GREETINGS FROM JAN NEUHARTH
FREEDOM FORUM CHAIR AND CEO

The Freedom Forum launched the Power Shift Project to combat the corrosive cultures and power imbalances that bred #MeToo scandals in media organizations. It was conceived as an industry-wide initiative to improve the quality and future of journalism by creating safer, more equal and diverse newsrooms.

Since then, we’ve worked to upgrade cultures of media organizations with training that fosters workplace integrity, defined as environments free of harassment, discrimination and incivility — and filled with opportunity, especially for those who have traditionally been denied it.

In 2021, we needed to meet the moment. A pandemic kept people from in-person meetings. Our racial reckoning demanded more and deeper reflection and change in newsrooms.

We met those challenges by improving our Workplace Integrity curriculum and our Train the Trainers program. We transformed from in-person to virtual training, and added new content.
To date, we’ve trained more than 400 newsroom and classroom leaders to deliver this unique training to their own organizations through a train-the-trainers model — created by Freedom Forum fellow and world-class educator Jill Geisler — that equips staff to lead trainings for their own colleagues in a credible and trusted way.

This fall, NPR launched a major rollout of our Workplace Integrity training across its organization with multiple teams of trainers dedicated to different sectors. To prepare for the rollout, NPR sent 35 staff members, representing diverse parts of the organization, to our virtual training sessions this year.

It is especially gratifying to see organizations with the scope of NPR introducing the curriculum for people who work in every role. The dedication to workplace integrity is beyond impressive.

Additionally, our “Do You Qualify As An Ally” webinar series continues to help individuals who are committed to making a difference. Nearly 2,000 people have joined us for these live and timely programs.

We invite you to read more about the impact of our work in this annual update and to join our ongoing efforts at powershiftproject.org.
Now more than ever, thoughtful media leaders are redoubling their efforts to address inequities in their organizations and create spaces where people feel they belong and can flourish.

At the Power Shift Project, we knew we needed to take our Workplace Integrity training online and update the curriculum to address our current cultural climate, right away.

Thanks to feedback from our advisors and veteran trainers, that’s exactly what we did. In 2021, we redesigned and tested a remote curriculum, designed to meet the needs of news and education leaders teaching virtually.
The updated Workplace Integrity: Train the Trainers curriculum launched earlier this year. Its primary goal remains the same: to produce workplaces free of harassment, discrimination and incivility, and filled with opportunity, especially for those who have traditionally been denied it.

In 2021, we held five virtual workshops, serving more than 130 new trainers. We’ve now reached more than 400 trainers nationwide, representing more than 200 participating organizations.

The positive impact every new trainer has on our industry is multiplied by the ability to deliver the curriculum themselves.
We’re excited to announce our 2022 schedule of Workplace Integrity Train the Trainers workshops. Join more than 400 North American media professionals and journalism educators who have become Workplace Integrity trainers where they work or where they teach. Register here for one of our four workshops next year.

Have you held a Workplace Integrity training lately? Let us know how it went!

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It will take time, toil and resources to change the status quo in newsrooms and in journalism programs. There are some bright spots, though. One is the Freedom Forum’s Power Shift Project.

- MARIE K. SHANAHAN,
Associate professor of journalism, University of Connecticut
HOW THE PULITZER CENTER MADE THE WORKPLACE INTEGRITY CURRICULUM ITS OWN

In 2021, the Pulitzer Center, a nonprofit organization dedicated to raising awareness of underreported global issues, led virtual Workplace Integrity training for more than 40 staffers based in nearly a dozen cities throughout the world.

We’re spotlighting the center as a model for how to implement the curriculum in other organizations to achieve maximum impact.

“I think trust increased among all of us as we had these honest and open conversations about our values, the challenges we face and what allyship looks like in everyday interactions,” said the Pulitzer Center’s Executive Editor Marina Walker Guevara.

We asked Fareed Mostoufi, associate director of Education and Diversity, Equity and Inclusion (DEI) lead at the Pulitzer Center, to share some secrets of its successful rollout.
• **Leadership commitment and involvement from the very top:** Working in partnership with Fareed, Marina made sure the tone started at the top. She was instrumental in helping plan and facilitate the training.

• **Pulitzer staff became trainers:** “Having staff be the trainers really shifted the sense of responsibility,” said Lucy Crelli, design and social media coordinator at the Pulitzer Center. “Because we weren’t outsiders presenting a seminar over Zoom, and because we would continue to work with these colleagues for the coming months, we were holding ourselves accountable to everything we said and did. The situations weren’t hypothetical when the tactics we role-played and discussed as a group would actually be put into play in our workplace.”
• **Expert internal leadership to ensure the curriculum was customized and the training team was supported and confident:** Mostoufi, a training expert, fielded the team of seven Pulitzer Center staff who became certified as Workplace Integrity trainers via our free workshop. Their supervisors cleared schedules so they could take the two-day program and planned and debriefed with them.

• **The quality and customizable nature of the curriculum:** The Pulitzer Center took the Power Shift’s turnkey, flexible curriculum and made it its own. Team members decided what elements of the training would work well for their staff.

• **Support from the Power Shift Project:** Center staff touched base with Workplace Integrity curriculum designer Jill Geisler as they planned. As a bonus, Power Shift Project advisory board member Lynne Adrine of Syracuse University met with the trainers to share her experiences as a Workplace Integrity trainer and provide tips.

• **Feedback throughout, follow up and next steps:** The center held a post-training survey and discussion with all staff to review key takeaways. Going forward, every new hire will meet with members of the training team to review goals and watch the Power Shift Project’s “Do You Qualify as an Ally?” webinar, which is a continuously updated part of the curriculum.

“The training provided time, space, and structure for truly eye-opening and inspiring conversations about how we can work in a way that is more supportive and welcoming for everyone.”

- FAREED MOSTOUI, Associate Director of Education and DEI Lead, Pulitzer Center
“The training provided time, space, and structure for truly eye-opening and inspiring conversations about how we can work in a way that is more supportive and welcoming for everyone,” Mostoufi said.

“I like that it created a baseline of expectations for respect and behavior in the workplace,” wrote one Center staff member in a post-training survey.

“Very inspiring and one of the best trainings I’ve participated in related to DEI,” wrote another.

To learn more about Workplace Integrity training, click here. For more information about the Pulitzer Center’s mission and programs, click here.
WHY WE’LL ALWAYS NEED WORKPLACE ALLIES LIKE YOU

We launched the Power Shift Project to respond to media industry scandals over complicity with high-powered harassers in newsrooms and ongoing discrimination and inequities. Troubling new examples have made each of the 15 “Do You Qualify As An Ally?” webinars we’ve hosted since 2019 uniquely timely.

In recent allyship webinars, we discussed the finding that former New York Gov. Andrew Cuomo sexually harassed several state employees, creating a hostile workplace for women aided by a culture of fear, intimidation and normalization.
Trainer Jill Geisler shared how this case again shows workplace allies are necessary to break the silence by speaking up for those who feel powerless. Here’s a helpful resource from our discussion about how a culture of complicity shields harassers.

2022 Allyship Webinars
Register for one of our 2022 allyship webinars here.

Watch one of our recent allyship webinars to refresh your skills!
SAVE THE DATE

We’ll be hosting a virtual meeting of our advisors and trainers on January 25, 2022 to share stories about the impact Workplace Integrity training has had on organizations and to assess ways we may evolve in the future. Stay tuned for more details.

SPREADING THE MESSAGE OF ALLYSHIP AND WORKPLACE CIVILITY

Freedom Forum Fellow Jill Geisler has continued to expand the reach of the Power Shift this year through virtual programs and webinars for organizations interested in building allyship and creating civility in the workplace. Over the past year, she hosted virtual presentations for:

- Syracuse University
- The Ohio State University
- Loyola University Chicago
- College Media Association
- NPR
- WVEC (Hampton, Va.)
- Gannett’s USA TODAY Network interns and staff in partnership with Freedom Forum’s Chips Quinn Scholars Alumni Mentoring Program
- National Press Photographers Association
- Investigative Reporters and Editors, Inc.
- Journalism and Women Symposium
- Midwest Journalism Conference
- Public Media Journalists Association
- The Kneeland Project
- North Carolina Media Coalition
About the Power Shift
The Power Shift Project is a national, industrywide initiative to improve the quality and future of journalism by improving the diversity, equity and culture of news organizations. The Project’s goal is workplace integrity, defined as environments free of harassment, discrimination and incivility, and filled with opportunity, especially for those who have traditionally been denied it. We offer workplace integrity trainings for media organizations, as well as other programming tailored to finding meaningful solutions to end sexual misconduct and promote opportunity for all. We also convene industry summits to discuss progress and challenges in the pursuit of real, measurable change in the news industry and beyond. The project is an initiative of the Freedom Forum.

Follow us at @1stForAll and join our Facebook group: The Power Shift Project Workplace Integrity Trainers.