

# Green 2.0 and SEJ Diversity in Environmental Journalism Report

## Survey 2 | Experiences of Journalists of Color 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 2 and is specifically for environmental journalists of color.**

Please note data from all participating journalists will be synthesized and presented as an overall analysis of what we find, so no unique or identifiable information will be shared. Direct quotes may be included in the final report along with demographic information. They will be kept anonymous but we may share demographic information (e.g. including "as quoted from a Black, nonbinary freelancer").

### 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

- Questions will require a mix of text and sliding scale responses.
- The option to decline to answer will be available for all demographic and sliding scale questions.

#### Participation Parameters:

- You must be a US-based (full-time, contract, or freelance) person of color
- You must be an environmental journalist, meaning you must cover 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: 10-15 min
- You can save, come back, and edit any section of the survey before you hit submit.
- The first 175 people to complete this survey will receive a \$25.00 dollar gift card to compensate you for your time.

### QUESTIONS?

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