6 WAYS TO FIX NEWS DISTRUST AMONG BLACK AMERICANS

1. Find “Black Joy”
   - Intentionally cover positive stories about Black people and Black communities
   - Don’t focus coverage on police brutality or protests

2. Provide a More Complete Story
   - Develop more sources in Black communities
   - Tell stories that include their points of view
   - Don’t overly rely on official government sources

3. Diversify Blackness
   - Don’t treat one neighborhood or community as “Black people”
   - Realize that Black people live throughout your coverage area
   - Know that their needs and beliefs are not all the same

4. Explore Your Own Unconscious Biases
   - Explore ideas that might make you uncomfortable
   - Think about the decisions you make about what stories to cover
   - Consider how you cover those stories

5. Hire Black Journalists
   - Make a real commitment to hiring diverse staff
   - Hire at all levels, including management

6. Connect with Black Communities
   - Make connections in Black communities before big news happens
   - Get involved in local causes or community events