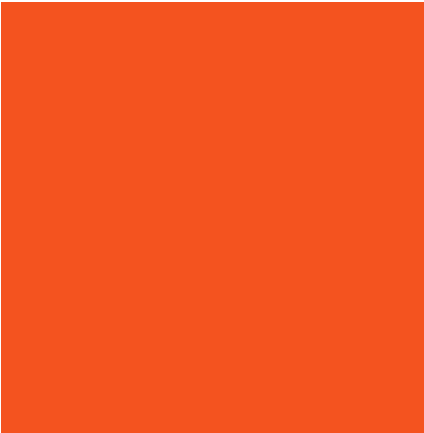
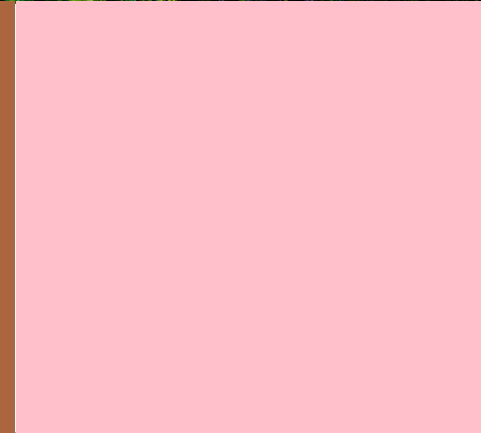


An Intro to Multicultural Communications



About Me

Sian Wu (she/her/她)

Places: Massachusetts, Shanghai, Seattle

Loves: Family (2 boys, 2 cats), food, dancing, roller skating, double dutch, crochet, TikTok, live music

Passions: Making the world a more just, equitable place through community empowerment, accountable government and smart solutions.

Things I know a bunch about: Water quality, energy efficiency, environmental protection, sustainable agriculture, community health, reproductive justice, COVID, education, philanthropy and nonprofits

Career: 19 years in professional communications consulting, instructor of multicultural marketing for the UW CommLead Masters program; I have worked with dozens of brands from Google to the Gates Foundation, I have won a bunch of awards but never kept the trophies.



What about you?

Please share in the chat:

Where do you call home?

What is something you're curious
about regarding this training?

And make sure your Zoom name is
accurate with pronouns + org
name!

Multicultural Comms Journey

An arc for a full campaign



Exploring
your org's
power and
privilege

Problem solving,
goal setting

Audience analysis,
research

Messaging,
transcreation

Creative
production

Promotion &
evaluation

Training expectations & intentions

Mutual respect

Curiosity

**Seeing & honoring
difference**

Future-thinking

**Be your own
anthropologist**

**In partnered conversations:
clarify, but refrain from
giving advice**

It might get tough

Things that may come up for you in this training:

Assimilation

Imposter syndrome

Code switching

Survival/scarcity mentality

Shame & internalized racism

Unconscious bias

But also:

Cultural curiosity

Class & race solidarity

Self discovery

Gratefulness & empowerment

Learning from each other and creating community

Courage and boldness

Definition

Multicultural Communications:


Communications that incorporates the ideas, beliefs and creative expressions derived from a diversity of cultures and experiences, rather than solely a white dominant framework. It **caters** specifically to the values, viewpoints, cultures and needs of historically marginalized communities. It is communications created **by, for and with** communities of color and/or other marginalized identities.

Definition

Transcreation

A term commonly used in marketing and communications that refers to process of adapting communications pieces for the style, intent, tone and context of multiple cultures and/or communities.

Multicultural comms starts with representation



ods P&G: The Look

THE LOOK

A story about bias in America.

ods
ods of brands

Share

Watch on  YouTube

The image shows a YouTube video player interface. The main content is a black and white portrait of a Black man with a beard, looking directly at the camera. A large red play button is centered over his face. The video title is 'P&G: The Look' and the subtitle is 'THE LOOK: A story about bias in America.' The 'ods of brands' logo is visible in the top left and bottom left corners. A 'Share' button is in the top right, and a 'Watch on YouTube' button is in the bottom left.

Color blind vs. color brave

Color Blind	Multicultural
We're really all the same, let's get along!	My history, culture and experiences are an important part of my identity
I'm on your side, the real enemy is over there!	We don't necessarily need you on our side, demonstrate value and commitment
I don't see color/difference	I see, embrace and empower difference and recognize its advantages
We really all want the same thing	We may have different values & goals, that's ok
Invisible and assumed company culture	Specific cultural skills recruited and engaged to make a difference

Gatekeeping leads to information privilege



Organizations or individuals



**Prevent equitable access to
important information**

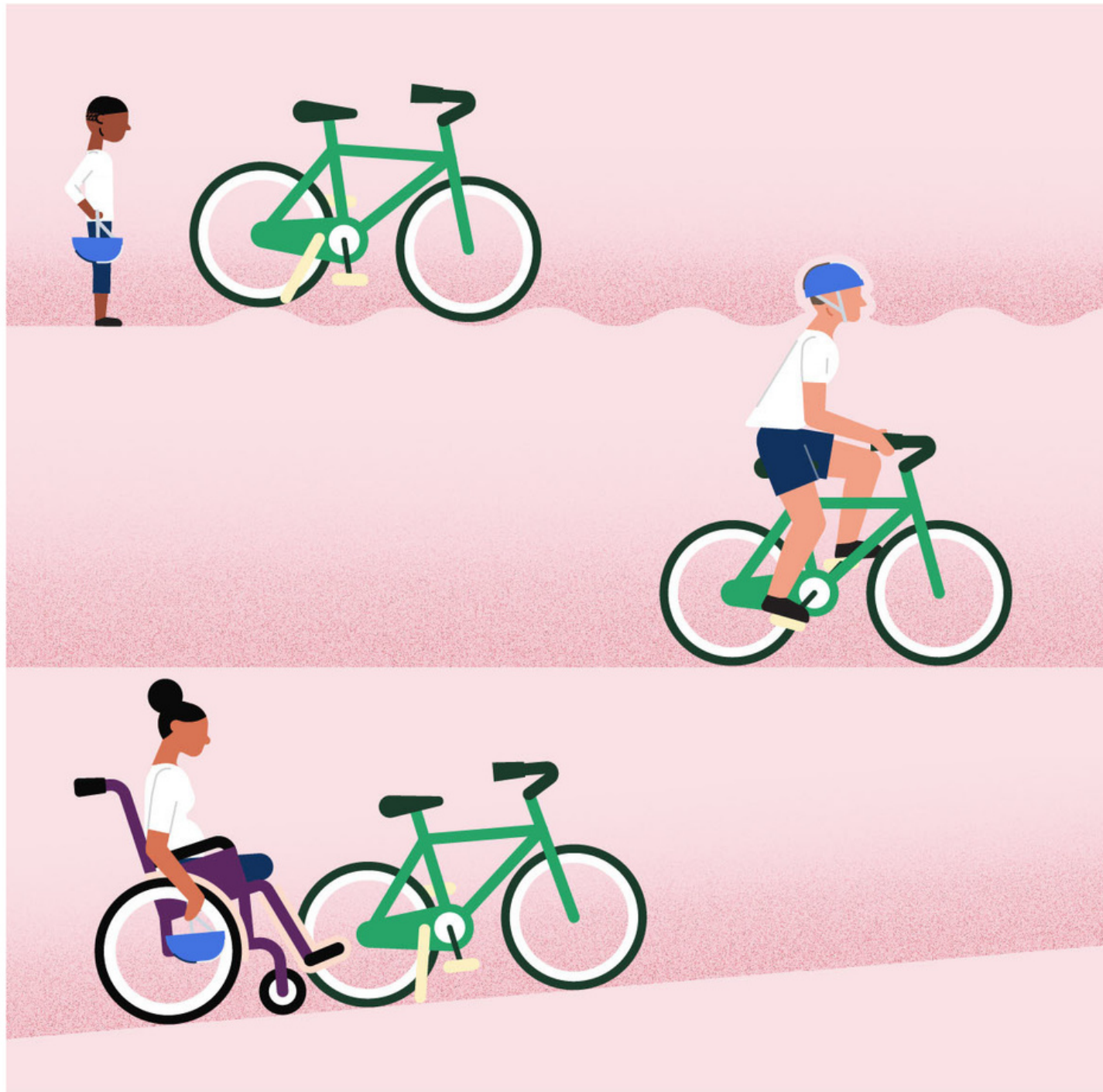


**Resulting in only some
audiences knowledgeable and
activated around an issue, often
those closest to the
organization's own community.**

On equity:

EQUALITY:

Everyone gets the same—regardless if it's needed or right for them.



EQUITY:

Everyone gets what they need—understanding the barriers, circumstances, and conditions.



On equity:

EQUALITY:

Everyone gets the same – regardless if it's needed or right for them.



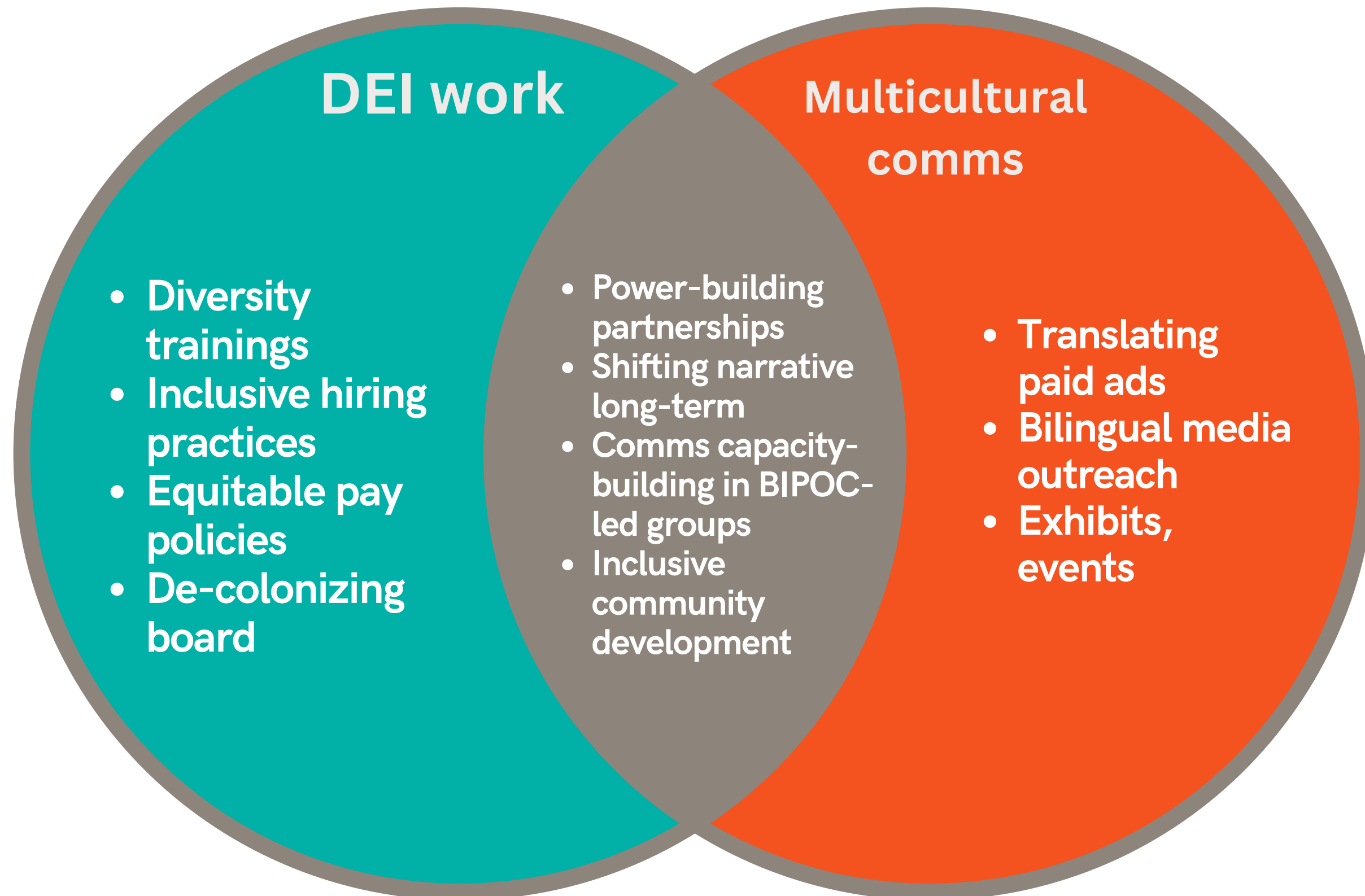
EQUITY:

Everyone gets what they need – understanding the barriers, circumstances, and conditions.



DEIJ work & multicultural comms

The difference and how they overlap



Thinking about culture: visible & invisible

Visible culture (what others see): Food, dress, music, language, dance, literature, celebrations, gender expression, etc.

Decision-making process, problem solving roles, concept of health and disease, shared experiences and history, standard of beauty, justice, leadership, etc.

Invisible culture & experiences:
Religion/spiritual beliefs, family/social relationships, personal space, unspoken rules, sense of time, sense of duty, body language, relationship to nature, patterns for handling emotions, child-rearing ideals, attitudes towards elders, trust in government



Putting transcreation to work

Transcreation Flags, King County DNRP
Prepared by Resource Media
Oct. 12, 2022

Phrase	Transcreation flags	Translations	Final check
Stay out of the water.	Other languages may not have the same verb + preposition construction; as a result it could be translated as 'going in the water is prohibited' or 'do not go in the water'		
Do not swim.			
Right now, the water here could make you sick.	Other languages and cultures may have variance in the severity of 'sickness' on a spectrum. Note to a translator whether this should be conveyed as a serious illness or mild.		
Recent water tests found high bacteria, which means there is poop in the water from people, pets, or wildlife.	Most languages (like English) have formal and informal ways to say the word 'poop.' If you want to convey an informal feeling like you have in English, flag this to the translator.		

Somali translation matrix –PICH project

Project 1: Infographic, childcare portion
 Word count:

English text	Transcreation points	Somali translation	Notes to translation	Resolved?

Project 2: Print leave-behind, sidebar 1 |
 Word count:

English text	Transcreation points	Somali translation	Notes to translation	Resolved?

Project 3: Website copy
 Word count:

End result



Center for MultiCultural Health

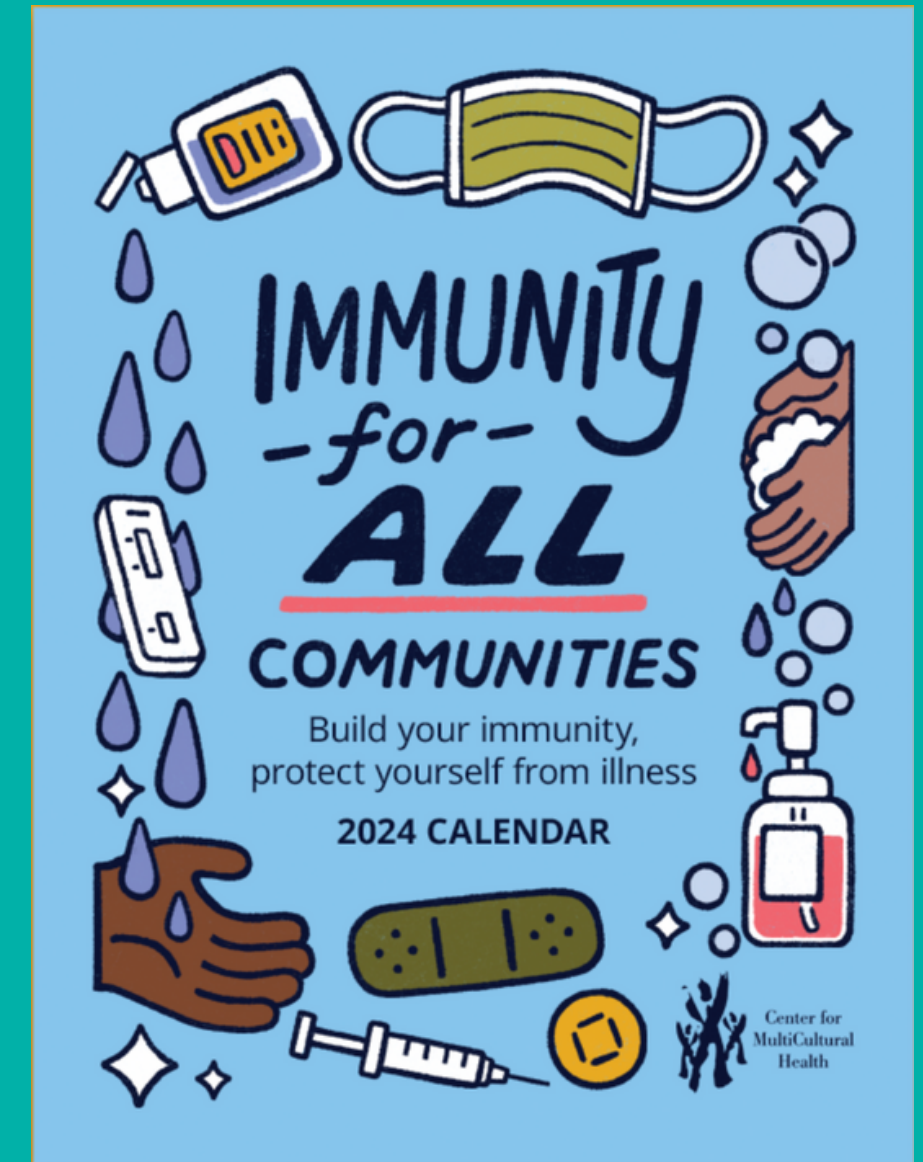
Immunity for ALL Communities

Copy link

Teresa & Marren
COVID-19 vaccine • Get the latest information from the CDC.

Watch on  YouTube

The video player shows two women, Teresa and Marren, smiling. Teresa is on the left, wearing a maroon turtleneck. Marren is on the right, wearing a black hoodie with "You Matter" written on it. A large red play button is centered over the video. The video title and description are at the top, and the YouTube logo is at the bottom left.



Graduated checklists

Competent	Relevant	Resonant
<p>Are your website and materials accessible to your target audiences with multiple needs?</p>	<p>Have you created partnerships/relationships with trusted community groups and partners, and has the value of this partnership been proven?</p>	<p>Has your staff transformed to adapt to the multicultural organizing and community outreach needs in your community?</p>
<p>Is your staff able to create representative materials for your target audiences in an authentic way?</p>	<p>Has the issue been positioned as specifically relevant for marginalized community groups, i.e. why they should care has been specifically tied to unique cultural values?</p>	<p>Have the newly inclusive communications outreach activities resulted in gains on the policy, research or organizing fronts, resulting in a benefit to your community members?</p>
<p>Do you know which audiences you want to reach, and what their cultural values are?</p>	<p>Has your org created a plan to share power with marginalized groups, in order to achieve change via inclusion, organizing and strategy?</p>	<p>Have communities reacted well to the new stories, spokespeople, accessibility or creative, because they are able to see themselves in your work?</p>

Back to the Multicultural Comms Journey

Make a plan!



**Explore
your org's
power and
privilege**

**Problem solving,
goal setting**

**Audience analysis,
research**

**Messaging,
transcreation**

**Creative
production**

**Promotion &
evaluation**

Discuss

Please take 10 minutes to discuss with your partner one of these questions. Take your pick!

What is a goal that you'd like to set around multicultural communications?

What does success feel like when it comes to a more inclusive, multicultural org?

Where do you think your org is now: competent, relevant or resonant? Why?

Questions & comments:

sian@resource-media.org

belinda@resource-media.org

Further exploration

<https://www.resource-media.org/multicultural-communications/>

**We want to
hear from you!
Take this quick
survey**

