



Inclusive Communication and Programming Checklist

A checklist of inclusive practice for all programming and written communication including email blasts, newsletters and letters of support.

Communication and Language

Element/s of Inclusive Practice	Y	N	N/A	Comments/Actions Needed
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Communication is documented in plain language.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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Are your key messages clear and direct? Do you avoid the use of acronyms, complex terminology and jargon?

	Y	N	N/A	
Communication accurately describes your intended target audience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Is the intended target audience clearly identifiable? Are the program’s key eligibility requirements identified and do these align with program funding requirements, if any? Do you encourage people to explore options based on their individual circumstances?

	Y	N	N/A	
Font is the established brand font (Montserrat) and communication layout maximizes readability.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Does the communication use the already established brand font? Do you use brand/programming colors? Do the colors and format maximize readability? i.e. Have you used white space, columns or images to break up text or draw the reader to the key?

Y N N/A

Position/Program is clearly described.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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*Do you clearly name and describe the benefits of the program WILD is offering?/
Do you clearly define the position WILD is taking?*

Y N N/A

Images reflect and empower our community.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Do images reflect the diversity of the lighting community in general? Are the images empowering and positive?

Y N N/A

The text is considerate of people of all gender identities.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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*Does your communication material positively represent men, women, transgender and gender diverse people?
Is your language gender neutral and free of stereotypes?*

Y N N/A

Communication consciously avoids exclusionary language.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Does your communication take the opportunity to use inclusive language for the audience?

Programming

Y N N/A

Have you considered any speakers first time speakers in the program?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Does your program give first time speakers the opportunity to contribute and enhance public speaking skills/leadership?

Y N N/A

Are you making your best effort to include a diversity of speakers?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Are you including speakers that represent diverse and historically underrepresented groups?

Y N N/A

Are the programming topics diverse?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Do the topics represent a diversity of needs that appeal to various groups and are for the good of all members of the organization rather than one's own personal or professional benefit?

Y N N/A

If the event is in person, is it accessible?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Does the in-person event accommodate people with diverse needs?

Y N N/A

Do the topics meet a diversity of needs that appeal to various groups?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Does the topic encourage participation and support of diverse groups?