

Journalism EDI Newsletter

April 2025



Welcome from the LJMU team

Hello, and welcome to the first edition of the Journalism EDI newsletter which has been produced and collated by the Journalism team at Liverpool John Moores University, aimed at creating a community of practice for educators working in the field of equality, diversity, inclusion and representation. This was borne out of a conference last year in which educators and industry representatives came together to discuss the importance of representation within journalism – and how we can work together to achieve this mutual goal. But it's about much more; how we, as educators, can instil inclusion and equality in the work being produced by the next generation of journalists – giving them the tools, confidence, insight

and understanding to be the ones that finally start to change the industry for the better.

As the conference highlighted, there is so much excellent work being done in this field; this newsletter and community of practice is all about highlighting and sharing some of this. We all know how much we can learn from each other. Please do keep sending your research, events, assessments which have worked, teaching practices – and anything else you'd like to share.

One thing which came through loud and clear last year was the passion we all have for trying to address this issue, and we hope that this newsletter may go some small way towards that aim.

Many thanks – we hope you enjoy!

In this newsletter you can expect:

An update from
LJMU

Updates from
other
contributors

Available
bursaries

Upcoming
conference
details

If you would like to contribute to the next newsletter, please email any updates or news about new projects to journalismedi@ljmu.ac.uk



LJMU students experience reporting on diversity sport with Warrington Wolves Foundation partnership

News and sports journalism students at LJMU have been praised for their professional approach to creating media for Warrington Wolves Rugby League's Community Foundation team.

The BA and MA students started working for the Foundation in October and have been involved in a number of projects.

This included the 2025 kit launch for the women, wheelchair, Physical Disability and Learning Disability teams alongside the men for the first time in the club's history.

Benjamin Stiff, social media and events co-ordinator at the Foundation, said: "The students have been an incredible asset in streamlining the Foundation's media workflow.

"Their enthusiasm, creativity and professionalism have really impressed me and their contributions have made a real impact.

"Their hard work is testament to the bright future ahead for sports media."

Students also helped to organise – and give media coverage to – a warm clothing collection through the Foundation to help a local homeless charity and an animal shelter just before Christmas.

Euan Jones, MA news journalism student, also had the chance to chat with Australian comedian Adam Hills at the launch of his para-standing tennis event, which made it on to the Warrington Guardian's website.

He said: "I have really enjoyed working with the Foundation covering major events for the club and having my own work published.

"This opportunity has provided me with invaluable experience in conducting interviews with professional sportsmen and women.

"I have enjoyed every minute of it."



University of Leeds teams up with Bradford radio station for community project on local democracy reporting

The School of Media and Communication at the University of Leeds has teamed up with Bradford radio station BCB to improve confidence in local democracy reporting.

The 'Developing Confidence in Community Journalism' project saw staff deliver a series of workshops to volunteers at the radio station to help them build their confidence, knowledge and journalism skills.

BCB radio has been providing a local community radio service in Bradford since 1994 – with a team of nearly 200 volunteers broadcasting locally produced content.

Lecturer Layla Painter said: "Reaction from the volunteers at BCB has been extremely positive, with the majority of participants indicating that it has made them feel more confident about the topics discussed."

The project stemmed from the success of BCB's election coverage, which showed that the station's

volunteers and audience had an appetite for more political stories, according to Editor Mary Dowson.

The collaboration began when BCB heard about Professor Julie Firmstone's [recent research](#) with news audiences which she presented at a Radio Academy event hosted at the School.

Julie said: "Our research has shown that there is a big demand from the public for news about their locality and that audiences tend to find radio more trustworthy than newspapers and online news.

"We also know from talking to members of the public that confidence in the news media is declining, so we have been asking people what can be done to improve the credibility of journalism."

The project has helped BCB to make more informed decisions about their future content, she added.

The workshops will run until the end of Spring.



NCTJ Outreach for students from disadvantaged backgrounds

The NCTJ has awarded funding to six centres to run outreach programmes for young people from disadvantaged backgrounds.

The 'into journalism' project aims to help young people to consider a career in journalism.

Darlington College, University of Portsmouth, University of Sunderland, University of Lincoln, City of Liverpool College and LJMU were awarded grants to run practical, skills-based programmes. The programmes offered students the chance to create a piece of journalism.

The NCTJ will award a prize for the best piece of

journalism produced during the four days.

The project is part of the NCTJ's work to promote social mobility within the industry.

Sarah Rix, head of marketing and communications at the NCTJ, said: "Ensuring journalism is open to everyone, regardless of background, is a key priority for the NCTJ.

"This outreach project will introduce more young people to the industry, giving them the opportunity to develop key skills and an understanding of what a journalism career could offer.

RTS bursaries for students from low income backgrounds

Applications are open for bursaries awarded by the Royal Television Society.

Bursaries are awarded to students from low income backgrounds studying any subjects at undergraduate or at HND Level 5 or 6 but want to pursue a career in television, film, digital content production or related media industries.

They will provide funding from £1,500 per academic year, free RTS membership, free access to RTS events including lectures and seminars and a personal industry mentor.

The application deadline is Tuesday 24th June at 5pm. Visit rts.org.uk for more information, or email bursaries@rts.org.uk.



Pictures from last year's conference (credit: AJE)

AJE Summer conference in Derby: Call for papers

The Association for Journalism Education is holding its annual summer conference on 26-27th June at the University of Derby.

This year's theme is "Celebrating Journalism: Why it matters, how it adapts and the need for journalism education in a changing world".

Papers and presentations are being sought on this wide-ranging theme that will cast a light on the positive elements of news and journalism and how this is articulated in journalism education. Among the many themes are social justice journalism; the importance of local media to local democracy; and alternative media and giving space to marginalised voices.

It's hoped the conference will provide an opportunity for journalism educators to delve into their own research and practices and share how they can contribute to a re-defining of journalism and what it can do not only to survive but to thrive in a challenging environment.

Paper abstracts will be peer-reviewed. Please send an abstract of no more than 300 words and a cover sheet with a brief biographical note, your institutional affiliation (where relevant) and your contact details (including your email address) by Friday, 1st May 2025.

Abstracts should be sent to: assjrned@gmail.com.



Media Diversity Institute launches Research Centre to advance media inclusion and social cohesion

The Media Diversity Institute (MDI) has announced the launch of the Media Diversity Research Centre (MDRC), an initiative dedicated to advancing knowledge and fostering evidence-based solutions that promote diversity and inclusion in media worldwide.

As a global voice in media and diversity development, MDI has spent over 25 years working to ensure that journalism reflects the rich diversity of society.

The establishment of the MDRC marks a significant step forward in addressing the gaps in media research and promoting best practices for inclusive storytelling.

The Centre serves as an international hub for academics, journalists, civil society actors, and policymakers, equipping them with the tools and insights needed to drive meaningful change.

The MDRC generates empirical research and actionable insights that inform policy and practice.

The Centre's research agenda focuses on critical issues such as:

- Representation of marginalised groups in media content and newsroom leadership
- The role of diversity reporting in fostering social cohesion
- The impact of misinformation and disinformation on minority communities
- New technologies enhancing inclusive storytelling

With a dedicated team led by a Head of Research, Prof. Dr. Verica Rupar and guided by an Advisory Board of 20 distinguished international scholars, the MDRC will strengthen the global dialogue on media diversity.

"We bridge the gap between media research and practice by producing rigorous, impactful studies that drive change in media representation, empower agents of change, and contribute to social inclusion. We look forward to expanding our collaboration with scholars, journalists, and policymakers to advance diversity in the media landscape," Dr. Rupar said.

The MDRC fosters cross-sector collaboration through:

- Original empirical research published through policy briefs, reports, and peer-reviewed studies
- Global stakeholder engagement, bringing together media professionals, researchers, and civil society organisations
- A strategic knowledge-sharing platform, enabling international donors, academics, and media professionals to access the latest research and trends

The MDRC has already launched three key initiatives:

- Diversity in Media - Challenges in the Age of Algorithms, which examines how AI-driven algorithms influence media diversity
- Media Diversity Activism in Serbia - Mapping Actors and Activities, a comprehensive study of key stakeholders and their impact on media representation
- The Media Diversity Index - Pilot Story, a pioneering effort to develop metrics that assess media diversity worldwide. These initiatives mark the beginning of a broader research agenda, with more studies and projects set to be launched soon.

The Media Diversity Research Centre is more than a research hub—it's a call to action.

Through the MDRC, MDI aims to advance knowledge, foster collaboration, and promote best practices in diversity and inclusion.

MDI Executive Director, Milica Pesic, emphasises the importance of fair and inclusive media, as one of the basic principles of democracy.

"We still see ourselves as facilitators of deliberative and inclusive debates around diversity in the media among different stakeholders – media, civil society, media educators, and policymakers. In today's divided and polarised world, it's a huge challenge to make all stakeholders, particularly those on the far left and far right, accept that inclusion of diversity matters."

For further information email info@media-diversity.org or visit media-diversity.org/.
