



REQUEST FOR PROPOSALS NEWS LEADERS ASSOCIATION 2023 DIVERSITY SURVEY

Summary and Background

The News Leaders Association is accepting proposals to develop, design and implement the next iteration of its annual Diversity Survey for release in 2023.

A merger of ASNE and APME in 2019, News Leaders Association's members include leaders at newsrooms of all sizes, leading opinion journalists, deans or faculty at university journalism schools and leaders of media-related foundations and training organizations. The NLA is associated with the University of Missouri in Columbia, MO, and our staff works remotely.

Since 1978, we have been conducting DEI surveys to help news organizations better reflect the communities they serve. The Diversity Survey seeks to measure diversity in digital and legacy newsrooms throughout the United States.

The purpose of this Request for Proposal (RFP) is to solicit proposals from researchers and institutions to conduct a Diversity Survey that improves on the participation rate of past surveys. The NLA will evaluate those proposals based on criteria listed herein and select the proposal that best reflects NLA's goals for the initiative.

Project Purpose and Description

The NLA Newsroom Diversity Survey is intended to measure progress toward the industry's goal of having U.S. newsrooms mirror the nation's population in terms of race, ethnicity, gender and other components. In addition to overall newsroom representation, we seek to measure and track diversity among newsroom leaders/supervisors, as well as front-line staff. Respondents to the survey do not include television or radio stations.



The NLA also wishes to incorporate the following changes:

- Utilize research methods to better understand obstacles facing newsrooms seeking to diversify their staff and challenges faced by BIPOC journalists for promotion opportunities.
- Incorporate ways to increase survey response rates, particularly among online-only news organizations and start-ups.
- Ensure that diversity results can be categorized geographically by U.S. region, as well as within other subgroups, such as belonging to nonprofit news organizations, digital start-ups or legacy media and by size of newsrooms, etc.
- Streamline survey to capture information currently available to news organizations (i.e. EEOC)

The Diversity Survey project incorporates pre-survey outreach encouraging news organizations to respond, the e-mail survey, subsequent follow-up emails and follow-up phone calls (up to three) to non-responding organizations with contacts made by the research team.

Authorization to begin work is anticipated in Q1 2023.

Proposal Guidelines

Proposals will be accepted until November 14, 2022. All submissions must be signed by an official representative of the organization submitting the proposal. All costs must be itemized to include an explanation of all charges and fees. Terms and conditions will be memorialized in a Memorandum of Understanding, to include scope, schedule and other necessary items pertaining to the research project, and agreed upon by both parties.



Evaluation of Proposals

Proposals will be evaluated based on the following information, which should be included within:

1) Research problem statement and background: A summary of the proposers' understanding of the problem, with background information, causes and potential actions.

Proposers should not repeat the wording in the RFP.

2) Objectives: Proposers are asked to summarize the key items that need to be accomplished for the research to be successful and result in information and products that can be put into practice.

3) Research plan: Describe how the objectives will be achieved through a complete and detailed plan, including tasks to be performed. The plan should also include how the research team will ensure regular communication with NLA staff, any necessary assistance from NLA staff and stakeholders and the time frames in which this assistance is required. This includes items such as project promotion, follow-up contacts or data requests.

4) Research approach and anticipated results: Clear description of how you will determine the anticipated findings.

5) Itemized budget: Proposers should include all potential fees that may be charged to NLA as part of the project.

6) Research team: Include a brief introduction of each member of the research team. Explain their role on the project and how their prior experience will benefit the research. The number of graduate and undergraduate students who will work on the project should be acknowledged in this section with a general description of the tasks they will perform.

7) Project schedule: Please provide an anticipated timeline for the project, based on the outline of deliverables below. Delivery of the final report is expected 12 months after the project award decision is made. The draft final report should be submitted at least 30 days prior to the final report deadline.



Deliverables

The following deliverables are expected as part of the project:

- 1) Monthly report: Comprehensive and detailed documentation of work tasks and results.
- 2) Draft report: Draft summary of work performed, findings and conclusions. The draft should include an executive summary of no more than two pages.
- 3) Final report: Detailed description of findings and conclusions and relevant case studies from outreach to individual journalists based on the research findings. Report and case studies should be fully edited and ready for publication.

Questions? Contact Myriam Marquez, executive director, News Leaders Association
mmarquez@newsleaders.org

Proposal delivery instructions:

Send your proposal via email to diversity@newsleaders.org

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