



# AV Industry Inclusive Language Guide

An evolving tool for the AV Industry to learn about the use of inclusive language through general guidelines and suggestions

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## AV INDUSTRY INCLUSIVE LANGUAGE GUIDE

The AV Industry values all people and welcomes diverse perspectives. One of the most immediate and obvious ways to demonstrate those values is by using inclusive language. Inclusive language acknowledges diversity, conveys respect to all, is sensitive to differences, and promotes equality. It helps us to avoid biases perpetuated by words and phrases that can reinforce stereotypes and create false power dynamics. Speaking and writing in an inclusive way enables us to better resonate with audiences, build more open relationships, and forge new connections.

However, it can be difficult to change a lifetime of habits. Many of us unknowingly carry implicit biases with us every day. We don't have malicious intent. We have simply become accustomed to using industry shorthand and defaults, common idioms, and turns of phrase that we may not realize are problematic.

AVIXA®, the Audiovisual and Integrated Experience Association, with the support of Audinate, TAD, and the AVIXA Diversity Council, has created this AV industry inclusive language guide to help everyone avoid implicit bias and strengthen the belonging of everyone across the industry.

## AV INDUSTRY TERMS AND PHRASES

AVIXA, Audinate and TAD have reviewed many of the AV industry’s business terms and phrases. Below are some problematic terms we found and suggestions for how to make the language more inclusive.

IN-USE TERM	USAGE/SITUATION	ETYMOLOGY/CONTEXT	SUGGESTED ALTERNATES
Backlog Grooming	General Term	“Grooming” is a term with specific legal meaning in British English.	Backlog Refinement
Blacklist	General Term	Terms using the white/play black relationship as a shortcut for a power dynamic in which the “white” has more power or is seen as “good” and the “black” has less power or is seen as “bad” should be avoided.	Denylist, Exclusion List, Blocked List
Boundary Clock Slave	Networked Audio	Terms using the master/slave relationship as a shortcut for a power dynamic in which the “master” has more power and the “slave” has less power should be avoided.	Boundary Clock Follower
Chairman	General Term	Terms assuming a cis-normative or particular gender for a role should be avoided.	Chairperson/Chair, Director, Principal
Digital Native	General Term	Terms used to describe peoples of origin can be sensitive and should be used with caution. The term here refers to one that has “grown up with” technology and does not convey an inherent power dynamic, this term is neutral, but use with caution.	Digital Wisdom, Power User, Digital Maven
Developing Countries	Discussing and organization as a global organization	Implies that certain established countries are lacking; not developed because they have a different socioeconomic makeup from that of most western countries.	Emerging Economies
Dummy	General Term	Ableism Bias. Term used to imply cognitively impaired person; someone that is stupid.	Placeholder, For Placement Filler Text
Equipment Schedule Master	Filename	See above for “Boundary Clock Slave.”	Main Equipment Schedule, Equipment Schedule Template
Female	Connector	See above for “Chairman.”	Socket, Jacket, Receptacle
Grandfathered	General Term	The “Grandfather clause” allowed voting in the U.S. south only for men whose ancestors had the right to vote before 1867 (i.e., white men). It refers to an inherent power dynamic along racial lines and should be avoided.	Waived, Exempted, Legacy

IN-USE TERM	USAGE/SITUATION	ETYMOLOGY/CONTEXT	SUGGESTED ALTERNATES
Grandmaster	General Term	See above for "Boundary Clock Slave."	Primary Leader
Lame	General Term	Ableism Bias; Originally used in reference to people with reduced mobility, now often a synonym for "uncool" or "unsophisticated." Both types of uses are ableist.	Ineffectual, Immobile, Impaired
Male	Connector	See above for "Chairman."	Plug
Man Hours	General Term	See above for "Chairman."	Labor Hours, Work Hours
Manlift	Platform that lifts a worker and their equipment on worksites	See above for "Chairman."	Aerial Lift, Personal Lift, Personnel Lift
Manpower	General Term	See above for "Chairman."	Staffing
Master Clock	Broadcast	See above for "Boundary Clock Slave."	Leader Clock
Master Control Room	Broadcast	See above for "Boundary Clock Slave."	Primary Control Room, Main Control Room, Central Control Room
Master Encoder	Networked Video	Master Control Room	Lead Encoder
Master Fader	Audio Engineering	See above for "Boundary Clock Slave."	Global Fader, Primary Fader
Master Recapitulation Sheet	Bid Specifications	See above for "Boundary Clock Slave."	Consolidated
Motion Master	Content Management Systems	See above for "Boundary Clock Slave."	Motion Original
Preferred Master	Networked Audio	See above for "Boundary Clock Slave."	Preferred Leader
Project Master Quote	Bid Specifications	See above for "Boundary Clock Slave."	Global Project Quote, Manufacturer Quote

IN-USE TERM	USAGE/SITUATION	ETYMOLOGY/CONTEXT	SUGGESTED ALTERNATES
PTP Slave	Networked Video	See above for "Boundary Clock Slave."	PTP Follower
Salesman	General Term	See above for "Chairman."	Salesperson, Sales Associate
Sanity Check	General Term	Terms implying that differing cognitive abilities are good or bad should be avoided.	Reality Check, Coherence Check, Confidence Check
Slave Processor	AV Control	See above for "Boundary Clock Slave."	Follower Processor
Tribal Knowledge	General Term	"Tribe" is a loaded term with negative connotations for First Nations and African communities.	Institutional Knowledge, Organizational Knowledge
Whitelist	General Term	See above for "Blacklist."	Allowlist, Inclusion List, Safe List



## GENERAL BEST PRACTICES FOR INCLUSIVE LANGUAGE

Contingent upon specific linguistic considerations and cultural sensitivities that may dictate otherwise, what follows are some general best practices for inclusive language.

### Person-First Language

Use person-first language to tell what a person has, not what a person is (i.e., person with a disability vs. disabled, and person of color vs. colored). Person-first language emphasizes abilities and deemphasizes stereotypes. Use person-first language unless the person indicates another preference.

### Avoid Colloquialisms and Jargon

There are certain words and expressions that are common to those who share a workplace, profession, and regional culture (e.g., “EOB,” “ETA,” “ROI,” “ballpark figure,” “let’s table that,” “seems dodgy,” and other acronyms and idioms). These words and expressions can be difficult for people unfamiliar with them to understand, creating a social barrier that may make people feel excluded. If your company has global offices or works with customers around the globe, best to use simple germane language when writing and speaking to ensure inclusiveness.

### Racial and Ethnic Language

Include racial or ethnic details only when they are clearly relevant, and that relevance is explicit (e.g., Barack Obama was the first Black U.S. president. Sonia Sotomayor is the first Hispanic justice of the U.S. Supreme Court). Race is often irrelevant and drawing unnecessary attention to someone’s race or ethnicity can be interpreted as bigotry.

## GENERAL BEST PRACTICES FOR INCLUSIVE LANGUAGE



### Gender Neutral Language and Inclusive Pronouns

Do not assume a person's gender identity. Instead, use gender inclusive pronouns such as they/them/theirs vs. he/him/his and she/her/hers, unless a person indicates another preference. When speaking about or to groups of people, use gender neutral language such as everyone or people. Avoid references to male and female such as "ladies and gentlemen" or (the informal) "guys." Only use male and female, or orientation when the need is relevant, and that relevance is explicit (e.g., The study included males ages 10-21. She is the first female governor of North Carolina, Annise Parker, is the first openly gay mayor of a major U.S. city). Gender Neutral Language is inclusive and promotes gender equality.

While we hope you will adopt the alternatives we have provided, it is important to remember that inclusive language is more than just replacing words and phrases. It is also about changing attitudes, eliminating biases and promoting belonging. By using more inclusive language in our speech and content we can engage a wider audience, create a more unified workforce, and make stronger connections.



## ACKNOWLEDGMENTS

### Audinate

Audinate's award winning Dante AV over IP networking solution is the worldwide leader and used extensively in the professional live sound, commercial installation, broadcast, public address, and recording industries. Dante technology powers products available from hundreds of leading audio partners around the world.

### AVIXA Diversity Council

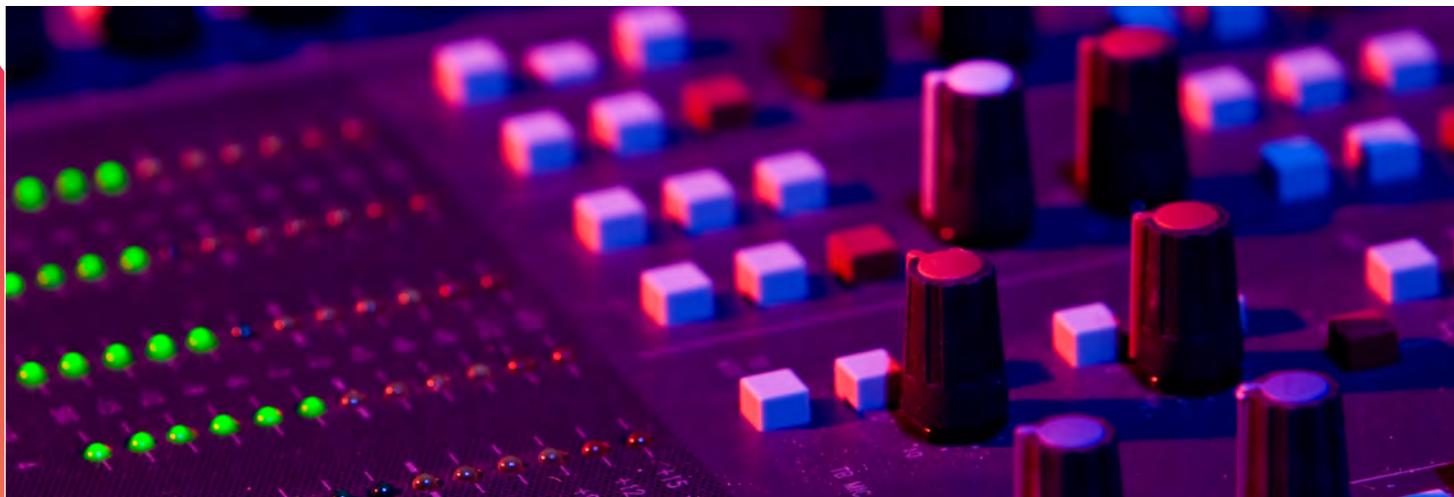
The AVIXA Diversity Council is a group of AVIXA members interested in bringing together AV and integrated experience professionals from various backgrounds and cultures. The Council's mission is to encourage inclusion and promote human, cultural and systemic diversity in all forms within the commercial audiovisual industry through the use of professional networking, educational opportunities, leadership development and community awareness.

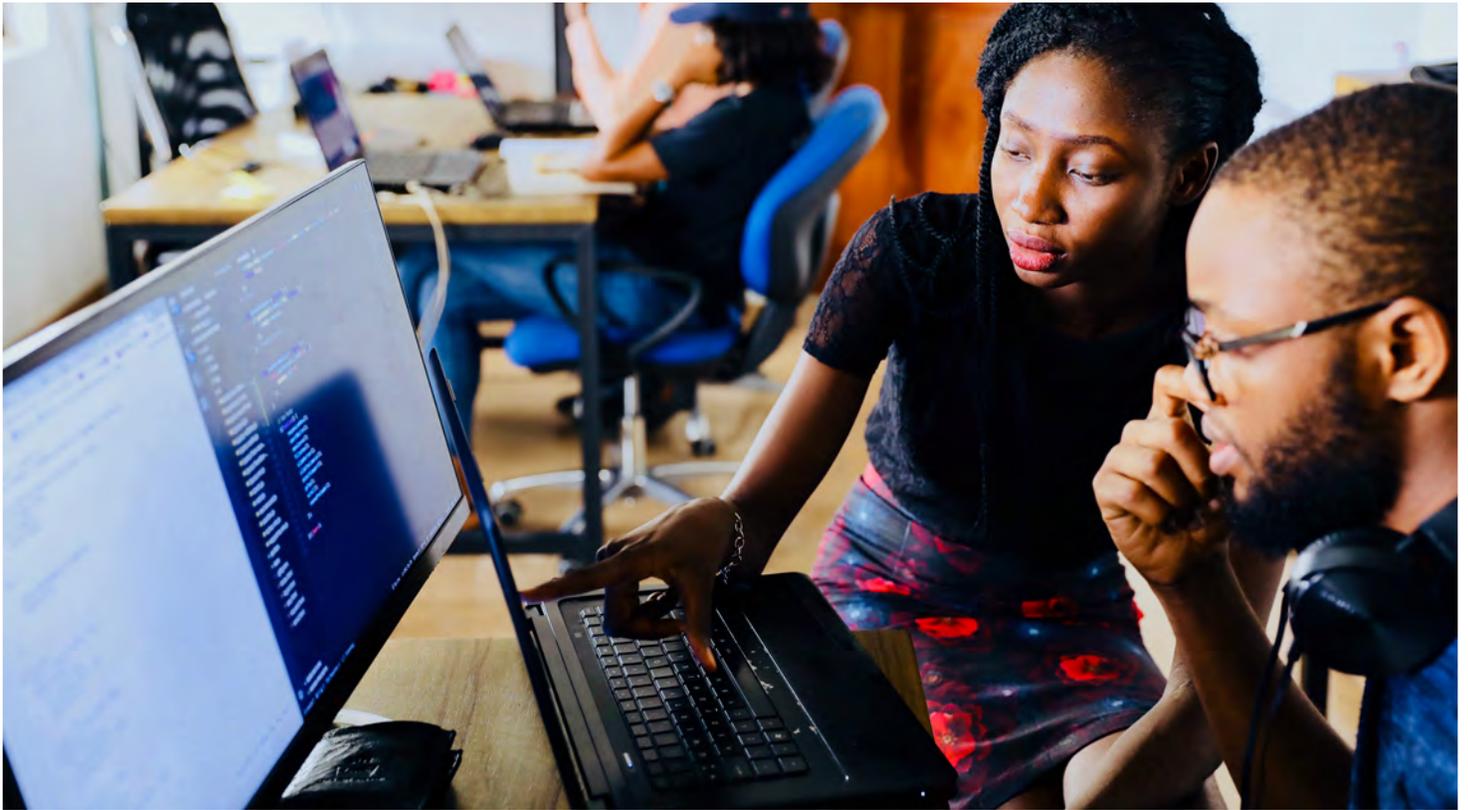
### TAD

TAD illuminates the convergence of the digital and physical world by commanding the fundamentals of technology, architecture, and design. A trans-disciplinary design consultancy of strategists, designers and technologists, TAD brings an experience-centric approach to technology in the built environment. TAD is an AVIXA member company with representatives on the AVIXA Diversity Council.

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## CONTACT INFORMATION

### Questions or Feedback

To provide feedback on the guide or if you have any questions, please contact the AVIXA Diversity Task Force at [inclusiveness@avixa.org](mailto:inclusiveness@avixa.org).



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