



2021
**DIVERSITY,
EQUITY,
INCLUSION &
BELONGING
REPORT**



GROWING THROUGH CHANGE

Over the last two years, Market Equinuity has learned and grown together — focusing on diversity, equity, inclusion and belonging (DEIB) within our organization. We've made foundational changes and prioritized company-wide training and education that improve the organization today and for years to come. As a team, we have updated our Core Values, evaluated our policies, and committed to ongoing conversations to continuously grow our awareness.

It's been a personal journey as well — from understanding the impact on individual team members to the desire to make change. I'm grateful to the many employees who shared their personal experiences and helped me see what we need to do to move the organization forward.

Prioritizing DEIB in 2020-2021 has strengthened our culture, and we are still early in our journey. In the year ahead we will continue our conversations and work to build an inclusive culture that minimizes bias and addresses systemic inequalities to ensure every employee feels valued and respected.

As part of our commitment to systemic change, we are publishing our first Diversity, Equity, Inclusion and Belonging Report. We recognize that DEIB work is an ongoing process of self-awareness. Starting this year, the annual report will hold us accountable to our commitment, documenting our journey with our employees, partners and the clients we serve. Together, we are creating an organization where all team members feel welcome and know they belong.

– Jim



JIM TASZAREK
President

ENGINUITY DEIB MILESTONES



Bring your whole self to work.

2022→

After a year of education in 2021, we will focus on belonging in 2022 to ensure that our organization is a place where all employees feel that they belong. We will also add Juneteenth as a paid company holiday.

THANK YOU

TO MEMBERS OF OUR ENGINUITY
COMMUNITY WHO DEDICATED TIME AND
EFFORT ABOVE AND BEYOND THEIR
ROLES TO SUPPORT OUR DEIB WORK

ENGINUITY DEIB COMMITTEE

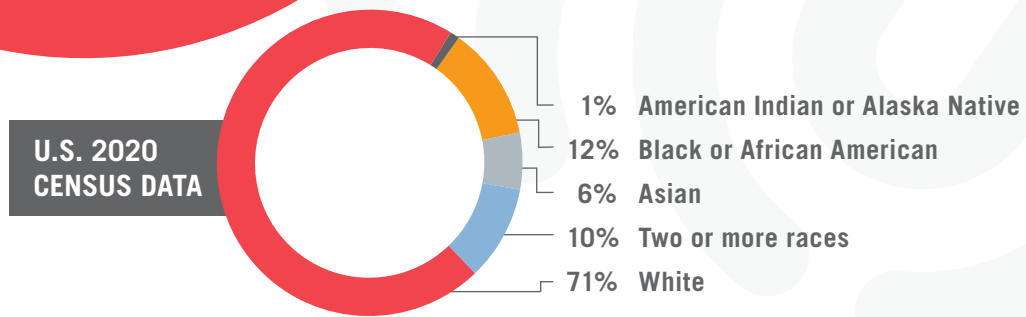
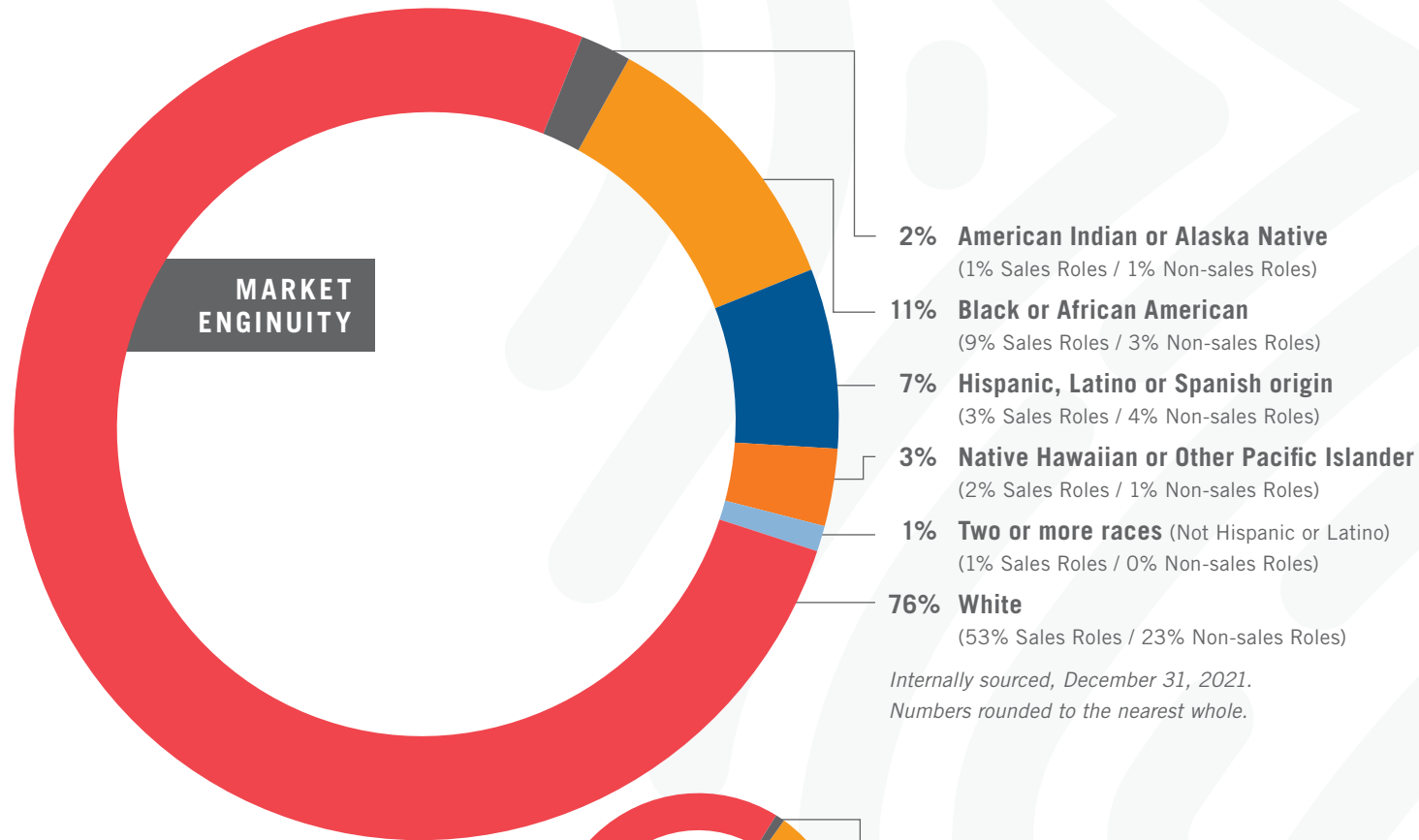
Founded in 2020, the DEIB Committee consists of employee volunteers who share a passion for inclusion. The mission of the DEIB Committee is to listen to the organization and identify opportunities for continued growth in our DEIB work. Meeting monthly, the committee is responsible for counseling, advising 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:

Stephanie Shweiki, Ebony Lee, Lisa McFarlin, Althea Evans,
Ranee Manley, Jim Tazarek, Millie Garza, Karen Aalund, Pat Marble,
Riley Cutler, Amy Griffith, Rufus Moore, and Harry Clark

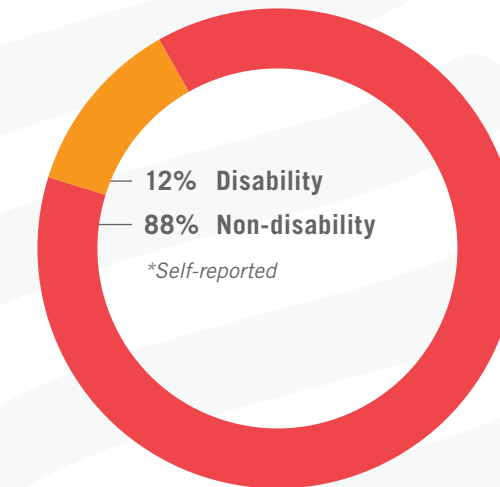
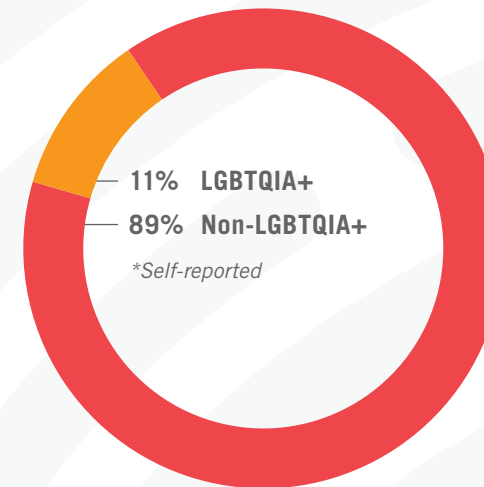
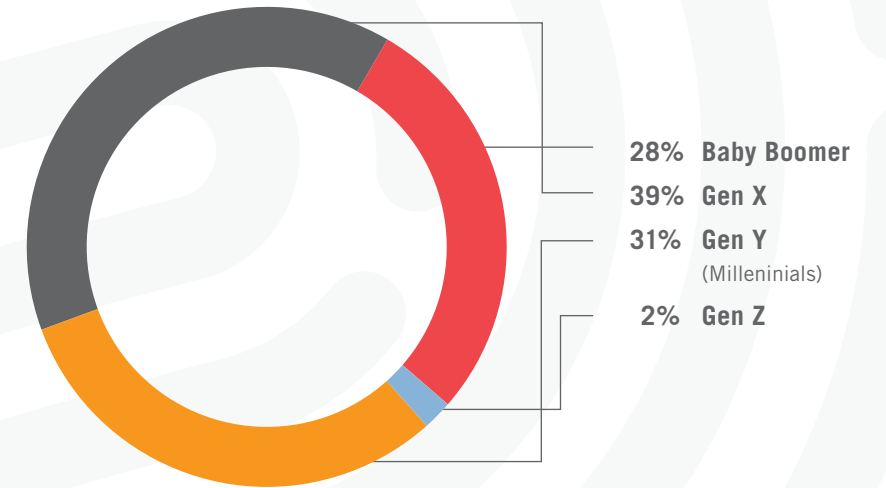
ENGINUITY REPRESENTATION



*Internally sourced, December 31, 2021.
Numbers rounded to the nearest whole.*

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

68%
OF MANAGEMENT
POSITIONS HELD BY
WOMEN



53%
OF 2021 NEW HIRES HAVE A
**DIVERSE
BACKGROUND**

SUPPORTING OUR WORKFORCE

In 2021 we took active steps to diversify our team with the focus on diversity and inclusion.

LAUNCHED BLIND RECRUITING PROCESS

We asked candidates to remove personal identifiable information from résumés including names and addresses that could potentially create an unconscious bias from a hiring manager.

This allowed for equitable vetting of candidates during the hiring process to remove biases, helping us make stronger hires and consider candidates based solely on experience and skills.

INCREASED DIVERSE CANDIDATE SOURCING

We started posting open positions on diverse job boards to source underrepresented candidates.

LAUNCHED CORPORATE TRAINING INITIATIVE

We began building comprehensive sales training for new hires that will ultimately lead to more diversity as we rely less on sales experience and are able to hire well-rounded candidates who can be trained on the job.



As a recent new hire, I loved going through the blind résumé process. I felt calmer than ever before as a candidate because I knew I was being judged on my qualifications. I believe this allowed those hiring to better assess my fit for the role and convinced me that Market Engineuity really operated out of its values.”

– Tara



TARA CHESSMAN

Podcast Strategic
Partnerships Manager

ONGOING COMMITMENTS

LISTEN

THROUGH EMPLOYEE SURVEYS

2021 saw a **19% INCREASE** YOY in sentiment about corporate diversity

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



During Market Engenuity's Caring Conversations Day, I was finally, after 30 years, able to share my full story and whole self at work. The positive response from colleagues across the nation via text, email and calls was overwhelming. I am so grateful for the opportunity."

– Amy



AMY GRIFFIN
Market Leader
WMFE | WMFV
Orlando, FL

LOOKING AHEAD

We are excited about the progress we have made since late 2020 on our diversity efforts. Yet, we recognize that this is a journey and not a destination. Focusing on diversity and inclusion is not enough to truly make change. Over the last year we focused on shared language around diversity, providing internal education to align our goals with our values — this year we will take it to the next level.

Because we recognize that when you feel free to be yourself at work, you can worry less, build better relationships and be more productive, 2022 is the year for us to create belonging — ensuring that our organization is a place where everyone, regardless of their background, feels that they belong.

Through on-going education, Ally and Advocate training, and continuing our Caring Conversations, we will center our activities around ensuring we create a safe space in which all employees feel seen, connected, supported and proud to be part of the Market Engenuity Team.

– Randee



RANDEE MANLEY
Director, People Operations &
Organizational Effectiveness

Thank you to the partners who helped us progress our racial equity thinking in 2021. Through thoughtful conversations, our team gained new perspectives to inspire a sense of equity and inclusion.

— 2021 LEARNING OPPORTUNITY SPEAKERS —



ADRIENNE LUCAS, JD
Director of DEI,
The One Club for Creativity



TOPPER CAREW
Research Scientist, Technologist,
Filmmaker, Architect



JENNIFER CHAU
Founder and Director, AZ AANHPI for
Equity and AZ AANHPI Advocates



JERRY WON
Founder, Just Like Media;
Host, *Dear Asian Americans*

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 Enginuity — your skills, experiences, ideas — where your whole self is welcome.

[MARKETENGINUIITY.COM](https://www.MARKETENGINUIITY.COM)

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