# INVISIBLE INK MEDIA REPRESENTATION OF ASIAN AMERICANS AND PACIFIC ISLANDERS

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

How often are AAPIs included in, or the focus of, stories 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 what are common themes?

Do these news articles perpetuate the model minority narrative or 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 if there weren't enough articles from 2019 to provide a representative sample) across seven major publications, including:

THE WALL STREET JOURNAL.

Chicago Tribune Los Angeles Times

**USA TODAY** 

NEWYORK POST

The New Hork Times

Across these publications, Asian Americans and Pacific Islanders are mentioned in news 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



eeeeeeeeeeeeeeeee eeeeeeeeeeeeeeeee <u>eeeeeeeeeeeee</u>e **EEEEEEEEEEEEEE**EEEEE

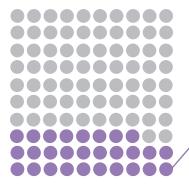
The Washington Post

PERCENTAGE OF ECONOMIC INEOUALITY ARTICLES FOCUSING ON **ASIAN AMERICANS AND PACIFIC ISLANDERS** 

<4% OF ARTICLES FOCUS ON AAPIS

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

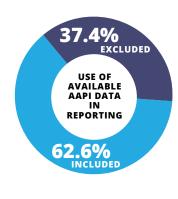
PERCENTAGE OF ECONOMIC INEQUALITY ARTICLES WITH DATA ON ASIAN AMERICANS AND PACIFIC ISLANDERS



AAPIs are included in the data cited in articles on race and economic inequality approximately a quarter of the time.



# **AAPI DATA INCLUSION IN ECONOMIC INEQUALITY ARTICLES**



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.

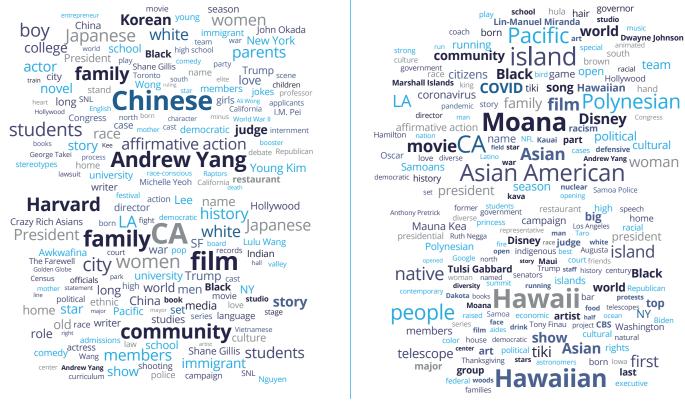
PERCENTAGE OF ECONOMIC INEQUALITY ARTICLES HIGHLIGHTING AAPI DISPARITIES

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



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

## **ASIAN AMERICAN WORD CLOUD, 2019**



### PACIFIC ISLANDER WORD CLOUD, 2016-2020

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**:

- Support journalism and media research projects that accurately portray the lived experience and diversity of AAPI communities.
- Fund best practice AAPI data collection efforts that provide disaggregated nuance by ethnicity and gender.
- Hold media and journalism grantees and projects funded to standards of diversity, equity, and inclusion.
- Fund fellowships and staff positions in newsrooms for Asian Americans, Pacific Islanders, and all journalists of color.
- Fund AAPI-led media organizations that offer authentic reach and insight into the multiplicity of **AAPI communities.**

#### For NEWSROOMS:

Increase accurately nuanced coverage of AAPI and all communities of color while avoiding harmful stereotypes about various communities. Include all racial groups when reporting data. Invest in the professional development and promotion of AAPI and all journalists of color, including gender and gender identity perspectives. Commit to a culture of ongoing learning for all newsroom staff that includes training on topics such as implicit bias and systemic racism. 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-ink



Building Democratic Philanthropy

© MAY 2021, ASIAN AMERICANS/PACIFIC ISLANDERS IN PHILANTHROPY (AAPIP) Permission is granted to reproduce this document in part or in its entirety provided that Asian American/Pacific Islanders in Philanthropy (AAPIP) is cited as the source for all reproduced material.

INFOGRAPHIC AUTHORS: Nancy Chan & Lyle Matthew Kan INFOGRAPHIC DESIGNER: Trevor Messersmith, 80east Design