

# Our Equity and Communications Practice



**RESOURCE MEDIA USES COMMUNICATIONS STRATEGIES STEEPED IN EQUITY AND MULTICULTURALISM IN ALL OF OUR WORK.** Our practice addresses the stark disparities in people of color and historically marginalized communities, as well as the institutionalized racism in the conservation movement. From lack of access to healthy food, clean water and clean energy, to continuing patterns of marginalization in campaign design and implementation, we work to surface and transform the dynamics of inequality—within ourselves, our organizations, and our movements. We use multicultural communications to tailor campaigns for and with front-line communities, helping to reduce barriers to civic engagement, leadership development, and community-driven solutions.

Funders, nonprofits and government agencies can often communicate in a way that perpetuates the status quo and fails to engage people who currently face the biggest barriers to improving their lives. We work with our partners to shift and reframe communications to increase access to issues and campaigns, accurately represent community voices, affirm local wisdom, and navigate cultural sensitivities to find messages, images and creative content that resonate. Read more about our approach in our [tipsheet for multicultural](#)

[communications](#), and learn more about our trainings and partnership options below:

## Ethical storytelling

- **Description:** Stories create meaning and connect us to our shared humanity. As social change advocates, we use stories to amplify impacted voices and fuel movements. But what happens when the stories

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we share only reinforce harmful power dynamics or negative stereotypes about the very communities we're working with? Who really benefits? Resource Media's trainings help participants learn that stories and narrative are tangled with power and it is an immense responsibility to share someone's story.

- **Great for:** Media makers, communications professionals at nonprofits or foundations, interviewees and spokespeople. For organizations seeking to engage in storytelling centered on the experiences of community partners, including people of color, indigenous partners and other marginalized communities.
- **Options:** 2-hour in-person training session or webinar offering theory and best practices and hands-on practical tips, as well as one-on-one consultations that start a conversation around ethical storytelling principles.

## Introduction to JEDI concepts and practice for coalitions

- **Description:** A series of introductory webinars on the basics of justice, equity, diversity and inclusion (JEDI), followed by a structured Q and A



Leading Bay Area Trans and Queer organization APIENC in a zine-making messaging exercise.

after each presentation. A recent series included: Intersectionality 101, Gender and Sexuality in Conservation Organizations, Tokenism v. Solidarity—What's the Difference, and Hiring and Retention: JEDI Best Practices.

- **Great for:** The beginning of a learning journey for coalitions or organizations seeking alignment around key concepts, shared vocabulary, and a place to begin the conversation about Justice, Equity, Diversity and Inclusion.
- **Options:** 3-5 one hour webinars or 3-5 half-day in person trainings.

## Peer learning circles for historically white-led organization staff

- **Description:** Structured peer-learning circles around key racial justice concepts including privilege, white fragility, white supremacy and tokenism for white staffers in nonprofit organizations. These learning spaces are white affinity groups where the “stupid” questions can be asked, and sensitive issues of white fragility unpacked, without dragging our colleagues of color along for the ride. We emphasize learning, accountability and what it takes for white people to stay invested in undoing racism and other forms of oppression in their organizations, projects, and coalitions.
- **Great for:** Historically white-led organizations at the beginning of their JEDI journeys or at a stage where white fragility is impeding internal progress.
- **Options:** A series of 3 to 7 sessions, involving some mix of in-person gatherings (we strongly recommend the first and last learning circle be in person) and videoconference.

## Diversity in communications staffing

- **Description:** Communications position design, job description creation and equitable hiring and recruitment practices for communications staff at nonprofit organizations.
- **Great for:** Organizations looking to build up internal communications capacity in alignment with equity goals and values.
- **Options:** Coaching support for position design and hiring and a 2-hour webinar focused on equitable hiring and recruitment practices.

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Resource Media staff with the Wildfire Project team and Story2 after a day-long narrative and branding workshop.

## How JEDI Affects XYZ: getting specific on issues, movements and communities

- **Description:** We'll use our long memories of nonprofit campaigns and communities to provide a power analysis for organizations seeking to learn about and address systemic inequities and racism inherent in their movements and issue areas. Recent trainings include green infrastructure, LGBTQ rights, intersectionality, public lands, climate justice, and more.
- **Great for:** Any organization, funder or campaign seeking to uproot power and privilege in organizational culture, narrative development, community outreach planning, network design, implementation and day-to-day campaigning.
- **Options:** Series of two 4-hour in-person sessions with a group of staff, board and/or members with the organization needing to take action.

## JEDI-powered public opinion research

- **Description:** Learn how to avoid bias in research design, spot bias in research products, and implement unconventional public opinion-gathering techniques that make the most of community engagement.
- **Great for:** Any organization looking to commission opinion research or utilize existing research to inform communications strategy and messaging.
- **Options:** 2-hour in-person or webinar session, or project-oriented research design, review and vendor introduction.

## JEDI-powered community engagement

- **Description:** Expert support in setting up equitable partnerships, designing community events for access and inclusion, supporting community through sponsorships and advertising and reducing barriers for reporting.
- **Great for:** Organizers, government agencies and contractors who conduct community engagement and want to increase reach and buy-in with multicultural audiences.
- **Options:** 2-hour in-person or webinar training, and/or community engagement planning, coalition formation, materials review and recommendations (including event plans, MOU, RFP, scopes of work, etc.)

## JEDI-powered image testing

- **Description:** Images convey far more than words, but how do we know the images used in creative are doing the best job connecting with diverse communities with different values, priorities and understanding of a brand and imagery? This training will review best practices for image testing, and how to design research to demonstrate how specific communities respond to issues and images within societal contexts that keep equity top-of-mind.
- **Great for:** Organizations looking to maximize the effectiveness of their visual communications in keeping with their equity values.
- **Options:** 2-hour video or in-person training and/or tailored project for image testing design and implementation.

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## Grassroots communications trainings

- **Description:** Learn the basics of strategic communications, communications planning, message development, working with the news media and engaging with digital organizing--in a way that stays true to your roots, is realistic for limited capacity and leverages people power.
- **Great for:** Grassroots community-based organization staff and volunteers.
- **Options:** 2 to 8-hour workshops covering a range of topics for up to 40 people at a time.

## Multicultural communications 101: on access, representation and resonance

- **Description:** Learn how to spot whiteness, exclusion and privilege in organizational culture and understand basic principles around translation versus transcreation, representation and consent for creative; intersections with communities and overall do's and don'ts for multicultural communications.
- **Great for:** Organizations, funders and government agencies ready to diversify their audiences and champion program successes.
- **Options:** 4-hour in-person training or series of 2-hour video calls.

## Multicultural media strategy

- **Description:** Get a primer on the unique value that a multicultural media approach brings to your communications strategy, including choosing targets and spokespeople, the nuances of earned, paid, sponsored and social and creating and maintaining strong relationships.
- **Great for:** Organizations with existing program areas and relationships with communities of color and located in diverse media markets.
- **Options:** 2-4 hour in-person or webinar workshop, customizable to specific media markets and communities.

## Multilingual public relations and spokesperson training

- **Description:** What elements need to be in place for multilingual press coverage? We can train staff on everything from press materials, media lists, pitching and spokespeople, or carry out media outreach on your behalf.
- **Great for:** Organizations who are ready for media outreach for a specific media event or issue area, with spokespeople ready to deploy and stories relevant to specific, impacted communities
- **Options:** A series of 2-hour in-person or webinar workshops including a basics training, on-camera interview best practices in Spanish, cultural and linguistic-appropriate soundbite development training, and/or a tailored project with in-language media campaign support.



Resource Media's Climate Woke campaign, developed in coordination with CultureStrike, in action in California.

## Partner with us!

Please email Sian Wu at [sian@resource-media.org](mailto:sian@resource-media.org) if you wish to explore training and partnership opportunities. Learn more about Resource Media at [www.resource-media.org](http://www.resource-media.org), and read about our equity journey [here](#).