

100% of your support is invested in talent retention, professional growth, and business development programs.



ABOUT MEDIAVILLAGE



MediaVillage Education Foundation is a non-profit organization committed to fostering a diverse and inclusive community through collective investment in education and positive impact.



2023-2024 Membership Program



OUR MISSION

Empower and elevate talent by providing education, inspiration, encouragement, and meaningful connections.



OUR GOAL

Unleash the full potential of your workforce, igniting innovation and driving sustainable business growth.



63%

of advertising professionals have been in the business fewer than 8 years. 36% fewer than three years.

53%

of these employees have student loans and most are concerned about repayment

\$750

Is invested per advertising employee in professional education and development, compared to \$1,500 national average

18-22%

advertising industry annual early-stage employee attrition, compared to 12.5% national average

35%

average percent of salary spent on talent replacement costs

Educate and retain talent through collective action.



MediaVillage
AdvancingDiversity.org

MEDIAVILLAGE
KnowledgeExchange



MediaVillage
MeetingPrep.ai
Be Prepared



MediaVillage
The Myers Report

Join the ANA, 4A's, Media Financial Management, Ad Council, leading agencies, brand marketers, and 50+ media companies as a MediaVillage Education Foundation Member and Advancing Diversity Hall of Honors sponsor.

Your membership funding powers a portfolio of talent development programs, custom marketing communications resources, and team readiness & perceptions research.

Optimize investments in talent development, B2B communications, and market research.



MediaVillage
AdvancingDiversity.org

Support talent acquisition,
retention and development

Engage with the
community

Sponsor events and
committees



MEDIAVILLAGE
KnowledgeExchange

Engage clients and teams at
your dedicated content site

Influence clients with
earned and paid media

Self-publish
thought leadership

MediaVillage
MeetingPrep.ai
Be Prepared

Optimize on-demand access
to your communications

Highlight leaders in
video interviews

Engage clients with
promotion and events

MediaVillage
The Myers Report

Elevate your strategy and
competitive team readiness

Analyze client and
team perceptions

Data-power biz-dev
and communications



Meet our Board of Directors



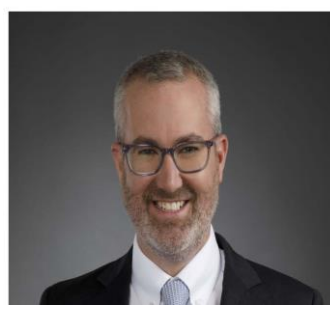
Juan Ayala
AdvancingDiversity.org



Alvin Bowles
META



Katherine Byrne
Goodlight Capital



John Campbell
Disney Ad Sales



Ronda Carnegie
The FQ



Ana Ceppi
Advisor



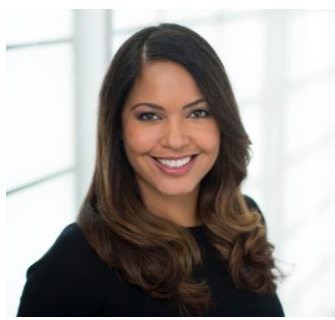
Marla Kaplowitz
The 4A's



Myron King
VMLY&R



Dr. Gracie Lawson-Borders
Dean, Howard Univ.



Danielle Lee
Advisor



Darren Martin Jr.
Bold Culture



Kirk McDonald
GroupM



Monique Nelson
UniWorld



Kelley Walton
Amazon Music

Affirm your commitment to diversity and inclusion.



Sponsor the Advancing Diversity
Hall of Honors Induction Events,
Committees and Professional
Development Programs

Recognizing Diverse Emerging Talent and
the Leaders Who are Guiding Them

ADVANCING DIVERSITY: FROM ADVOCACY TO ACTIVISM 2020-2025
FIVE PILLARS FOR ADVANCING DIVERSITY FROM ADVOCACY TO ACTIVISM



Advancing Diversity Hall of Honors Inductees 2019-2022

2023/24 Inductees to be announced soon

Advertising Council, Lisa Sherman

Association of National Advertisers, Bob Liodice

The Interpublic Group, Michael Roth

Unilever, Aline Santos

Budweiser Core & Value Brands, Ricardo Marques

Springboard Enterprises, Kay Koplovitz

P&G, Marc Pritchard

3% Movement, Kat Gordon

The Hershey Company, Jill Baskin

Institute for Veteran and Military Families at Syracuse University

The Female Quotient, Shelley Zalis

Muslim Public Affairs Council; The Hollywood Bureau, Sue Obeidi

Publicis Media Americas, Tim Jones

Walt Disney Company, Tim McNeal

Walmart/Sam's Club, Tony Rogers

American Family Insurance, Sherina Smith

4A's, Marla Kaplowitz

Allen Media, Byron Allen

Citibank, Tina Davis

Comcast Advertising, Pooja Midha

The CW

Dentsu Americas, Jackie Kelley

GroupM, Kirk McDonald, Lukeisha Paul

IPG Mediabrands, Hermon Ghermay

IRTS Foundation, Joyce Tudryn

Mastercard, Cheryl Guerin

NBCU, Peter Blacker

The One Club for Creativity, Kevin Swanepoel

R/GA, Sean Lyons

UniWorld, Monique Nelson

The Writer's Lab Nitza Wilon, Elizabeth Kaiden

david@iab.com

Build Your Custom Portfolio of Member Services and Sponsor Benefits

ADVANCINGDIVERSITY.ORG

- Tax deductible contribution to Education Fund
- Advancing Diversity Hall of Honors Sponsorship
 - Supporter • Impact • Activist • Leadership • Catalyst
- AdvancingDiversity.org Committee
- Emerging Talent Advisory Council
- AdvancingDiversity.org Resume Portal Access

THE MYERS REPORT:

- Syndicated Research Reports
- Seat' for on-demand online research access
 - Team Readiness, Preparation, and Perceptions Studies
 - Team Job Satisfaction, and Psychological Safety
 - Custom market analytics
 - Custom client research
 - Custom team research

MEDIAVILLAGE KNOWLEDGE EXCHANGE:

- Free subscription for all team members
- Thought Leaders Self-Publishing License
 - # submissions monthly TBD
- Content Studio
 - # Earned Media Articles annually TBD
 - # Paid Media articles annually TBD
 - # Video team/exec interviews annually TBD
- Content Archived at www.YOURCOMPANYInSites.com
- Your content distributed via email to MediaVillage subscribers
- Display advertising and social media campaign
- Search optimization at www.MeetingPrep.ai

Contact jack@mediavillage.org for membership details

Integrate Purpose with Effective B2B Marketing, Thought Leadership and Talent Development

Build your custom portfolio of support services and resources

MediaVillage
 AdvancingDiversity.org

MEDIAVILLAGE
 KnowledgeExchange

MediaVillage
 MeetingPrep.ai
 Be Prepared

MediaVillage
 The Myers Report

WWW.MEDIAVILLAGE.ORG

Contact: Jack Myers Jack@MediaVillage.org
 Robin Wallace: Robin@MediaVillage.org

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PEOPLE KNOWLEDGE EXCHANGE THOUGHT LEADERS MYERS REPORTS ABOUT US

APPLY FOR JOBS | SUBMIT YOUR RESUME | SUBSCRIBE FOR FREE MEDIAVILLAGE CONTENT

MediaVillage
 Legends & Leadership
 Knowledge Worth Sharing
 HOSTED BY JACK MYERS

WITH SPECIAL GUESTS
MARLA KAPLOWITZ & MATTHEW DERELLA

Wanted: Advertising Professionals. No Experience Necessary. 4A's and Catalyte Democratize Opportunity...
 By Jack Myers

How to Future Proof Your Career

James Bender Says That on HGTV's "Barbie Dreamhouse Challenge" Everyone Was a Winner

TV In the Summer of 2023 Feels Very Familiar

NEW JOB JUST AHEAD

New Resumes for Review by Talent Recruitment Teams -- August 8, 2023

Become A Thought Leader

SHARE YOUR THOUGHT LEADERSHIP ARTICLES WITH 20,000 INDUSTRY PROFESSIONALS AND HAVE THEM ARCHIVED IN THOUGHT LEADERS

MediaVillage
 Thought Leaders

Self-publishing