

yoga journal

DIVERSITY, EQUITY, AND INCLUSION REPORT

JULY, 2020

Prioritizing Wellness for All

PHOTO: ISTOCK/PEOPLEIMAGES

Millions of people rely on yoga and mindfulness-based practices for deep healing and joy. But those who are represented in what has become a booming wellness industry are disproportionately white.

Yoga Journal has made mistakes that have caused harm and contributed to systemic racism. But along the way we've learned, and we will continue to learn, unlearn, and take action to improve diversity, equity, and inclusion within *Yoga Journal* and, by extension, the community that we serve.

This inaugural Diversity, Equity, and Inclusion Report is a part of our ongoing efforts. It establishes a baseline and outlines goals for the year ahead. Quarterly updates will enable you, and us, to track the impact of our efforts. We will be fully transparent and share our successes but also where we need to do more and better.

We're also pleased to announce that on July 1, 2020, *Yoga Journal* was acquired

by **Pocket Outdoor Media**. Our new CEO, Robin Thurston, has stated his commitment to increasing the company's diversity, equity, and inclusion efforts, starting at the board level. This corporate culture shift will enhance and support the initiatives *YJ* is undertaking as a brand.

The following page outlines our goals for the next 12 months. Some goals have specific targets while others have been intentionally left open ended to allow us to explore what is possible, measurable, and reportable. These are only the first actions in what will be ongoing work.

A considerable amount of work lies before us, but every member of the *Yoga Journal* team stands with BIPOC and all marginalized communities. We are committed to change and collective healing through our actions.

Sharon Houghton
VP/General Manager

Tracy Middleton
Brand Director

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LOOKING BACK, MOVING FORWARD

Over the past year, YJ has prioritized centering the stories of those least represented in the health and wellness industry in our content and programming. In addition, we ended head-to-head cover testing and increased diversity on our staff. But more must be done to create substantive and lasting change.

Our primary commitment is to continue to diversify our staff. Having a greater number of diverse team members, including those in decision-making positions, is the only way YJ can become truly inclusive and equitable.

Based upon feedback and input from staff and the yoga community, YJ has established the following goals for the coming year. On October 15th we will provide an update reflecting our progress for the first quarter.

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

YJ will partner with Human Resources to establish, nurture, and develop relationships with diverse organizations and affinity groups to recruit candidates for new job opportunities at all levels as they become available.

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

Transformative DEI training is a foundational step needed to foster a culture of true inclusion and equity. Training will be mandatory for staff at all levels.

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

Media will take the form of print and digital advertising to help these businesses promote their products and mission.

Create 100 Scholarships for Our Online Courses and Classes

We will work with our instructors and partner organizations that are dedicated to diversity, equity, and inclusion to distribute these scholarships.

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

This directory will live on yogajournal.com and will include links to the businesses' websites and social media accounts.

Continue to Work With Diverse Contributors

YJ is proud to work with a diverse group of writers, editors, photographers, videographers, illustrators, and teachers. We're excited to maintain those relationships while also collaborating with new contributors.

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