

# yoga journal

DIVERSITY, EQUITY, AND INCLUSION REPORT

JANUARY 2021

## Reflections on a New Year

PHOTO: RIDOFRAZ / ISTOCK

**AS IT LIKELY IS FOR MANY OF YOU**, the beginning of new year is a time for reflection for the team at *Yoga Journal*. An opportunity to revisit everything we hoped to accomplish in the last year, and how we measured up against those goals. I'm proud to share that, as a brand, we hit many of our targets: we revamped both the website and print magazine, successfully pivoted our annual LiveBeYoga tour to a digital event, and recommitted to improving diversity and inclusion.

Last July, *YJ* set six annual goals related to DEI and began publishing this quarterly report to be transparent about our progress. We have already made strides towards completing many of our goals: We pledged to have each member of the staff complete at least 24 hours of DEI training by July 2021, and half of the staff has already achieved this benchmark. (The remaining staff each have 3 hours to complete). We initiated a media donation plan and have been working with six national non-profit yoga organizations to

promote their content, meetings, and conferences.

In addition to the scholarships we created for *YJ*'s online education courses, we also introduced community pricing to make them more financially accessible. Our resource directory is growing. We continued to work with diverse writers, photographers, videographers, and illustrators and, over the past few months, have been working to expand this effort at a corporate level. This month, we further diversified our staff. You can read more about each of these goals on the next page.

We'll complete our current goals over the next six months, and think about what our next set of benchmarks will be. Our work is just beginning, and we are honored to continue it. As always, if you have feedback or ideas, I invite you to email me at [tmiddleton@pocketoutdoormedia.com](mailto:tmiddleton@pocketoutdoormedia.com).

Best,  
Tracy Middleton  
Brand Director

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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 Candidates who Represent Diverse Communities.

Diversifying our workforce and leadership is a goal at YJ and our parent company Pocket Outdoor Media. Last fall while recruiting for a senior editor (one of four senior positions on our team) we intentionally broadened our recruiting efforts to reach people in a range of communities who had the skill, experience, and qualifications we were looking for.

In December, we hired a candidate whose years of experience as a magazine editor (most notably, she previously served as Executive Editor of *Essence*, the nation's largest Black women's magazine), writing professor (most recently at Bennett College, a historically Black women's college), and yoga teacher (she is a member of the Yoga Service Council and the Black Yoga Teachers Alliance) uniquely positions her to help us deliver the best content to our audience. Her perspective will help us infuse our stories with a variety of voices and points of view.

As we look to further diversifying our team as it grows, we will not hire people just because they are Black, brown or otherwise "diverse." We will continue to hire the best people for the job.

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

At least half of the team members have already hit or exceeded the target of completing 24 hours of training. The remaining staff members have each completed a minimum of 21.5 hours, and will hit the training hours benchmark by July 15, 2021. Among the courses taken to date (click course names for more information):

**Digital Allyship** led by Monica Cadena

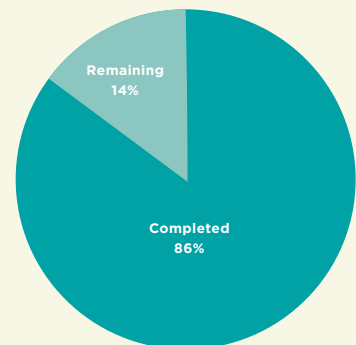
**Remembering, Responsibility, Reverence and Reconciliation:** Anti-racism Training for People Who Hold Healing Space led by Michelle C. Johnson

**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 on Healing Racial Wounding: offered by Yoga Service Council and led by Dr. Gail Parker

**Dismantling Racism** led by Michelle C. Johnson



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### 2020–2021 GOALS

CONTINUED

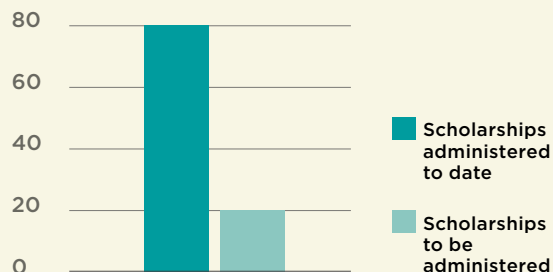
#### Provide \$300,000 in Media to Businesses That are Owned By or That Support BIPOC and Other Marginalized Communities

*Yoga Journal* continues to support six national non-profit organizations that make yoga more accessible to a range of communities. Each organization has received \$50,000 in media space—including advertisements in print, digital, newsletters, and email—to use over the course of a 12-month period.

**Accessible Yoga**  
**Yoga Service Council**  
**Yoga and Body Image Coalition**  
**Black Yoga Teachers Alliance**  
**Exalted Warrior Foundation**  
**Give Back Yoga Foundation**

#### Create 100 Scholarships for Our Online Courses and Classes

*Yoga Journal* offers 10 full scholarships for every online course that we launch to help make them more accessible to all practitioners. Between July 15, 2020 and January 1, 2021, *YJ* launched six online courses and created a total of 80 scholarships. Scholarships are advertised through email newsletters and recipients are chosen by the course instructor.



To further our commitment to making our online courses more financially accessible, in October 2020 we introduced three pricing tiers to our new and actively relaunching programs. In addition to these tiers, students may use discount codes (anywhere from 15-40%) shared in promotions from *Yoga Journal* or faculty.

##### **Supporter Price \$299**

For attendees who wish to contribute to another student's enrollment

##### **Sustainer Price \$210**

For students who can afford to pay for their own enrollment

##### **Community Price \$180**

For students who need financial support to enroll

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### 2020–2021 GOALS

#### CONTINUED

#### 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](https://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](mailto:tmiddleton@pocketoutdoormedia.com).

#### Continue to Work With A Diverse Range of Contributors

*Yoga Journal* continues to work with a talented group of content creators to create stories that resonate with all members of our audience. In addition, including more voices and perspectives in our content is also one of Pocket Outdoor Media's goals, and *Yoga Journal* staff are working with other brands on developing a more formal process to attract content creators that can bring different perspectives to our storytelling. We are not putting BIPOC, LGBTQ+, differently abled people in our pages as window dressing. We'll include a variety of voices and perspectives in all our stories—not just the ones that address issues that are specific to diverse communities—because we believe those voices add value to the *YJ* brand.

