics: Environmental Journalism Survey

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- You can save and come back to the survey later.
- You can review and edit any section before you hit submit.
- Once you hit submit, you cannot change your answers in the survey.

# Survey Welcome:

## Newsroom Demographics: Environmental Journalism Survey

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### Diversity in Environmental Journalism

#### Newsroom Demographics: Environmental Journalism Survey

Welcome to [Green 2.0](#) and the [Society of Environmental Journalists' \(SEJ\)](#) Environmental Journalism Demographic Survey. To participate in this survey, you must employ US-based journalists who cover environmental topics at least 10% of the time.

Before you start this survey, please review this [Definitions List](#), which will clarify terms used throughout this survey and ensure the data provided is correct. For more information on this report and survey, please see this link: [Newsroom Demographics: Environmental Journalism Survey Background Information & Instructions](#).

Please see the following parameters the data you provide:

- Data should be for US-based journalists who cover environmental topics only. Please see the [Definitions List](#) for more information.
- Please use your most recent possible data to fill out this survey, but data between 2023-2024 is acceptable.

Please note all newsroom data will be aggregated in the analysis and final report, so no individual newsroom information will be shared.

**Please read the instructions for each section before completing it, as instructions can change from section to section.** At any point throughout the survey, you can save, exit, and resume where you left off.

If you have any questions while completing this survey, please email Michelle Gin at [journalismreport@diversegreen.org](mailto:journalismreport@diversegreen.org).



# Contact Information:

## Newsroom Demographics: Environmental Journalism Survey

### Contact Information

Please fill out the contact information for the person completing this survey on behalf of the news outlet. We will be contacting this person for any data corrections, updates, etc. as necessary.

First and Last Name

Outlet Name

Title

Email Address

Type of News Outlet

Digital media

Print media

Television broadcasting

Radio, terrestrial or internet-based, or podcast

Hybrid (e.g. multi-platform media, newsletter or social media platforms)

Research or data publisher

Other (Please Specify):



# Section 1: Journalist Totals:

## Newsroom Demographics: Environmental Journalism Survey

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### Section 1: Journalist Totals

In this first section, you will enter the total number of journalists in 4 different categories.

Please provide a numerical digit as your response. For example, input 25 not twenty-five. If you have no journalists from a specific category, please input "0."

For a PDF of definitions for terms used in the survey, please [click here for the Definitions List](#).

How many total US-based full-time journalists does your outlet employ?

How many total US-based journalists on contract does your outlet employ?

How many total US-based freelance journalists does your outlet employ?

Of those journalists, how many cover environmental topics at least 10% of the time?





# Section 2: Data Collection:

## Newsroom Demographics: Environmental Journalism Survey

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**Section 2: Data Collection Practices**

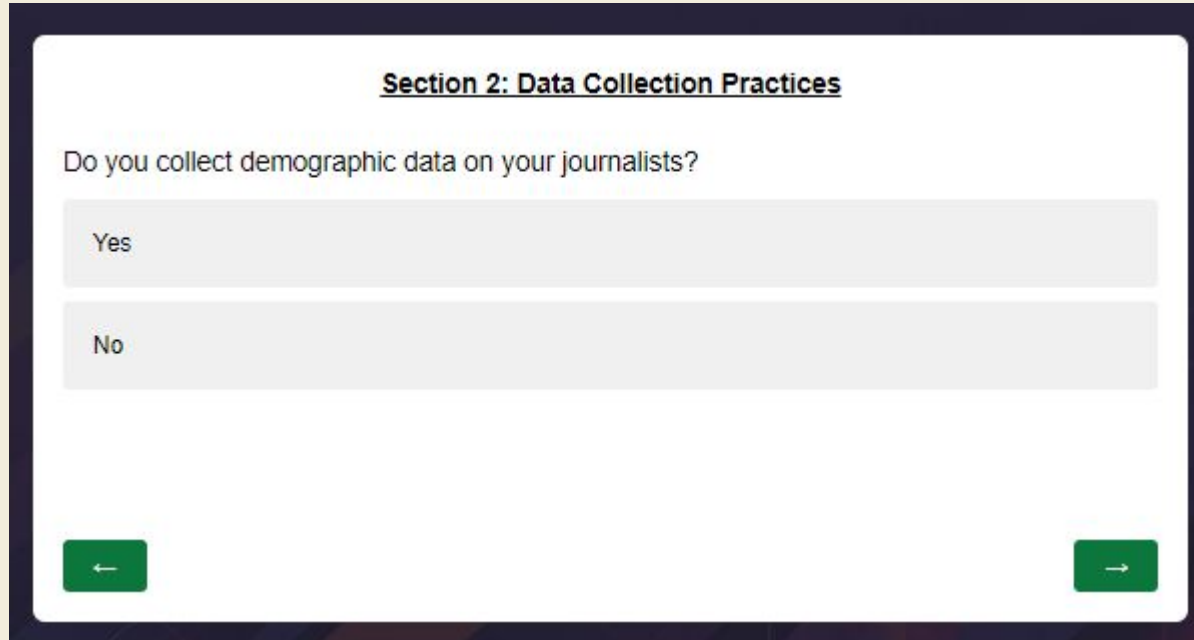
Do you collect demographic data on your journalists?

Yes

No

←

→

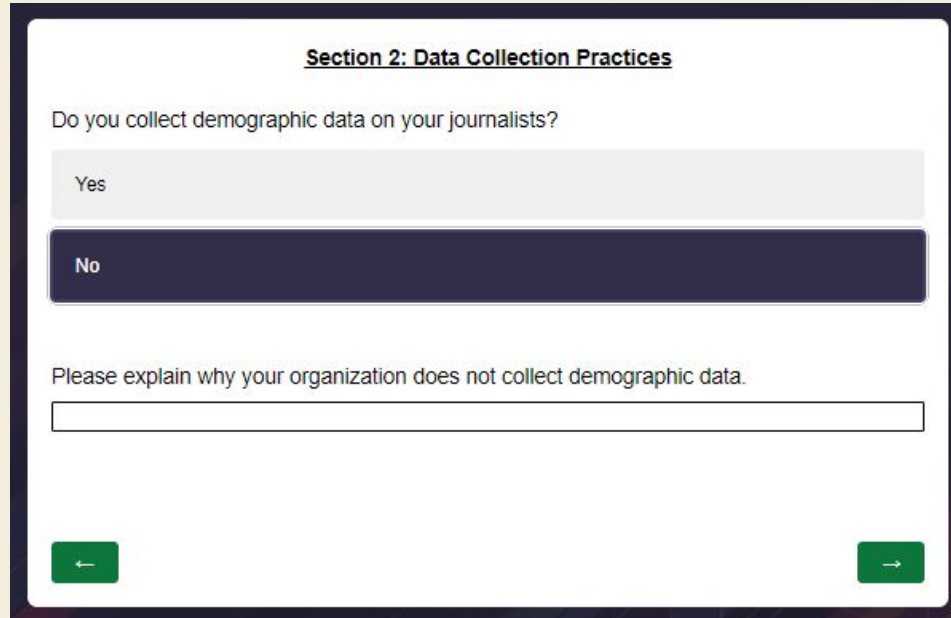
A screenshot of a survey interface. At the top, the section is titled "Section 2: Data Collection Practices" in bold, underlined text. Below this is the question "Do you collect demographic data on your journalists?". There are two light gray rectangular buttons for "Yes" and "No". At the bottom of the form, there are two green buttons: one with a white left-pointing arrow and one with a white right-pointing arrow.

# If No:

## Newsroom Demographics: Environmental Journalism Survey

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- If you select no, it will skip the demographic questions and take you to the Additional Questions section. Please skip to Slide 24 of this presentation.



Section 2: Data Collection Practices

Do you collect demographic data on your journalists?

Yes

No

Please explain why your organization does not collect demographic data.

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# If Yes:

## Newsroom Demographics: Environmental Journalism Survey

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**Section 2: Data Collection Practices**

Do you collect demographic data on your journalists?

Yes

No

Please explain why your organization collects demographic data.

# Demographic Data:

## Newsroom Demographics: Environmental Journalism Survey

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### Demographic Data Questions Note:

In the upcoming sections, you will be asked for demographic information about your journalists in the following categories: race/ethnicity, gender identity, sexual orientation, and disability status.

Please note that **you may still fill out this survey even if your news outlet does not collect one or more of these specific categories of demographic data.** If this is the case, please select "Do Not Have Data" for the relevant sections. If you do collect this demographic data but you survey journalists using different categories, please email Michelle Gin at [journalismreport@diversegreen.org](mailto:journalismreport@diversegreen.org) for how to proceed.







# Section 5: Sexual Orientation

## Demographics:

Newsroom Demographics:  
Environmental Journalism Survey

### Section 5: Environmental Journalist Sexual Orientation Demographics

Please indicate sexual orientation demographic information for the total number of journalists covering environmental topics at your outlet. Scroll right for the complete list of demographic categories and the total sum column.

**The total number of people in these demographic categories should equal the number of environmental journalists you input into Section 1.** Example: If you input five environmental journalists in Section 1, the data input for this question should total five people.

Please note the following:

- Input "0" if you have no people from a specific demographic category.
- **Do not leave any section blank or type N/A.**

	Asexual	Demisexual	Bisexual	Pansexual	Fluid	Heterosexual/Straight
Environmental Journalists	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>



# Section 6: Disability Status Demographics:

## Newsroom Demographics: Environmental Journalism Survey

### Section 6: Environmental Journalist Disability Status Demographics

Please indicate disability status demographic information for the total number of journalists covering environmental topics at your outlet. Scroll right for the complete list of demographic categories and the total sum column.

**The total number of people in these demographic categories should equal the number of environmental journalists you input into Section 1.** Example: If you input five environmental journalists in Section 1, the data input for this question should total five people.

Please note the following:

- Input "0" if you have no people from a specific demographic category.
- **Do not leave any section blank or type N/A.**

	Do not identify as having a disability	Identify as having a disability	Prefer not to provide this information	Do not have data	TOTAL
Environmental Journalists	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>





# Additional Questions:

## Newsroom Demographics: Environmental Journalism Survey

### Additional Questions

Please find five additional questions to help us better understand potential barriers to entry for environmental journalists.

Optional text boxes are provided for additional information or context. **Please note that content is limited to 200 characters (including spaces) and may be published in the final report.**

**1A. What are the education requirements for your outlet's most entry-level role for journalists in your newsroom who cover environmental issues?**

GED/high school degree

Bachelor's degree

Master's degree

PhD

None

Other (Please Specify):

1B. Additional context (Character Limit: 200)

Character Count: 0

**2A. How many years of experience do you require for your outlet's most entry-level journalism role?**

Less than 1 year

1-3 years

More than 3 years

None

2B. Additional context (Character Limit: 200)

**3A. Has your outlet covered climate, environmental justice, racism topics in the past six months?**

Yes

No

3B. Additional context (Character Limit: 200)

**4A. Does your outlet participate in audits or tracking of source diversity, use multicultural style guides, or other tools to support coverage?**

Yes

No

4B. Additional context (Character Limit: 200)

Character Count: 0

**5. Any other comments regarding diversity, equity, social justice, or inclusion at your outlet? (Character Limit: 500)**

Character Count: 0



# Optional Feedback:

## Newsroom Demographics: Environmental Journalism Survey

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- Please note this is the last section of our survey, so clicking the “Next” button on this section will submit the survey.

**Feedback (Optional)**

The following questions are optional and your answers will only be reported to Green 2.0 and SEJ staff. They will not be published in the final report.

Are there demographic categories or additional information you would feel comfortable reporting on that we did not include in this survey?

Is there feedback you'd like to provide regarding the survey process?

These questions conclude our survey, so please ensure your answers are fully complete and accurate at this time. **Clicking the “Next” arrow will submit your survey.**

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# Survey Close:

## Newsroom Demographics: Environmental Journalism Survey

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- You will receive a copy of your survey response to the email given in the Contact Information section of the survey.



Thank you for your participation in Green 2.0 and the Society of Environmental Journalist's Survey.

Your responses will be emailed to you shortly at the email you provided in the Contact Information section.

If you have any questions, please contact [journalismreport@diversegreen.org](mailto:journalismreport@diversegreen.org).

Diversity in Environmental Journalism: Newsroom Demographics: Environmental Journalism Survey

# Survey Edits and Corrections:

## Newsroom Demographics: Environmental Journalism Survey

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- If there are corrections needed for the data you submitted, you will be contacted within 2 weeks of submitting your initial survey (sometimes sooner).
- You will then have 2 weeks from the time Green 2.0 contacts you to submit updated/corrected data.
  - Example: The total amount of race and ethnicity data doesn't add up to the initial number of environmental journalists given.

# Survey Resources:

## Newsroom Demographics: Environmental Journalism Survey

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- [Tracking Diversity: The Green 2.0 Guide to Demographic Data Collection](#)
- [Definitions List](#)
- [Newsroom Demographics: Environmental Journalism Survey Background Information & Instructions](#)

# THANK YOU!

If you have any questions throughout the process, please don't hesitate to email Michelle Gin at [journalismreport@diversegreen.org](mailto:journalismreport@diversegreen.org).



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