



**2022**  
**Diversity,  
Equity,  
Inclusion &  
Belonging**  
**REPORT**



## DIVERSITY MAKES US STRONGER

Working on diversity strengthens the culture of Market Engineuity in several ways.

### INCREASED CREATIVITY AND INNOVATION

Our diverse team brings a range of perspectives and experiences, which leads to creative solutions to problems and new ideas that drive innovation.

### ENHANCED COLLABORATION AND COMMUNICATION

Our diversity, equity, inclusion and belonging (DEIB) training has helped our team develop better communication skills and a greater understanding of how to work effectively with people from different backgrounds.

### IMPROVED EMPLOYEE MORALE AND RETENTION

After completing our third annual DEIB and engagement survey we know that our team members feel valued and that they are respected for their differences. Our focus on DEIB as an organization creates a positive work environment where everyone is supported and encouraged.

Our DEIB work is never finished, but we are making progress towards building a sustainable environment where everyone has the opportunity to thrive, live authentically and contribute.

– Jim



**JIM TASZAREK**  
president

“

While diversity is something we should all strive for, it is rarely seen and much less felt as a Latina in corporate America. From the moment I connected with Engenuity, I have felt the pursuit of diversity, equity, inclusion, and moreover, belonging. I am welcomed to bring my whole self to work and take up space, and we are celebrated and encouraged both as a team and individually. I can wholeheartedly say diversity is at the core of everything we do as an organization. THIS is what we should strive for, to feel welcomed to be as we are.”

– Liz



**LIZ PEDRAZA**

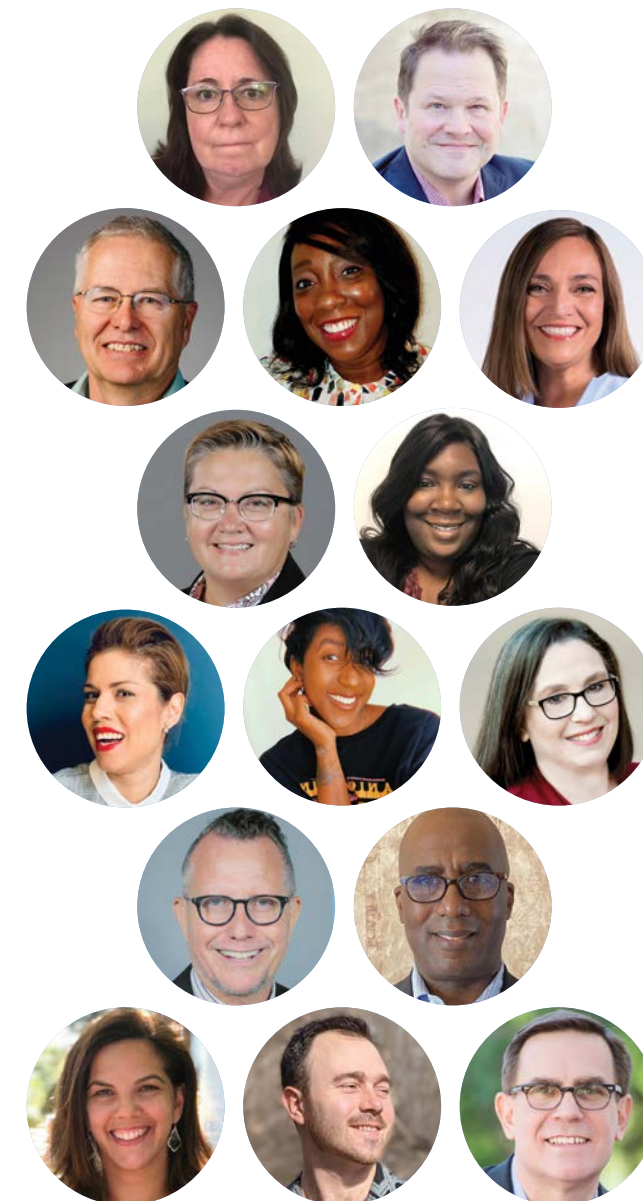
national account manager  
Chicago Public Media  
Chicago, IL

## ENGINUIITY DEIB COMMITTEE

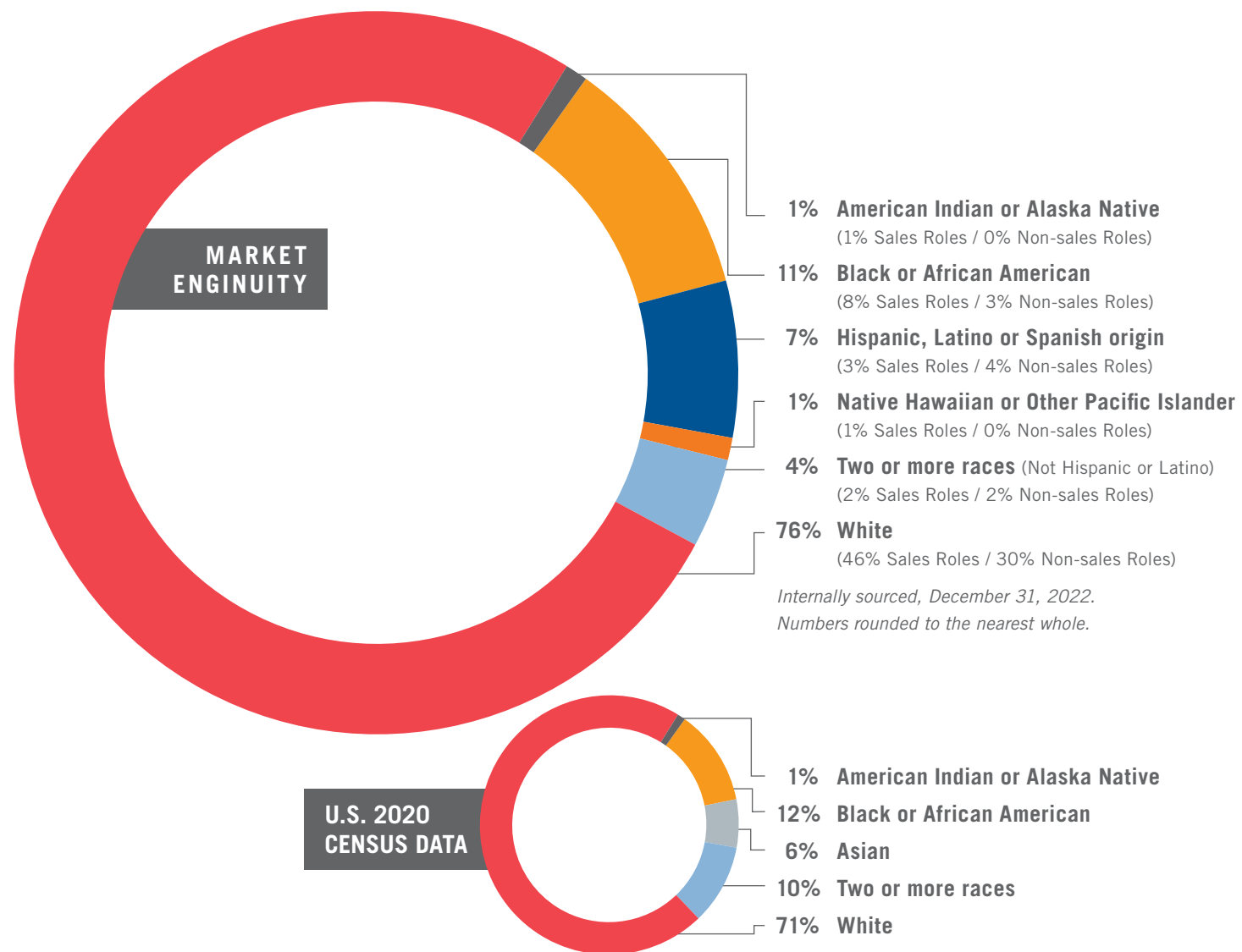
Founded in 2020, the DEIB Committee consists of employee volunteers who share a passion for inclusion. The mission of the DEIB Committee is to listen to the organization and identify opportunities for continued growth in our DEIB work. Meeting monthly, the committee is responsible for counseling, advising and suggesting recommendations for the company’s hiring practices, products we represent, marketing language, and processes through the lens of inclusion. They act as champions of diversity, equity, inclusion and belonging within their own teams and the wider organization.

LEFT TO RIGHT, TOP TO BOTTOM:

Karen Aalund, Harry Clark,  
Riley Cutler, Althea Evans,  
Millie Garza, Amy Griffith,  
Ebony Lee, Liz Pedraza,  
Sheena Pinkney, Randee Manley,  
Pat Marble, Rufus Moore,  
Stephanie Shweiki, Ben  
Stephens and Jim Taszarek



## INGENUITY REPRESENTATION



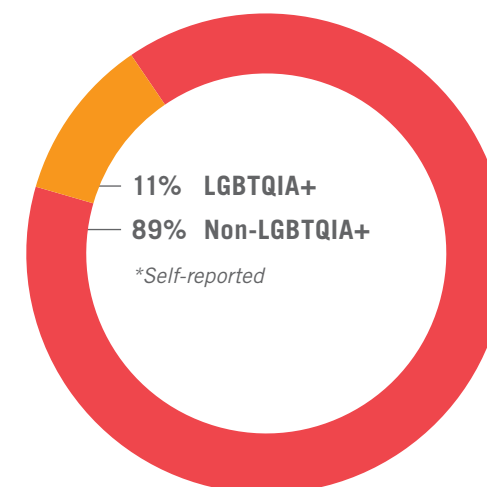
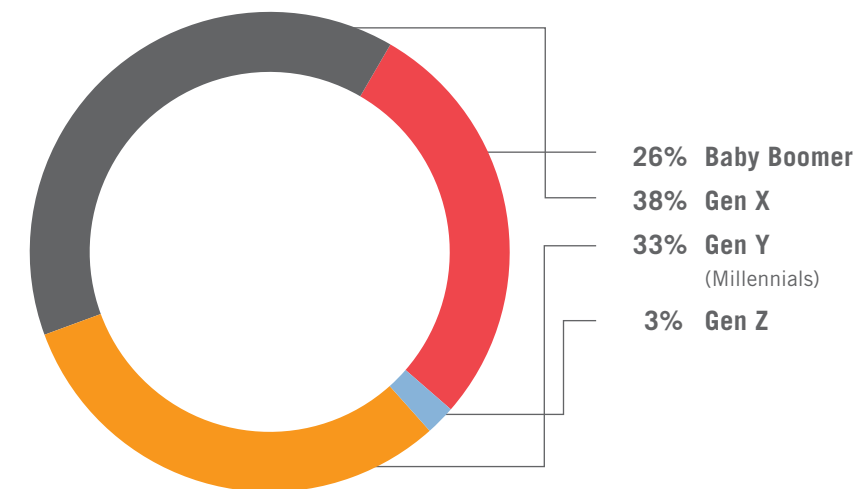
- 1% American Indian or Alaska Native**  
(1% Sales Roles / 0% Non-sales Roles)
- 11% Black or African American**  
(8% Sales Roles / 3% Non-sales Roles)
- 7% Hispanic, Latino or Spanish origin**  
(3% Sales Roles / 4% Non-sales Roles)
- 1% Native Hawaiian or Other Pacific Islander**  
(1% Sales Roles / 0% Non-sales Roles)
- 4% Two or more races** (Not Hispanic or Latino)  
(2% Sales Roles / 2% Non-sales Roles)
- 76% White**  
(46% Sales Roles / 30% Non-sales Roles)

*Internally sourced, December 31, 2022.  
Numbers rounded to the nearest whole.*

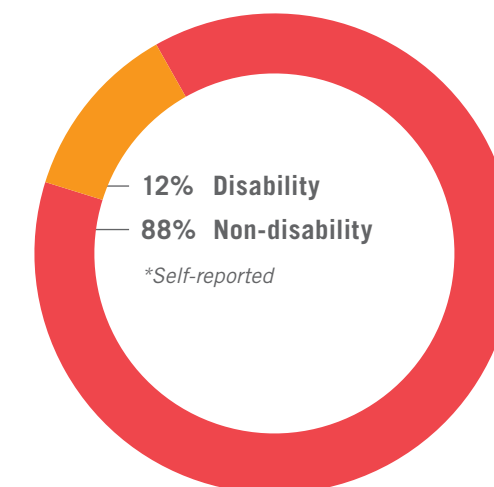
- 1% American Indian or Alaska Native**
- 12% Black or African American**
- 6% Asian**
- 10% Two or more races**
- 71% White**

*U.S. Census: <1% Native Hawaiian or Other Pacific Islander; Hispanic, Latino or Spanish origin incorporated in other races*

**67%**  
OF MANAGEMENT  
POSITIONS HELD BY  
**WOMEN**



*\*Self-reported*



*\*Self-reported*



As a manager at Market Engenuity and a woman of color in this organization, I feel empowered, recognized, and heard for my thoughts and contributions toward the success of the company. I strive daily to create an open and inclusive environment where everyone is given equal opportunity to grow and flourish. When I came onboard, I recognized there were deficiencies in hiring practices and programming related to representation. Since I was hired, my team has brought more diverse opportunities to market that address underserved communities. We also recognized the strength of our multicultural audience and have reinforced the station's desire to serve all communities in our region. We have grown tremendously as a team and brought to the market a plethora of options for sponsors to build brand equity and will continue to build on that momentum in the future.”

– Tijuan



**TIJUAN MINOR**  
local sales manager  
WAMU  
Washington, D.C.

## SUPPORTING OUR WORKFORCE

In 2022 we continued to take active steps to prioritize diversity and empower our team with learning opportunities throughout the year.

### RECRUITING FOR INCLUSION

We continued to redefine our recruiting process to ensure that incoming candidates understand our commitment to DEIB and know that Engenuity is a place where they would belong.

- Added the Engenuity Diversity Statement to the hiring process
- Created the Engenuity Recruitment Guide to build a transparent process where everyone knows what to expect
- Enhanced our diversity statement with recruiting language to attract POC in all job postings

### PRIORITIZING ALLY TRAINING

In our second annual DEIB Training, we discussed how to have conversations through allyship. The Ally Conversation Toolkit, from David Campt and The Dialogue Company, helps anti-racism allies do their part in the fight against racism.

The Toolkit we used in our training empowers and equips people with the R.A.C.E. Method, a unique dialogic approach designed from best practices of non-violent communication (listening, storytelling and compassion) and the neuroscience of persuasion.

Through allyship conversations, we can help build solutions that can lead to real change.

Studies have shown that women and people of color are less likely to apply to jobs unless they meet every qualification. At Market Engenuity and Soundrise we are dedicated to building a diverse and inclusive workplace. If candidates are excited about a role but their past experience doesn't align perfectly with every qualification in the job description, we encourage them to apply.



# 2022 LEARNING OPPORTUNITY SPEAKERS

Thank you to the partners who helped forward our progress. Through thoughtful conversations, our team gained new perspectives to inspire a sense of inclusion and belonging.



**MAX MOWITZ**

program director,  
One Iowa

## LGBTQ+ AWARENESS

Max walked us through the history of the LGBTQ+ community and shared how to be better allies in our own communities.

Max has been active in LGBTQ advocacy work since coming out in high school, focusing on comprehensive LGBTQ education to the broader community as a component of queer liberation.

Max specializes in topics related to the trans and nonbinary community, LGBTQ birth work, LGBTQ-inclusive healthcare and mental health and is a certified Community Health Worker.



**DENNIS ZOTIGH**

writer and cultural specialist,  
Smithsonian National Museum

## NATIVE AMERICAN HISTORY

Dennis answered questions from host and moderator Althea Evans, Account Manager at WAMU and DEI Committee member, about the history and heritage of Native Americans.

Dennis is a Kiowa, San Juan Pueblo and Santee Dakota Indian and resides in Oklahoma City. He is a member of the Kiowa Gourd Clan and San Juan Pueblo Winter Clan. He is a descendent of Sitting Bear and No Retreat, both principal war chiefs of the Kiowas.

Dennis seeks to preserve the past, to broaden how Native Americans are viewed in the present and to create new opportunities for Indian youth in the future.

Photo Credit: Dennis Zotigh USDA photo by Bob Nichols via Flickr Creative Commons



ONGOING COMMITMENTS

LISTEN

THROUGH EMPLOYEE SURVEYS

Resulting in **95%** of employees believing that the company encourages diversity, equity, inclusion and belonging

ACCELERATE

REPRESENTATION

Thoughtful hiring practices and focus on retention

ADVANCE

THE PURSUIT OF RACIAL EQUITY WITH OUR CLIENTS

Support the racial equity efforts of our station partners

FOSTER

CONVERSATION

Through ongoing awareness, courageous conversations and education

# CONTINUING OUR JOURNEY

Over the last two years we have focused on building our common language and engaging our employees as we talk about diversity, equity, inclusion and belonging. **Our focus for this year is on equity.** For us, equity means ensuring that everyone has access to the same opportunities and resources to succeed, regardless of their race, gender, ethnicity, sexual orientation or other personal characteristics.

When we embrace and practice equity, we create an environment where everyone can thrive and contribute to their fullest potential and to the organization's. Our goal is that people feel valued, respected and empowered to bring unique perspectives and ideas to the table. We believe this will lead to increased innovation, productivity and creativity, which will continue to drive the success of the organization.

We will continue our Ally and Advocate Training, Caring Conversations and learning. And through these and new programs, we will bring equity forward within our organization to create a place where all employees are fulfilled in the work they do and contribute to the success of the company. At the end of the day, our goal is that we are all able to work toward building an equitable organization where everyone has the chance to succeed.

– Randee



**RANDEE MANLEY**  
director, people operations &  
organizational effectiveness





A stylized illustration of a diverse group of people holding hands in a circle, forming a ring. The people are represented by colorful, rounded shapes in shades of blue, purple, teal, and green, with some having distinct facial features. They are set against a light blue background.

## Bring your whole self to work.

As leaders in mission-driven media, we seek talent as unique as the audiences we help our clients reach. That's why we are committed to a culture of inclusion where individuals from every walk of life feel respected, are treated fairly, and are provided work-life harmony and an opportunity to excel. Our mindful objectives include curating a diverse workplace where we invite authenticity, encourage curiosity and treasure collaboration.

So, bring yourself to Market Engenuity — your skills, experiences, ideas — where your whole self is welcome.

**MARKETENGUITY.COM**

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