

[un]phased Podcast Episode 41:

Rainbow Washing

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SPEAKERS

Dr. Shaunna Payne Gold, Dr. Lisa Ingarfield

Dr. Lisa Ingarfield 00:00

So Shaunna, it's a really exciting day today.

Dr. Shaunna Payne Gold 00:03

Oh, what's happening? What's happening?

Dr. Lisa Ingarfield 00:05

So today we are out launching Outspoken 2021.

Dr. Shaunna Payne Gold 00:10

Awesome. I've been holding out for this.

Dr. Lisa Ingarfield 00:13

Yeah. So after, after a year off, we're coming back bigger and better, hopefully. And so you can check out the information on our website outspokensummit.com. But the theme is back in the blocks and we are looking at focusing on what would it look like to re envision triathlon, with equity and the center, right? We've had this whole year off and people obviously have been racing will have been racing by November. But we don't want to go back to quote unquote normal. So we're trying to have sessions and speakers that can help us really think about what would it mean to reimagine triathlon and not go back to the status quo?

Dr. Shaunna Payne Gold 00:54

Oh, that is so good. I'm loving the theme back in the blocks. I mean, it kind of gives me the the outspoken feel, the track and field field, the Olympics this year, and Tokyo gives me all those fields. I'm loving that I'm loving the theme. Well, I will certainly be in place and I think everybody else should be too.

****intro music****

Dr. Shaunna Payne Gold: I'm Dr. Shaunna Payne Gold, and I go by she/her/her pronouns.

Dr. Lisa Ingarfield: And I'm Dr. Lisa Ingarfield, and I go by she/her/hers.

Dr. Shaunna Payne Gold: Welcome to [un]phased, a podcast to disrupt your normal and challenge your brain to go the distance.

****intro music****

Dr. Shaunna Payne Gold 01:41

So as usual, Lisa, I found myself this past week in Target, my favorite store, especially if they have Starbucks ready to go, you know, I get my Starbucks. I'm like that stereotype, the stereotype of the commercial, you're not gonna get your Starbucks, stroll around, take your time, pick up a few things that are on your list and pick up a bunch of stuff that's not on your list. It's just the whole experience, right? And before I can get my Starbucks, and before I can get my cart. Oh, it's like, it's like the heavens open up and a literal rainbow is dripping down into my right. There's an entire seasonal corner of rainbow everything. Pride, everything rainbow t shirts, a rainbow jacket, like a blazer almost that was an entire rainbow pajamas, cups, sandals, anything that you could think of, except for Skittles, like we talked about before anything else was rainbow, right. And so it was just, you couldn't walk in the store without seeing the pride corner, which I was very happy that they were supporting LGBT plus communities. But I felt like it was overkill, almost like what we saw with that article that we read a few weeks ago about rainbow washing. And so I decided to do a little bit of homework. And so it felt like rainbow washing on the surface. But I thought I would bring it to you. You're the other half of my brain and helped me think this thing through but I felt almost attacked by rainbows attacked, I tell you. So yeah, it was a really interesting experience. And I thought about it as I strolled through the store. I thought about it and thought about it some more. And so I'm just wondering if other stores are doing this. other businesses in general are doing this, you know, what's the outward facing versus what's really going on inside of the organization?

Dr. Lisa Ingarfield 03:47

Yeah, that's interesting to me that it's in the quote unquote, seasonal area, right? You know, Pride Month is June, obviously. But it's it's just interesting that it's framed that way, and not integrated throughout the store. You know, so I'm thinking like, once June is over, does all of Target's, rainbow colored everything disappear? Right? Or do they is that when they integrate the clothing and the mugs and the sandals into the rest of the store? I mean, I don't know that. But I will now pay attention to that. And I'm caught, right. I think we should define what rainbow washing is. And then the other piece is it's this tension between exposure and the more exposure something gets, the more normalized it's become right. But then the other side of that, I think, is this tokenism right? And this surface level hollow well if I just slap a rainbow on it, then that's great, but it's

completely disconnected from the everyday oppression and violence of the LGBTQIA community faces. So I don't know. That's where I that was my immediate thought to what you were saying. So maybe why don't you define rainbow washing for folks?

Dr. Shaunna Payne Gold 05:06

Yeah, absolutely. And rainbow washing is really this kind of trend. And it's a pretty disturbing trend of using rainbows as symbols, when practices within the organization of the community aren't LGBT friendly. So I kind of call it this Jekyll and Hyde approach where outwardly Yay, go pride go pride. but inwardly, we're still oppressive. We still don't have policies, protocols, procedures that are supportive of those communities, those communities may not see themselves either in the work that we do, or the employees that we have. So it's out of alignment, it's wacky and out of alignment. And so when an organization is rainbow washing, they, for example, they're demonstrating or what we would usually say, Lisa, they are performative when it comes to performing solidarity with pride and those that celebrate it. However, their policies and their actions do not benefit those very same communities. And that's what's problematic with it is that whole Jekyll and Hyde thing where the outward facing doesn't match the inward facing. And that's where it becomes the issue that if you are astute in DEI work, you start to drill down and ask some really tough questions.

Dr. Lisa Ingarfield 06:20

Right? Yeah, I first came across the term rainbow washing in a class I taught several years ago, a student did their presentation on it. And I think it might have been in June, because it might have been around now. And they were, you know, had pictures of all of these organizations, Google, Microsoft, probably Target other places that were, you know, participating in pride events, walking with, you know, their signs, you know, Google's already got like a multicolored logo that, you know, rainbows all over their signs, and what the student was trying to articulate is the struggle that they had with that, right, because these organizations, to your point, weren't necessarily doing anything internal to make the environment and the culture more supportive of the LGBT community, and they weren't also doing anything kind of outside of their organizational landscape in terms of those larger policies and practices that are happening, you know, in the world that create fear and the threat of violence for LGBT folks. So it's definitely something I think about every June and you and I have touched a little bit on this with the whole month thing, right?

Dr. Shaunna Payne Gold 07:31

Exactly, mandatory months,

Dr. Lisa Ingarfield 07:33

Right? And it's just like, well, there's a month and it's 30 days. So that's when we focus on it. And then we're gonna go back to whiteness and maleness, right? whiteness for the rest of the year. Right? So there's a little bit of that happening. But it sounds like maybe you dug a little deeper into the Target situation.

Dr. Shaunna Payne Gold 07:47

Yeah, so you know, we're researchers, we're nosy, you want to go see what's really going on? Well, and plus two, it makes sense, because we had already talked about corporate social responsibility on this podcast, right? So given that it's like, Okay, how do we make sure this is in alignment. And so I was a little nosy. And I looked

around on Target's website to see what they had regarding anything pertaining to diversity generally, but then also digging down into LGBT specific things that they were doing initiatives and so forth. And so little hint, little researcher hint here, if you want to know what that what an organization is doing inward facing, go all the way down to the bottom of their website, and there are probably some very small links down at the bottom, whether it's a corporate social responsibility itself or about us or work in the community, there will be some link that leads to more information about what they really do. And so that's what I did, I went all the way down to the bottom. And what I found was really interesting is Target is putting their money where their mouth is they are aligning, in fact, when I looked at their website, their diversity and inclusion website had lots of different areas to go, you know, kind of poke around there. So under corporate social responsibility, they had several different areas, civic activity, philanthropy, generally, planet. I know our former guests, Heather McTeer, Tony would love that planet in particular, responsible sourcing, specifically, diversity and inclusion. And there, I found it, I found what they were doing. They had a laundry list of things that they were doing, generally, but also specifics to the LGBT communities.

Dr. Lisa Ingarfield 09:29

So okay, so you felt after your little rabbit hole research adventure, that the presence of all the rainbows in the seasonal section of tarjay was do you feel like that was perhaps representative of that stores management versus the organization as a whole?

Dr. Shaunna Payne Gold 09:53

That's a great question. I have not been on my tour because I do live within like a less than a 10 mile radius of probably four Targets. So I can do more research and look around and see if this was specific to the one closest to me or if it's across the board. But it's very interesting, right? Because part of me questioned, okay, is this truly seasonal? Where they're just bringing this stuff out for June? Or was all of this stuff scattered about in the store anyway, but they just put it prominently in one place for the month of June. I don't know, I'm not a retail person. I'm not a brand or I worked at Walmart many years ago. But that's about it. Yeah, that's the extent of my knowledge. But it really made me think about positioning. And was this was this happening across the store before Pride Month, and now we're pulling it all together? But I think that was, I wouldn't say it was opportunists. I think I would say it was opportunists. If I didn't find all this other stuff. If I didn't find anything speaking to these topics, then I would be a little bit concerned. But you know, they, they have lots of feathers in their cap, if you will, in regards to diversity. I mean, they talk about how they've been a top 50 company for diversity. And so you know, with that, they've been top 50, for, what, 12 years now. So this is not something where they just did something last year, and you know, whipped it together, and now they're good. They have 10 years of supporting glisten, they have an assortment of merchandise when it comes to pride stuff, obviously, that was clear in the particular store I walked into. But you know, they also made \$100,000 donation this year, they have executives that serve on the board of directors for Glisten. And so I see them, we always say folks can do more, which I still completely agree every organization can do more. But it's not as if I had to dig too far to find what they were doing. And so, you know, this really helps me to kind of think through this, I haven't found anything related to their policies and procedures as far as LGBT staff members across their organization, but they are doing some programming work that extends beyond just merchandising. So I thought that should at least be acknowledged.

Dr. Lisa Ingarfield 12:07

Yeah, actually, and I just did a quick search on the Human Rights Commission, that is one of the leading advocacy groups nationally for the LGBT community. And they produce a list every year of businesses that are supportive at varying levels of the LGBT community. And that can look at number of different ways. So I just pulled up Target. And they are a national corporate partner with the HRC Platinum level. So I'm presuming that's quite high. And then they have a checkmark next to workforce protections, inclusive benefits and supporting an inclusive culture and corporate social responsibility. So they have a 100 points score, and I believe that is 100 out of 100. So it seems like scrolling down here that they actually are doing pretty well. And it's not just words or rainbow washing.

Dr. Shaunna Payne Gold 13:01

Right, right. Right, exactly. But you know, this is, Lisa, what this reminds me of is when I'm in my classroom with my masters and doc students, and I'm taking them through this process of either an environmental scan, where they're learning how to scan an environment to see if an organization is truly authentic to what they say, is important to them. And also, I think this is a great kind of case study. This is how you dig deeper, to find out if the words are really well placed, and everything aligns. Because really what we're looking for Lisa, we're always looking for this, we're looking for alignment, when it comes to the organization. So you can't say, you know, like we've said with other organizations that, Oh, well, we're supportive of mothers who work outside of the home, but then your policies are crappy when it comes to your organization or your business, etc. And so we're looking for alignment, are you doing what you say is important within your organization? And without? And I think target is on its way, but it gives us a great example for, you know, what should we be looking for in endurance sports? And what does what should we be looking for and at what level what we place it, you know, there are some organizations where they're just that flat out basic compliance, you know, we're gonna do what's necessary or required by a governing board or a governing organization, but that's kind of the ceiling to what we're going to do. Whereas other organizations see that as the floor of what they're going to do, and they kind of use it to launch off into other areas. So, you know, I'm just wondering how we can help people to think more clearly about the alignment of what they say is important, and how they're demonstrating that and not just performatively actively making the connections.

Dr. Lisa Ingarfield 14:43

Yeah, and I think I mean, the social medias right have been flooded with organizations. Posting images that have you know, like a faded rainbow over the top or some other rainbow oriented something And I've seen that a lot in endurance sport. I've seen a lot of athletes, you know, high profile athletes do the same. And so then, you know, it does beg the question, Where does your commitment go beyond the month of June? Right beyond beyond a flashy couple of posts on Instagram, you actually doing to shift the culture in your organization? So coaches, race directors, industry, folks, you know, folks who make power meters and bikes and wheels and all of those pieces, wetsuits, you know, what is it that they're actually doing beyond the rainbow image? You know, we've talked about this when it comes to Black Lives Matter and racial discrimination and racial injustice. And I think it translates, right, it's the same, it's the same issue. But here, we have this rainbow washing, which is a concept that has gained steam over the last decade or so I think.

Dr. Shaunna Payne Gold 15:58

Absolutely, absolutely. So you know, I think you know, one of the things that really connects with me, and I can't remember if I've discussed it with you or not before, but there's a really great scholar that I've been following more recently, who studied the city of Baltimore, which is close to me. His name is Dr. Lawrence Brown. And he wrote this book called *The Black Butterfly*, where he is researching what redlining can do generationally, to black people, to brown people to all different groups, and what that means for them. And one of the first things that he started his public lecture with was that if you want to really know the impact of a DEI program, or DEI efforts, look in four different places, look at their policies, look at their practices, look at their systems, and look at their budgets last so yeah, so all four of those. And so Lisa, I don't know if you want to break down kind of how you would see the differences between those four words. But for me, you know, policy is kind of, you know, what's written, and also what's not written, the practices probably may dovetail off the policies. But that's lots of stuff that is unwritten, that people do anyway. Because whether it's habit or whether we've always done it that way. So that's where I get into practices. systems are literally the infrastructure of an entire organization that we don't really even think about. And of course, budgets, you know, where are we allocating money? How much do we have? How much do we say we don't have? And how rigid is it for us to move that money around to the benefit of those that are most oppressed and disenfranchised in our organization? That's kind of how I see it, you can help me to be a little more nuanced on those four. But I think we can really look there to see if people are really, if they're rainbow washing, or if they're actually connecting with the organizations or the groups that say they claim they support.

Dr. Lisa Ingarfield 17:53

Yeah, and I mean, I think you covered it really well, the budget piece is always a big one, right. And we talked a little bit about that with diversity committees, and that if you're establishing a Diversity Committee, you're not paying the people on the committee, whether they're employees or people from the community, you're not providing some kind of compensation, then that really speaks volumes about where your priorities are and what value you're placing on that. So, you know, I think about nonprofits that I've been involved in, and where they're putting their money in terms of, you know, accountants and bookkeepers and marketing companies, right, and looking for those organizations, even in that very small context, who are inclusive in their practices, or perhaps they're women owned, or perhaps they're owned by a person of color or a disabled person, right, and so right, where they're going to put the money. I think that's an important piece. So we always come back to the power of the person, I think that's an individual thing as much as it is an organizational thing, too. And the practices piece is so interesting, right? Because it does connect with policies, because you can have a bunch of stated policies that have anti discrimination statements in them, right. But then if someone experiences discrimination, and you see this a lot with sexual harassment, you come forward, and you say that this is happening. And then the system essentially covers up the infraction the problem, right? Because the practice is to not hold someone accountable, despite what the policy says. And so there's this enormous gap between policy and practice. And I think we see that over and over again, when it comes to diversity and inclusion and the rainbow washing piece exposes that, right? I think that really, really exposes policy to practice gap.

Dr. Shaunna Payne Gold 19:41

Absolutely, absolutely. Well, and you know, that's where, you know, again, digging a little deeper for those of us who want to see where those gaps are, that requires us to not just walk around in the store or not just go to that bike shop, but look at that, look at their policies and see what they're actually doing. How are they functioning

from day to day? How are people experiencing their functioning. So, for example, if that little bike shop down the way, says on their, you know, signage in their store, even on their website that they are gender inclusive in many ways, and they want women to feel welcome in their store everyone to feel welcome in their store. That's great. But talk to the last five women that have been in that little bike store and see how they experienced it. Or talk to the last five women who worked at that bike shop and see how they experience it, oh, well, we'll really get down to it, if we find out that they've never had any women to work in the store. There's just so many ways to get down to what's what we're seeing on the surface, and what truly is the undercurrent of what's really happening. But we won't find out unless we ask some of those questions, whether it's, you know, data driven, or observation, but these are things where we find out, you know, what's really happening versus what, they're just giving lip service. And I'm not interested in lip service. And I feel like we rainbow washing is a form of lip service.

Dr. Lisa Ingarfield 21:09

Yeah, I would agree. And I think the bike shop example is a really good one, right? Because whenever I go into a local bike shop, when I try to do local bike shops, I'm always looking to see who's working there. You know, and if it's exclusively white men, that doesn't mean to say I won't use their services, but it doesn't endear me to them. Right. If I see a couple of women there. You know, and that they have the same amount of women's clothing as they do men's. The same amount of bikes, you know, a lot there are a lot of bikes frames that are made went for women specifically, I don't know that there's a lot of stock in that I think that the industry is going backwards and forwards on it. But you know, are they are they stocking things that would send a message that their products are for more than just men? You know, they're the things that I am looking at. It's pretty- yeah, it is. It's observational, I think in that case, not enough for them to just say that they are inclusive of women. It's like what are you actually doing?

Dr. Shaunna Payne Gold 22:07

Right, right? Yeah, like if you walk into your your local bike shop and you you don't see any women working there. Or if the only thing really inclusive that you see as far as merchandising are really cute cycling jerseys, but you don't find any frames that are set for women or seats or saddles that are set for women, or that's what I'm like, oh, how interesting. Is that? Like are? Are we congruent here or not? Because I don't feel like we're congruent if that's all I see. Right? And so or even when I asked them very specific questions, like, you know, what's, what's the favorite saddle of most of your women? clients that come in? And you don't have an idea that? Well, most women really enjoy? What have you, or this one seems to be most comfortable. If you have no clue of that? Or if you look at me kind of weird. Or if you say, Oh, well, you could probably use this one because this one would be for a smaller man's frame. F and I'm walking out by I'm out. That's it going to the next shop down the road. So you know, there's lots of different ways to see if any organization is congruent. And if they're not, it's going to be really clear. But you you have to be observant and ask really good questions that might make them uncomfortable. And that's okay. But you get to determine how you the power of the purse, you get to determine where you want to spend your money and how how that's going to be impactful for others.

Dr. Lisa Ingarfield 23:37

Yeah, you know, and the only thing you're making me think of with rainbow washing and you know, similar washing with other identity groups, is the motivation behind it. Right? Like, is it? Are you motivated as an

organization by the need to establish equity, both inside and outside of your organization and an acknowledgement of the erasure of a number of groups from in this context endurance sport? Or are you doing this because it makes you look good, and you might make a little bit more money? Right. So is it more about capitalism? Or is it more about social justice? I think that's also something really important to tease out and that's been the one big one of the biggest critiques around rainbow washing is that companies march in Pride, they, you know, distribute rainbow colored anything again, except for Skittles, apparently. And, but it's, um, it's seen as a capitalistic venture, right? I can we can make more money in June if we do this. That economic piece I think is also really interesting to think about.

Dr. Shaunna Payne Gold 24:51

Yeah. Well, and, and here's the thing. So I just had a really good and difficult discussion with one of my organizations that I'm working with, and one of their staff members who really questioned the authenticity of the work, right. And so she asked the question, well, we're partnering with this group, and I'm not quite sure whether our leadership is authentic about the partnership, but we're, you know, we're neck deep in it now. So what should I do? And part of me has to deal with the the idealism of, yes, of course, as a staunch DEI champion spending the majority of my life around these topics. Of course, ideally, I want people to come from an authentic place. But like this person was saying, What if that group or organization comes from an inauthentic place, but they're still getting really good work done? How do we hold that at the same time? And I did not have a good answer for her I was. It's been at least a month since we had this conversation. I'm still thinking about it. What happens when it's still inauthentic, yet, it's not harming someone, it's still helping others. So I almost feel like ideologically it's almost like a robin hood type situation where you're robbing from or taking from folks who may not be completely vested in DEI, to help those that are directly affected by lack of inclusion. So do we? How much should we care about authenticity in the work? Like if if we, if I pulled up Target, if I pulled up target's website or any organization's website, after having walked in their store, what have you? And let's say, Yeah, I did find all of this stuff. But let's say there's still a bunch of folks that are homophobic transphobic, all the phobics that are running Target, but they see how the bottom line can be affected for them, but also can help the community. Do I now want them to stop doing this good work because they're inauthentic about it? Or should I say, My ideal isn't going to happen here, but I still want to see good people do or experience the outcomes of great work. And so that authenticity thing has been blowing my mind for the last few weeks, and I don't have a good answer. So yeah, she she walked away, not really satisfied by the conversation we had. But that tells you how difficult it is to parse out. How much should we care? Yeah. How much should we care about the authenticity of it?

Dr. Lisa Ingarfield 27:27

Yeah, I kind of feel like it's one of those questions that falls into the quote unquote, it depends category, right? Which is unsatisfying as an answer having been on the receiving end of it, but also given that. I think you just kind of dialed up the complexity and the depth of this conversation, right? Because that's really hard. Because there's also the piece that you can be pulled, kicking and screaming into something and be told, well, you know, let's do all of the let's do some LGBT oriented stuff this month, let's post some pictures, let's post some rainbows. And you could be like, I really don't want to do that as a company. But I'm going to do that because it might make me money. And then over the course of doing that, there is an opportunity for learning that you had

perhaps previously been closed off to as a CEO or as a leader in your community. Right. So there's also the other piece of entering this in authentically, and the process itself. changing you.

Dr. Shaunna Payne Gold 28:25

Yes, yes, yes, yes. Mm hmm. Absolutely. And making room for that, because I think, you know, that's where and maybe I'm a softy when it comes to this. And maybe I'm not as hard nosed as I need to be. But I'm aware that, yes, we want things to happen quickly. And we want, you know, broad sweeping change and money spent in these ways in those ways. Yes, I want all that to happen. And I also feel that sometimes we don't give enough room for the evolution of people to get it over time. Like I say it all the time. You know, I'm not expecting people to get Black Lives Matter when I've spent 43 years being black. I'm not expecting you know, someone to read one book. And all of a sudden you understand my experience, or, you know, I last weekend I watched if you haven't watched the series, and you have access to Hulu, take a look at the series of pride. It was incredible. And it was very intersectional it wasn't just talking about white LGBT movements. It was talking about a really everyone. And what I found so fascinating about that was, even as I sat there, I wrote an entire book on LGBT issues. I have been researching LGBT issues for years. And I sat there with a notebook, taking notes of all the names I hadn't heard of all the movements I hadn't heard of all the places I hadn't heard of. And so hopefully the LGBT community will give me lots of grace as I continue to learn for the rest of my life, about their communities. Do we give people enough grace to even enter that experience and evolve, even though they were dragged kicking and screaming? I don't know. I mean, maybe I'm asking too, existential of a question here. But I think there's something to be said about giving people room for the human development of not caring and then eventually caring or to care, to some extent.

Dr. Lisa Ingarfield 30:19

Yeah. And I wonder, Is it easier to give someone grace about their learning in an area that is not doesn't directly affect you? Right? So is it easy for me to give a company grace around racial injustice? Because I don't live as a person of color? Right? I don't have an answer for that. I just thought of that.

Dr. Shaunna Payne Gold 30:43

Well, let me If you'll allow me to reframe your question a little bit. Do we give enough grace for individuals or organizations to understand the plight of this particular identity group, when my actual life isn't on the line, based on your learning? So for example, I can firmly say, if you don't learn about the plight of black people, I can literally die. My children can die, right. You can say, as a woman, if you don't learn about these particular things about being a woman, then I can particularly I can specifically die, or a woman like me can specifically die. And so I think when we start connecting this growth with livelihood, then all of a sudden it gets urgent. Versus I'm just gonna watch the LGBT movie. And I learned something, oh, I feel good about myself after I watched it. That's not what we're going after here. We're going after life changing stuff, life saving stuff. And that's quite different. And so I think you're posing a really good question about, Oh, is it easier to give grace when it's not affecting me?

Dr. Lisa Ingarfield 31:57

Yeah, I mean, your reframe is an important one, right? Which brings us back to the beginning of this conversation with rainbow washing and organizations that pull out all the rainbow stops during June, but do

nothing to shift kind of this systemic discrimination and violence that continues to be enacted upon members of the LGBTQIA. community. And so I mean, I would think the organization's might argue that that's not their job to do that. But I think I would push back to Well, I think that it is because you are a member of the community, you're a member of this culture. And so, um, you are, by virtue of that vested or invested in living in a kind of, you know, equitable, non violent society right? And so I think that, yeah, this is this is much, much deeper or more complex that I felt that this conversation would go.

Dr. Shaunna Payne Gold 32:58

Well, that, you know, sometimes we go there, right? Yeah, this, this was a build the plane as we fly again, podcast, like we usually do, let's be clear, if y'all don't know by now that this is not scripted. I'm not sure what more we can do. We were all over the place. But I do think it's so crucial for us to, I think it's okay for us to leave with more questions than answers with these topics, because it really makes us to slow down and think so, you know, and I'm not saying don't go by your rainbow stuff, or any of that. I'm not saying that at all, do what you like. What I am saying, though, is be thoughtful about buying your rainbow stuff.

Dr. Lisa Ingarfield 33:39

Right?

Dr. Shaunna Payne Gold 33:40

So you know, if you can, if you're going to buy your rainbow bike jersey at the bike shop that is never employed, an LGBT person has never given a dime to LGBT causes. Think about that. versus going down the road to buy another Jersey, where 50% of what you just purchased is going towards, I don't know, glisten or pride camp for youth or whatever it may be, be more, I guess I'm begging people to be more thoughtful and intentional about how they move in the world. As consumers, as athletes, as all of us are kind of striving to be DEI champions. I think I wish more people would go down to the bottom of the website and click the button that maybe I just don't want to be the only one.

Dr. Lisa Ingarfield 34:25

I don't think you are.

Dr. Shaunna Payne Gold 34:26

go there and do your research. Go down and do your research.

Dr. Lisa Ingarfield 34:29

Although it is kind of bizarre to me. Like it begs the question like why do you hide that stuff? Why is it in tiny, like five point font at the bottom of your website? Right? Like if you're actually doing this meaningful, transformational stuff inside and outside the organization, then why aren't you shouting that from the hilltop because that's also going to benefit you monetarily. Right? Even like even with authenticity, engaging in that work. You are You are going to attract people to your organization because that they're going to do what you just said. And they're gonna choose to put their money in a company that is explicitly supportive of anti oppression organizations and efforts.

Dr. Shaunna Payne Gold 35:07

Exactly. You know, if I knew from it's kind of like the reverse of what we were talking about with the the, the Skittles with no rainbows on it, even though after I did the research and found out that Skittles was donating to LGBT causes nonprofits, etc, I still initially left those Skittles in the store. And so what if I were a person who didn't do my research, I left those in the store, versus now that I've read all the Corporate Social Responsibility about the other stuff. Now I feel like I want to go by go back and buy some stuff. Because I know where the money is now going. And so yes, I think it's almost like a two for one. You get the sale, but look at the people and the type of people that you're going to attract as your patrons because of this work. You're actually inviting people who share your values, which is an even bigger boat than just looking at a rainbow. I think that's really important.

Dr. Lisa Ingarfield 36:04

Yeah, this, we can't we don't have time to talk about this, but it's just popped into my head related to Target is like, great. Well, they're doing all this wonderful work here are with the LGBTQIA community, but all of their products are made in China by children who are underpaid, overworked, perhaps also made in other areas of the country where there is vast human rights violations. But I'm like, we can't go there. We can't go there. It's not a dirt sport related. Or maybe it is? I don't know.

Dr. Shaunna Payne Gold 36:34

Right. Right. Exactly. Oh, we have too many issues to manage. But this one issue was a good one. Yeah, it was timely and appropriate. It's one that I think about year round. We just happened to be celebrating our communities and Pride. So for all of our listeners, Lisa, who celebrate Pride, we celebrate along with you. We are going deeper. We're not just buying the rainbow jersey, finding out where that money is going and if it's supporting people like you, so just know that and you know, we're not a one month celebratory event here, we're 365

Dr. Lisa Ingarfield 37:12

Absolutely.

Dr. Lisa Ingarfield 38:08

Hey everyone, this is Dr. Lisa Cofield co founder of the outspoken women in triathlon summit. We are really excited to announce that the outspoken summit will be returning in 2021. This year has created an opportunity for triathletes to get back in the blocks and start to rebuild triathlon to create a more inclusive and welcoming space for all. Join us from the 12th to the 14th of November, as we host a virtual summit to connect with like minded women sent a women's equity in the sport, hear from industry leaders and develop leadership skills related to our roles in triathlon. The summit will provide a rich forum to develop strong voices, inspire others and advocate for change in the sport we love. For more information and to sign up for the event, go to outspoken.summit.com We hope to see you there.

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Dr. Lisa Ingarfield: [un]phased, a podcast produced by Live Feisty Media and supported by the Outspoken Women in Triathlon Summit.

Dr. Shaunna Payne Gold: Edited and produced by the fabulous Lindsay Glassford.

Dr. Lisa Ingarfield: Email us at info@unphasedpodcast.com and find us on social @tritodefi @drgoldspeaks or @outspokenwomenintri. I'm Lisa.

Dr. Shaunna Payne Gold: I'm Shaunna. Thanks for listening, stay unphased folks. See ya next time.