

The *Do's* and *Dont's* of Diversity

THEY DO EXIST

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QUI

Z

READY?



Which of these immigrant groups is guaranteed asylum upon arrival in the USA?

- a. Cubans
- b. Dominicans
- c. Mexicans
- d. Puerto Ricans

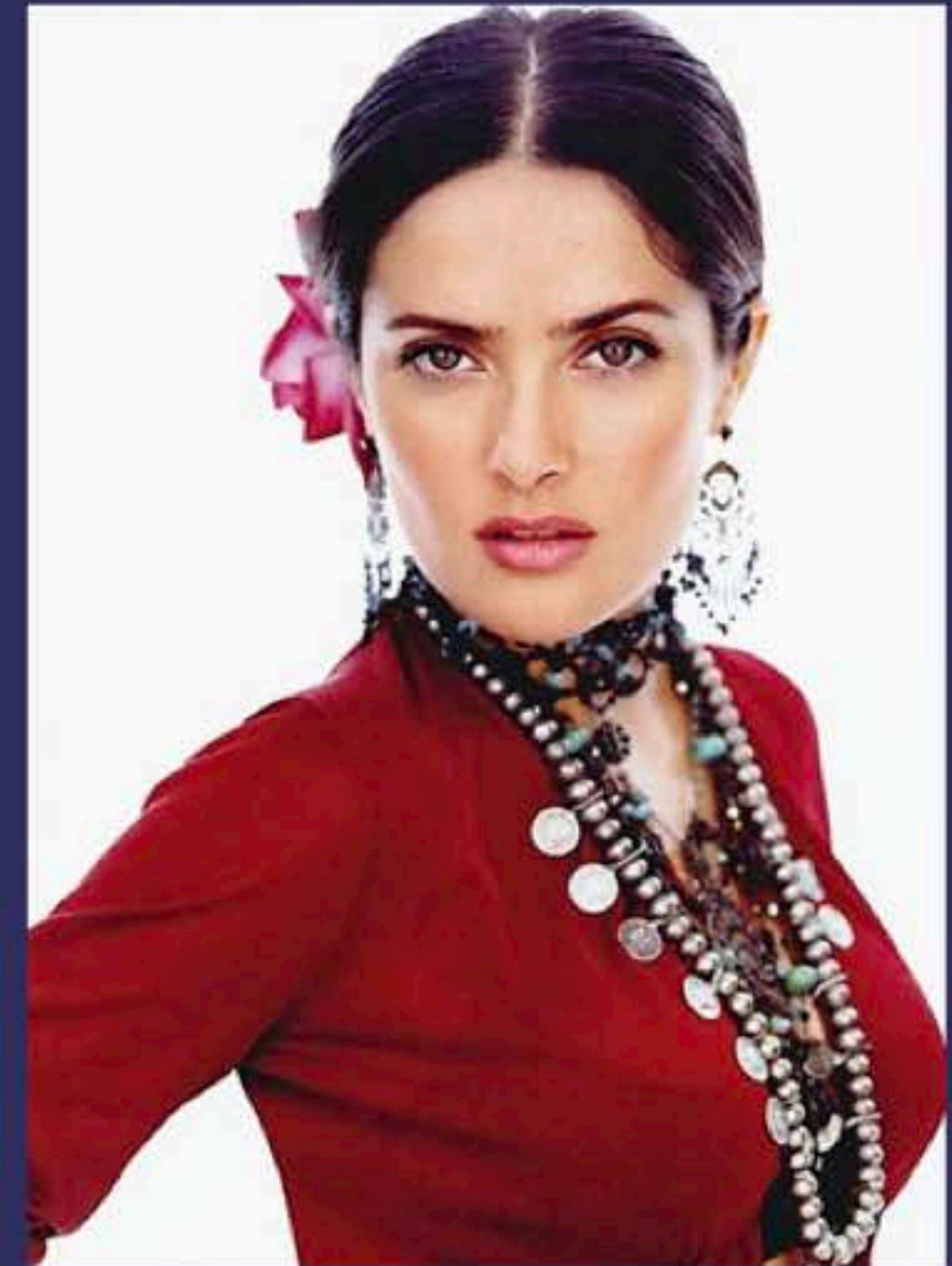
Which of these celebrities is Latina?



Jordana Brewster



Helena Christensen



Salma Hayek

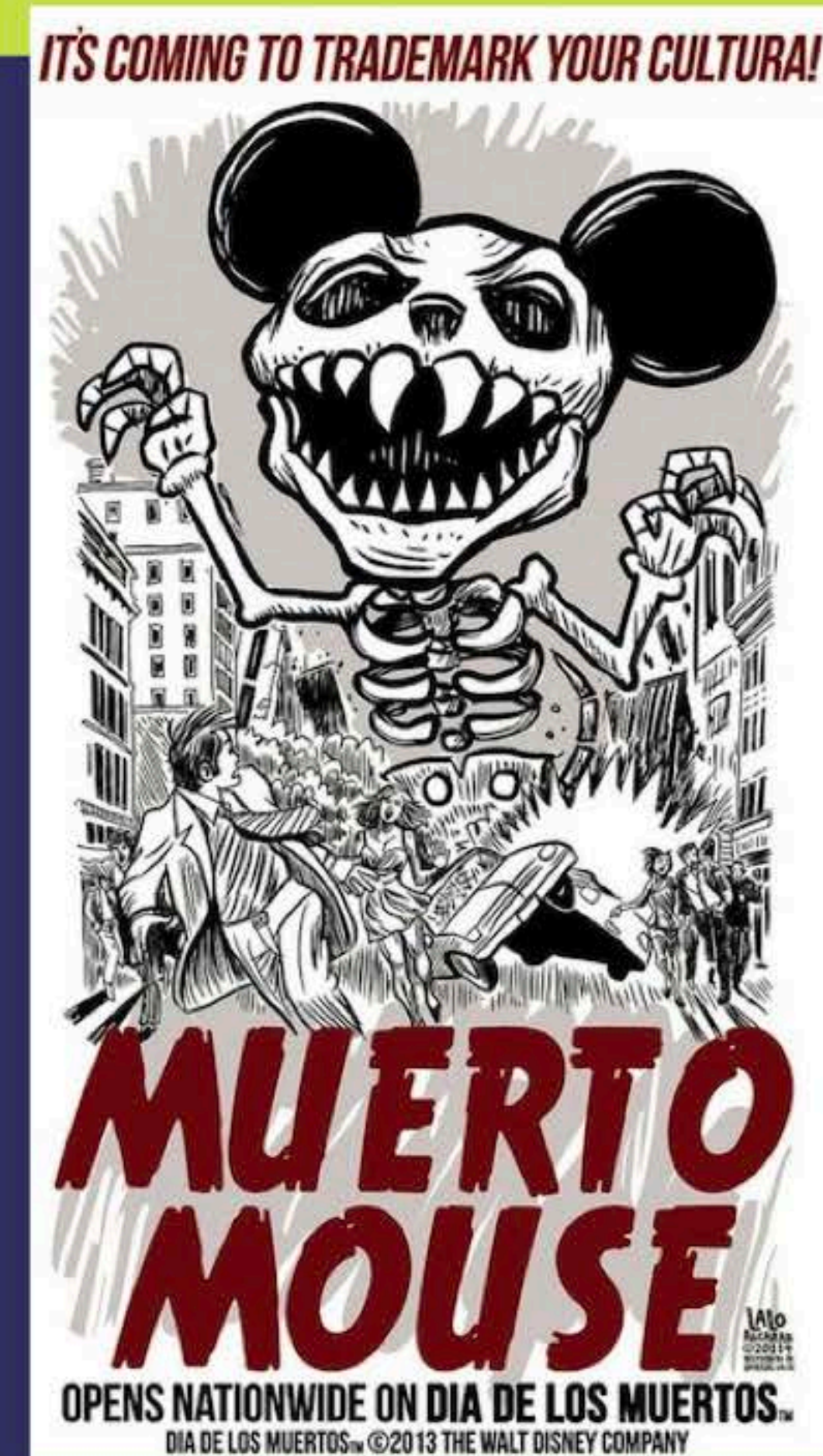


When were Puerto Ricans made US citizens?

- a. 1898**
- b. 1917**
- c. 1959**
- d. 1981**

NO, REALLY, YOU REALLY SHOULDN'T HAVE

- **“Coco” almost never was**
Muerto Mouse Strikes
- **Saving Cultura & “Coco”**
How Coco Made Gazillions: Lalo Alcaraz
- **Failure to Feminize**
What "Coco" Got Wrong: Michelle Cruz Gonzales



*Some
Do's*

Some Do's

- **Consider who is watching**
- **Include most of the people all of the time**
- **Make diversity part of everyone's skills set**
- **Make your IA intersectional**

INTERSECTIONALITY TEACHES US

- **Identity is a kaleidoscope**
 - Race, gender, class, sexuality, ability
- **All lives matter but**
 - Metaphor ≠ Material

1976: Angela Davis
Women, Race, & Class

1995: Kimberlé Crenshaw
"intersectionality"

2016: Ava Duvernay's
"13th"

Some Don't's

Some Don't's

- **Fail to be intersectional**
- **Forget something matters to everyone**
- **Assume shared experience = shared values**
- **Ask “one” or the “different” to represent**

MAKE YOUR IA INCLUSIVE

- **“Cluster Hire”**
- **Use kaleidoscopes**
- **Continually assess your audience needs**
- **Scale the your audiences**

Bodega Dreams, novel, Puertorriqueñidad, Nuyorican, nationalism, colorism

Thank you for your attention.

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