Covering Diversity

The news media’s role in the conversation
Nik Heftman
What brings you here?
What do you see?

—

How is your race or ethnicity portrayed in the media?
Three University of Iowa wrestlers arrested; burglary charges pending

By Lee Hermiston, The Gazette

Coralville police arrest four in burglary investigation

By Lee Hermiston, The Gazette
News Media Shortcomings

“In 2014, all minority groups accounted for 22.4 percent of television journalists, 13 percent of radio journalists, and 13.34 percent of journalists at daily newspapers. Minorities make up 37.4 percent of the U.S. population.”

Minorities made up 21.4 percent of graduates with degrees in journalism or communications between 2004 and 2014, but less than half of minority graduates found full-time jobs, while two-thirds of white graduates did.

According to ASNE and the Columbia Journalism Review respectively
Poynter - Trayvon Martin case

- Reflex
- Fear
- Lack of history
- Avoidance
Priming

The process by which activated mental constructs can influence how individuals evaluate other concepts and ideas.
Where does Iowa State fit?
<table>
<thead>
<tr>
<th></th>
<th>UNDERGRAD</th>
<th></th>
<th>PROFESSIONAL</th>
<th></th>
<th>GRADUATE</th>
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<th>TOTAL</th>
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<tbody>
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<td>American Indian or</td>
<td>70</td>
<td>54</td>
<td>2</td>
<td>3</td>
<td>10</td>
<td>14</td>
<td>82</td>
<td>71</td>
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<tr>
<td>Alaskan Native*</td>
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<tr>
<td>Black*</td>
<td>723</td>
<td>727</td>
<td>2</td>
<td>2</td>
<td>142</td>
<td>146</td>
<td>867</td>
<td>875</td>
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<tr>
<td>Asian*</td>
<td>820</td>
<td>873</td>
<td>7</td>
<td>6</td>
<td>111</td>
<td>102</td>
<td>938</td>
<td>981</td>
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<td>Native Hawaiian or</td>
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<td>Hispanic/Latino of any</td>
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<td>1417</td>
<td>17</td>
<td>16</td>
<td>152</td>
<td>162</td>
<td>1,457</td>
<td>1,595</td>
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<tr>
<td>race*</td>
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<td>Two or more races*</td>
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<td>640</td>
<td>4</td>
<td>3</td>
<td>41</td>
<td>42</td>
<td>657</td>
<td>685</td>
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<td>Total Minority*</td>
<td>3,538</td>
<td>3,734</td>
<td>32</td>
<td>30</td>
<td>463</td>
<td>472</td>
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<td>Total Enrollment</td>
<td>27,868</td>
<td>28,334</td>
<td>583</td>
<td>586</td>
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<td>4,883</td>
<td>33,360</td>
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<tr>
<td>% Minority*</td>
<td>12.70%</td>
<td>13.18%</td>
<td>5.49%</td>
<td>5.12%</td>
<td>9.43%</td>
<td>9.67%</td>
<td>12.09%</td>
<td>12.53%</td>
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<td>Grand Total</td>
<td>33,659</td>
<td>34,108</td>
<td></td>
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<td></td>
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<td>11.98%</td>
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</table>
A peek at the Daily.

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Just 3 of 22 top leaders at the Daily identify as racial or ethnic minorities. Prior to this year, no diversity training.
What are we doing now?
Voices
In this together: Overcoming barriers

By Michael Heckle, michael.heckle@iowastatedaily.com @hecklemichael
Feb 27, 2017 Updated Mar 1, 2017

Seniors use outside-the-box thinking to establish legacies of success at Iowa State

Devin Wilmott

Devin Wilmott, senior in marketing, says he has always been an "outside-the-box" thinker. He is the first in his family to attend college and is on track to become an ad executive. He is the current president of the Student Government Association and was elected as a freshman. He is also a member of the Alpha Xi Delta sorority and the Lambda Pi Eta national honors society.

Nikita Latta, senior in digital multimedia studies and neuroscience, says she has always been an "outside-the-box" thinker. She is the first in her family to attend college and is on track to become an artist. She is the current president of the Student Government Association and was elected as a freshman. She is also a member of the Alpha Xi Delta sorority and the Lambda Pi Eta national honors society.
Trainings
Outreach and education
Through Voices, the Iowa State Daily seeks to facilitate civil discourse and build awareness about diversity and inclusivity on the Iowa State University campus.

This website is a place to share, listen, educate, learn and inspire. It is a place to tell stories of what makes us different, yet similar, in our experiences, in our values and in our beliefs. We hope to set the precedent for future students and ISU community members, that this campus is a place to challenge your thoughts while respecting others’ beliefs and backgrounds.

What’s your voice?
TAKE THE TEST »
Looking ahead

Recruiting Efforts

Honor’s project

Diversity Website
Lived experiences

Journalists are charged telling stories of the community — all members of the community
How can you get involved?

Letters to the editor

Diversity website: submit pieces to diversity@iowastatedaily.com

Reach out to us:

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nik.heftman@iowastatedaily.com
Questions?