AVOIDING TOKENISM
DELIVERING DIVERSE AND INCLUSIVE PROGRAMMING

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HOUSEKEEPING

You can hear us, we cannot hear you!

Can’t hear?
• Try turning up your volume
• Call in by phone or use your computer headphones

Have a question?
• Use the chat box, any time. Will have time at the end and after the webinar.
• If you have questions for me after email director@thefoldcanada.org

Downloads
• Slide Presentation and other materials
• Webinar Recording will be available on Ontario Presents site
TODAY
Building & Facilitating Inclusive Programming

DECEMBER 7
Grant Writing with Inclusive Principles in Mind

DECEMBER 14
Pot Pourri, Hot Topics, Specific Questions

Email questions or scenarios to director@thefoldcanada.org.
WHAT DO WE MEAN BY “DIVERSE”?

- Ability
- Age
- Creed
- Gender
- Language
- Race
- Religion
- Sexual orientation
- Socioeconomic status
- Artistic Form
- Indigenous Voices
We need to see DIVERSITY not as a trend, mandate or a buzz-word but as the necessary next steps for a global, forward-thinking culture.
The Festival of Literary Diversity

@TheFold_

Thefoldcanada(dot)org

@TheFold_

The Festival of Literary Diversity
WHAT IS YOUR GOAL?

1. Diversify your program or lineup.
2. Diversify the make up of the audience.
3. To address/tackle diversity.
TAKE THE POLL
What is your end goal when it comes to diverse programming?

• Diversity the program
• Diversify the audience
• Diversify the program AND the audience
• Tackle diversity
• All of the above
• Not Applicable
With adversity has increasingly come a long-overdue acknowledgement that theatre must change how it operates and shares resources, redefine who it works with and where and how, and rethink what it can do with space and place. - Lyn Gardner, *The Guardian*

**TIPS FOR DIVERSE PROGRAMMING**

1. It’s not optional – for conferences, festivals, theatres. There’s no *if*, there’s just *how*.
2. Start with underrepresented voices. Prioritize them from the start.
3. Consider how and who you are supporting financially through your current approach.
4. Avoid Tokenism
DEFINING TOKENISM

1. At the heart of tokenism, is a desire to “sell” diversity.
2. Adding a diverse person to represent a culture/race/community.
3. When diverse performers are focused on diversity/history.
4. When you impose diverse themes and ideas without consulting relevant community members.
AVOIDING TOKENISM

1. Change your approach to programming.
2. Involve partners and collaborators in the planning and building stage.

The most sought-after collaborators should be anyone who an arts organization is not yet serving. Because they are the people who will make an organization more diverse, who will defend it because they see it as a community asset, not a drain. They are the people who may be the artists of tomorrow bringing different voices from those of the white, male middle classes who currently dominate stages. - Lyn Gardner, The Guardian
GLOBE & MAIL: How to Bring Theatre to an Increasingly Multicultural Canada
ATTRACTING YOUNG AUDIENCES

1. Utilize diverse art (medium) and artists.
2. Provide space for them to be the artists or engage in the process of the art.
3. Use social media to determine good artists and groups to bring in and highlight.
4. Involve schools and educators.
TAKE THE POLL

Do you operate in a fixed space?

- YES
- NO
- NOT APPLICABLE
VENUE

- Understand the challenges of your space. Is it open, expensive, accessible?
- Pay attention to your audiences. Who feels comfortable coming? Who doesn’t?
- Work to fix/counter any challenges. Talk to people who aren’t coming and find ways to bring NEW people in.
- Rethink and reshape how you use the space.
ROSELYN BROWN
MEADOWVALE THEATRE

https://culture.mississauga.ca/meadowvale-theatre
SO WHAT DO YOU DO **NOW**?

1. FACT: Some of you will have more control than others.
2. FACT: All of us can do something.
3. FACT: Start small or start big, but don’t do nothing.
FINAL CHAT BOX

1. What was the most valuable information you received?
2. What, if anything, was missing or should I make sure to cover in upcoming weeks?

SIGN UP!
Upcoming Webinars in this module:

DECEMBER 7
Grant Get it Write: Writing Powerful Proposals

DECEMBER 14
5 Questions on Inclusion and Diversity that Need Answers Now

For more info visit Ontario Presents website

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@JaelRichardson

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