

2023

DEIB

REPORT

DIVERSITY, EQUITY, INCLUSION & BELONGING



MARKET
ENGINUITY



A CORE COMMITMENT

In 2020, following the death of George Floyd, our employees began sharing personal experiences that highlighted the need for change. Since then, we have maintained the commitment I made to cultivate a diverse culture where all feel welcome, valued and empowered to bring their whole selves to work. Our diversity, equity, inclusion and belonging (DEIB) journey has made Market Engenuity a more cohesive organization and a better workplace.

Amidst the 2023 ad recession pressures and recent reports of declining DEIB roles in corporate America, we persevered because inclusion lives at the heart of Market Engenuity.

Through updating our recruiting practices, evaluating policies, conducting annual training, and most vitally, facilitating monthly discussions between managers and teams, we have fostered individual and collective growth.

We recognize that DEIB work is an ongoing process of self-awareness. In 2024, 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. This annual report holds us accountable to our commitment — documenting our journey with our employees, partners and the clients we serve.

Maintaining an organization where all team members feel welcome and know they belong isn't just our goal — it's the reality we're building together, day by day.

– Jim



JIM TASZAREK
president



As an Asian American market manager, I am proud to lead within a company that embraces the richness of diversity, champions equity, fosters inclusion, and cultivates a sense of belonging for every individual. As many organizations are shrinking or eliminating their DEIB initiatives four years after George Floyd’s tragic murder, Engenuity is firmly committed and understands that this journey is ongoing. I trust that this ongoing commitment will continue to build and nurture a diverse workforce and an environment where every voice is heard, valued and empowered, ensuring that each person can contribute their best — unlocking innovation and success for us all.”
— Mia



MIA FERNANDEZ
market manager
KCRW
Los Angeles, CA

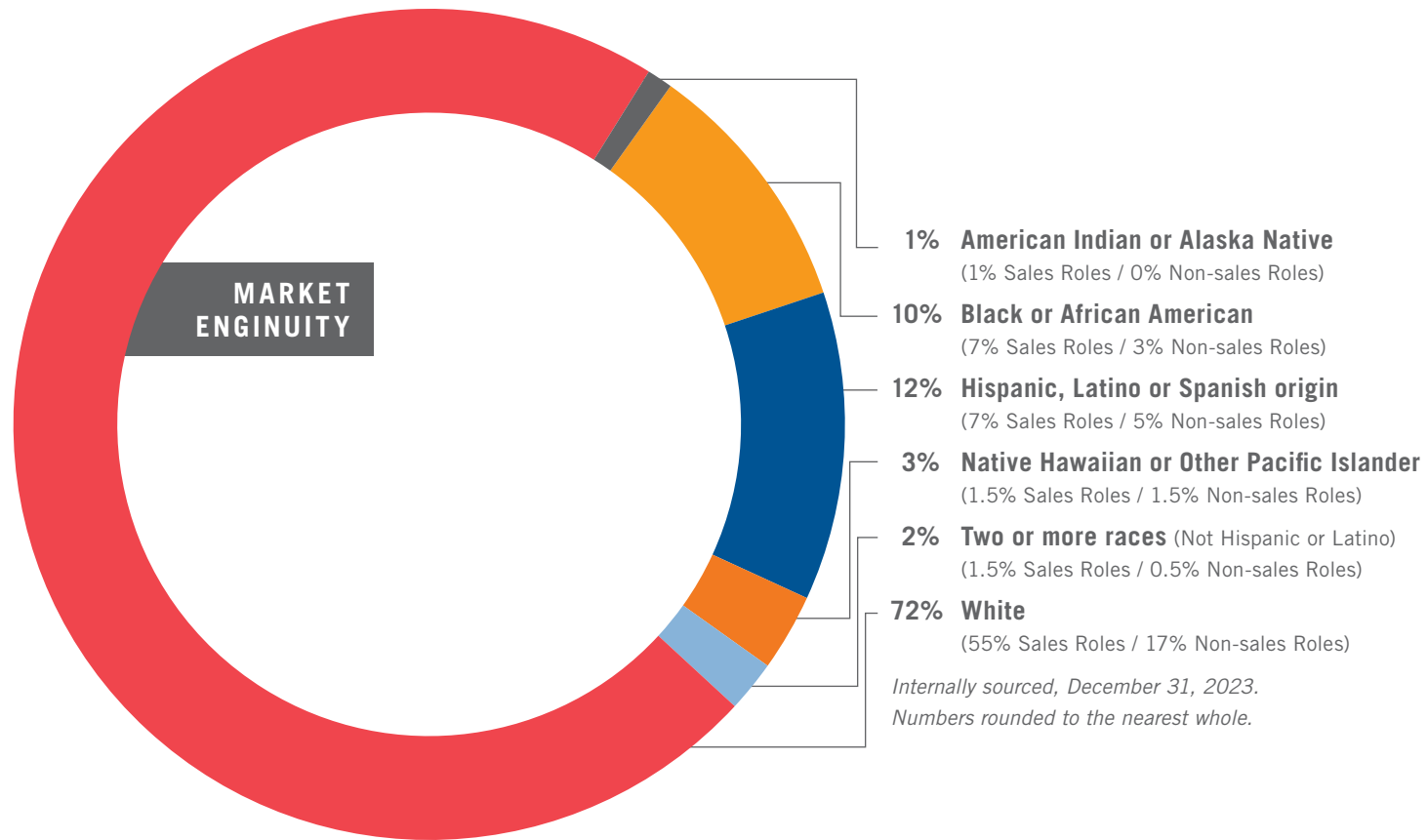
ENGINUIITY DEIB COMMITTEE

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.

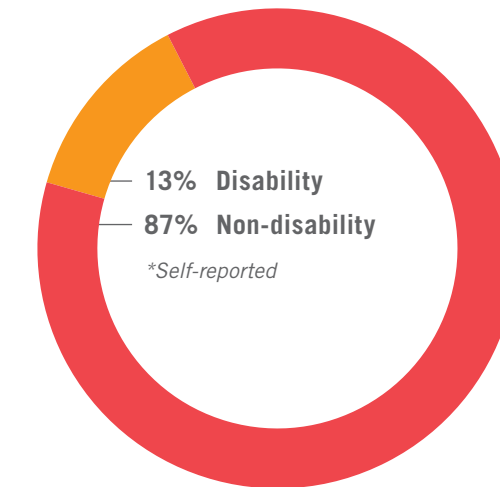
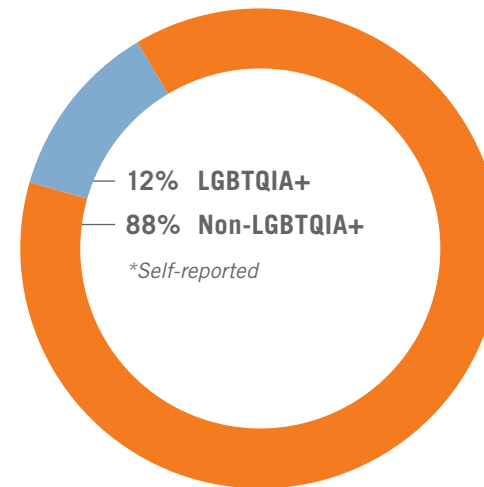
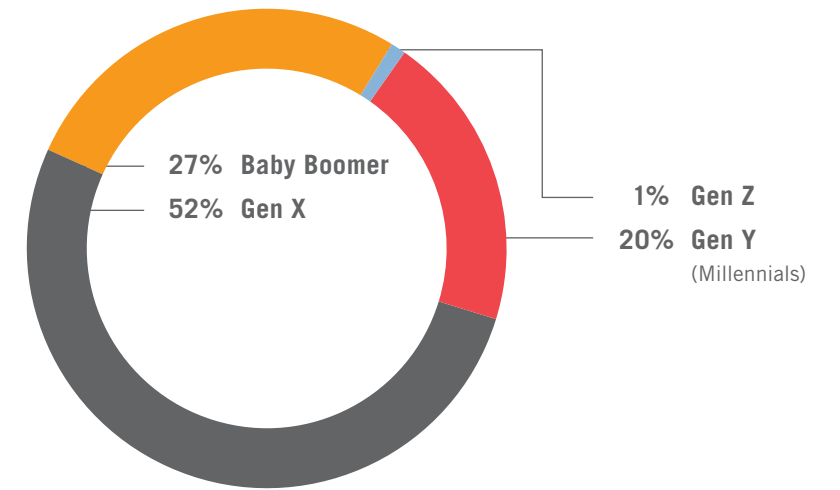
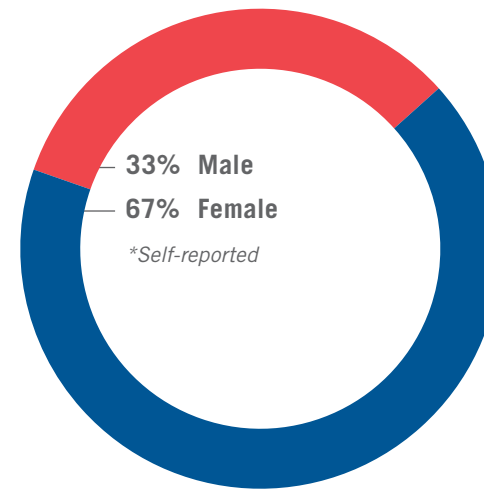


LEFT TO RIGHT, TOP TO BOTTOM:
Karen Aalund, Harry Clark,
Riley Cutler, Althea Evans,
Millie Garza, Amy Griffith,
Sheena Pinkney, Randee Manley,
Pat Marble, Rufus Moore,
Belynda Tu, Ben Stephens
and Jim Taszarek

ENGINUITY REPRESENTATION



60% OF MANAGEMENT POSITIONS HELD BY **WOMEN**



ADVANCING DEIB TOGETHER

Our DEIB program is a journey, not a destination. Every year, we offer diverse programs tailored to employees' current levels of understanding and growth. Each activity and learning opportunity propels us to become better citizens within and beyond the workplace.

MONTHLY SPEAKER SERIES

Black in Media with Topper Carew

The Racial Reckoning with Adrienne Lucas, JD

Exploring AAPI Histories and Contributions with Jennifer Chau

The Asian American Experience with Jerry Won

LGBTQ+ Awareness with Max Mowitz

Native American History Awareness with Dennis Zotigh

The Intersectional and Multicultural Existence and Excellence of Arab Communities in America with Jad-Évangelo Nasser

Latinos in 2023 with Joseph Garcia

MANAGER AND LEADERSHIP TRAINING

Penn State Diversity Starter Series

Review: *You Can't Talk About That at Work* by Mary Frances Winters

Book Club Series: *Equity: How to Design Organizations Where Everyone Thrives* by Minal Bopaiah

ANNUAL LIVE TRAINING

Unconscious Bias

The Ally Toolkit – using active listening, empathy and personal storytelling to promote racial equity by David Campt, The Dialogue Company

CARING CONVERSATIONS

Bullying in the Workplace

Generational Differences

Self-Care for Caregivers

Conversations About Grief

Mental Health

Analog in a Digital World

The Changing Language at Work

Toxic Positivity

Empathy at Work

READING SERIES

ANNUAL SENTIMENT SURVEY

Established 2020

TEAM LEADER LED DIVERSITY CONVERSATIONS

Manager-led Diversity Starter Series

MISC.

Community Impact Day

DEIB Statement 2021

Introduce Diversity Recruitment Sources 2022

DEIB Recruitment Statement 2023

Blind Resume Collection Process 2021



As a proud leader of this company, I am delighted to see how our corporate leadership is reshaping our organization's culture from good to great through its commitment to promoting diversity, equity, inclusion and belonging (DEIB). I believe that this work is essential to not only creating a more equitable and inclusive workplace but also fostering innovation and creativity. It's an honor to work alongside a team that shares this vision and is dedicated to making our organization a model for others to follow. By creating a culture where everyone feels valued and respected, we can achieve great things and make a meaningful impact in our communities in which we live, work and engage the world."

– Rufus



RUFUS MOORE
market manager
STLPR
St. Louis, MO

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

After reflecting on the remarkable journey we have embarked on over the past three years in our commitment to fostering a workplace that values diversity, equity, inclusion and belonging, I couldn't be more proud of the people who work at Market Enginuity. We have transformed our organization into an organization of unity, understanding and acceptance.

Through dedicated training, communication and education efforts, we have successfully cultivated an environment that resonates with a profound sense of belonging. Our collective commitment to creating a space where everyone feels seen, heard and valued has resulted in deeper conversations, connections and commitment.

In this journey, we have supported our workforce and witnessed the tangible impact on our employees and the overall workplace dynamics. The positive changes are not just numbers or metrics; they are stories of personal growth, collaboration and empowerment.

As we celebrate our achievements, we reaffirm our commitment to continue these efforts. By embedding diversity, equity, inclusion and belonging into our organization, we not only enrich our workplace but also contribute to a more just and equitable society.

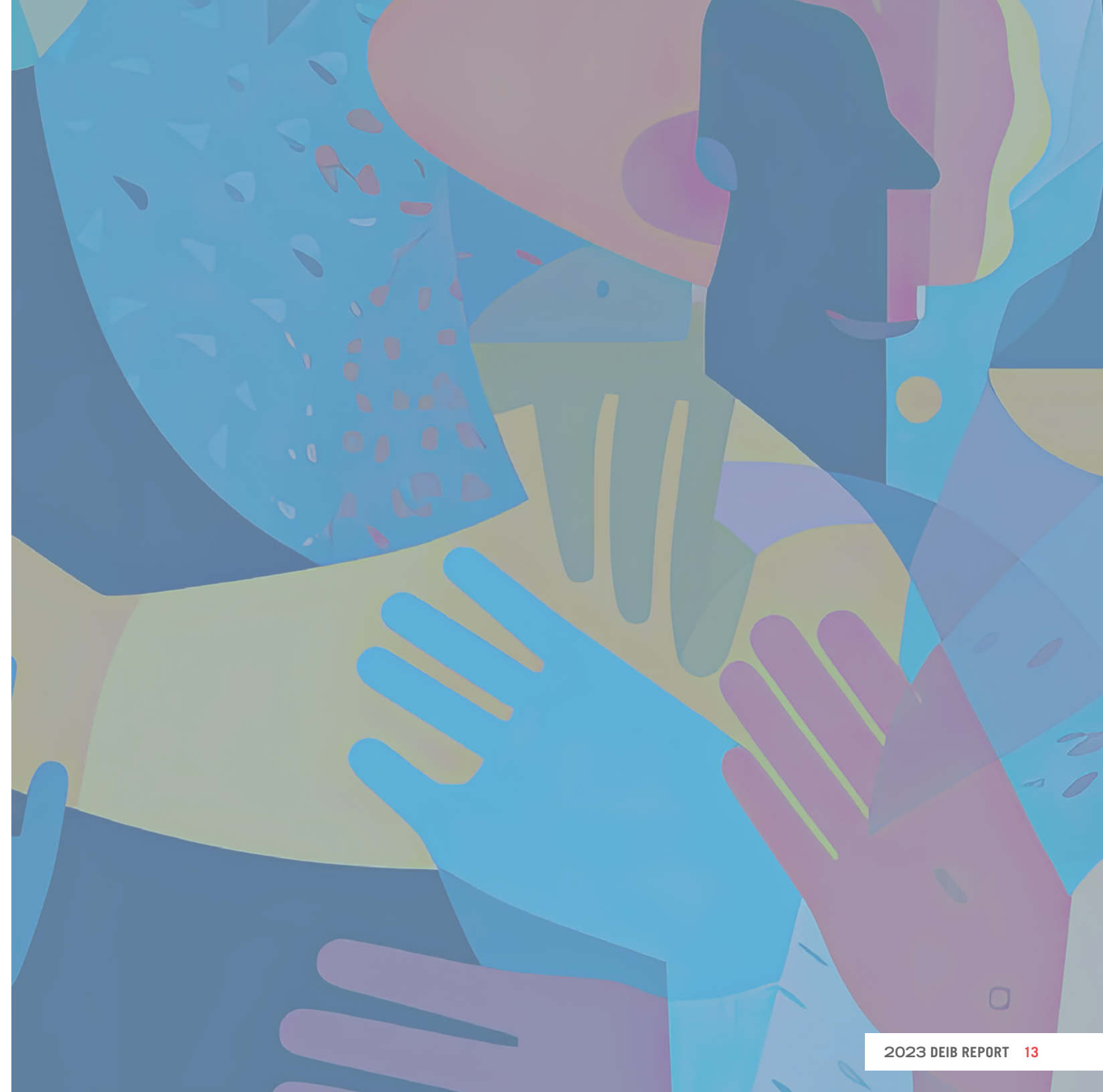
None of this would be possible without the dedication and passion of all of our employees, and I look forward to continuing the journey with everyone.

– Randee



RANDEE MANLEY

director, people operations & organizational effectiveness





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.

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