

Green 2.0 and SEJ Diversity in Environmental Journalism Report

Survey 1 | Newsroom Demographics: Environmental Journalism Survey

BACKGROUND

According to a [recent study by Pew Research](#), environmental journalism remains almost exclusively White. While this data provides an integral first step in identifying this inequity, improvements in the sector's diversity, equity, inclusion, and justice (DEIJ) practices are impossible without a clear long-term understanding of the profession's internal demographics and the experiences of environmental journalists of color.

Drawing upon [Green 2.0's](#) experience with data-driven reporting and the [Society of Environmental Journalists \(SEJ\)](#)'s unparalleled media network, this *Diversity in Environmental Journalism Report* will offer an updated bedrock and essential tool for outlets that understand that effective national environmental journalism must foreground the work and leadership of journalists of color.

DIVERSITY IN ENVIRONMENTAL JOURNALISM REPORT

Green 2.0 and SEJ are partnering to produce this two part report. The first survey, the Newsroom Demographics: Environmental Journalism Survey, is for outlets and will help us determine the demographics of environmental journalists in U.S. newsrooms. The second survey, the Experiences of Journalists of Color Survey, is for journalists and will allow us to analyze the state of journalism for environmental journalists of color. **This document provides instructions for Survey 1 and is for newsrooms only.**

Please note data from all participating outlets will be synthesized and presented as an overall analysis of what we find, so no unique or identifiable newsroom information will be shared.

SURVEY DEADLINES

Survey Launch: Monday, September 9, 2024

Deadline to Submit: Friday, October 25, 2024 at 11:59pm ET

Data Corrections: We will review your submissions and, if applicable, reach out for corrections/clarifications within 2 weeks after you submit.

Report Launch: Spring 2025

SURVEY GUIDELINES

- One person from the outlet who has access to the demographic data for everyone at the organization should fill out this survey.
- Questions are a mix of multiple choice and numerical responses.
- Your outlet can still participate even if they don't collect demographic data on their journalists.

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. at least 10% of the time
 - See [Definitions List](#) for more info.

SURVEY SUBMISSION INFORMATION

- Estimated time to complete: 10-20 min
- You can save, come back, and edit any section of the survey before you hit submit.
- Please [click here](#) for a detailed walkthrough of the survey sections.

QUESTIONS?

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