



**ADVANCING
DIVERSITY**

FROM ADVOCACY TO ACTIVISM

ADVANCING DIVERSITY FROM ADVOCACY TO ACTIVISM

**INVEST IN A DIVERSE WORKFORCE
& EDUCATION WITH PROVEN
PARTNERS FOR ORGANIZATION-WIDE
IMPLEMENTATION**

ADVANCINGDIVERSITY.ORG MEMBERSHIP RESOURCES & BENEFITS

- **ADVANCING DIVERSITY HALL OF HONORS**
- **ADVANCING DIVERSITY COUNCIL MEMBERSHIP**
- **INVESTMENT IN PROVEN PROGRAMS & ACADEMIC PARTNERSHIPS**
- **EDUCATIONAL TOOLS FOR TALENT DEVELOPMENT**
- **DIVERSITY, EQUITY AND INCLUSION SUCCESS METRICS**
- **D-E-I LEADERSHIP COMMUNICATIONS AND MARKETING PROGRAM**
- **FINANCIAL SOLUTIONS FOR TALENT RETENTION**

**LEARN MORE ABOUT
ADVANCINGDIVERSITY.ORG MEMBERSHIP**



**FROM ADVOCACY
TO ACTIVISM**
ADVANCING DIVERSITY

RESOURCE CENTER AND TOOL KIT

ALL ENCOMPASSING, TURN-KEY ADVANCING DIVERSITY ACTIVATION RESOURCES
FOR MEDIA, ADVERTISING, MARKETING AND ENTERTAINMENT COMPANIES

- AdvancingDiversity.org provides member organizations, leaders and team members with turn-key tools, resources and support programs that measurably increase your workforce diversity and organizational support through proven initiatives, partnerships and educational tools.
- AdvancingDiversity.org and the Advancing Diversity Hall of Honors were established in 2017 by MediaVillage founder Jack Myers with the support of more than 50 leading media companies marketers, agencies and service organizations, consolidating the initiatives and programs of WomenAdvancing.org (founded in 2011), 1stFive.org (2014), LegendsLeaders.org (2016), FutureofMen.com (2016), and TheAgeofAging.com (2017).
- AdvancingDiversity.org programs now include the Media Industry Advancing Diversity Education Fund, BlackLeadersMatter.info, Ask-GenZ.com, partnerships with academia, and a 501(C)3 college loan relief program.
- AdvancingDiversity.org members support investments in proven industry-wide D-E-I programs selected by the Advancing Diversity Council, with a commitment to advancing diversity from advocacy to activism, reinforcing your corporate commitments, delivering proven success, and achieving measurable return on investment.
- Our Leadership Communications and Marketing Program connects experienced D-E-I professionals, journalists, economists, cultural anthropologists, market analysts and communications experts to tell your story and advance your message to both your internal teams and external stakeholders.
- We align your talent around common inclusion and equity beliefs and goals.
- We provide tools for breaking down bureaucratic inertia and resistance to change that stand in the way of advancing a representative workforce.

**AT ADVANCINGDIVERSITY.ORG, WE'VE INTEGRATED RESOURCES,
PROGRAMS AND PARTNERSHIPS BASED ON BEST PRACTICES
AND PRINCIPLES FOR DRIVING D-E-I ACTIVISM AND SUCCESS**



FROM ADVOCACY TO ACTIVISM

ADVANCING DIVERSITY

ADVANCING DIVERSITY COUNCIL MEMBERSHIP

ACTIVE ENGAGEMENT AS ADVANCING DIVERSITY COUNCIL COMMITTEE MEMBER

- Diversity Measurement & Metrics
- Investment Fund
- Marketing and Communications
- Career Development and Financial Solutions
- Quarterly Meetings (Virtual)
- Selection Committee for Advancing Diversity Hall of Honors
- Proprietary Industry-wide Data Insights

ADVANCING DIVERSITY HALL OF HONORS INDUCTION

THE ADVANCING DIVERSITY HALL OF HONORS RECOGNIZES THOSE WHO:

- Have made a commitment to and established successful initiatives that advance diversity and inclusion within their organizations;
- Have made a meaningful contribution through their diversity initiatives to the media, advertising, marketing and entertainment community;
- Visibly and inclusively communicate and advance their experiences, learnings, best practices and best principles with the goal of advancing diversity in our community and society;
- Demonstrate that advancing diversity and inclusion is good for business.

Each Advancing Diversity Hall of Honors inductee has made an important contribution to building a more diverse business community and society and continues to make a difference in advancing our industry's leadership. Each January, The Advancing Diversity Council inducts 8 to 12 new companies, organizations and individuals based on their activation of programs that have been proven successful in advancing diversity, equality and inclusion within their organization and their extended community. Advancing Diversity Hall of Honors members include ADCOLOR®, The Hershey Company, Institute for Veteran and Military Families at Syracuse University, Muslim Public Affairs Council: The Hollywood Bureau, The Female Quotient, Publicis Media, Walt Disney Television, Walmart/Sam's Club, P&G, Unilever, ANA, Budweiser, Verizon, Kay Koplovitz/Springboard Enterprises, Madonna Badger, NBA, IPG, 3% Conference (Kat Gordon), IAB Education Foundation, Nielsen and the Ad Council.



FROM ADVOCACY TO ACTIVISM

ADVANCING DIVERSITY

DIVERSITY INVESTMENTS

MEDIA INDUSTRY ADVANCING DIVERSITY EDUCATION FUND

A percentage of all MediaVillage membership fees and [AdvancingDiversity.org](https://www.advancingdiversity.org) contributions are contributed to the [Media Industry Advancing Diversity Education Fund](#), supporting established industry organizations and initiatives identified and approved by the Advancing Diversity Council. All selected organizations have demonstrated proven success in advancing organizational and industry diversity and generating positive business impact. (See accompanying document.) Currently approved organizations and initiatives are:

- 4A's Foundation
- ADCOLOR
- Advancing Diversity/Mentor's Playlist
- American Education Foundation (AEF)
- AAF AdCamp for High School Students
- Institute for Veterans and Military Families at Syracuse University
- International Radio & TV Society Foundation (IRTS)
- Jacaronda Foundation College Loan Relief
- John A. Reisenbach Foundation
- TD Foundation for Children of Wounded Warriors and Fallen Heroes

AAF HIGH SCHOOL ADCAMP

The American Advertising Federation program introduces high school students to the many facets of advertising through hands-on learning activities. It provides them the opportunity to work on a real client campaign, interact with industry professionals, as well as explore career options through company immersions and classroom activities. The AAF High School AdCamp requires funding to continue and expand its program beyond Atlanta. In collaboration with AAF, [AdvancingDiversity.org](https://www.advancingdiversity.org) will identify additional communities for expansion with a goal of 40 programs in place by 2030.



FROM ADVOCACY TO ACTIVISM

ADVANCING DIVERSITY

ANA/AEF TALENT ACQUISITION, RETENTION AND LEADERSHIP DEVELOPMENT INITIATIVES

In collaboration with the Association of National Advertisers and the American Educational Foundation, and in partnership with Advancing Diversity Council members, AdvancingDiversity.org will underwrite further activation of several initiatives that can advance industry talent acquisition, development and retention.

- **BEST JOBS EVER ADVERTISING CAMPAIGN**
- **AEF ONE-DAY VIRTUAL CAMPUS CONFERENCES**
- **CAMPUS SPEAKERS PROGRAM**
- **MARKETING & ADVERTISING EDUCATION (MADE) PROGRAM**
- **VISITING PROFESSOR PROGRAM**

MENTOR'S PLAYLIST

The Mentor's Playlist is a new media platform solution created by Hearst Publishing executive David Carey as part of his work as a fellow at the Harvard Advanced Leadership Initiative in 2019. When it comes to career readiness, there is often a wide skills gap between the children of upper and lower income households that increases disparity and inequality. Mentor's Playlist changes that. Using smartphones and social media that are central to the lives of young people, the Mentor's Playlist bolsters the early career possibilities for under-served youth, helping to level the economic playing field and improving social mobility in the United States. It could be described as "TED Talks for opportunity youth," "Khan Academy for career preparation," or "a career-centered Masterclass.com for low income students."

MEETINGPREP.COM

MediaVillage has built the most advanced AI-activated search engine dedicated to providing micro-learning access for industry professionals, educators and students. Visit www.MeetingPrep.com and enter your search inquiry.

ACADEMIC PARTNERSHIPS

• **ADVANCING DIVERSITY IMMERSION FELLOWSHIPS**

Following the IRTS Foundation Fellowship and Verizon/Publicis Immersion Fellowship models, we're offering Advancing Diversity Council members the opportunity to underwrite diversity-focused fellowships designed to attract diverse talent and prepare their future leaders for accelerated career development.

• **ONLINE EDUCATION BADGING PROGRAM FOR INDUSTRY PROFESSIONALS**

In partnership with leading colleges and universities, AdvancingDiversity.org is developing a core curriculum of available distance learning continuing education courses.

• **ADJUNCT PROFESSOR (PROFESSOR OF PRACTICE) UNDERWRITING AT HISTORICAL BLACK COLLEGES & UNIVERSITIES & COMMUNITY COLLEGES**

In partnership with HBCUs and colleges with a large percentage of diverse students, AdvancingDiversity.org will establish funded adjunct professorships (Professors of Practice) to be filled by prepared professionals from MediaVillage member companies.



FROM ADVOCACY TO ACTIVISM

ADVANCING DIVERSITY

D-E-I LEADERSHIP COMMUNICATIONS AND MARKETING

CONTENT PUBLISHING – TEAM MEMBER PROFILES & INTERVIEWS

Sharing the stories of successful diverse individuals at all levels of seniority has a direct positive impact on talent retention. AdvancingDiversity.org highlights industry diversity and connects diverse professionals through published profiles and one-on-one interviews. Content is published at relevant MediaVillage sites including AdvancingDiversity.org and its family of diversity-focused sites, which include:

- [ADVANCINGDIVERSITY.ORG](https://www.advancingdiversity.org) – Leadership Communications
- [1STFIVE.ORG](https://www.1stfive.org) - Talent Retention
- [BLACKLEADERSMATTER.INFO](https://www.blackleadersmatter.info) - From Advocacy To Activism
- [FUTUREOFMEN.ORG](https://www.futureofmen.org) - Positive Gender Relationships
- [THEAGEOFAGING.COM](https://www.theageofaging.com) - Valuing The Boomer Demo
- [WOMENADVANCING.ORG](https://www.womenadvancing.org) - Leadership Development

VIRTUAL EVENTS AND EDUCATIONAL PROGRAMS

- **ADVANCING DIVERSITY HALL OF HONORS** - Recognition for D-E-I Activism
- **1STFIVE EXPERIENCE** - Annual Event for Interns and Early Stage Employees
- **ADVANCING DIVERSITY CAREER MEET-UP** - Connecting Professionals with Candidates
- **WOMENADVANCING DUAL MENTORING EVENTS** - Retention & Advancement Events
- **THE FUTURE OF MEN** - Redefining Masculinity at Work, Home and in Relationships

WATCH LISTEN & LEARN

- **ADVANCING DIVERSITY ACTIVIST INTERVIEWS** - 30-Minute One-on-One Video Interview
- **ASK-GENZ INTERVIEWS** - GenZ hosts interview Your Early-Stage Team Members (Video)
- **INSIDERINSITES PODCAST INTERVIEWS** - 20-Minute Podcast Interviews
- **LEGENDS & LEADERS VIDEO INTERVIEWS** - 20-Minute Video Interviews
- **JACK MYERS LEADERSHIP CONVERSATIONS** - Jack Myers' Video Interviews with Industry Activists

FINANCIAL SOLUTIONS

EDUCATIONAL LOAN RELIEF

Offering employees and potential employees college loan relief through a simple confidential application process, in conjunction with our non-profit partner Jacaronda Foundation.



**FROM ADVOCACY
TO ACTIVISM**
ADVANCING DIVERSITY

THE BUSINESS CASE FOR EDUCATION AND DIVERSITY

Instituting a robust educational program, especially access to online learning tools, is key for attracting a diverse workforce and retaining quality employees. Long-term support for employees of all educational levels and backgrounds ensures higher productivity, and it also demonstrates trust in your talent while fostering business growth. Properly investing in your human resources increases employee retention and productivity. A failure to invest in education causes entire industries to fail at achieving long-term growth. The media and advertising industry underinvests in both educational resources and talent retention programs by more than 500% compared to most growth industries.

WHITE PAPER:

THE CASE FOR EDUCATION & DIVERSITY AS TOOLS FOR GROWTH IN MARKETING & MEDIA

The social and technological forces that shape businesses and entire industries are constantly shifting. Some of the most prevalent forces in organizational development that have undergone drastic changes in the past decade are the methods, frequency, and breadth of educational resources and employee training. Download the AdvancingDiversity.org e-Book Report: *[The Role of Online Learning Tools for Advancing Diversity & Generating Business Growth.](#)*

WHITE PAPER:

THE BUSINESS CASE FOR COMMITMENT TO DIVERSITY: WHITE PAPER FROM THE KELLEY SCHOOL OF BUSINESS

From the Kelley School of Business at Indiana University, this white paper focuses on *The Business Case for Commitment to Diversity*. The report answers the question “Does an organization’s commitment to diversity – as reflected by CEO commitment, human capital, corporate communications (internal and external), and supplier diversity – result in competitive advantage and superior financial performance?”

WHITE PAPER:

BUILDING A LEARNING ORGANIZATION: WHITE PAPER FROM HARVARD BUSINESS SCHOOL

This Harvard Business Review white paper *Building a Learning Organization* provides a detailed roadmap for staying ahead of competitors and generating growth. Many performance-improvement and team education programs fail because many managers don’t realize that sustainable improvement requires both organizational and individual commitment to learning. Without learning, companies repeat old practices, make cosmetic changes, and produce short-lived improvements. To transform your teams and company into a learning organization, AdvancingDiversity.org has acquired rights to the tools perfected by a Harvard Business School team led by David A. Garvin. Garvin recommends mastering five techniques, which are organized in the AdvancingDiversity.org team survey: *[Is Yours a Learning Organization?](#)*



ADVANCING DIVERSITY

FROM ADVOCACY TO ACTIVISM

MEMBER RESOURCES & TOOL KIT ANNUAL INVESTMENT IN DIVERSITY & EDUCATION

MEMBER BENEFITS	DIVERSITY ACTIVIST \$60,000	DIVERSITY PARTNER \$30,000	ASSOCIATE MEMBER \$12,000
ADVANCING DIVERSITY COUNCIL MEMBERSHIP	✓	✓	—
HALL OF HONORS CONSIDERATION	✓	—	—
DIVERSITY HONORS & ACADEMIC PARTNERSHIPS			
Advancing Diversity Investment Fund Support	✓	✓	✓
501C3 Educational Loan Relief Contribution	✓	✓	✓
MeetingPrep.com D&I SEO Optimization	✓	✓	✓
Online Education Badging Program	✓	✓	—
Advancing Diversity Immersion Fellowships	✓	✓	—
Adjunct Professor Program	✓	—	—
D-E-I LEADERSHIP COMMUNICATIONS & MARKETING			
PROFILES/INTERVIEWS/BYLINE/PODCAST/VIDEO	12	6	4
AdvancingDiversity.org			
1stFive.org Profiles			
WomenAdvancing.org			
FutureofMen.org			
TheAgeofAging.com			
BlackLeadersMatter.info			
Legends & Leaders (Video)	✓	✓	—
Jack Myers Leadership Conversation (Video)	✓	—	—
EVENTS & EDUCATION PROGRAMS			
1stFive Experience			
Advancing Diversity Career Meet-Up			
WomenAdvancing.org Dual Mentoring Meet-Up			
The Future of Men Meet-Up			
DIVERSITY & INCLUSION WHITE PAPERS			
Education & Diversity as Tools for Growth	✓	✓	✓
Business Case for Commitment to Diversity	✓	✓	✓
Building a Learning Organization	✓	✓	✓

