To: The Pulitzer Prizes

April 22, 2022

Marjorie Miller
Administrator
The Pulitzer Prizes

Dear Marjorie,

We are appealing to The Pulitzer Prizes to help us improve the diversity and transparency in the news industry. On Tuesday, April 12, Nieman Lab reported that there was “crushing resistance” by news organizations to participate in an annual diversity survey by the News Leaders Association. The group planned to have 2,500 organizations participate and in the end only 303 completed this important survey.

That is unacceptable.

Our country is reckoning with racial inequity and many in the journalism industry can’t or won’t provide essential newsroom transparency on staff diversity. If we can’t collect crucial data, how do we expect to improve newsroom diversity and represent our communities? NLA is the only organization that has collected this essential data for more than 40 years and it must continue, but it will only continue if news organizations are incentivized to participate in these demographic surveys.

We are asking your organization to promote this survey and reporting of demographic data by adding the following criteria to your selection process for Pulitzer Prizes in Journalism:

In order to qualify for an award, organizations must provide proof of participation in the most recent general survey/census by the News Leaders Association or another industry reporting system that shares data publicly, effective 2024 (i.e., they must participate in this year’s data collection to be eligible for awards/funding in 2024).

By implementing this new criteria, the Pulitzers would honor not only great journalism, but journalism from newsrooms willing to be accountable to the public. NLA supports this addition to the Pulitzer’s criteria for entry, and is committed to prioritizing this survey and working with newsrooms to increase participation.

Journalists have an ethical duty to be accountable and transparent. We must be accountable to our readers and our workers by making sure our newsrooms reflect the demographics of our readers. And we must be transparent with that data to improve the diversity of our newsrooms so they can operate at their full potential.
Sincerely,

100 Days in Appalachia
Africa Institute for International Reporting (AIIR), Minnesota
AIR (Association of Independents in Radio)
Anchor media
Asian American Journalists Association
Bay City News Foundation
Black Video News
California Health Report
The Center for Investigative Reporting
Center for Public Integrity
Cityside Journalism Initiative
Colorado Media Project
Connecticut Health I-Team
Dallas Free Press
EDM Publications
FMB Radio
Georgia News Lab
Get Current Studio
The Ida B. Wells Society
Indigenous Media Freedom Alliance
Institute for Nonprofit News
International Women's Media Foundation
Investigate Midwest
Investigative Newsource dba inewsource
LION Publishers
The Marshall Project
Media Bridge Partners
The Mendocino Voice
Milwaukee Neighborhood News Service
MindSite News
Mojatu Foundation (Mojatu Magazine)
National Association of Black Journalists
National Association of Hispanic Journalists (NAHJ)
Native American Journalists Association (NAJA)
Native News Online
News Revenue Hub
The NewsGuild of New York
The Objective
OnlySky Media, Inc.
OpenSecrets
Our Body Politic
Outlier Media
Prism
Prison Journalism Project
Racine County Eye
Renaissance Journalism
Reporte Hispano
Robert C. Maynard Institute for Journalism Education
Sahan Journal
Society of Professional Journalists
Spotlight PA
Trans Journalists Association
Tucson Sentinel
URL Media
Vision25: Building Racial Equity in Newsrooms
Vox Media
West View Media
Whong Community Media
Writers Guild of America, East
WURD Radio

Let us know if you want to add your name or organization