

2020 Canadian Newsroom Diversity Survey

Canadian Association of Journalists

Dear Editor,

The Canadian Association of Journalists (CAJ) is launching what is intended to be the country's first representative survey of diversity in Canadian media.

There is widespread consensus around the need for Canadian media to reflect the society it serves. But addressing representation, or lack thereof, in the industry requires that we measure the level of diversity in newsrooms across Canada.

Since the organization's founding in 1978, the CAJ has served as a professional development and public-interest advocacy group for journalists across Canada. As the country's only national professional association for journalists, the CAJ is uniquely placed to conduct a media diversity survey. Similar national organizations, like the News Leaders Association (NLA) in the U.S., have published diversity surveys in their countries for several decades. It is past time for Canada to do the same.

The CAJ has spent the past three years consulting with survey design experts, international partners that conduct media diversity surveys in their countries, and Canadian organizations and individuals in Canada that have studied the diversity of our country's media ecosystem. The NLA, which has conducted a survey in the U.S. since 1978, provided invaluable support in designing this survey. New Canadian Media is also a key partner.

The following survey asks about the gender and racial diversity of journalists working in Canadian newsrooms both throughout the organization and at the leadership level.

Accuracy is critical. The numbers at the newsroom level will be made public for all outlets that have over five full-time employees. For example, the number of women on staff compared with the number of men on staff will be disclosed. For outlets with fewer than five employees, a breakdown at the newsroom level will not be disclosed, but data from these outlets will be included in the aggregate results. Short answer questions will only be disclosed in aggregate, anonymized form for all outlets, regardless of employee number. The CAJ is asking newsrooms to send in responses by Friday June 4, 2021.

Here's an example of how the NLA breaks out data which the CAJ intends to follow: [How Diverse Are US Newsrooms?](#)

This survey, which will be conducted annually, is designed to be easy to fill out. It asks for information that most Canadian media organizations have already collected or that they typically collect during hiring. The information is also easy to collect if it's not already available. As an organization representing working journalists, the CAJ knows how busy media workers

are. That's why we're giving newsroom leaders over four months to respond.

If you have any questions about what goals the CAJ hopes to accomplish with this survey, please please don't hesitate to contact us at karyn@caj.ca or brent@caj.ca. If you have technical questions about how to fill out the survey, please review the frequently asked questions posted on our website here and don't hesitate to contact survey@caj.ca.

Best wishes,

Brent & Karyn

Brent Jolly & Karyn Pugliese
President & Past President
Canadian Association of Journalists

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FULL-TIME JOURNALISTS

Please enter the total number of persons in each job category, broken down by race and gender.

Please count each full-time journalist in only one of the two tables below (i.e., do not list the same person as both a supervisor and a non-supervisor). Please note sections asking for data on part-time journalists and interns follow. Within each table, please do not count any journalist more than once. If a journalist holds more than one position, place them in the category that constitutes their primary position.

SUPERVISORS (Must be numeric) All those who supervise employees full-time in the newsroom. Please include section editors, show producers, assignment editors, editorial page editors and other professional-level managers.

	Men	Women	Non-Binary
Inuit, Metis, First Nations (status or non-status)			
Asian: Asian Caribbean (Ex. Guyanese, Trinidadian), East Asian (Ex. Chinese, Japanese, Korean), South Asian (Ex. Indian, Pakistani, Sri Lankan), Southeast Asian (Ex. Malaysian, Filipino, Vietnamese)			
Black: African (Ex. Ghanaian, Kenyan, Somali), Caribbean (Ex. Barbadian, Jamaican, Grenadian), North American (Ex. Canadian, American), Afro-Latino (Ex. Haitian, Brazilian, Panamanian)			
Latin: Caribbean (Ex. Cuban, Haitian), Central American (Ex. Mexican, Honduran), South American (Ex. Colombian, Argentinian)			
Middle Eastern (Ex. Jordanian, Saudi Arabian, Iranian, Afghani)			

White (Ex. English, Scottish, French, Irish, German, Italian)			
Mixed Race (Ex. Mother of Black African descent and Father of First Nations descent)			

Unknown			
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ALL OTHER FULL-TIME JOURNALISTS (Must be numeric)

Include in this section all full-time journalists in your newsroom except for those included in the "Supervisor" category above.

	Men	Women	Non-Binary
Inuit, Metis, First Nations (status or non-status)			
Asian: Asian Caribbean (Ex. Guyanese, Trinidadian), East Asian (Ex. Chinese, Japanese, Korean), South Asian (Ex. Indian, Pakistani, Sri Lankan), Southeast Asian (Ex. Malaysian, Filipino, Vietnamese)			
Black: African (Ex. Ghanaian, Kenyan, Somali), Caribbean (Ex. Barbadian, Jamaican, Grenadian), North American (Ex. Canadian, American), Afro-Latino (Ex. Haitian, Brazilian, Panamanian)			
Latin: Caribbean (Ex. Cuban, Haitian), Central American (Ex. Mexican, Honduran), South American (Ex. Colombian, Argentinian)			
Middle Eastern (Ex. Jordanian, Saudi Arabian, Iranian,			

Afghani)			
White (Ex. English, Scottish, French, Irish, German, Italian)			
Mixed Race (Ex. Mother of Black African descent and Father of First Nations descent)			
Unknown			

SENIOR LEADERSHIP

All answers in this section must be numeric:

Of the top three journalists in your newsroom included in the supervisory category above (e.g. editor-in-chief; executive producer; deputy editor), how many are visible minorities or Inuit, Metis, First Nations (status or non-status)?

Of the top three journalists in your newsroom included in the supervisory category above (e.g. editor-in-chief; executive producer; deputy editor), how many are?

Men:

Women:

Non-Binary:

PART-TIME JOURNALISTS

This section is designed to capture the contribution of journalists working in part-time paid roles for your newsroom. Different media organizations have varying titles for these workers, which include casual workers, contract workers, or part-time workers. Please don't include any journalists included in the full-time section in this section as well.

Please enter the total number of persons, broken down by race and gender. Within each table, please do not count any journalist more than once.

	Men	Women	Non-Binary
Inuit, Metis, First Nations (status or non-status)			

Asian: Asian Caribbean (Ex. Guyanese, Trinidadian), East Asian (Ex. Chinese, Japanese, Korean), South Asian (Ex. Indian, Pakistani, Sri Lankan), Southeast Asian (Ex. Malaysian, Filipino, Vietnamese)			
Black: African (Ex. Ghanaian, Kenyan, Somali), Caribbean (Ex. Barbadian, Jamaican, Grenadian), North American (Ex. Canadian, American), Afro-Latino (Ex. Haitian, Brazilian, Panamanian)			
Latin: Caribbean (Ex. Cuban, Haitian), Central American (Ex. Mexican, Honduran), South American (Ex. Colombian, Argentinian)			

Middle Eastern (Ex. Jordanian, Saudi Arabian, Iranian, Afghani)			
White (Ex. English, Scottish, French, Irish, German, Italian)			
Mixed Race (Ex. Mother of Black African descent and Father of First Nations descent)			
Unknown			

INTERNS

This section is designed to capture the contribution of interns working in your newsroom. Please include any intern that worked in your newsroom, whether as a paid worker or as part of a school assignment, in 2020. Please enter the total number of persons, broken down by race and gender. Within each table, please do not count any journalist more than once.

	Men	Women	Non-Binary
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Inuit, Metis, First Nations (status or non-status)			
Asian: Asian Caribbean (Ex. Guyanese, Trinidadian), East Asian (Ex. Chinese, Japanese, Korean), South Asian (Ex. Indian, Pakistani, Sri Lankan), Southeast Asian (Ex. Malaysian, Filipino, Vietnamese)			
Black: African (Ex. Ghanaian, Kenyan, Somali), Caribbean (Ex. Barbadian, Jamaican, Grenadian), North American (Ex. Canadian, American), Afro-Latino (Ex. Haitian, Brazilian, Panamanian)			
Latin: Caribbean (Ex. Cuban, Haitian), Central American (Ex. Mexican, Honduran), South American (Ex. Colombian, Argentinian)			
Middle Eastern (Ex. Jordanian, Saudi Arabian, Iranian, Afghani)			
White (Ex. English, Scottish, French, Irish, German, Italian)			

Mixed Race (Ex. Mother of Black African descent and Father of First Nations descent)			
Unknown			

QUALITATIVE QUESTIONS

The following short answer questions are designed to collect additional qualitative information that may not be captured in the above quantitative section. Individual newsroom responses will not be publicly shared, but aggregate results summarizing the responses may be.

Please describe your typical job recruitment process. What, if anything, do you typically do to encourage individuals from under-represented groups to apply?

To what extent do you think your newsroom accurately reflects the gender and racial diversity of your audience?

- My newsroom is very representative of our audience.
- My newsroom is somewhat representative of our audience.
- My newsroom is somewhat unrepresentative of our audience.
- My newsroom is very unrepresentative of our audience.

Do you collect additional data on the race and gender makeup of your newsroom that wasn't requested in this survey? E.g. Do you collect data on volunteer freelance contributors?

What question, if any, would you like next year's Canadian Newsroom Diversity Survey to include?

CONTACT INFORMATION:

Please provide your name and contact information below in case we have questions about your responses.

Name of person completing:
Title of person completing:
Email Address
Phone Number (with area code)

Primary Editor

Please provide the name and contact information below for the top editor at your news organization (e.g., editor-in-chief, executive editor, or equivalent)

Name:
Title:
Email: