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The Seattle Times Company is one newspaper firm that has recognized the need for change and done something about it. In the newspaper industry, papers must reflect the diversity of the communities to which they provide information. It must reflect that diversity with their news coverage or risk ____1____ losing their readers' interest and their advertisers' support Operating within Seattle, which has 20 percents racial ___2____ minorities, the paper has put into place policies and procedures for hiring and maintain a diverse workforce. The ___3___ underlying reason for the change is that for information to be fair, appropriate, and subjective, it should be reported by the ___4___ same kind of population that reads it. A diversity committee composed of reporters, editors, and photographers meets regularly to value the Seattle Times' ___5___ content and to educate the rest of the newsroom staff about diversity issues. In an addition, the paper instituted a content ____6___ audit (   ) that evaluates the frequency and manner of representation of woman and people of color in photographs. ___7___ Early audits showed that minorities were pictured far too infrequently and were pictured with a disproportionate number of negative articles. The audit results from ___8___ improvement in the frequency of majority representation and ___9___ their portrayal in neutral or positive situations. And, with a ___10___ result, the Seattle Times has

improved as a newspaper. The diversity training and content audits helped the Seattle Times Company to win the Personal Journal Optimas Award for excellence in managing change.

1. It -> They   papers

2. percents -> percent   percent   3. maintain -> maintaining Hire   maintain   for

-ing   4. subjective -> objective

for   "

subjective   "   subjective

"   objective   "   5. value -> evaluate   value

to think that someone or something is important   I value our friendship   to decide how much money something is worth   we decide to get this house valued

judge how good, useful, or successful the paper is   evaluate   6. an -> /In addition"   "

7. woman -> women   a(n)   the

woman   people   of   people

woman   women   8. from -> in result in"   "   result from"   "   "   "   "   "

result in   9. majority -> minority   Early audits showed that minorities were pictured far too infrequently….

10. with -> as 100Test