

yoga journal

DIVERSITY, EQUITY, AND INCLUSION REPORT

OCTOBER, 2020

Continuing the Journey



PHOTO: PEOPLEIMAGES /ISTOCK

WHEN WE PUBLISHED our inaugural DEI report in July, the news cycle was dominated by stories about racial injustice. In the months that have followed, the coverage has—as many warned—largely diminished. But racism and inequity still prevail. For that reason, *Yoga Journal* remains focused on improving diversity, equity, and inclusion in our brand and in the wellness space.

In July, we shared that *Yoga Journal* had recently been acquired by Pocket Outdoor Media (POM). On page 2 of this report, our CEO Robin Thurston shares details about some steps the company has already taken—such as signing the Outdoor Industry CEO Diversity Pledge (many of POM's titles are in the outdoor space but the commitment

is extended to all our brands) and diversifying the company's board—and outlines some future DEI initiatives.

This month marks the end of YJ's annual Live Be Yoga Tour. On page 3, we share how this year's Tour represented the diversity found in the yoga community.

Pages 4 and 5 of this report are dedicated to sharing the progress we've made towards the goals we set in July.

Thank you for reading. As always, I invite your feedback.

Best,

Tracy Middleton
Brand Director
tmiddleton@pocketoutdoormedia.com

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A LETTER FROM OUR CEO

A FEW MONTHS AGO, I signed the **Outdoor CEO Diversity Pledge**, because I care about creating a company that values diversity, equity, and inclusion. The Pledge was founded to connect leading outdoor brands with inclusion advocates to advance representation for people of color across the industry. We at Pocket Outdoor Media have committed to taking action within our company and to use our platform to make real change in the outdoor and fitness industries.

We recently established a committee to execute on company-wide initiatives around diversity, equity, and inclusion that align with the goals of the Pledge: (1) Hiring and supporting a diverse workforce and executive leadership. Over the summer we appointed Dhani Jones to join our board of directors, whose years of experience as an athlete, entrepreneur, media personality, and all-around adventurer uniquely position him to help us advance representation in the outdoor industry for people of color; (2) Assess our role as storytellers and arbiters of which voices get heard. Across our brands and publications, we're actively analyzing our contributions in media, ensuring that we are including more voices and perspectives in our content and that our images represent the diversity of our audiences. The committee will be establishing a more formal

process in which we represent our DEI objectives and bring awareness across our brands; **(3) Engage and support broadly representative ambassador and athlete teams.** We advocate for and support coverage of these ambassadors and athletes, and encourage our employees to have active participation and sponsorship within diverse communities and events; and **(4) We will share our experiences with other leading brands and with The Pledge Steering Committee.** In recognition of the greater outdoor community within which we exist, we will help other companies on their paths to inclusive representation, and make ourselves open to real conversations about the challenges we face together. We are also committed to supporting 501c3 organizations that are making an impact across all active lifestyle categories.

We have a lot of work ahead, but we are committed as a team and organization to creating change. We truly believe that when diversity is celebrated and inclusion valued, we can inspire people to do the activities they love with greater enjoyment, inspiration, and knowledge.

Robin Thurston
CEO, Pocket Outdoor Media

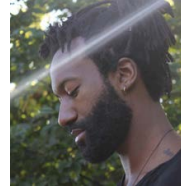
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SPOTLIGHT: LIVE BE YOGA

This year's **Live Be Yoga Tour** (YJ's 5th annual) featured the first team of Black ambassadors, **Monica Cadena** and **Cameron Allen**. The tour was centered around the theme of Decompression, and was dedicated to finding stillness and rest in a time of turbulence. Monica and Cameron were instrumental in pivoting the tour online and curating a list of diverse partner teachers and studios that are serving all members of the yoga community. Here is a brief glimpse into their important work; we invite you to click on the photos to learn more.



Ajax Jackson, Magnolia Yoga Studio, New Orleans, LA

Jackson opened Magnolia Yoga Studio, the first Black-owned yoga studio in NOLA.

Libby Campo, Your Inner Yogi, Memphis, TN

The Bhakti Movement non-profit arm of Campo's studio supports the community through free and discounted classes and collaborates with local organizations to promote inclusivity, accessibility and sustainability.



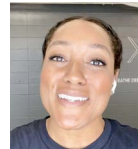
Trisha Fey Elizarde-Miller, The People's Yoga, Portland, OR

Elizarde-Miller, a proud Pin@y American born in the Philippines, has a passion for helping women of color through trauma-sensitive yoga. TPY collaborates with organizations that utilize movement to heal and support marginalized communities, including a weekly POC Yoga class led by the teachers of Humans of Color Movement Alliance, a group of movement teachers of color seeking to provide accessible and representative healing and creative spaces for communities of color in Portland.



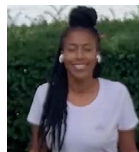
Nicole Calhoun, ELXR Lounge Yoga, Fayetteville, AR

Calhoun is the owner and creator of ELXR Yoga Lounge, a hip-hop boutique yoga studio specializing in power yoga. She is a passionate advocate for representation within yoga.



Kerrie Trahan, Yoganic Flow, Detroit, MI

Trahan, the founder of Yoganic Flow, is committed to making yoga accessible to Detroit's inner-city population. To help keep its community-based yoga business alive and continue to share their practice, Yoganic flow is



purchasing audio/visual equipment to provide virtual yoga to the community.

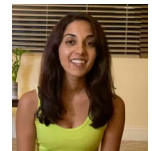
Shirley Johnson, Anasa Yoga, Oakland, CA

Johnson, a licensed psychotherapist, energy healer, and yoga instructor, teaches at Anasa Yoga, a studio co-founded by two African American, creative, and business-minded yoga teachers from Oakland, Jean Marie Moore and Zola Serene James. Anasa offers a full schedule of virtual classes and a scholarship program.

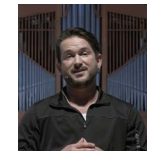


Rina Deshpande, New York, NY

Deshpande is a yoga and mindfulness teacher, researcher, writer, and artist who was born into yoga philosophy as her Indian American family's way of life. She loves to write and illustrate poetry and teaches yoga across the globe.



Darren Main, Grace Cathedral, San Francisco, CA



Main is a yoga and meditation instructor and author who leads Yoga on the Labyrinth at Grace

Cathedral. At donation-based yoga classes at Grace Cathedral, several hundred people of all ages, from all over the city, of many different faith affiliations, including none, gather as one to practice yoga.

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2020–2021 GOALS

IN JULY 2020, *Yoga Journal* set the following six goals for the year. Below is our progress to date.

Fill at Least 25% of Senior-Level Positions with Diverse Candidates

Between July 15 and October 1, 2020 no hires were made at *Yoga Journal*. We remain committed to filling open and new roles with diverse candidates. Pocket Outdoor Media's Human Resources department has made recruiting diverse candidates a company-wide goal.

Provide Each Staff Member With a Minimum of 24 Hours of DEI Training

Between July 15 and October 1, 2020, each of the full time members of *Yoga Journal's* staff completed at least 13.5 hours of training on how to improve equity, diversity, and inclusion within the yoga community. Additional training is scheduled in November and beyond. Among the courses taken to date (click course names for more information):

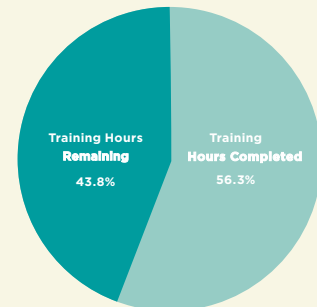
[Digital Allyship](#) led by Monica Cadena

[Remembering, Responsibility, Reverence and Reconciliation: Anti-racism Training for People Who Hold Healing Space](#) led by Michelle C Johnson

[Race & Equity in Yoga: Disruption as a Practice](#) offered by Accessible Yoga and led by Kelley Palmer

[Embodied Activism: Navigating the Intersections of Embodiment and Social Justice](#) offered by Embodied Activism

[Yoga from the Inside Out: Shining a Light of Healing Racial Wounding:](#) offered by Yoga Service Council and led by Dr. Gail Parker



Provide \$300,000 in Media to Businesses That are Owned By or That Support BIPOC and Other Marginalized Communities

YJ is proud to support six national non-profit organizations that are committed to making yoga more accessible to marginalized communities. Each organization is receiving \$50,000 in media space, including advertisements in print, digital, newsletters, and email over the course of the next 12 months. For transparency the groups (with clickable links to their websites) are listed below.

[Accessible Yoga](#)
[Black Yoga Teachers Alliance](#)
[Exalted Warrior Foundation](#)

[Give Back Yoga Foundation](#)
[Yoga and Body Image Coalition](#)
[Yoga Service Council](#)

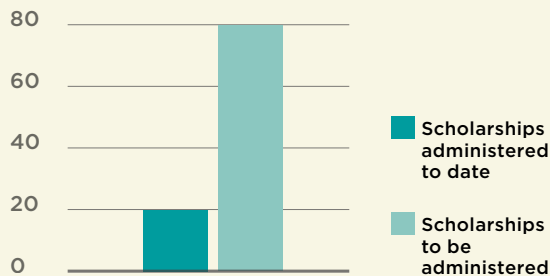
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Create 100 Scholarships for Our Online Courses and Classes

Yoga Journal is committed to offering 10 full scholarships for every online course that we launch to help make yoga more accessible to practitioners from marginalized communities. Between July 15 and October 15, 2020, *YJ* launched two online courses and created 10 scholarships for each. Six more courses are planned between October and December 2020; 10 scholarships are being created for each of them.



In addition to creating these scholarships, *Yoga Journal* has introduced community pricing to four of our upcoming course launches with the goal of further expanding accessibility to our online programs. Beginning in October 2020, students may select their own registration fees at Community, Sustainer, or Supporter levels.

Create a Resource Directory of Businesses That are Owned By or That Support BIPOC and Other Marginalized Communities

We created a **directory** on yogajournal.com that lists organizations, businesses, teachers, and studios that are owned by BIPOC or support marginalized communities. Adding to this directory is an ongoing project. If you have an organization that you would like to see added, please email tmiddleton@pocketoutdoormedia.com.

Continue to Work With Diverse Contributors

Yoga Journal continues to work with a diverse group of content creators. In addition, in August 2020, *YJ* created new **writer guidelines** that outline our freelance content opportunities and fees. The guidelines were shared with organizations that are dedicated to creating visibility and opportunities for diverse writers. We look forward to sharing some of the stories that have been pitched in upcoming issues of *Yoga Journal* and on our website.

Asian American Journalists Association
Included
Latinx in Publishing
MinoritiesPublishing
Native American Journalists Association
National Association of Black Journalists

People of Color in Publishing
South Asian Journalists Association
The Association of LGBTQ Journalists
The National Association of Hispanic Journalists
Trans Journalists Association
Writers of Color