

2 STRATEGIES TO DIVERSIFY YOUR SOURCES

1. Search our database of available diverse experts.




I'm doing a story on X.
Can I interview you today?

Yes!

That's not my area
but I can refer you to...

Sure, I can offer context on X-y...

2. Find creative ways to overcome common obstacles.



My schedule is crammed.

We could do the
interview on Skype.

I don't have time to read
the 300-page report.

We only need 1 high-level quote.

I'll have my kids with me.

We can mind them for the
5 minutes you'll be on air.

I'm not the best person.

Your expertise adds value,
and diverse perspectives enrich the news.



5 REASONS TO QUOTE MORE WOMEN

1. Diversity of sources is a hallmark of quality journalism, and that's what you strive for.
2. Journalism and equitable representation are both essential to democracy.
3. Journalists who quote more diverse sources say their stories benefit from fresh perspectives, unique insights, and valuable context.
4. Many established news organizations — BBC, Bloomberg, The Atlantic, among others — are pro-actively including more female sources.

50% of your potential audience is female;
5. in a competitive news environment, and given the above, can you afford not to?