

Inclusive Reporting



Thank you for attending our Inclusive Reporting workshop. In this resource, you will find key takeaways, suggestions for further reading, and information on how you can use your skills to strengthen the voice of the charities Media Trust works with.

Key takeaways:

The following principles are at the core of Inclusive Reporting:

1. **Widen your pool of sources:** connect with under-represented communities and individuals from all walks of life
2. Make the journalistic **process more transparent**
3. **Understand how contributors expect their story to be told** and ensure you **explain why** if you plan to tell it differently
4. **Avoid tokenism:** remember that individuals are multi-dimensional and that communities are complex and dynamic
5. **Avoid simplistic them/us-style coverage:** acknowledge and mitigate biases, stereotypes and power differences
6. Ensure your reporting **reflects the complexity of intersectional disadvantage** where relevant
7. **Fact check** by reaching out to a broad range of experts including organisations and individuals with local knowledge and lived experience
8. **Consider the impact** of reporting on individuals and communities
9. **Listen to diverse voices** within the newsroom
10. **Build the confidence** of those from under-represented backgrounds, inside and outside the newsroom

Further learning:

We are just one part of a movement working towards levelling the playing field for media representation. Much has already been done by way of research and training.

Additional resources:

- Dignified Storytelling [Handbook](#)
- The Missouri School of Journalism's guide on '[10 steps to more inclusive reporting](#)'
- '[6 characteristics of inclusive journalism](#)' by Sanne Breimer
- '[Guidelines for Inclusive Reporting on Covid-19](#)' by Marina Tuneva, PhD
- The Media Diversity Institute's '[Everybody In](#)', handbook - a resource to help aspiring journalists avoid the pitfalls of 'group think' and discriminatory reporting
- '[Telling a Different Story: Understanding news media coverage of severe and multiple disadvantage](#)' by Lankelly Chase
- [Ethics Guidelines](#) from the Poynter Institute (US)

Language and style guides:

- [The Open Notebook](#) (US)
- National Association of Black Journalists (US) - [Style Guide](#)
- Friends, Families & Travellers – Gypsies, Travellers & the Media: [A good practice guide](#)
- IPSO – [Guidance on reporting of Muslims & Islam](#)
- Trans Media Watch – [Media Style Guide](#)
- gal-dem - [In-house style guide](#)
- National Center for Disability & Journalism (US) - [Disability Language Style Guide](#)
- NHS Digital - [Writing about disability and difference](#)
- Autistica - [Media communications guide for writing about autism](#)
- Mind - [How to report on mental health](#)
- Mencap - [A journalist's guide to learning disability](#)

Volunteer with Media Trust's charities

Fostering relationships with charities and community organisations is integral when trying to understand and reflect marginalised groups in your reporting. At Media Trust, we work with thousands of charities across the UK with different charitable focuses from racism to climate change and gender equality to mental health.

Volunteering with Media Trust is a great opportunity for you to use your skills to support causes you feel passionate about and support charities looking for help with their media, marketing and communications. Here are some opportunities that you can get involved in this year.

Speed Networking Sessions

Much like in a speed dating scenario, journalists are matched with small groups of charity professionals. Charities pitch their key stories and receive on the spot feedback and advice, while journalists make new connections and unearth possible stories. If you're interested in volunteering at an upcoming session, email Fahmida at fahmidam@mediatrust.org

Media Trust thematic programmes

We regularly run media and communications webinars and masterclasses for the charities taking part in our thematic programmes. If you are interested in working with the charities from our climate, mental health and/or equalities programmes, email Fahmida at fahmidam@mediatrust.org

Media Trust Volunteer Platform

Our Volunteer Platform connects charities and media industry volunteers. If you're looking to volunteer with a charity in your local area or working on a specific cause, we have hundreds of opportunities for you to consider. Sign up to our platform and get matched with a charity [here](#).

** The Inclusive Reporting workshop has been designed and delivered in partnership with the National Council for the Training of Journalists (NCTJ). To find out more about training and development opportunities for journalists, visit [NCTJ.com](https://www.nctj.com)*