



Diversity, Equity and Inclusion

ROCKY MOUNTAIN PUBLIC MEDIA

FY20-FY21-Q1

What does DEI Mean?

Diversity is the representation of all our varied identities and differences (race, ethnicity, gender, disability, sexual orientation, gender identity, national origin, tribe, caste, socio-economic status, thinking and communication styles, etc.), collectively and as individuals.

Equity seeks to ensure fair treatment, equality of opportunity, and fairness in access to information and resources for all.

Inclusion builds a culture of belonging by actively inviting the contribution and participation of all people.

*RMPM and
DEI- FY20/21*

Performance Management. All employees participate in a consistent, calibrated process.

Pay Equity. Salary bands created for every position at RMPM and distributed to staff.

Hiring. Salary Bands posted alongside job postings.

Today...building our toolkit

Capacity Building- development of sustainable skills, resources, and organizational structures. Building capacity also includes fostering shared knowledge, leadership skills, and an ability to represent the interests of one's peers.

Coalition Building- coalitions are “a union of people and organizations working to influence outcomes on a specific problem.” The motivation to create coalitions comes from the recognition that they can accomplish what each partner cannot accomplish alone.

Today...

Hiring of an outside consultant, Dr. Tara Jae, to perform in depth interviews and analysis of training needs.

One on one coaching.

Training for groups, Bias, Color Blind, Intersectionality, LGBTQ, Social Justice, Systems of Oppression, Tokenism.

Collaboration with Communications Team to use an "Equitable Lens".

Where we are going....

Key Indicators of Success: We are able to recruit and retain a more diverse staff.

Serve all communities and identities while accounting for the range of lived experiences.

Content is created by members of diverse communities, increasing our relevancy.

Content creation through an equitable lens that is produced for the benefit of all, not only those who wield a particular power, class or authority.

Increased Membership and Belonging to RMPM.

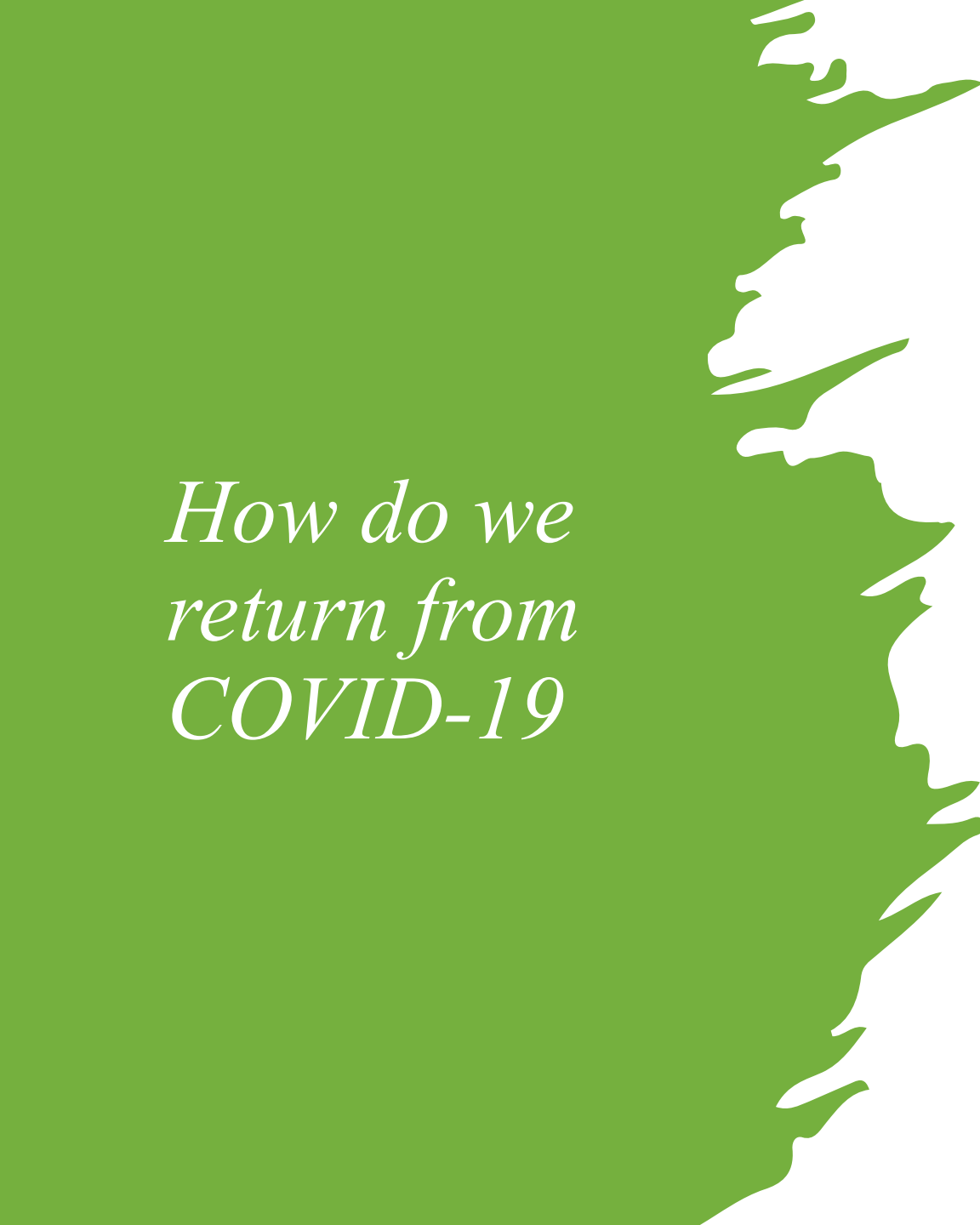
Increasing Level of Community Involvement, Impact, Trust, and Communication Flow

<i>Outreach</i>	<i>Consult</i>	<i>Involve</i>	<i>Collaborate</i>	<i>Shared Leadership</i>
<p><i>Some Community Involvement</i></p> <p><i>Communication flows from one to the other, to inform</i></p> <p>Provides community with information.</p> <p>Entities coexist.</p> <p>Outcomes: Optimally, establishes communication channels and channels for outreach.</p>	<p><i>More Community Involvement</i></p> <p><i>Communication flows to the community and then back, answer seeking</i></p> <p>Gets information or feedback from the community.</p> <p>Entities share information.</p> <p>Outcomes: Develops connections.</p>	<p><i>Better Community Involvement</i></p> <p><i>Communication flows both ways, participatory form of communication</i></p> <p>Involves more participation with community on issues.</p> <p>Entities cooperate with each other.</p> <p>Outcomes: Visibility of partnership established with increased cooperation.</p>	<p><i>Community Involvement</i></p> <p><i>Communication flow is bidirectional</i></p> <p>Forms partnerships with community on each aspect of project from development to solution.</p> <p>Entities form bidirectional communication channels.</p> <p>Outcomes: Partnership building, trust building.</p>	<p><i>Strong Bidirectional Relationship</i></p> <p>Final decision making is at community level.</p> <p>Entities have formed strong partnership structures.</p> <p>Outcomes: Broader health outcomes affecting broader community. Strong bidirectional trust built.</p>

Reference: Modified by the authors from the International Association for Public Participation.

In response to COVID-19

- As our most vulnerable communities face the COVID crisis, the need for our DEI Initiative is more than ever. The COVID-19 outbreak will likely disproportionately impact under represented communities in both their health and job security, compounding longstanding racial disparities in health and economic conditions.
- While comprehensive data about how the COVID-19 crisis is unfolding, data is not yet available, early data from some areas suggest groups of color are experiencing disproportionate health concerns. Many people of color and the LGBTQ Community, particularly youth, or of combined or different identifies are in need of extra support as the coronavirus crisis deepens. Through training of DEI initiatives, understanding that this crisis will effect communities differently; it is our responsibility to understand those differences and deliver content that is reflective of all communities.



*How do we
return from
COVID-19*

- How do we move the needle forward....how are we positioned to be part of solutions?
- This is the potential next phase of our DEI Initiatives...how do we connect with communities with an authentic voice that not only highlights issues, but can offer solutions, connections and resources.



*Strategic
Communications at
RMPM*

ORGANIZATION-WIDE STORYTELLING FOR
IMPACT AND COMMUNITY BUILDING

A great message
doesn't say what's
already popular; a
great message
makes popular what
needs to be said.

Informed
storytelling

What tools
do we need
to engage
communities
(our future
audiences)?

What do
communities
need from
us?

Impact and
outcomes

What does this look like?

- Unified storytelling, grounded in DEI principles
Supporting storytelling across all teams and with partners, members and volunteers, as we move toward using broader, more inclusive language in all aspects of our work
- Connecting teams to build a more inclusive culture and learn from expertise in all areas of our organization
Hosting a cross-departmental Communications Team meeting with leaders on several teams to co-create key messaging, cross promote key initiatives, and learn how to more efficiently manage our promotion and outreach efforts
- Creation of tools we can use to engage and reach out to more communities
Toolkits, handbooks and other supportive tools we can draw from across teams to seamlessly integrate consistent stories in and strategies in all of our work.
- *More to come...*