



DIVERSITY, EQUITY, INCLUSION & BELONGING

ANNUAL REPORT

2023

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In the summer of 2020, we publicly published our commitments to anti-racism and racial equity, and we continue to prioritize transparency around progress. Here's an overview of those commitments.

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is about who we are hiring into our organization—making sure we are seeking qualified talent from diverse backgrounds at every level. That means identifying and eliminating any biases in the process.

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is the day-to-day culture of our organization. We're fostering a culture that encourages collaboration, flexibility and fairness for all employees, ultimately increasing retention across all demographics.

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is our external relationships. By building partnerships with BIPOC- and women-owned businesses, industry-wide initiatives, and organizations, we're extending our DEIB values to every aspect of our business.

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encourages diversity, equity and inclusion in the world at large by collectively giving back to the communities we support and serve.

INTRODUCTION



The Ad Council's mission is to convene the best storytellers to educate, unite and uplift—by opening hearts, inspiring action and accelerating change.

Since our WWII-era founding, we have always sought not just to respond to culture, but to drive it. In other words, our commitment to equity is not just baked into the work that we do. It is the work that we do.

And we believe that being transparent about our DEIB journey can help normalize conversation about diversity as all of us work together to dismantle structural racism in all forms.

In that spirit, I'm grateful for the opportunity to share our 2023 DEIB report.

Lisa Sherman, president and CEO



When I joined the Ad Council in early 2021, I felt a real openness and curiosity from everyone at the organization about how our work together would unfold. We immediately began to have thoughtful, honest and intentional conversations about what we would require from ourselves, our teammates, and our partners to advance our DEIB initiatives both inside and outside the organization.

I'm so proud of everything the team has accomplished since the publication of our commitments to anti-racism and racial equity after the murder of George Floyd created an irreversible turning point for our workplace, our industry and our country.

To create real change, we must acknowledge where we've been, listen to diverse perspectives about where we are, and set measurable, time-bound goals to build the path forward—not letting fear of a misstep get in the way of taking action. That's why I like to talk about progress over perfection.

As we live through a time of cascading crises that can make some days very difficult, I continue to find optimism and hope from this team that shows up to work every day to create a culture where every single person can thrive.

Elise James-DeCruise, chief equity officer

EXECUTIVE SUMMARY: KEY TAKEAWAYS

Workforce

In partnership with Opportunity@Work and nearly 50 organizations and companies, we've launched a multiyear skills-based hiring campaign that calls on businesses and decision makers to remove the barriers blocking 50% of workers in the U.S. from accessing upward mobility—barriers that disproportionately impact the careers of BIPOC (Black, Indigenous and people of color) workers. And we're applying the best practices to our own organization as we work to ensure we're identifying and eliminating biases that perpetuate systemic inequities to better attract, hire and retain diverse talent.

Workplace

We've rolled out the Career Development Framework Project to clarify our existing career levels and identify new opportunities for additional levels, with the goal being to enhance transparency around clearer career pathways for all employees. And we've built out core competencies that clarify expectations, skills and achievements aligned with every level of employment in our career framework, and will be used to help develop clear, consistent career paths for employees from all backgrounds. At the same time, DEIB competencies ensure that all employees are working toward a shared culture of belonging. In other words, we're working hard to ensure that everyone is playing on the same field, with the same rules, the same goals and the same shared wins.

Marketplace

Our Supplier Diversity Taskforce was created to ensure meaningful BIPOC inclusion throughout the content we produce with our creative and production partners; the insights and strategies we develop through research; the way we engage consumers through digital product experiences; the way we reach audiences with our messages through PR, influencers and trusted messengers; and the media we leverage to reach our audiences.

Sixty percent of our productions had BIPOC talent in key roles, exceeding our goal of 40%. Our media team advanced our DEIB commitment through scaling marketplace investment. Our marketing and communications team increased the percentage of BIPOC-owned-and-led companies, partners and vendors that we work with on PR, social media and influencer programs to over 30%. And we continue to focus on ensuring 20% BIPOC representation on our board.

Community

As part of our multiyear Mental Health Initiative, our ground game efforts have gone deep into the communities we aim to serve, with several notable activations for the Black and Hispanic/Latine communities. We've also built a Diverse Speakers Bureau and continue to amplify diverse, impactful voices through digital content series like Champions for Good and #HaveYouMet.

OUR COMMITMENTS

In summer 2020, we published 10 commitments to anti-racism and racial equity on our website, with gratitude for recommendations from our Mosaic employee resource group. These commitments remain our guiding principles to this day.

- 1 Increase BIPOC (Black, Indigenous and People of Color) representation at all levels of the Ad Council, especially within senior positions.
- 2 Conduct external audit of current policies, processes and culture and provide recommendations.
- 3 Actively foster inclusion. Create an environment where all people and perspectives are included, supported and valued.
- 4 Ensure equitable hiring. Review and refresh recruitment and hiring practices to ensure inclusivity, avoid bias and better recruit BIPOC talent.
- 5 Establish accountability measures. Institute accountability and transparency standards for the organization that are actionable and measurable.
- 6 Diversify partners and advisers across the entire Ad Council ecosystem.
- 7 Diversify our creative process.
- 8 Amplify BIPOC organizations and initiatives.
- 9 Reimagine our Love Has No Labels campaign.
- 10 Launch and sustain racial justice work.

With our commitments defined, we formed core teams to execute on each one—some finite, time-bound goals are complete, while others are ongoing.

This report contains updates on the goals laid out in these 10 commitments—and all the evolving work we've done since those commitments were made.

As new initiatives and solutions continue to evolve and intersect, **we now measure our DEIB work through our four lenses: workforce, workplace, marketplace and community.**

WORKFORCE is about who we are hiring into our organization—making sure we are seeking qualified talent from diverse backgrounds at every level. That means identifying and eliminating any biases in the process.



TRANSFORMING HIRING, DIVERSIFYING TALENT

At the Ad Council, striving for equity isn't just part of how we do the work we do—it is the work we do.

In partnership with Opportunity@Work and nearly 50 organizations and companies, we've launched a **multiyear Transforming Hiring and Diversifying Talent campaign that calls on businesses and decision makers to remove the barriers blocking 50% of workers in the U.S. from accessing upward mobility. The campaign encourages employers and workers alike to join the movement to tear the “paper ceiling”**—the invisible barrier that comes at every turn for workers without a bachelor's degree.

More than 70 million U.S. workers who are STARs (Skilled Through Alternative Routes, rather than a bachelor's degree) have developed valuable skills through community college, workforce training, bootcamps, certificate programs, military service or on-the-job learning. But currently, the scarcity of alumni networks, biased algorithms,

degree screens, false stereotypes and misperceptions contribute to the paper ceiling, which creates barriers to upward economic mobility for STARs.

And biases against these workers, which include erroneously identifying them as low skill, have for years had a negative impact on diversity in the workforce, impacting 61% of Black workers, 55% of Hispanic workers and 66% of rural workers of all races. By removing degree screens and intentionally including STARs during the hiring process, employers can take steps toward building a more inclusive workforce while also addressing talent gaps.

The Tear the Paper Ceiling creative—developed by world-renowned creative agency Ogilvy—feature the voices and stories of real STARs in various industries and career stages to raise awareness of the skills and capabilities of workers without bachelor's degrees.

THE PAPER CEILING

(noun):

The invisible barrier that comes at every turn for workers without a bachelor's degree.

See also: no alumni network,
biased algorithms,
degree screens,
stereotypes,

“Dentsu is honored to partner with the Ad Council to provide pro bono media strategy and outreach to the Transforming Hiring and Diversifying Talent campaign, and we are committed to ‘tearing the paper ceiling’ within our own walls. We believe in securing high-performing talent that enhances our work and culture through diverse lived experiences. Skills-based hiring helps us achieve just that.”

– **Christena Pyle, chief equity officer,
dentsu Americas**



THE PAPER CEILING

(caption):
The invisible barrier that comes at every turn for workers without a bachelor's degree.

See also: no alumni network, biased algorithms, degree schemes, stereotypes, and misperceptions.



Tear the Paper Ceiling

There is an invisible barrier that comes at every turn for workers without a bachelor's degree. It's called the "paper ceiling," and it's the biggest barrier that the degree sector has built. This practice continues to bar the doors, despite the fact that the majority of workers have the skills to do the job, but simply lack the piece of paper to be considered.

The Tear the Paper Ceiling campaign was launched in 2022 with support from national collection of companies, nonprofits, workforce and education leaders to change the narrative for workers who are skilled through alternative routes (STARs) rather than bachelor's degrees.

New STARs and companies are calling to raise a new and more equitable future of work, which will ensure more than what is on paper. With more and more organizations joining in the effort, the Tear the Paper Ceiling campaign will continue to grow, allowing STARs to do the work.

This installation, which was created for the initiative, uses resumes from real STARs to construct a physical manifestation of the paper ceiling. As we begin to tear the paper ceiling, we'll see that in a world where every STAR has the opportunity to shine.

Rethink bachelor's degree requirements and discover a world of talent.

Our installation, created by artist Samuelle Green, is a physical representation of the paper ceiling—the invisible barrier that comes at every turn for workers without a bachelor's degree. The installation was created with real resumes of STARs and was first hosted at CES by NBCUniversal. The installation has since been featured at Cannes and SHRM's 2023 conference, and has been featured in Advertising Week and elsewhere.

OUR PARTNERS WHO'VE PLEDGED TO TEAR THE PAPER CEILING

CHAMPIONS

accenture



Cognizant Foundation

Gap Foundation

Google

Jobcase



McKinsey & Company

Walmart

workday

ALLIES

CollegeBoard



Guild



SUPPORTERS



cara PLUS

CareerVillage.org

Climb Hire



Education Design Lab

franklin APPRENTICESHIPS

BILL & MELINDA GATES foundation



Generation USA



GRADS of LIFE



IDEO

The James Irvine Foundation



Lightcast

MARKLE ADVANCING AMERICA'S FUTURE

merit AMERICA

multiverse

NABA INC.

National Fund for Workforce Solutions

NATIONAL SKILLS COALITION Every worker. Every industry. A strong economy.

NEWPROFIT

NOVA Northern Virginia Community College

npower

PER SCHOLAS



SIRM BETTER WORKPLACES BETTER WORLD

SKILLUP



SOCIAL FINANCE

STRIVE

TECHIMPACT

TestGorilla

WGU

WorkingNation

yearup

YUPRO:ii YEAR UP PROFESSIONAL PLACEMENT Skills First Placement

WORKFORCE

We are incredibly proud of our campaign and the impact it is already having. And we're not just sharing best practices—we're applying them to our own organization.

To increase diversity at every level of the Ad Council, we're evaluating our recruiting, hiring, onboarding and ongoing development practices, and we're implementing **a formal DEIB recruitment strategy**.

We're asking:

- How do we recruit?
- Where do we recruit?
- Who do we partner with?
- What recruitment documents and playbooks are hiring managers using?

We've embraced a **candidate-centric recruitment** approach to our recruiting.

A company-centric approach focuses solely on the needs and requirements of the company, often trying to hire quickly to fill a role and prioritizing the quantity of candidates rather than the quality. This can come without considering the needs and preferences of the candidates. This approach may result in several drawbacks, including inefficient recruiting processes and poor candidate experience, and could result in shorter tenure for candidates that we do hire.

A candidate-centric approach, on the other hand, puts more intention around the candidate experience and building relationships with candidates. This can elevate the employer brand and keep a hearty pipeline of engaged candidates who can be considered for future roles, all while intentionally prioritizing DEIB principles and employees' career frameworks from the very first step.

As we refine our strategy, we're continuing to identify and eliminate biases that perpetuate systemic inequities to better attract, hire and retain diverse talent.



greenhouse

Greenhouse Hiring Platform

And we continue to incorporate new tools like Greenhouse, which offers a more user-friendly platform for applicants, hiring managers and our team, including features that are designed to address unconscious bias throughout every stage of the hiring process.



Hybrid Workplace

We continue to operate as a fully hybrid workplace. Our offices remain open for those who wish to use them, but in-person attendance is not required—and all job listings are now listed as “remote,” meaning we no longer require any new hires or current employees to live near those offices. Removing location requirements has opened up more equitable opportunities across the country, and the Ad Council is now made up of team members from more than 20 states.



DEIB Audit with Korn Ferry

And we've conducted a rich, significant **two-part DEIB audit with Korn Ferry, which included a Compass Survey aligned with a well-established maturity model, and an Inclusive Talent Management Audit.** Through this work, we've discovered current talent practices, talent flow and employee feedback. We are now preparing to conduct a follow-up survey in 2023 to gauge our progress and inform our future activities.

“We applaud the Ad Council for a focus on creating inclusive work environments that provide opportunities for all to succeed—and on leveraging the perspectives of a diverse workforce to enhance the way work is done and the organization's impact with customers and communities. We're excited about continuing our partnership!”

Mark Royal, senior client partner, Korn Ferry




Now let's zoom in on our own workforce, its actual current makeup and our North Star goals.

We recognize that to get where we're going, we have to know where we are. To increase the diversity of backgrounds and lived experiences at every level of our organization, including those who self-identify as BIPOC, we've implemented Dandi—a DEIB measurement platform to track our progress in equitable hiring, compensation, promotions and retention in our efforts to provide ongoing accountability within the organization.

“The Ad Council has produced some of the most memorable communications of the 20th and 21st centuries. Everyone at Dandi is thrilled to collaborate on another vital communication: the Ad Council's first annual DEIB report. We applaud the team's commitment to fostering diversity at every level of the company, and look forward to continuing our partnership in the years ahead.”

Jeff Fernandez, CEO and cofounder, Dandi

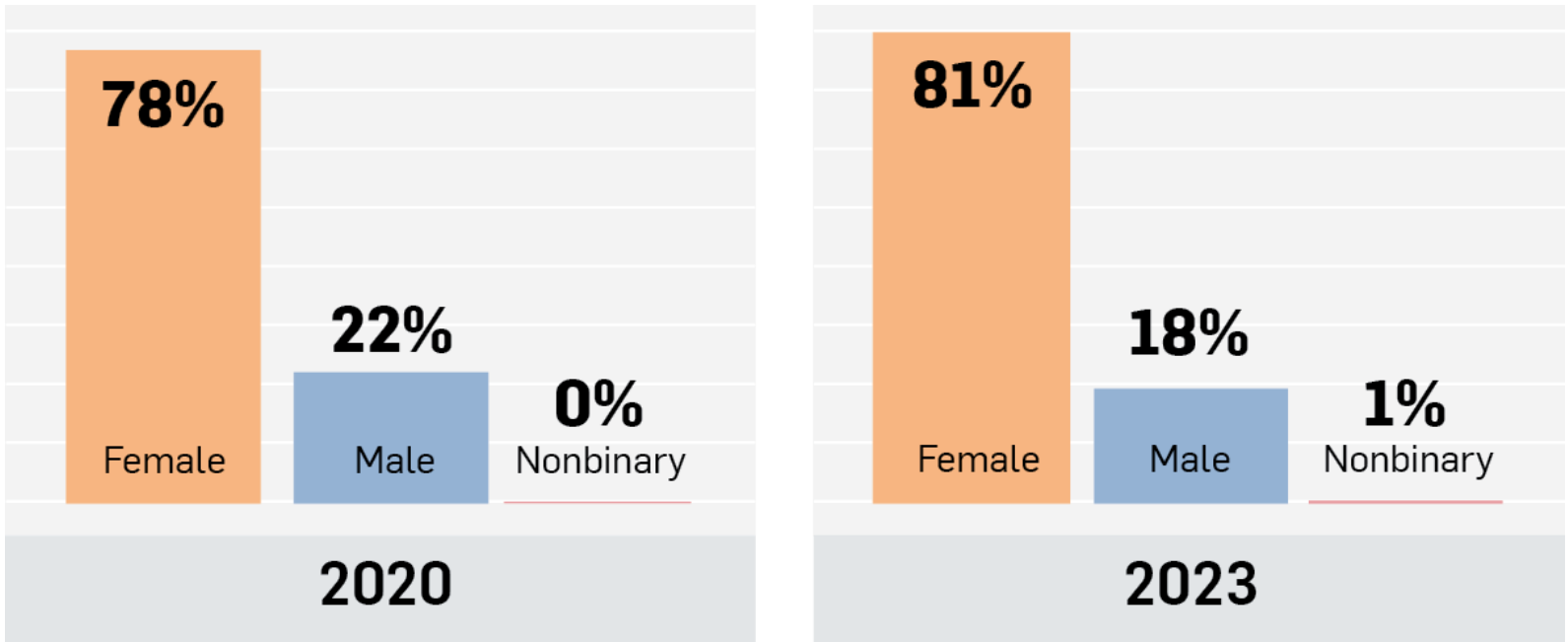
NORTH STAR GOAL

Again, our North Star goal is to increase diversity at every level throughout the organization—and we have specific, time-bound goals for each one of those levels. We'll get to those goals shortly.

First, let's take a look at how our representation has evolved since 2020, and where we are today. While we recognize identities are intersectional, we believe that tracking people who self-identify as female, nonbinary and/or BIPOC will help us reach our goals to increase diversity at all levels.

GENDER REPRESENTATION

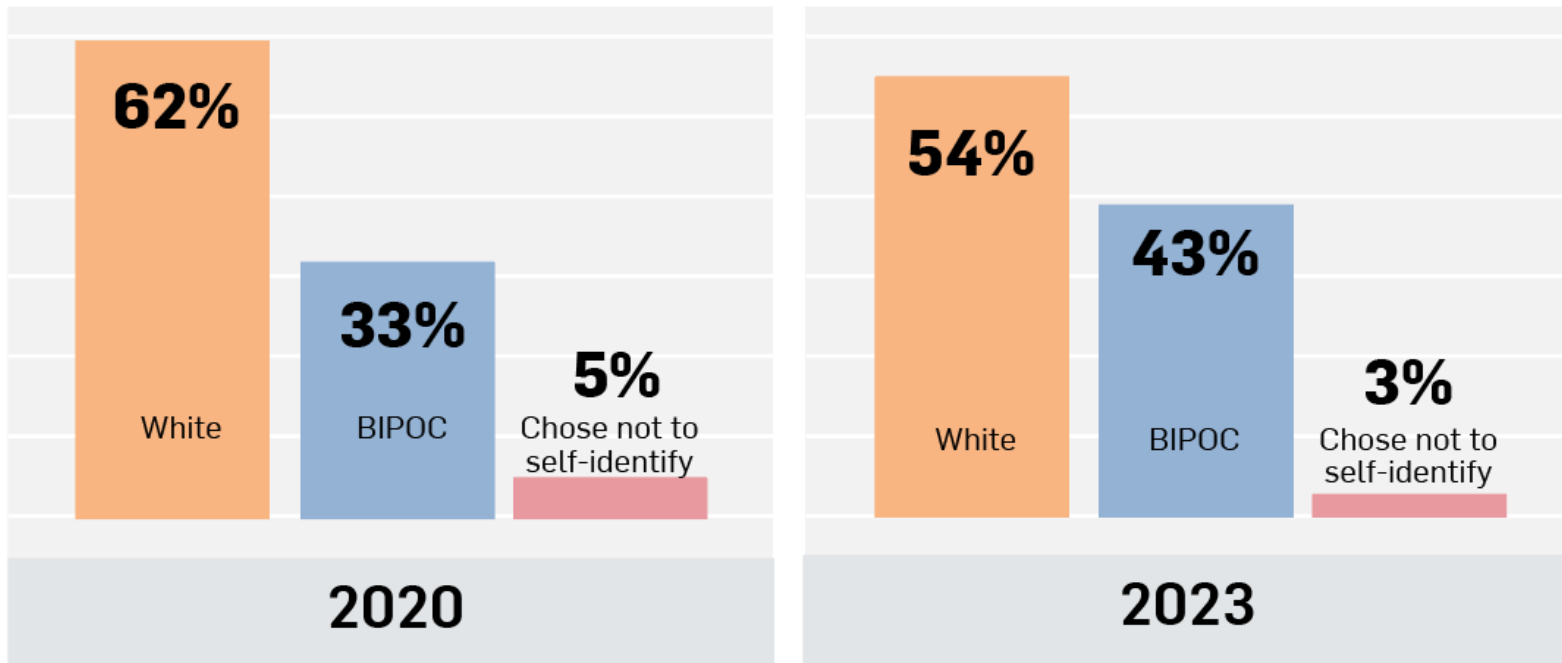
The Ad Council is proud to be a woman- and LGBTQ+-led organization. But we remain committed to increasing the diversity of our workforce at every level.



**All percentages rounded to the nearest whole number.*

ETHNICITY REPRESENTATION

While we know there is still so much more to be done, we are proud to have significantly increased BIPOC representation as a direct result of the proactive measures we have taken to do just that. On the next slide, you'll see how these numbers break down by job level.



**All percentages rounded to the nearest whole number.*

ETHNICITY REPRESENTATION BY COMMUNITY

Here's a look at representation by people who self-identify as belonging to a specific community or communities—both in 2020 and 2023.

Representation	2020 %	2023 %
Asian Pacific Islander	10%	8%
Black or African American	10%	18%
Hispanic or Latino	5%	9%
Middle Eastern or North African or Arab	0%	1%
Two or more races	8%	7%
White	62%	55%
Chose not to self-identify	5%	3%

**All percentages rounded to the nearest whole number.*

ETHNICITY REPRESENTATION BY JOB LEVEL

Our goal is not to just increase diversity but to do so at every level of the organization. Below, you can see a transparent breakdown of our progress since 2020—the highlighted levels show where we've made positive progress.

Job Level	2020			2023		
	BIPOC %	Chose not to self-identify %	White %	BIPOC %	Chose not to self-identify %	White %
Assistant Manager	47%	12%	41%	63%	0%	38%
Manager	47%	0%	53%	42%	0%	58%
Director	31%	9%	59%	54%	2%	44%
VP	24%	7%	69%	17%	10%	72%
SVP	10%	10%	80%	29%	7%	64%
Chief	0%	0%	100%	27%	0%	73%

**All percentages rounded to the nearest whole number.*

TIME-BOUND BIPOC GOALS

Now that you've seen where and how we've made progress since 2020, take a look at how our progress measures up against our specific, time-bound goals for 2025 and 2030. We are proud of the areas where we have already met or exceeded these goals, and we remain actively committed to meeting every one of them. We look forward to sharing our progress in future reports!

	Job Level	2023	2025	2030
2030 goal exceeded	Asst. Manager	63%	50%	50%
	Manager	42%	60%	60%
2030 goal exceeded	Director	54%	50%	55%
	VP	17%	30%	40%
	SVP	29%	35%	40%
	Chief	27%	30%	40%

*All percentages rounded to the nearest whole number.



“Our people operations team, formerly known as human resources, recognizes that the words, tools and protocols we use can have a transformative impact on our organization, which in turn impacts the important work the Ad Council does. With a people-forward approach, an openness to learning from the past and a firm commitment to implementing new solutions, we come to work every day with the goal of making sure every member of our team feels seen, heard and supported.”

Regina Bradley, chief people officer

WORKPLACE is the day-to-day culture of our organization. We're fostering a culture that encourages collaboration, flexibility and fairness for all employees, ultimately increasing retention across all demographics.



TRANSFORMING THE WORKPLACE

Our goal is to create a workplace where everyone feels supported, included and empowered to do their best work.

We know that building a truly equitable workplace requires examining and dismantling any potential biases, while building transparent structures that clarify opportunities for advancement.

We've rolled out the **Career Development Framework Project** with our partners at Segal. This project's objective is to clarify our existing career levels and to identify new opportunities for additional levels, with the goal of enhancing transparency around clearer career pathways for all employees.

A career framework is a flexible career and talent management tool that provides criteria for making development and advancement decisions, and creates a common set of capabilities and competencies for success.

Career frameworks will benefit our employees by providing information and tools, outlining progression requirements, clarifying career opportunities, and

outlining levels across the organization. They promote equity and consistency by aligning levels, titles, salary bands and incentive bands.

After months of working closely with many folks from each department as well as our partners at Segal, in March, we launched the framework with a three-module training series.

We've built out—and shared out—**core competencies** for every level, from assistant manager to C-suite, along with transparent salary bands for each level along an employee's employment journey.

These core competencies clarify expectations, skills and achievements aligned with every level of employment in our career framework, and will be used to help develop clear, consistent career paths for employees from all backgrounds. At the same time, DEIB competencies ensure that all employees are working toward a shared culture of belonging.

In other words, we're working hard to ensure that everyone is playing on the same field, with the same rules, the same goals and the same shared wins.

INCREASING OPPORTUNITIES

We've also built a **learning and development** program that will help our employees move through their employment cycle with the tools they need for access in this more-transparent career framework. By defining career paths, we also define and make available the tools that are needed for success and advancement—from management coaching to trainings on presenting and public speaking.



We've launched **Traliant**, a web-based training platform that ensures we're up to date on understanding workplace compliance, conduct, and other relevant laws and regulations. Courses for staff have included Preventing Discrimination & Harassment and Avoiding Retaliation.



Leading in a
Culturally Diverse
World™

We're partnering with LCW to deliver a series of inclusion workshops to build cultural competencies by addressing cultural challenges, exploring bias scenarios and diving into specific case studies. Each workshop focuses on specific cultural communities to help employees and teams increase their cultural literacy and ability to be allies to their colleagues.

“LCW's culture-focused approach to DEIB teaches individuals how culture profoundly influences the ways we work and communicate with colleagues in our offices and around the world. Developing mindsets and skill sets is needed to succeed in a culturally diverse world, and our innovative learning programs drive behavior change and reap the proven benefits of a diverse workforce.”

Tamara Thorpe, principal consultant, LCW



Our entire organization has engaged in Courageous Conversation®, an anti-racism curriculum led by racial equity expert Glenn Singleton and his team, to guide us on how to navigate conversations about race.

“Advertising is a powerful practice and technique in constructing social knowledge and meaning. Race is such a construction. Engaging the Ad Council in an intentional, sustained and deepened manner about that role requires a conversation. Thank you, Ad Council!”

**Glenn Singleton, founder and president,
Courageous Conversation®**





In 2021 and 2022, the Prism employee resource group and DEIB team brought TransNewYork to the Ad Council for a two-part Trans and Gender Identity & Expression Inclusion training. The objective was to provide continued knowledge-building of the transgender and nonbinary communities. Ultimately, we provided staff with useful tools that employees can use not only in the workplace, but can also take back into their daily lives.

“*Transgender and gender-diverse workforce inclusion training is one of the most important steps an organization can take in supporting the transgender community. Education is the foundation that leads to understanding, which ultimately leads to acceptance of transgender and gender-diverse individuals within the workplace.*”

Dr. Gennifer Herley, founder, executive director and CEO, TransNewYork



Our Prism ERG also recently partnered with the Working Parents ERG and the DEIB team to facilitate a dynamic training session with PFLAG (Parents, Families, and Friends of Lesbians and Gays) called “When Someone Comes Out: Demonstrating Support and Acceptance.” The session was designed to help people understand how to respond when someone comes out to them, especially a child; how to engage in conversations with young people around gender identity and sexual orientation; and how to make sense of the unprecedented number of bills being introduced or signed into law that attack LGBTQ+ people. For parents and nonparents alike, this training offered teammates the tools to handle these conversations confidently and respectfully.

“Inclusion for people who are LGBTQ+ is more necessary and urgent than ever before, but allyship and support aren’t things that magically happen. The fact that the Ad Council has invested in bringing education to its team demonstrates its commitment to helping people know why these issues matter and how to become part of a network of active allies working to ensure equity and safety for all.”

**Jean-Marie Navetta, director of learning and inclusion,
PFLAG**



Disability:In, the global organization driving disability inclusion and equality in business, joined us for a two-part training that included incredibly helpful terms and information about disability etiquette, why accessibility is essential, and how to create inclusive and accessible content, including tips for social media, marketing and communications, and design.

BRIDGE

We work closely with BRIDGE, a collective of industry leaders who are shaping the industry on best practices for DEIB. Several Ad Council employees and champions of our work site on their board.

“ The BRIDGE board, of which the Ad Council is part, is focused on moving the narrative of DEIB from a philosophy to building inclusion as a business practice for growth. This approach transforms DEIB from the job of one to the job of all and removes its dependency on a function of opinions and beliefs, placing its success squarely on patterns of behavior, policy and processes, integrated across the organization. ”

Sheryl Daija, founder and chief executive officer, BRIDGE



We partnered with See In Colors to kick off the inaugural meeting of our reimagined Diverse Leaders Group.

“ We stand by the saying, ‘We are better together.’ That is why we are proud to be working with the Ad Council. Together, we’re making a greater impact by placing diversity, equity and inclusion at the center. What an exciting opportunity to create positive change, inspire others and foster inclusivity. **”**

Lisa Nelson, founder and CEO, See In Colors



OUR DEIB TEAM



Elise James-DeCruise
chief equity officer



Jo-Jo Jones
director of diversity, equity,
inclusion and belonging



Rena Dodson
people ops and
DEIB coordinator



Martine Kalaw
DEIB consultant

“ DEIB is the cornerstone of a thriving and progressive workplace, where diversity is celebrated, equity is upheld and inclusion is embraced. It fuels creativity and innovation by bringing together a multitude of perspectives, experiences and talents. By prioritizing DEIB, the Ad Council's goal is to cultivate a harmonious and supportive environment—and through our efforts we strive to unlock the full potential of our employees, fostering growth, productivity and success. ”

Jo-Jo Jones, director of diversity, equity, inclusion and belonging, Ad Council



EMPLOYEE RESOURCE GROUPS AND SPECIAL INTEREST GROUPS

We continue to support our **Employee Resource and Special Interest Groups** to ensure employees from diverse backgrounds and interests feel welcomed, seen and connected.

In addition to providing spaces for their members to connect, these groups regularly host activities and activations that foster education and community for the organization at large. And with acknowledgment that ERG leads help set the workplace culture, we now compensate them for their role as leads.

EMPLOYEE RESOURCE GROUPS (ERGs)

Mental Health: The Mighty

A supportive space to promote mental and physical health. Their goal is to reduce stigma and silence around these areas and create practices that cultivate stronger and healthier minds and bodies.

“ Holding space for mental and physical health in the workplace as a Mighty ERG lead has been an enriching, rewarding and humbling experience. From creating summer challenges that encourage healthy habits across the organization to hosting watercooler connects that foster connectivity in our perma-remote environment, ERGs play a vital role in shaping the culture and priorities of the Ad Council. ”

Ali Barroso, Jenna Hokanson and Milan Genovese, co-leads



BIPOC: Mosaic

A place for people of color to foster a sense of community, discuss challenges in and out of work, and offer one another support.

“ We take pride in being co-leads of Mosaic because it has allowed us to create a safe and inclusive community where individuals from diverse backgrounds can share their experiences and perspectives, and feel seen, heard, supported and valued. Being co-leads allows us to make a positive impact on the lives of those around us and commit to creating a more equitable and just workplace for all. ”

Anuar Saab, Armani Stewart and Diego Villegas, co-leads



LGBTQ+: Prism

A joyful, supportive and uplifting forum for employees who identify as LGBTQ+ (and allies on occasion) that serves as a safe place for both conversation and action.

““ *The Ad Council's ERG for LGBTQ+ employees is an incredibly special part of the organization. We strive to create a space for our LGBTQ+ colleagues that is full of joy, support, connection and affirmation, building community among co-workers sitting in different departments and locations across the country. The ERG has also been able to provide important education for our colleagues on topics such as trans and nonbinary inclusion, LGBTQ+ history, current events impacting the community, and how to support loved ones along their coming out journeys to reinforce their acts of allyship. Co-leading this group is truly one of the most rewarding aspects of our jobs, and we are beyond proud of what we have accomplished to date and how the ERG will evolve in the years ahead.*””

Anna Rodriguez and Ben Dorf, co-leads

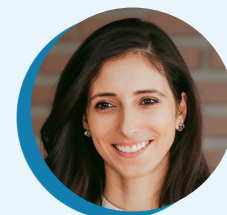


Working Parents

Intended for parents, guardians and allies, this group provides community and resources around parenting challenges at different ages and stages, and the struggles of balancing home and work life.

““ *Being a working parent requires a constant balancing act between work and family. That's why the Ad Council's Working Parents ERG is an extremely valuable resource. We have a community of fellow working parents who understand the challenges we face, and together we can support and uplift each other. Our ERG provides a safe and supportive space for parents to come together, share their experiences, and access the resources and tools they need to thrive both at work and at home. By addressing the unique challenges faced by working parents and creating a community of support, we're making life easier for families and helping our employees show up to work as their best selves.*””

Emily Kostic and Jessica Wolin, co-leads



Disabilities Inclusion

The Disabilities Inclusion Group (DIG) is a supportive forum for disabled staff and staff with disabilities, wherever they may be in their journey.

“*Living with a disability is a complex and ever-evolving aspect of an individual’s identity. It is also one of the few areas of identity someone may enter into—or exit—at various points of their life. Whether a staff member is living with a temporary, situational or permanent disability, DIG holds space in a safe and supported environment for members to show up authentically, whatever that may look like to them. Because disabilities can span areas of life—physical, neurological, mental, learning, visual, hearing and more—DIG champions intersectionality and empathy in supporting each member’s experience. Disability is a vital aspect of diversity, equity and inclusion, and we could not be prouder to co-lead this incredibly important space, centering member support, greater organization education, and resources in the workplace for those who are disabled or are living with a disability.*”

Ariba Jahan and Sarah Cummings, co-leads



SPECIAL INTEREST GROUPS (SIGs)

Movement: Baby Got Track

Baby Got Track is a community that fosters the love of joyful movement, like running and walking, and provides a sense of belonging to its members, regardless of pace and abilities.

“As co-leads of the Baby Got Track SIG, we have been able to grow a community dedicated to joyful movement. Through our collective love of and appreciation for running and walking, we inspire each other to challenge ourselves—whether competing in weekly step challenges or signing up for a 5K—while also supporting each other as we set out to accomplish individual goals.”

Amanda Kwong and Myra Mendoza, co-leads

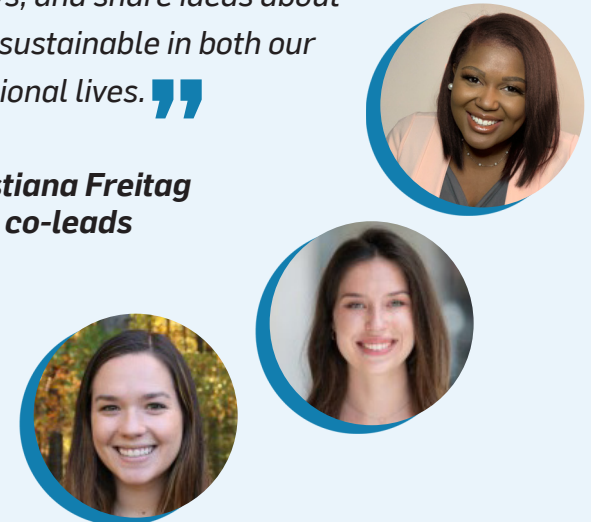


Sustainability: The Green Team

A special interest group for staff who are passionate about pursuing sustainable lifestyles. Their goal is to build a supportive, climate-conscious community to share best practices and learn from professionals in the field of sustainability.

“The Green Team is a community of Ad Council staff who are passionate about protecting the environment. The intention of this special interest group is to create a space for everyone to show up wherever they are on their sustainability journeys, and share ideas about how we can be more sustainable in both our personal and professional lives.”

Chris Roberts, Christiana Freitag and Sammi Fischer, co-leads



Accessibility Task Force

The Ad Council is committed to creating and fostering an inclusive culture that increases accessibility, addresses access barriers for all and raises awareness of accessibility-related issues.

Our goal is to ensure all Ad Council workplaces, websites, digital experiences, communications, resources, assets, and events are accessible and equitable to everyone. We also strive to be a leader in accessibility by educating employees, partners, and communities on best practices in accessibility and incorporating these practices within our organization and across our campaigns.

In our commitment to create equitable access for all, we believe that curiosity, continuous learning, and strengthening our partnerships with industry experts and practitioners in the accessibility space is a vital component in elevating the conversation and advancing accessibility for all.

“It is an honor to give service on the accessibility task force. After experiencing a debilitating accident, I know firsthand what it is like to lose access to many of the things I took for granted. It is very rewarding to know that by fostering a culture that increases accessibility for all, the task force has helped level the playing field.”

Debra D'Angelo, co-lead

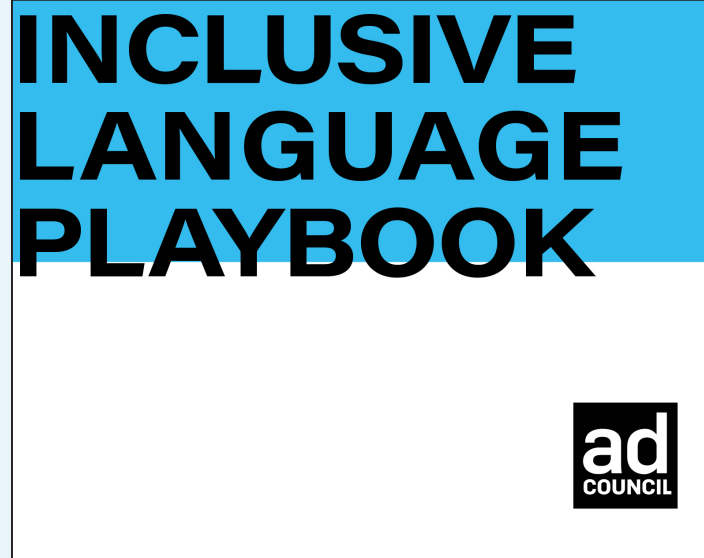
“I'm so thankful to learn and grow in my accessibility journey with my colleagues in the task force. We hope to work together to ensure that our work is accessible and equitable for all, from Ad Council websites and communications to events and more.”

Mary Zost, co-lead



INCLUSIVE LANGUAGE PLAYBOOK

Our Inclusive Language Playbook, launching soon, is a robust internal resource to support the consistent use of the most inclusive language throughout our organization.



“This effort has been a learning process for me and truly a group effort. Once we dug in, it was very clear that having an inclusive language guide is more than avoiding dated or offensive terms. Rather, it’s a way for us to collectively use words that respect how communities self-identify and will ultimately make us more thoughtful and empathetic in how we communicate.”

Kate Emanuel, chief business operations and strategy officer



DEIB INITIATIVES

In addition to hosting **quarterly all-staff shareouts with transparent updates on all DEIB initiatives**, our DEIB team regularly holds open **office hours** to support two-way conversations for anyone at the Ad Council.

Twice a year, the Ad Council team comes together to connect in person and virtually at our **all-staff summits**. These sessions foster engagement, connection and inspiration, with opportunities to connect, give back, and get insights from passionate, engaging speakers.

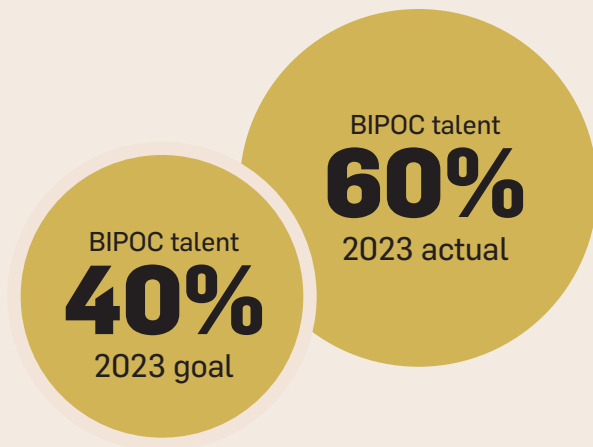
While our goal is to bring our staff together, we also recognize that not everyone is able to join in person. Our planning team collaborates closely with the Accessibility Task Force to ensure that as many in-person experiences as possible are available to those who join us remotely—and to provide alternate virtual gatherings, meal reimbursements, and special deliveries so that the remote experience feels just as supportive and appreciative as the in-person one. To help us meet this goal, this year we have created the role of remote experience captain.



“ Our motto for DEIB work? **Progress over perfection.**
*It's so important to ensure we don't let fear of a
misstep stop us from taking that next step.* ”

Elise James-DeCruise, chief equity officer

MARKETPLACE is our external relationships. By building partnerships with BIPOC- and women-owned businesses, industry-wide initiatives, and organizations, we're extending our DEIB values to every aspect of our business.



Sixty percent of our productions had BIPOC talent in key roles, exceeding our goal of 40%.

We believe in an inside-out approach to creating true systemic change. That means taking a close look at how we approach all our external relationships, from vendors to partners to communities. It's all about relationships, and we're all in this together.

“ *We strive to tell stories that reflect the diverse communities we serve. We understand that to truly connect with our audiences and move hearts and minds, we must understand and respect their unique backgrounds, experiences and perspectives. For us this means making a real commitment to engaging diverse talent into our storytelling—from the research we conduct to the strategic and creative teams and the production partners who bring our campaigns to life. We're happy to say we've exceeded our goals and will continue to push ourselves further.* **”**

**Heidi Arthur and Michelle Hillman,
chief campaign development officers**





Our media team's top-line goal for this fiscal year was to advance our DEIB commitment through scaling marketplace investment by working with programmatic partners and campaign development teams to commit paid programmatic funds toward the Ad Council's inclusive media private marketplace.

The result? We are proud to say we delivered, by incorporating inclusive media private marketplaces (PMPs) into our programmatic offerings. These PMPs are made up of sites that have diverse or minority ownership, or with site visitor profiles that over-index against diverse audiences. Over the past year, we were able to leverage these PMPs across six initial programmatic flights.

““ *We are committed to fostering an environment where we see and celebrate each person's unique background, heritage, identity, perspective and experience—where each person can feel a sense of belonging. Ensuring an open and equitable environment where diverse voices are heralded is imperative for our success and makes us a much stronger whole.* ””

DJ Perera, chief media officer

BIPOC studio partners

53%

in FY 2023

BIPOC PR partners

30%

in FY 2023

BIPOC PR partners

28%

in FY 2022

We're on track to increase the percentage of BIPOC-owned-and-led companies, partners and vendors that we work with on PR, social media and influencer programs from 28% in FY 2022 to over 30% in FY 2023.

Our creative studio actively engages in partnerships with external companies and initiatives that operate with a diverse roster in key decision-making roles (such as minority- and women-owned businesses, industry-wide initiatives, strategic partners and organizations). **Our studio's pool of potential freelancers and production partners in video production, creative, editing, copywriting, graphic design, producing and directing is currently tracking at 53% BIPOC.**



“Diversity, equity, inclusion and belonging are at the heart of everything we do on our team. This includes our work to promote our social impact campaigns to BIPOC communities and our commitment to elevating BIPOC voices at industry events and conferences, as well as on our social and digital platforms. We also have an ongoing commitment to foster inclusion and belonging for our teams within our own organization through our internal communications programs and staff events. We are proud of our progress and we look forward to continuing to use our channels and platforms to further our commitments and help create a culture where everyone can thrive.”

Paula Veale, chief marketing and communications officer

Our commitment to innovation is intertwined with our commitments to DEIB. Our head of innovation continues to lead human-centered design innovation practices, UX research and product strategy; facilitate organization-wide workshops; distribute tools and resources; and facilitate design sprints that provide equitable access to innovation and ensure that team members at all levels—from all backgrounds—have the tools and resources they need.

To ensure we build products and experiences that are inclusive and accessible and meet the needs of those we serve, our head of innovation partners with our product and media teams to lead user research, co-creations with our target audience, and experience strategy that's informed by lived experiences and inclusion principles. Her work has created impact for social causes like mental health awareness, teen bullying prevention, benefit access, social isolation and loneliness, autism awareness, and saving for retirement.

The Spark Trends series provides meaningful speaking opportunities for rising staff members to share out learnings, while the Spark Speaker series brings in experts on a wide variety of topics to help us create more equitably. These experts include Collective, who facilitated conversation about microaggressions; David Dylan Thomas, who spoke about implicit bias and how it shows up in our work; and Melissa Eggleston and Dr. Carol F. Scott, who spoke about trauma-informed design.

She has also led multiple internal co-creations to help ensure our DEIB commitments are mobilized while being informed by diverse perspectives from the organization.

Taking all the learnings from her experience, she is now looking at how we should approach and leverage emerging tech from web3 and AR to generative AI through the lens of DEIB, accessibility and ethics in partnership with Laurie Keith.

“*At the Ad Council, there's no one innovator. My goal is to de-silo innovation so that every single person at the organization has the tools and resources they need to meet the needs of our business, our partners and the communities we serve, every day, in new, exciting and inclusive ways. By co-creating with communities and stakeholders while centering lived experiences, we build a path for everyone toward a better future.*”

Ariba Jahan, VP of product experience and innovation



To strengthen our market research capabilities, we have engaged a diverse roster of external advisers that sit on our Insights & Analytics Committee and provide guidance on innovative research practices relevant for reaching culturally diverse populations.

Furthermore, we have an ongoing evaluation process to ensure our vendor network is executing DEIB recruitment best practices and has proven expertise uncovering culturally relevant insights.

Our commitment to DEIB is further reflected in our annual objective to award at least 40% of our research projects to vendors who are BIPOC-led/owned and/or have diverse market research teams.

“*The Insights & Analytics team is committed to an audience-centric approach that ensures our campaign strategy is executed through a DEIB lens. We pursue a deep and objective understanding of the audiences we aim to reach and place emphasis on cultural competence and responsive communications that will make a tangible impact. And we employ a wide array of qualitative and quantitative research throughout the campaign development process to understand the audience attitudes, needs, behaviors and motivations. Importantly, our research uncovers how these attitudes and behaviors are shaped by cultural influences. Our insights-driven approach ensures our work resonates authentically and connects culturally with the audiences we aim to reach.*”

Charysse Nunez, chief insights and analytics officer

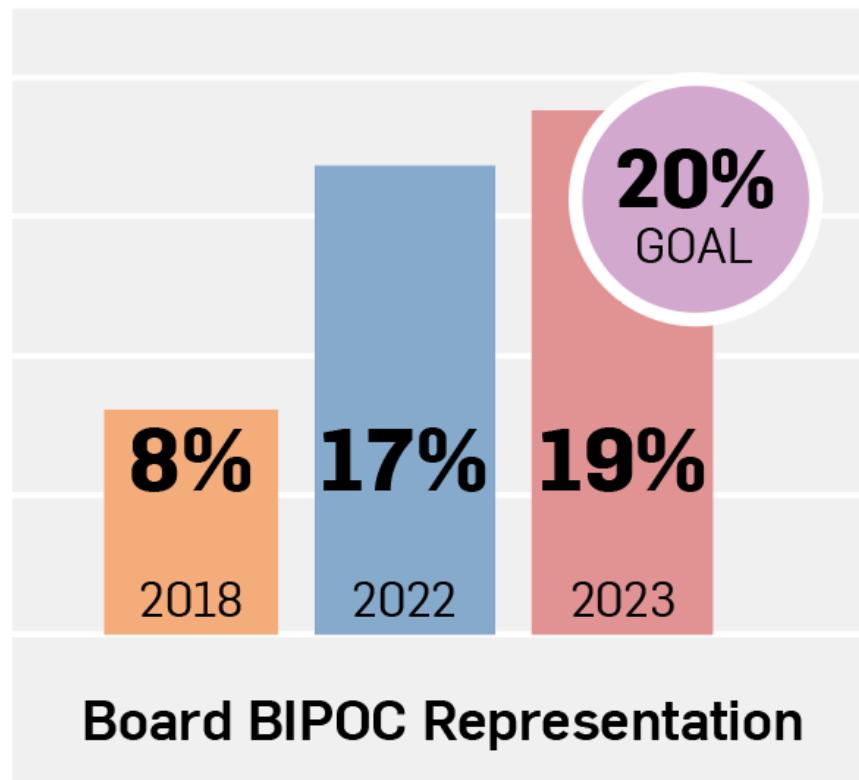


OUR BOARD

Our commitment to increasing diversity at every level of the Ad Council includes specific, time-bound goals for increasing the diversity of our board.

Five years ago, our board included just 8% BIPOC members when we set the goal of increasing that number to 20%.

Here's where we are today:



Of course, reaching 20% will not mean our work is done. Our goals will continue to evolve as we seek new ways to continuously expand the ways we diversify our leadership at the highest level.

“As I prepare to retire after 19 incredible years with the Ad Council, I look back on our efforts to increase board diversity as one of my proudest accomplishments—this was truly an important personal goal for me, and seeing the progress we've made together means so much for the work that we do. Being intentional to achieve a critical goal was truly a key to our success.”

Barbara Leshinsky, chief revenue and development officer



The Health Action Alliance is a collaboration between the Ad Council, CDC Foundation and de Beaumont Foundation, powered by Meteorite, in partnership with leading business, communications and public health organizations to help employers navigate evolving health challenges, prepare for future health emergencies and advance health equity by addressing the needs of historically excluded communities.

Through the Health Action Alliance, the Ad Council has developed a host of resources and hosted numerous events to help more than 6,000 employers address mental health in the workplace, with a focus on equity and belonging.

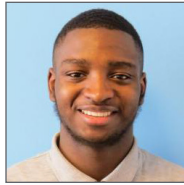
Events have included virtual summits on **Mental Health Equity at Work** and **Cultivating a Workplace Culture of Belonging**. Resources have included a **Workplace Mental Health Playbook** that includes a step-by-step game plan on equity, as well as an employer guide to cultivating belonging in the workplace.



Georgia-Renee Boamah



Matthew Cooper



Elmer Ellis

EMERGING LEADERS FELLOWSHIP PROGRAM



Michaela Guffie



Abdullah-Jeffers



Desteny Johnson



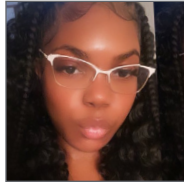
Javen Logan



Eugene Mafah



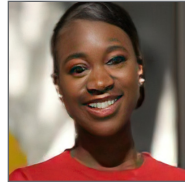
Thubelihle Nkiwane



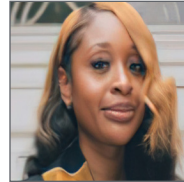
Tiana Pindell



Kennedy Sampson



Modupe Whesu



Azariah White

Our newly launched Emerging Leaders Fellowship Program prepares and empowers historically excluded groups for careers in advertising and marketing.

The inaugural program, which took place over five weeks beginning in mid-October, provided fellows with education and hands-on experience in all facets of the advertising and marketing industry, including ad tech, analytics, communications, creative development, influencers, media, research, social, strategy and more.

The first cohort included current students and recent graduates from historically Black colleges and universities (HBCUs). Fellows were placed in mentorship circles and instructor-led industry-specific training enabled them to develop meaningful connections with program partners including dentsu, LiquidSoul, GroupBlack, Big Brothers Big Sisters of America, Makers and more.

The program was made possible thanks to our generous sponsors at Lowe's.

“Ad Council’s steadfastness to the principles of DEIB is rare and admirable. The organization’s work in this area is a beacon to the advertising marketplace, community and to DEIB practitioners. It was an honor to help them bring the inaugural Emerging Leaders Fellowship Program to life.”

Martine Kalaw, DEIB consultant and founder, Martine Kalaw Enterprises

SUPPLIER DIVERSITY TASK FORCE

The Ad Council is fully committed to creating a truly diverse and inclusive marketing and creative ecosystem. Our **Supplier Diversity Taskforce** was created to ensure meaningful BIPOC inclusion throughout the content we produce with our creative and production partners; the insights and strategies we develop through research; the way we engage consumers through digital product experiences; the way we reach audiences with our messages through PR, influencers and trusted messengers; and the media we leverage to reach our audiences.

This includes working with vendors who are NMSDC-certified, vendors that are BIPOC-owned and operated, as well as vendors who have BIPOC talent in key roles that significantly impact and shape our work. Due to the cost and time it can take for a vendor to become certified, we do not want to exclude or limit potential partners who are BIPOC-owned or led simply because they have not received an official certification. And in instances when an organization is not BIPOC-owned or led, we aim to have BIPOC talent in critical roles that inform and influence our work.

And while BIPOC perspectives are essential to work specifically speaking to BIPOC communities, we also want to be clear that BIPOC experiences, talent and perspectives are critical to all marketing efforts.

Resources created by this task force include RFP language around our DEIB and anti-racism commitments; talking points to help Ad Council employees speak clearly and openly with vendors and partners about these commitments; and diverse supplier lists to use as resources for upcoming projects and to share with our partners for consideration on *their* upcoming projects.

DEIB COUNCIL AND INTERNAL CULTURAL REVIEW COMMITTEE

Our **DEIB Council and Internal Cultural Review Committee** will continue to heighten industry awareness around DEIB, inclusivity and multicultural marketing.

DIVERSE LEADERS GROUP

We're relaunching our Diverse Leaders Group, a cross-section of diverse industry leaders from media, tech and other business sectors to advise and engage on the Ad Council's work.

Suzana Apelbaum

Google

Ricardo Aspiazu

Verizon

Chaucer Barnes

Translation

Nicole Hall

Kol Consulting

Stephanie Parker

Atlantic

Zara Mirza

TIAA

Monique Pearson

Meta

Ida Rezvani

Dentsu

Lisa Ross

Edelman

Deidre Smalls-Landau

Mediabands

Danielle Trunnell

Bank of America

Kavita Vazirani

Walt Disney Company

Gary Coichy

Pod Digital Media

Cavel Khan

GroupBlack

Deuntate Copeland

NHSBA

Laura Colona

Tiffany Pearson-Kilgore

Planned To A.T

Ashley Rutland

Planned To A.T

Michael Texidor

The Trade Desk

Ari Stein

Sirius XM/Pandora

Shiv Gupta

U of Digital

Sharonda Britton

Guy Griggs

NY Times

Martine Kalaw

Martine Kalaw Enterprises

Ari Stein

Pandora

Darren Martin

Bold Culture

“How companies communicate with consumers, how they attract and retain talent, how they build products, and how those products are perceived and used, are all connected to diversity, equity, inclusion, accessibility and belonging (DEIAB). I am inspired by the Ad Council's understanding of this fact, and their expansive actions to build DEIAB throughout their workplace, marketplace and vendor relationships. This work will impact the authenticity and efficacy of brand storytelling and help evolve the representation and experiences of diverse employees.”

**Darren W. Martin Jr.,
founder, president and CEO,
Bold Culture**



CAMPAIGN REVIEW COMMITTEE

Our Campaign Review Committee is a talented, passionate and diverse group of industry leaders who volunteer their time to help us find creative solutions to highly complex social issues. They work collaboratively with our volunteer creative agency partners to develop creative platforms that inspire partners to support the campaigns and ultimately drive impact.

William Charnock
chief marketing officer
Acumen

Karen Costello
chief creative officer
Deutsch LA

Susan Credle*
global chief creative officer
FCB

Cindy Gallop*
founder and CEO
IfWeRanTheWorld

Kinney Edwards
global head of creative lab
TikTok

Mauricio Galván
creative director
Madwell

Walter Geer
chief experience design officer
VMLY&R

Bianca Guimaraes
executive creative director
Mischief

Vita Harris
global chief strategy officer
FCB

Natasha Jakubowski
managing partner and chief
innovation officer
Anomaly

Judy John
global chief creative officer
Edelman

Margaret Johnson*
chief creative officer
Goodby Silverstein & Partners

Nick Law
global lead for design
and creative tech
Accenture

Karl Lieberman
chief creative officer
Wieden + Kennedy

Will McGinness
partner, chief creative officer
Venables, Bell & Partners

Ronald Ng
global chief creative officer
MRM

PJ Pereira
founder and creative chairman
Pereira O'Dell

Sandi Preston,
chief strategy officer
Translation

Casey Rand
executive creative director/
sustainability consultant

Rafael Rizuto
chief creative officer
US/Hispanic LATAM,
dentsu Creative

Tiffany Rolfe
global chief creative officer
R/GA

Gabrielle Shirdan
founder and chief creative officer
Kitchen Table

Ricky Vior
SVP, executive creative director
The Community

Ryan Wagman
chief marketing officer
HonkMobile

Shannon Washington
US chief creative officer
R/GA NY

Lewis Williams
head of brand impact
Weber Shandwick

*Committee chair



“The state of women in the workplace is as complex as it is urgent. We understand how advertising and media shape how the world sees and engages women globally. Our partnership with Ad Council helps us highlight the truth with the profound aim to accelerate the work to close the gender equity gap. Thank you, Ad Council, for your consistent presence in this fight for a better tomorrow.”

**Ja'Nay Hawkins, chief partnerships officer,
MAKERS**

COMMUNITY encourages diversity, equity and inclusion in the world at large by collectively giving back to the communities we serve.

CAMPAIGNS THAT CHAMPION DIVERSITY

Our iconic **Love Has No Labels** campaign, which champions diversity, inclusion and acceptance, has entered an entirely new era.

In 2020, as systemic inequities were exacerbated by COVID-19, hate escalated, and George Floyd was murdered by the police, we knew this campaign was needed more than ever—and we knew it had to change dramatically, too. Work like “Fight the Virus, Fight the Bias” and “Fight for Freedom” directly addressed the hate and discrimination specific communities experienced.

The next phase, Love Lives On, recently launched as the result of three powerful collaborations. Barbara Poma is the founder of the OnePULSE Foundation, created in response to the horrific shooting at Pulse nightclub, which had served for so long as a safe and celebratory place for the LGBTQ+ community. Maddy Park is the founder of Cafe Maddy Cab, a fund to offer Asian Americans safe rides home in the face of rising anti-Asian hate. And Bridgett Floyd collaborated with us to share the life, love and joy of her brother, George, for our “Gentle Giant” film.

This phase was intended to inspire people to learn, act and support the communities that experience bias, hate and harassment—and it was intended to celebrate those who have personally responded to instances of injustice and hate with love.

We are incredibly grateful to R/GA for their partnership in bringing these films to life.





Our **Belonging Begins with Us** campaign is a partnership between the Ad Council and a coalition of partner organizations from across the country. Together, our mission is to create a more welcoming nation where everyone can belong. More than ever, finding points of connection and shared experiences is key to creating strong, supportive communities. We can all play a part in making sure everyone feels like they belong.

GROUND GAME ACTIVATIONS

Our classic air-game model typically means spreading our messages in big, broad campaigns from screens to social media to billboards, and that hasn't changed. But coming out of our historic COVID-19 Vaccine Education Initiative, we're doing more work with community organization partners and trusted messengers through our ground game to help us better reach and engage target audiences. By forming the right partnerships within the communities we want to reach, we are helping facilitate deeper engagement to drive informed, culturally relevant conversations about the most pressing issues we face, ultimately impacting behavior change.

Our current ground game efforts are on mental health—across three distinct campaigns—as part of our multiyear Mental Health Initiative, with a special focus on reaching Black and Hispanic/Latine

communities that are disproportionately impacted by the escalating crisis. Ground game activations include:

- Town hall and social media conversations that include trusted messengers like Tabitha Brown, Mario Lopez, Pastor Sarah Jakes Roberts, Amanda Diaz and KevOnStage (winner of the NAACP Image Award for Outstanding Social Media Personality). We completed a total of 14 events in 2023 this far and have eight more to execute in the balance of the year.
- Partnerships with HBCUs and campus influencers on the importance of mental health and suicide prevention, including an on-campus mental health event in April 2023.
- Partnerships with Hispanic-focused media outlets such as Univision and Vme
- A 10-month multichannel partnership between our Sound It Out campaign and the national gospel competition How Sweet the Sound, culminating in “Mental Health Weekend” in Atlanta around the competition event and a city proclamation for Mental Health Sunday, as well as a collaboration with the dReam Center Church of Atlanta.
- Developing and launching an open-source, online toolkit to provide valuable resources for community and faith leaders to use in mental health education for the communities they serve. In addition, we're developing the first-ever Faith Leader E-learning Hub to support pastors' and lay leaders' personal and community mental health needs.



DIVERSE SPEAKERS BUREAU

Our community efforts also include creating a central repository of diverse speakers, initiatives and philanthropic causes for our team to support and partner with throughout the year. We call it our Diverse Speakers Bureau.

CHAMPIONS FOR GOOD

We're committed to shining a light on the diverse stories, triumphs and lived experiences of people in our community through our current initiatives and outreach.

Champions for Good is an interview series featuring stories of Ad Council friends and partners who have gone above and beyond in support of our campaigns and causes. We consciously and intentionally remain committed to more than 50% BIPOC representation.



Denise Lee



Lee Singletary



Adama Kamara



Dr. Alfiee M. Breland-Noble

#HAVEYOUMET

As a LinkedIn Top Voice with more than 35,000 industry-leading followers, Ad Council President and CEO Lisa Sherman elevates BIPOC voices doing incredible social impact work through her recurring #HaveYouMet video series.

At a time when networking opportunities haven't been happening as consistently as they once did, and with the acknowledgment that not everyone has had equal access to those spaces, #HaveYouMet is the virtual equivalent of that moment at a mixer when two people are talking and a third walks up. "Hi," you'd say, "have you met [x]?"

Lisa Sherman · 2nd
President and CEO, The Ad Council | Board Member
2yr · 🌐

Today I'm happy to launch **#HaveYouMet**, a new series that will amplify BIPOC professionals who are doing incredible social good work. Think of this series like a virtual gathering at a time when networking events aren't happening as they normally would, and with the understanding that not everyone has had equal access to those opportunities.

First up is the president and CEO of Black Mental Wellness, an organization that provides information and resources around mental health to the Black community. Black Mental Wellness recently took over the Ad Council's Twitter account, and I'm so impressed with the work they are doing.

So, **#HaveYouMet Nicole Cammack, PhD?**

4:10

Lisa Sherman · 2nd
President and CEO, The Ad Council | Board Member
2yr · 🌐

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So, **#HaveYouMet Nicole Cammack, PhD?**

2:43



POSSE

INTERNSHIP PROGRAMS

Each year, the Ad Council participates in the **4A's Multicultural Advertising Internship Program**, which provides diverse professionals with opportunities in the advertising, marketing and communications industries. **MAIP Fellows join the Ad Council's Raquel Zarin Summer Internship Program** for nine weeks to gain real-world work experience, training and development, and networking opportunities

In addition to **MAIP**, the Ad Council partners with the **Posse Foundation**, which supports talented students from diverse backgrounds as they grow into next-generation leaders. The Ad Council works with Posse year-round to provide internship and career opportunities to its scholars.

DEIB PANELS AND ACTIVATIONS

By participating in DEIB panels and activations across the world, we share our learnings, convene powerful voices and seek new solutions. Events include Adweek, ADCOLOR, Cannes Lions, SXSW and more.





AWARDS

We are honored to have received several awards for our work to advance diversity, equity, inclusion and belonging in the culture at large. At every step, we acknowledge these moments as proof of the power of partnership with a larger purpose, and we know these awards mean not that the work is done, but that it is just beginning.

In 2022, we were proud to launch the new “Love Lives On” platform of our Love Has No Labels campaign, including a short film called “Gentle Giant” that celebrates the life of George Floyd through the eyes of his sister, Bridgett.

This summer, “Gentle Giant” won two Bronzes at the Cannes Lions International Festival of Creativity. This work would not have been possible without R/GA and Bridgett Floyd, and we hope this moment helps continue to shine a light on George’s life, inspiring more people to take meaningful action that creates a more accepting and inclusive world.

In 2023, Love Has No Labels and “Gentle Giant” have also won an Anthem Award, a Webby, a Silver and a Bronze at the Clios, and a Bronze from the One Club for Creativity.

Additionally, our Tear the Paper Ceiling campaign has also won several Anthem Awards and a Telly award.

ABOUT THE AD COUNCIL

The Ad Council convenes creative storytellers to educate, unite and uplift audiences by opening hearts, inspiring action and accelerating change around the most pressing issues in America. Since the nonprofit's founding, the organization and its partners in advertising, media, marketing and tech have been behind some of the country's most iconic social impact campaigns—Smokey Bear, A Mind Is a Terrible Thing to Waste, Love Has No Labels, Tear the Paper Ceiling and many more. With a current focus on mental health, gun safety, the opioid epidemic, skill-based hiring and other critical issues, the Ad Council's national campaigns encompass advertising and media content, ground game and community efforts, trusted messenger and influencer engagement, and employer programs, among other innovative strategies to move the needle on the most important issues of the day.

For more information about this report, please contact:

Elise James-DeCruise, chief equity officer

ejames-decruise@adcouncil.org