



JOIN THE MEDIAVILLAGE COMMUNITY: GROWTH THROUGH EDUCATION & DIVERSITY

**YOU CAN INVEST IN GROWTH
& REDUCE B2B OVERHEAD**

- **Meet your corporate responsibility to invest in diversity and team education.**
- **Improve your B2B marketing results.**
- **Gain proprietary competitive advantages.**
- **Reduce your B2B overhead.**

**LEARN MORE ABOUT MEDIAVILLAGE AND
ADVANCINGDIVERSITY.ORG MEMBERSHIP**



**MEDIAVILLAGE IS THE MEDIA INDUSTRY'S
EDUCATION & DIVERSITY CENTER OF EXCELLENCE.
WE DRIVE GROWTH FOR THE WORLD'S LEADING MEDIA COMPANIES.**

MediaVillage was launched in 2010 under the direction of veteran industry strategist and trend forecaster Jack Myers. Fifteen founding media companies embraced Myers' recommendation that they transcend territorial competition to develop and implement industry-wide solutions for competing in the digital marketplace. For the past decade, MediaVillage, in collaboration with partners across the marketing ecosystem, has been pilot testing innovative strategies for generating growth. Today, more than 150 companies, organizations and industry leaders are members of the **MediaVillage Center of Excellence**.

- **MARKET RESEARCH:** Under The Myers Report brand, MediaVillage collects, analyzes and shares B2B and consumer data and insights to guide and support our members' growth priorities and marketing communications.
- **MARKET INTELLIGENCE:** MediaVillage hosts and manages the B2B marketing platforms for more than 100 member companies, industry trade associations, non-profit advocacy groups, and education providers, each published independently under the MediaVillage Knowledge Exchange. Together they represent the media industry's only unified force for growth.
- **CONTENT MARKETING:** MediaVillage.com hosts the commentaries, thought-leadership and insights of the media industry's most respected columnists, journalists and industry experts, reaching professionals across the marketing, media, entertainment and education ecosystem.
- **DIVERSE TALENT DEVELOPMENT:** MediaVillage has been a leading advocate for diversity, equality and inclusion, founding WomenAdvancing.org in 2011, 1stFive.org in 2014. In 2017, the Advancing Diversity Hall of Honors. Under Myers' leadership, the Advancing Diversity Council represents the media, marketing, advertising and entertainment community's commitment to advancing diversity from advocacy to activism.
- **EDUCATION & MEETING PREPARATION:** To support the on-demand knowledge needs of brand marketers, agency professionals, media industry suppliers, educators, content studios, content creators, students and diverse communities, MediaVillage has launched MeetingPrep.com, an open AI-fueled search and market intelligence platform. In addition to the most accurate and relevant vertical industry search engine, MeetingPrep incorporates Watch Listen & Learn, an audio and visual learning resource; KnowledgeExchange, a curriculum-focused online education resource; AdvancingDiversity.org, housing the industry's diversity resources; and Advancing Diversity Meet-Ups, virtually connecting talent to jobs and career advancement.



ADVANCING EDUCATION & DIVERSITY MEMBER RESOURCES & TOOL KIT

AT MEDIAVILLAGE, WE'VE INTEGRATED B2B MARKETING CAPABILITIES BASED ON BEST PRACTICES AND PRINCIPLES FOR DRIVING GROWTH.

- We are the leader in market intelligence, effective content marketing, talent support and industry education.
- We enable and empower collaborative teams to generate measurable growth in a highly competitive and economically challenging market.
- We focus on breaking down bureaucratic inertia and resistance to change that prevent revenue growth and a representative workforce.
- We align your talent around common beliefs and B2B marketing goals.
- We connect experienced columnists, journalists, editors, and analysts with your marketing and research teams, strategic leaders, financial and revenue management, and talent development professionals to tell your story accurately, professionally, transparently and effectively.
- We are the industry leader for advancing diversity, inclusion and equality from advocacy to activism, supporting your corporate commitments.

OUR GOALS FOR EDUCATION & DIVERSITY

50% REVENUE GROWTH / 50% DIVERSE REPRESENTATION BY 2030

- The future of our industry relies on our ability to listen to the marketplace, collaborate and scale successful solutions.
- Industry and corporate growth require an urgent focus on filling knowledge gaps and activating individual, company and industry solutions among all stakeholders.
- MediaVillage members are empowered to boldly lead by advancing issues and opportunities in ways that activate change rather than deepen systemic commoditization and bias.
- Now is the moment to recognize and advance wisdom, leadership, education, diversity and opportunity.
- Now is the moment to invest, implement, scale and build on success.

MEDIAVILLAGE IS THE INDUSTRY LEADER IN B2B MARKET INTELLIGENCE, EFFECTIVE CONTENT MARKETING, DIVERSE TALENT DEVELOPMENT AND EDUCATION.

MEDIA COMMUNITY LEADERS FOR GROWTH

- 3% Conference
- 4As
- A4/Altice
- AB InBev
- Active International
- ADCOLOR
- Ad Council
- Advertising Education Foundation
- A+E Networks
- AMC Networks
- Ampersand
- American Advertising Federation
- ANA
- ANA AIMM
- Ascential/MediaLink
- Cadent
- Captivate Network
- CBS-TV
- Comcast
- Crown Media Family Networks
- The CW
- Davila Multicultural Insights
- Dentsu Aegis Network
- Discovery
- DISH Media/Sling
- Empower Advertising
- Eric Mower + Associates
- E.W. Scripps/Newsy
- Facebook
- The Female Quotient
- Fox-TV
- Good | Upworthy
- Google/YouTube
- Hearst Corporation
- Hershey Company
- Icon Media
- Institute for Veterans
- IPG
- Lifetime
- MediaMath
- Muslim Public Affairs Council
- NBCUniversal
- New York Interconnect
- Nexstar/Tribune
- Nielsen
- NPR/NPM
- Outfront
- Pandora
- P&G
- Publicis Media Americas
- Sam's Club
- Sinclair Broadcasting
- Spectrum Reach
- Twitter
- Unilever
- UPtv/Aspire
- Verizon
- Vevo
- ViacomCBS
- Walt Disney Television
- WarnerMedia
- The Weather Channel
- Xandr

EDUCATION AND DIVERSITY (E&D) TOOL KIT MEMBER RESOURCES, BENEFITS & FEES

MEMBER BENEFITS ALL-INCLUSIVE TURN-KEY ANNUAL FEE	E&D ACTIVIST \$320,000	E&D LEADER \$240,000	E&D PARTNER \$120,000	E&D MEMBER \$60,000
<i>Includes Diversity & Inclusion, Education & Research, B2B Marketing & Education</i>				
DIVERSITY & INCLUSION ADVANCEMENT	\$90,000	\$60,000	\$30,000	\$20,000
Building a Learning Organization Tool Kit	✓	✓	✓	✓
Advancing Diversity Education Fund	✓	✓	✓	✓
Advancing Diversity Council Seat	✓	✓	✓	—
B2B Communications & Messaging Audit	✓	✓	—	—
AdvancingDiversity.org Content Platform	✓	✓	—	—
<i>Black Leaders Matter Profiles</i>				
<i>1stFive.org Profiles</i>				
<i>WomenAdvancing.org Profiles</i>				
<i>Age of Aging Profiles</i>				
AdvancingDiversity Talent Recruitment	✓	—	—	—
1stFive.org Talent Retention Program	✓	—	—	—
TEAM EDUCATION & MARKET RESEARCH	\$120,000	\$120,000	\$90,000	\$90,000
The Myers Report (Members-Only)	✓	✓	✓	✓
TMR 2000-2025 Economic Data/Forecasts	✓	✓	✓	✓
Advertiser/Agency Perceptions Research**	✓	✓	✓	✓
Media Brand Equity Valuation Research**	✓	✓	✓	✓
Advanced Technology Updates	✓	✓	✓	✓
Proprietary Strategic Recommendations	✓	✓	—	—
Custom Research Studies Available*	✓	✓	—	—
B2B MARKETING & EDUCATION SOLUTIONS	\$140,000	\$120,000	\$60,000	\$30,000
.COM KnowledgeExchange Platform & Archive	✓	✓	—	—
6-36 Custom Journalistic Articles	✓	✓	✓	✓
<i>Executive Thought Leadership</i>				
<i>Research Reports, Case Studies</i>				
<i>Team Profiles</i>				
<i>Earned Media Credibility</i>				
<i>Market Experts, Journalists & Columnists</i>				
MeetingPrep.com Search Optimization	✓	✓	✓	—
Dedicated E-Mail Content Distribution	✓	✓	✓	—
Watch Listen & Learn A/V Content Creation	✓	✓	✓	—
Press Release Distribution	✓	✓	✓	—
Banner Ad Campaign/Social Marketing	✓	✓	—	—
Jack Myers Leadership Conversation (Video)	✓	—	—	—

*Incremental Costs **Available when applicable



EMPOWERING GROWTH THROUGH EDUCATION AND DIVERSITY

ARE THESE YOUR B2B MARKETING & AD SALES REALITIES?

ON A 1-10 SCALE (1=NOT AT ALL AGREE; 10=VERY STRONGLY AGREE) RATE EACH OF THE FOLLOWING STATEMENTS BASED ON HOW SIGNIFICANTLY THEY IMPACT ON YOUR DAY-TO-DAY BUSINESS REALITIES.

- The mounting pressure of ever-expanding day-to-day responsibilities and ZOOM calls are increasing demands on my time.
1 2 3 4 5 6 7 8 9 10
- The pressure of competition feeds inertia and makes it more challenging to innovate and change day-to-day business responsibilities.
1 2 3 4 5 6 7 8 9 10
- Executives with budget and financial control are often disengaged from my day-to-day business realities, and budget cut-backs are impacting on my effectiveness.
1 2 3 4 5 6 7 8 9 10
- Organizational hierarchies and silos — at my company and others — are outdated and remain locked into organizational systems that make my work more difficult.
1 2 3 4 5 6 7 8 9 10
- Subject matter expertise and market intelligence are difficult to access, and I sometimes find myself and others unprepared for meetings.
1 2 3 4 5 6 7 8 9 10
- Trust is eroding and it's more challenging to build strong relationships with mutual trust.
1 2 3 4 5 6 7 8 9 10
- Experience is no longer a proxy for knowledge and I find that younger colleagues often have important knowledge in the digital marketplace that more senior professionals often lack.
1 2 3 4 5 6 7 8 9 10
- Knowledge is no longer a pre-qualification for responsibility, and those in roles of responsibility often lack the knowledge to be most effective.
1 2 3 4 5 6 7 8 9 10