Invisible Ink explores media coverage of AAPIs through a pre-pandemic snapshot. It seeks to answer:

**How often are AAPIs included in, or the focus of, articles related to economic inequality, and how are they portrayed?**

**When such articles cite statistical data, are AAPIs included or intentionally omitted?**

**How are AAPIs portrayed when featured in news articles and across media?**

**Do these news articles perpetuate the model minority stereotype? Do they illustrate diverse experiences of AAPIs?**

To do this, Invisible Ink examines AAPI representation in news articles from 2019 (and occasionally from years prior to 2019) for nearly enough articles from 2019 to provide a representative sample across seven major publications, including:

- Chicago Tribune
- Los Angeles Times
- USA TODAY
- The Wall Street Journal
- New York Post
- The Washington Post
- The New York Times

Across these publications, AAPIs are encompassed in a wide array of articles related to economic inequality and that mention at least one race less than a third of the time.

### PERCENTAGE OF ECONOMIC INEQUALITY ARTICLES MENTIONING ASIAN AMERICANS AND PACIFIC ISLANDERS

<table>
<thead>
<tr>
<th>Publication</th>
<th>Percentage of AAPI Mentions</th>
</tr>
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<tbody>
<tr>
<td>Chicago Tribune</td>
<td>30%</td>
</tr>
<tr>
<td>Los Angeles Times</td>
<td>30%</td>
</tr>
<tr>
<td>USA TODAY</td>
<td>20%</td>
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<tr>
<td>The Wall Street Journal</td>
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<td>The New York Times</td>
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</tbody>
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In some cases, Asian Americans and Pacific Islanders were included in the data in articles related to economic inequality approximately a quarter of the time.

### PERCENTAGE OF ECONOMIC INEQUALITY ARTICLES WITH DATA ON ASIAN AMERICANS AND PACIFIC ISLANDERS

<table>
<thead>
<tr>
<th>Publication</th>
<th>Percentage of AAPI Data Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago Tribune</td>
<td>28%</td>
</tr>
<tr>
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</tr>
<tr>
<td>USA TODAY</td>
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</tbody>
</table>

AAPIs are the focus of news articles on race and economic inequality less than 4 percent of the time.

### AAPI DATA INCLUSION IN ECONOMIC INEQUALITY ARTICLES

<table>
<thead>
<tr>
<th>Percentage of AAPI Data Included</th>
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</thead>
<tbody>
<tr>
<td>37.4%</td>
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<tr>
<td>62.6%</td>
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</table>

In some cases, Asian Americans and Pacific Islanders were excluded from the data in news articles focused on race and economic inequality because the original data sources did not include AAPI people. However, newsrooms omitted AAPI data 37 percent of the time, even when the data were available.

### AAPI DISPARITIES IN ARTICLES ON RACE AND ECONOMIC INEQUALITY

AAPI disparities in articles on race and economic inequality are highlighted 2 percent of the time.

### Broader print news coverage of AAPI communities tended to highlight specific issues.

#### ASIAN AMERICAN WORD CLOUD, 2019

- Korean
- Chinese
- Black
- family
- students
- Harvard
- affirmative action
- Andrew Yang

#### PACIFIC ISLANDER WORD CLOUD, 2016-2020

- Hawaiian
- Tahitian
- Polynesian
- Black
- America
- Tahiti
- California
- Tahiti
- Native
- Polynesia

In light of these findings, we conclude that funders have a prime opportunity to invest in, leverage, and reform journalism as a core strategy to advancing equity and inclusion.

Our recommendations include:

For **Philanthropy**:
1. Support journalism and media research projects that accurately portray the lived experience and diversity of AAPI communities.
2. Fund best practice AAPI data collection efforts that promote disaggregated nuance by ethnicity and gender.
3. Hold media and journalism grantees and projects accountable for standards of diversity, equity, and inclusion.
4. Fund fellowships and staff positions in newsrooms for Asian Americans, Pacific Islanders, and all journalists of color.
5. Fund AAPI-led media organizations that offer authentic reach and insights into the multiplicity of AAPI communities.

For **Newsrooms**:
1. Increase accurately nuanced coverage of AAPI and Pacific Islander communities of color while avoiding harmful stereotypes about various communities.
2. Include all racial groups when reporting data.
3. Invest in the professional development and promotion of AAPI and all journalists of color, including gender and gender identity perspectives.
4. Commit to a culture of ongoing learning for all newsroom staff that includes training on topics such as implicit bias and systemic racism.
5. Learn about and build bridges with local AAPI communities.

For more on media coverage of AAPIs, view the full report at aapip.org/what-we-do/invisible-link