

Vileine Academy:

Representative Journalism

Moving DEI collaborations
beyond the moral case

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#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

A composite image featuring pink roses with human eyes in their centers, the text 'VileiNE.com' overlaid, and a small inset of a building with a sign.







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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

Type of program	White		Black		Hispanic		Asian	
	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.

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

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 FAIL," BY FRANK DOBBIN AND ALEXANDRA KALEV, JULY-AUGUST 2016

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

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!