Foreword from our managing director

It has since evolved into something so much more – a network of reporters and editors across the country who engage audiences on issues of vital importance. A team that has provided a national voice for stories that matter. A team that has been a thoughtful listener and a thoughtful commentator.

We've been trying to figure out how to encapsulate all that our team has experienced over the past year. It's hard to believe it's the end for us!

We'd like to take this opportunity to thank everyone who has contributed to America Amplified this past year. We have been a team effort from start to near-finish, and their contributions were essential to its success.

Finally, we'd like to thank Jen Lowery, project manager, who has brought America Amplified to the finish line and our journalists to think in new ways – and really listen.

Did you stumble upon us and find us awesome? Stay tuned – we'll be back with the America Amplified playbook.

See you soon!

Your America Amplified Team

America Amplified by the numbers

Number of newsrooms participating: 25
Number of interviews completed: 789
Number of source diversity tracking guides: 17
Number of engagement playbook: 50
Number of audience engagements: 191
Number of stories published: 3,792
Number of source diversity tracking guides: 10
Number of engagement playbook: 18
Number of audience engagements: 340
Number of stories published: 35
Number of source diversity tracking guides: 7
Number of engagement playbook: 8
Number of audience engagements: 129
Number of stories published: 3
Number of source diversity tracking guides: 5
Number of engagement playbook: 2
Number of audience engagements: 3
Number of stories published: 4
Number of source diversity tracking guides: 1
Number of engagement playbook: 0
Number of audience engagements: 0

About source audits

Source audits track the diversity of sources used in content and help identify gaps in coverage. The audit includes traditional and digital content, ranging from articles to videos and social media posts.

The Philadelphia Inquirer partnered with Temple University's Klein College of Media and Communication to analyze more than 3,000 articles, photographs, and videos published by the newspaper.

The audit found that despite the Philadelphia region's diversity, a significant majority of people who appear in The Inquirer as news subjects or sources are white and male. When Inquirer news teams are themselves diverse, they tend to include more people of color in their stories.

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Impact Architects

Some of the findings, according to Impact Architects:

- 85% of the people identified as sources by the Inquirer are white, compared to 46% of the population of the Bay Area and 37% of the population of California as a whole.

- 8% of the people identified as sources by the Inquirer are black, compared to 13% of the population of the Bay Area and 18% of the population of California as a whole.

- 11% of the people identified as sources by the Inquirer are Asian, compared to 12% of the population of the Bay Area and 9% of the population of California as a whole.

- 1% of the people identified as sources by the Inquirer are Latino, compared to 12% of the population of the Bay Area and 32% of the population of California as a whole.

KQED

KQED includes Black sources at high rates, but that success isn't replicated when it comes to Asian and Hispanic/Latinx sources.

In a 12-month period, 14% of people identified as news sources by KQED are Black, compared to 23% of the population of the Bay Area and 32% of the population of California as a whole.

KQED includes the perspectives of Black sources at a rate that is double the rate of other race/ethnicity groups.

Belonging in the News: Part Three with Wesley Lowery on Wednesday, March 10, at 12 p.m. PT/2 p.m. CT/3 p.m. ET.

OpenNews is hosting the engagement playbook available for download.

The key is to establish a baseline you can reference as you set goals and measure your progress. Unlike the examples above, you don't have to analyze a year's worth of content.

For example, you could

- track their efforts.
- use a sample of your content.
- use data-driven sources.
- use a small number of sources.

Source diversity tracking guide

The implications of the results

Some implications of the source audit's results:

- The audit highlights the importance of diversity in newsrooms, particularly with respect to race and ethnicity.

- The audit underscores the need for newsrooms to prioritize diversity in their hiring practices and content selection.

- The audit suggests that newsrooms could benefit from implementing additional strategies to promote diversity, such as mentoring programs and cultural awareness training.

Anime Amplified by the numbers

Here are some key metrics from the America Amplified project:

- 25 newsrooms participated in the engagement playbook
- 789 interviews were conducted
- 1,635 source records were tracked over the course of a year
- The engagement playbook has been well-received

America Amplified announcement

It has been an honor to be a part of this initiative, and we are proud of the progress we have made. We hope that the results of this project will help to inform the work of journalists and news organizations nationwide.

We would like to acknowledge the contributions of our partners, including the Corporation for Public Broadcasting (CPB), the Kellogg Foundation, and the John S. and James L. Knight Foundation.

We also would like to thank our funder, the Corporation for Public Broadcasting, for their support and for helping to make this initiative a reality.

Finally, we would like to thank our managing editor, Donna Lattanzio, who has been a driving force behind America Amplified from the beginning. Her tireless efforts have been instrumental in making this project a success.

Thank you for your support and for being a part of this important initiative.