Vileine Academy:

Representative Journalism

Moving DEI collaborations beyond the moral case

@Hadjar Benmiloud

#DATAHARVEST 2020

Quality based: Representative Journalism

1 NEWSROOMS

- Knowledge > reposition
- Experience > Engagement
- Tools Data Investigations

2 PUBLICATIONS

- Sources & Selection
- Storytelling & Angles
- Visual & Social

3 LEADERSHIP

- Newsroom strategy: asses & integrate insights into practices
- Newsroom innovation: underrepresented hard-hitting investigations
- Boardroom consultancy: formulate KPI's

Vileine Academy 2018: Less Bollocks.

- Background: largest feminist platform in Benelux, 150 journo's, 1000 articles
- Pivoted: from 'viewpoints' to hard hitting investigations
- Switched: from supply to demand
- Business model: no cure, no pay

Vileine Academy: Supply & Demand

1 | Supply: talent

- Recruiting:

 Underrepresented
 knowledge
- Training:Modern investigations
- Coaching:Career support

2 **Demand:** strategy

- Consultancy entry:
 newsroom assessment
- Strategy: long-term KPI's
- Monitoring: collecting insights

3 Coöperation: optimize

- **Mentors** network
- Partner network
- Crossmedial investigators
- Cross-border collabs
- Best practices reproducible for Europe





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es 1: Kick-off Vileine Academy + brainstormen journalistieke basis		Hadjar Bermiloud	Vileine - aansturing	Tweede Leeghwaterstraat 5b	12.00 - 18.00	Strategisch brainstormen + informatie ordenen
es 2: Wat is kwaliteitsjournalistiek? Wie is kwaliteitsjournalist?		Marai Norad Sharifi Margaith Kleidwert	NRC - chef Afrika Buitenland Gmone - inumalist auteur en beneleider	NRC Nes 76 Tweede Leenhwaterstraat 5h	11.00 - 15.00	Journalistieke prioriteiten + vooronderzoek Journalistieke verdiening + onderzoeksvoorstel
 3) tournalistiek voorstel en strategie uitwerken 4) Asik Smarter Questions 		Catherine Boumkwo Baneni	Yale University - docent o.a. geschiedenis			Journalistiese verdieping + onderzoeksvoorstel Aanscherpen vraagstelling incl. productievoorstel
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s 1: Datejournalistiek en onderzoeksjournalistieke producties s 2: Werksessie Afronden module 1		Rasit Elithol Hadiar Bermiloud	Groene - onderzoekend datajournalist Vileine	Het Paleis Tweede Leechwaterstraat 5b		
2: Datajournalistiek en datavisualisaties toepassen	07-09-2019	Yordi van Dam	LocalFocus Datajournalist en trainer, Topnotch	Tweede Leeghwaterstraat 5b	12.00 - 17.30	Datajournalistiek productieplan + visualistie
4: Vari insteek tot eindproductieplan pitchtdas	14-09-2019	Haroon All	Vice & Volkskrant - ex-hoofdredacteur	Soho House Rooftop	12.00 - 16.30	Pitchen incl. onderbouwing + productieplan
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terviews, debatten en objectiviteit						
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lasses Module 3	Datum	Docent	Medium + Expertise	Locatie	Tijd	Productiestap
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iterviews, complexe productie & machtsverhoudingen (+ Debat) likdag Trouw: Onderzoeksioumalistiek onder druk in de praktiik (+Nieuws)	zaterdag 29-09-2019 vriidag 4 oktober 2019	Rokhaya Seck Jan Kleinijenhuis, Martijn Roessingh, Joop Boum		Tweede Leeghwaterstraat 5b Trouw	13.00 - 17.00	Interviewen en productionele gaten opvullen (+ balans in macht Uitwerken met beschikbare data + gaten aanwijzen
KTRA): Productionele uitdagingen onder druk + (Politiek)	wridegewood 11-10-20	Marloes Lemsom	Politiek Journalist Bultenhof, Speakers Academy, Balle	Tweede Leeghwaterstraat 5b	18.30 - 20.30	Produceren, interviewen (+ bureaucratische machtsverhoudings
derzoeksjournalistiek in de praktijk + Internationale betrekkingen	zaterdag 12-10-2019	Tan Tunali	Investica, Groene, Correspondent	Tweede Leeghwaterstraat 5b	12.00 - 17.00	Ultwerken en redigeren (+ werkveld)
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lasses Module 4 adio, podcasts = populaira wetenschap	Datum paterdag 19 - 10 - 2019	Docent	Medium + Expertise BNR Podcastmaker & wetenschapsjournalist	Locatie Tweede Leeghwaterstraat 5b	Tipd	Productiestap Osint data opvullen en toepassen
Radio, podcasts = populaire wetenschap DSINT, hackers, klokkeluiders = security	zaterdag 26-10-2019	Adriaan ter Braack Mark Misérus + Maarten Boone + Robert van de	Fox-IT, Bellingcat, Tegel-winnaar, Volkskrant, klokkeluid	H Tweede Leeghwaterstraat lib	12.00 - 17.00	Audiovisuele genres toepassen
	Zaterdag 9 november	Mina Etomad	VPRO, Folia, redacteur, podcastmaker en radioredacteur	Tweede Leeghwaterstraat lib	19.00 - 21.00	Audiovisuele genres produceren
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Vileine Academy NL 2018-2020 Milestones

- 4 graduated investigators
 - > all hired, high-entry-level, prizewinning & innovative formats
- 6 investigators in class
 - > pitching for newspapers, broadcasting stations & reviews
- 3 newsrooms permanently changed
 - > successful returns on their (now) repeatable best practices

Vileine Academy Europe 2021-2022 Goals

- Cross-border investigative Academy
 - > Partnering up with leading European newsrooms
- Reproduce insights into adaptable playbook
 - > collecting best practices & avoiding pitfalls
- Reframe Diversity, Equity & Inclusion internationally
 - > Representative Journalism: quality, innovation & standards

Harvard says so...

- Bias training hasn't worked since the 1930's
 - → Bias training alone is counter-productive
 - → Without executive level investment, strategy frameworks for durable impact keep missing

Diversity Programs That Get Results

Companies do a better job of increasing diversity when they forgo the control tactics and frame their efforts more positively. The most effective programs spark engagement, increase contact among different groups, or draw on people's strong desire to look good to others.

% CHANGE OVER FIVE YEARS IN REPRESENTATION AMONG MANAGERS

	White		Black		Hispanic		Asian	
Type of program	Men	Women	Men	Women	Men	Women	Men	Women
Voluntary training			+13.3		+9.1		+9.3	+12.6
Self-managed teams	-2.8	+5.6	+3.4	+3.9				+3.6
Cross-training	-1.4	+3.0	+2.7	+3.0	-3.9		+6.5	+4.1
College recruitment: women*	-2.0	+10.2	+7.9	+8.7		+10.0	+18.3	+8.6
College recruitment: minorities**			+7.7	+8.9				
Mentoring				+18.0	+9.1	+23.7	+18.0	+24.0
Diversity task forces	-3.3	+11.6	+8.7	+22.7	+12.0	+16.2	+30.2	+24.2
Diversity managers		+7.5	+17.0	+11.1		+18.2	+10.9	+13.6

^{*}College recruitment targeting women turns recruiting managers into diversity champions, so it also helps boost the numbers for black and Asian-American men.

NOTE GRAY INDICATES NO STATISTICAL CERTAINTY OF A PROGRAM'S EFFECT.

SOURCE AUTHORS' STUDY OF 829 MIDSIZE AND LARGE U.S. FIRMS. THE ANALYSIS ISOLATED THE EFFECTS
OF DIVERSITY PROGRAMS FROM EVERYTHING ELSE GOING ON IN THE COMPANIES AND IN THE ECONOMY.

FROM "WHY DIVERSITY PROGRAMS FALL," BY FRANK DOBBIN AND ALEXANDRA KALEY, JULY-AUGUST 2016

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https://scholar.harvard.edu/files/dobbin/files/an2018.pdf

[&]quot;*College recruitment targeting minorities often focuses on historically black schools, which lifts the numbers of African-American men and women.

Vileine Academy's Formula

- Reposition: Cross-mentoring networks (Ensure equally levelled playing field)
- Collaborate: Professionally centered peer2peer support (Reframe DEI-networks into high potential ambition hubs)
- Align: Long term executive level investment (Convince boardroom of resilience and business strategy)
- Innovate: underrepresented journalism with OSINT investigations, visualizing data, audience engagement and cross-border and cross-medial impact (Benefit from underrepresented reporting opportunities & level-up)
- Track & Pivot: Engineer for optimal learnings
 (Focus on hands-on integration of best practices through honest insights)

Reuters Digital News Report: our hot take

- Lack of executive level awareness of problems
 - > Means there is a lack of quality goals & definitions of success
- Covid-19 pandemic putting remote workers under stress
 - > Invisible opportunities for underrepresented talent
- Gap between supply & demand > Balancing the needs and knowledge of both sides within strategical frameworks is the #1 priority for our industry!

To discuss today: moving forward together

- Biggest risks in newsrooms working on DEI
 - > How to work around bias, lack of commitment and amateurism?
- Biggest opportunities in newsrooms working on DEI
 - > Harness the power of Data, Engagement & Cross-Border!