2021 MEDIA LANDSCAPE

What changes are you seeing, if any, within the broader ecosystem of BIPOC-focused media?

- Increased interest in community stories and political representation
- Increased funding to BIPOC media orgs
- Increased interest in coverage of hate crimes
- Increased use of new ways to reach audiences (WhatsApp, podcasts, video)
- Increased demand for and access to information
- InCREASED FELLOWSHIPS FOR BIPOC JOURNALISTS
- Still fighting skepticism / hesitancy to fund
- Increased audience
- Increased interest in community-specific coverage
- Increased demand for and access to information
- How to distribute content is still a challenge

To what extent are you observing amplified community narratives and discourse by outlets led by and for communities of color?

- Attention to lack of diversity in government and corporate leadership
- Attention to institutional racism
- Increased coverage of femicide epidemic
- Better multi-lingual coverage
- Still fighting skepticism / resistance to fund BIPOC media
- Attention to voting rights
- Attention to lack of diversity in government and corporate leadership
- Still no change in crediting BIPOC outlets
- Fighting mainstream narratives around vaccine availability / resistance
- Increased coverage of hate crimes
- Attention to stories documented by community-based reporters

What are you most hopeful about for BIPOC media in 2022?

- Increased BIPOC media support as a tool to combat inequity
- Increased attention to Indigenous people
- More access to community data
- More positive community stories
- Increased staffing and training
- Growing audiences = better informed communities and civic education
- Continuing digital transformation
- Continuing place as trusted information source
- Growing audiences yielding sustainability
- That BIPOC outlets will be go-to destinations for young journalists / desired places to work
- Increased funding yielding a path to sustainability
- Continued place as trusted information source

The above visualization represents survey responses on the state of the media landscape in 2021 from the following REJ grantees:

- The New York Amsterdam News
- Buffalo’s Fire
- Documented
- Enlace Latino NC
- Epicenter-NYC
- Flint Beat
- Georgia Asian Times
- Hy-Lo News
- International Examiner
- La Noticia
- MiWisconsin Media Inc.
- PulsO
- Sahan Journal
- WURD Radio

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