



FOR IMMEDIATE RELEASE

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## **APAP Introduces the 10/20/30 Pledge**

**The service organization urges leaders in the field to commit to racial equity, diversity and inclusion for the performing arts.**

(Washington, DC) March 16, 2021 – The Association of Performing Arts Professionals (APAP) released today [its 10/20/30 pledge for racial equity, diversity, and inclusion \(REDI\) in the performing arts](#). In advancing this pledge—to which it invites both organizations and individuals in the performing arts to take—APAP offers an accountability structure to eliminate barriers to leadership for, steward the work of, and support cultural workers who identify as Black, Native/Indigenous, People of Color, women, individuals with disabilities, and LGBTQIA2S+ in the performing arts field.

The 10/20/30 pledge is named for its core principles. It asks of its endorsers:

- *A 10-year commitment to empower, represent and engage the work of artists and organizations within our work and/or organization who identify as and whose primary focus is from Black, Native/Indigenous, People of Color, women, individuals with disabilities, and LGBTQIA2S+ persons. This includes a commitment to hire, develop, and provide opportunities for Black, Native/Indigenous, People of Color, women, individuals with disabilities, and LGBTQIA2S+ persons in leadership and staffing positions of our organization, incorporating local and regional demographics to inform these decisions.*
- *20% percent of our programming or artist rosters allocated exclusively towards the mission, performance, presentation, commissioning, and administration of the work by artists and organizations who identify as and whose primary focus is from Black, Native/Indigenous, People of Color, women, individuals with disabilities, and LGBTQIA2S+ persons.*
- *30% percent of our annual budget for programming—for the presentation, commissioning, creation, producing or educating about work; for leadership and personnel—for the salaries and professional development costs in training and hiring for leadership, management, artistic, production, and staff positions of our organization; and for vendors—to focus exclusively on those owned or led by Black,*



*Native/Indigenous, People of Color, women, individuals with disabilities, and LGBTQIA2S+ persons and include local and regional demographics to inform these decisions.*

“There is urgency to support People of Color as performing artists and arts professionals and to repair longstanding injustice,” explains APAP President and CEO Lisa Richards Toney.

“Inequity in our industry has resulted in higher opportunity costs for those who have not benefited from a white supremacist structure,” continues Richards Toney. The 10/20/30 pledge is designed to provide new structure and accountability for our field to intentionally bring forth a more equitable, more just foundation from which we can individually, organizationally, and—most powerful—collectively build. So much of the future health and survival of our field depends on our call to action around matters of racial equity, diversity and inclusion. What we decide, act upon, and actually do—in this moment—is critical and will help us mobilize a performing arts industry that works for all artists and communities.”

“The 10/20/30 pledge is a key component of APAP’s commitment to Racial Equity, Diversity and Inclusion—what we call ‘REDI’—and also serves as a proactive, strategic direction for the field,” notes APAP member for over 25 years and Board Chair Renae Williams Niles. In 2019, the APAP board and staff held a strategic planning session to assess how the Association could best serve a broad, multi-faceted performing arts ecosystem. In that process came APAP’s commitment to REDI which continues to be embedded in all of its activities and practices. “This time has made the longstanding and deeply entrenched inequities within our field, as within other sectors, abundantly clear. Now is our time as a community, to create a more inclusive and just ecology. I am inspired by this tangible pledge and the individuals and organizations that will join APAP in bettering a field I cherish so much.”

Richards Toney acknowledges that lasting change doesn’t happen overnight. “The 10/20/30 Pledge is designed to unfold over 10 years—although for some, the goals may be in closer reach and serve as a baseline to surpass. We will need to meet people where they are and allow time for the necessary processes of change, training, and policy evolutions that can be complex requiring clear vision and courage. It’s a start and a first step towards realizing true equity in the arts.”

The 10/20/30 Pledge was developed over many months in 2020-2021 by APAP’s Racial Equity, Diversity and Inclusion (REDI) Committee, which is comprised of leaders in the performing arts industry: **Lulani Arquette**, Co-Chair; President & CEO, Native Arts and Cultures Foundation; **Francine Sheffield**, Co-Chair; Owner, Sheffield Global Arts Management; **Gwethalyn Bronner**, Immediate Past Co-Chair; Executive Director, James Lumber Center for the Performing Arts at the College of Lake County; **Jean Cook**, Artist;



**Eddie Cota**, Founder, Champion City; **Karen Fischer**, Founder & Director, Pasifika Artists Network; **Michael Reed**, Senior Director of Programs and Organizational Initiatives, ASU Gammage; **Daniel Bernard Roumain**, Artist & Educator; **Murielle Borst Tarrant**, Cultural Artist, Director, & Playwright; **Beatrice Thomas**, Consultant & Arts Equity Strategist, Authentic Arts & Media; **Cristina Vázquez**, Director, Contenidos Artísticos.

More information about the 10/20/30 Pledge for Racial Equity, Diversity and Inclusion in the Performing Arts can be found here: <https://www.apap365.org/Programs/10-20-30>.

APAP social media can be found at [facebook.com/APAPNYC](https://facebook.com/APAPNYC), <https://twitter.com/apap365>, <https://www.instagram.com/apap365>, <https://www.linkedin.com/company/association-of-performing-arts-professionals/>. 10/20/30 social media kit available [here](#). #TheArtsAreREDI

### **About APAP, the Association of Performing Arts Professionals**

APAP, the Association of Performing Arts Professionals, based in Washington, D.C., is the national service, advocacy and membership organization dedicated to developing and supporting a robust, performing arts presenting field and the professionals who work within it. Our 1,700 national and international members represent leading performing arts centers, municipal and university performance facilities, nonprofit performing arts centers, culturally specific organizations, foreign governments, as well as artist agencies, managers, touring companies, and national consulting practices that serve the field, and a growing roster of self-presenting artists. APAP works to effect change through advocacy, professional development, resource sharing and civic engagement. APAP is a nonprofit 501(c)3 organization governed by a volunteer board of directors and led by **President and CEO Lisa Richards Toney** (<https://www.apap365.org/About/Who-We-Are/Staff/Lisa-Richards-Toney>). In addition to presenting the annual APAP|NYC conference—the world's leading gathering and marketplace for the performing arts—APAP continues to be the industry's leading resource, knowledge and networking destination for the advancement of performing arts presenting, booking and touring. For more information, visit <https://www.apap365.org>.

### **About APAP's Commitment to Racial Equity, Diversity and Inclusion (REDI)**

The APAP board of directors and staff incorporate Race, Equity, Diversity, and Inclusion (REDI) as one of APAP's top priorities, woven into all its organizational activities and strategic directions. We commit to the work of REDI with openness and deep institutional commitment, realizing that REDI is a sustained practice that rejects tokenism and instead embeds equity across the performing arts field. Recognizing that all peoples, cultures, genders and their performing arts contribute meaning to and understanding of our humanity, we promote the collective power of multiple voices. We are dedicated to support REDI work that has purpose for APAP membership and leads to meaningful, sustainable action in advancing access, equity and inclusion in every part of our field. Through REDI efforts with our members, allies, and partners, we strive together to create a more just performing arts community.

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