



DEIB Annual Report

2022-2023

Published October 2023



RACIAL EQUITY POLICY STATEMENT



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The status quo for the advertising industry has never been inclusive or equitable for people of color. As an agency, we are inherently guilty of perpetuating this status quo. Our unconscious biases have led to the hiring of primarily white employees and working with partners and vendors who are primarily white-owned, thus limiting the opportunities and success of people of color. In addition, it is clear that we have fallen short when it comes to lending our time and talent to those most marginalized in our community.

We simply have to do better.

Moving forward, we are committed to breaking the cycle by challenging ourselves and industry convention to find a different, more equitable way forward. That means we're committing to:

- Changing the way we recruit and hire
- Ensuring our agency's policies and procedures, as well as our work and partnerships, are aligned with racial justice and equity
- Refocusing our community involvement efforts to use our place of privilege to help educate local students with the goal of making our industry more diverse in the future
- Holding ourselves accountable by publicly reporting on our progress to these goals
- Continuing to educate ourselves and listen to expert voices and marginalized perspectives

Firehouse's Racial Equity Policy Statement is a living, breathing document. We will actively look for the next constructive steps as we continue this journey toward a more equitable and inclusive advertising community.

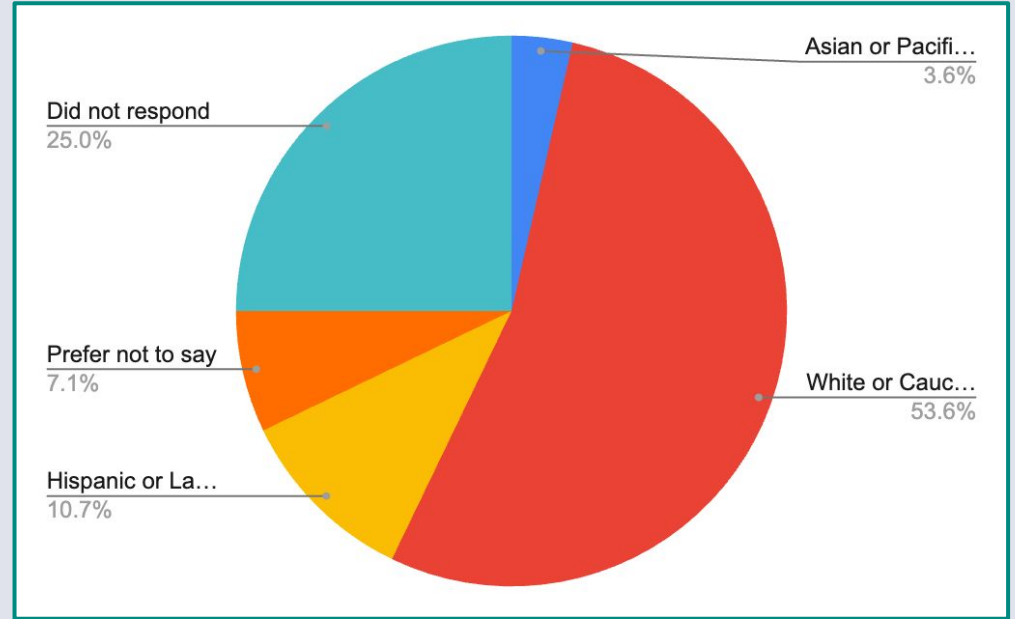


2022-2023 REPORT: FIREHOUSE BY THE NUMBERS



RACE/ETHNIC IDENTITY

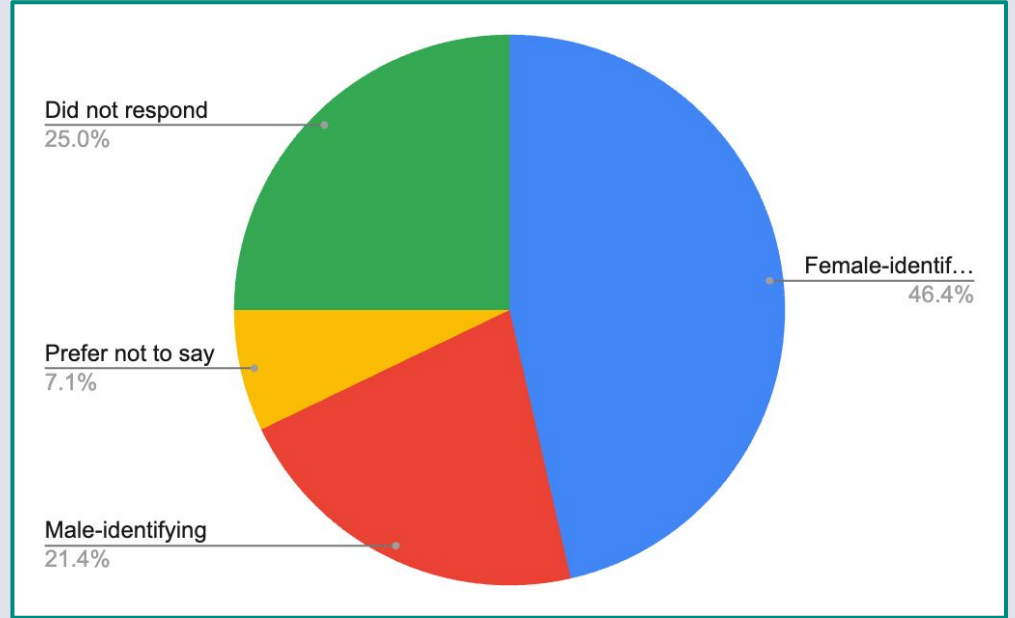
28 employees as of September 2023





GENDER IDENTITY

28 employees as of September 2023





2022-2023 REPORT: RECRUITING NUMBERS



From August 2022-September 2023, we have recruited & hired for eight (8) open positions.

SUMMARY

522

Candidates considered

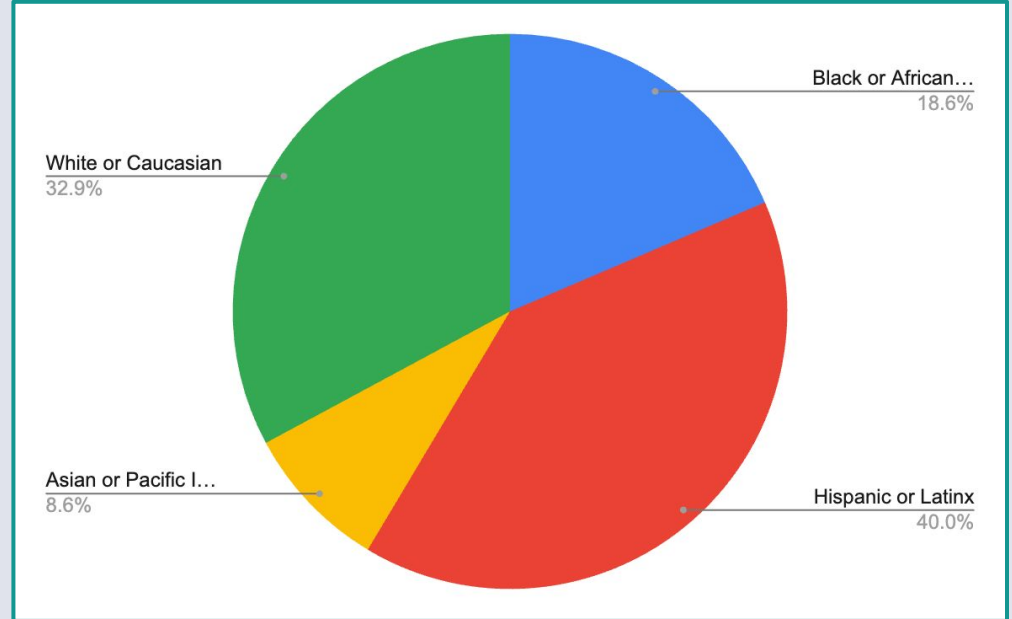
60

Candidates interviewed



RACE/ETHNIC IDENTITY

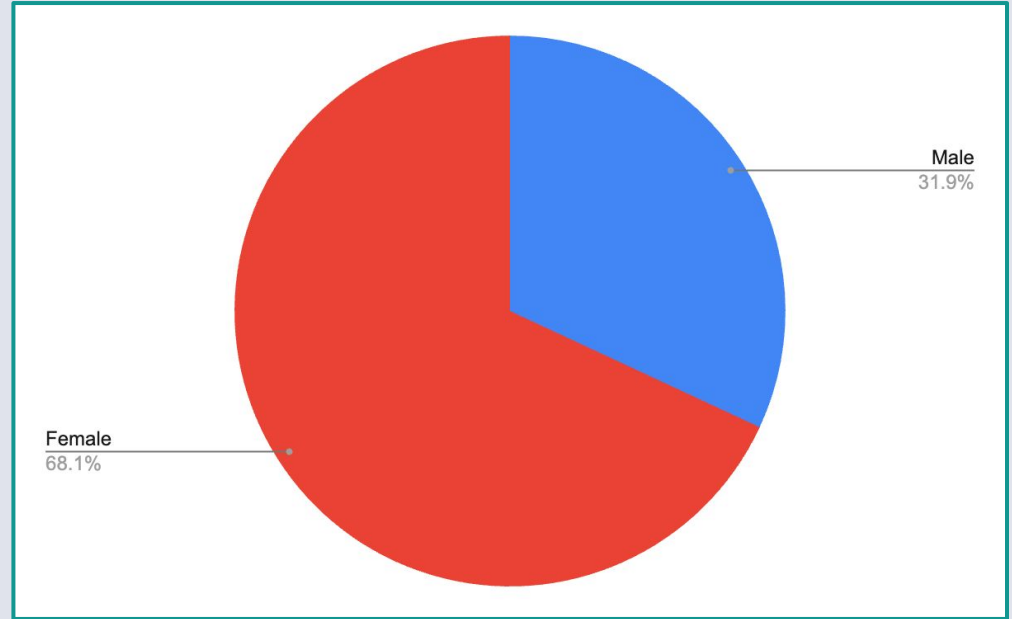
information was not available for all candidates considered





GENDER IDENTITY

information was not available for all candidates considered





2022-2023 REPORT: BELONGING



ADDING BELONGING AS A FOCUS

The DE&I team has chosen to incorporate “Belonging” into our areas of focus, and will now be called the DEIB team.

In order to properly report on Belonging, we are using 2023 as our year to establish benchmarks and identify initial areas of improvement to ensure that all Firehouse employees feel welcome, safe, heard & included when bringing their authentic selves to work.



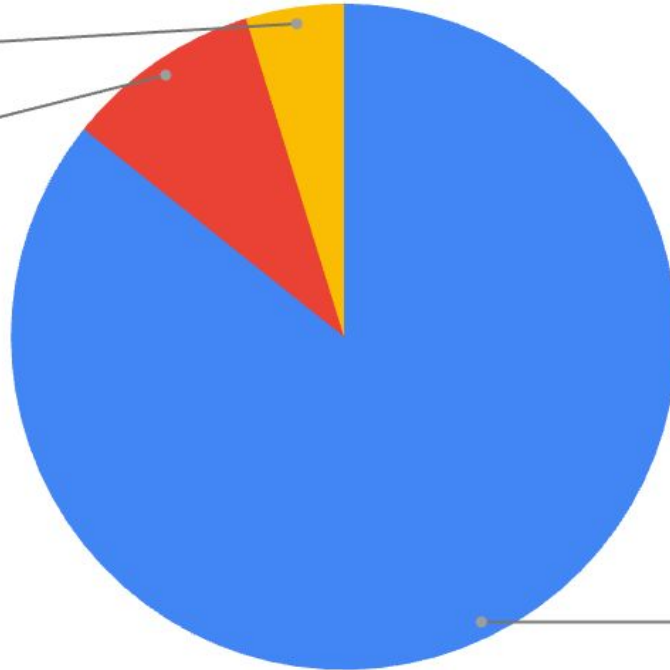
Do you believe that you have equal opportunities for growth and advancement within Firehouse?

Not really

4.8%

To some extent

9.5%



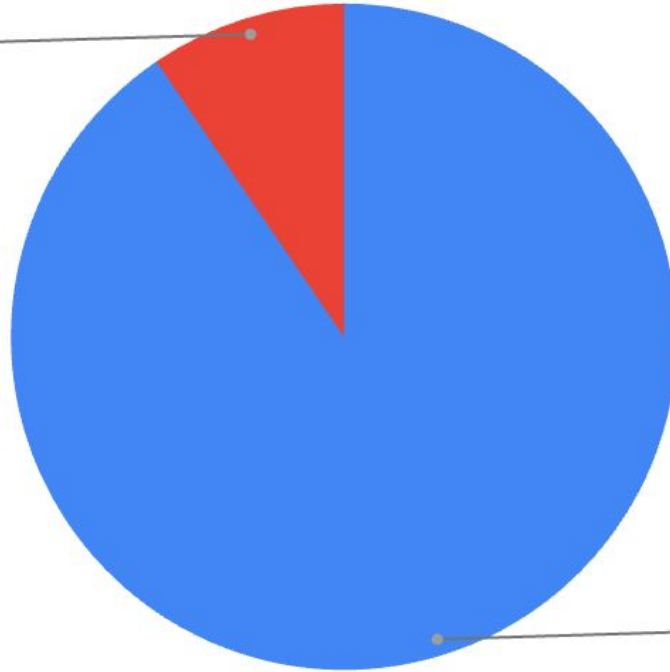
Definitely

85.7%



How often do you feel safe, heard, and included in meetings and the work space?

Sometimes
9.5%



Very often
90.5%



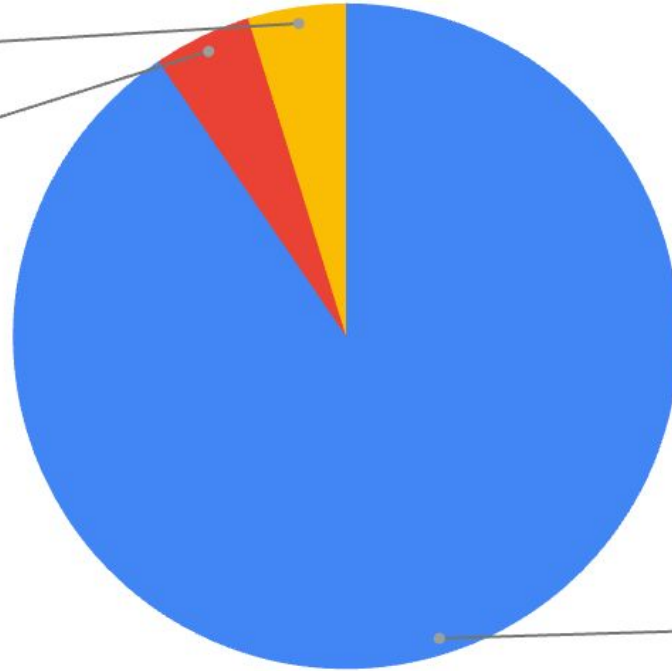
Do you feel supported and encouraged to bring your authentic self to work?

Rarely

4.8%

Sometimes

4.8%



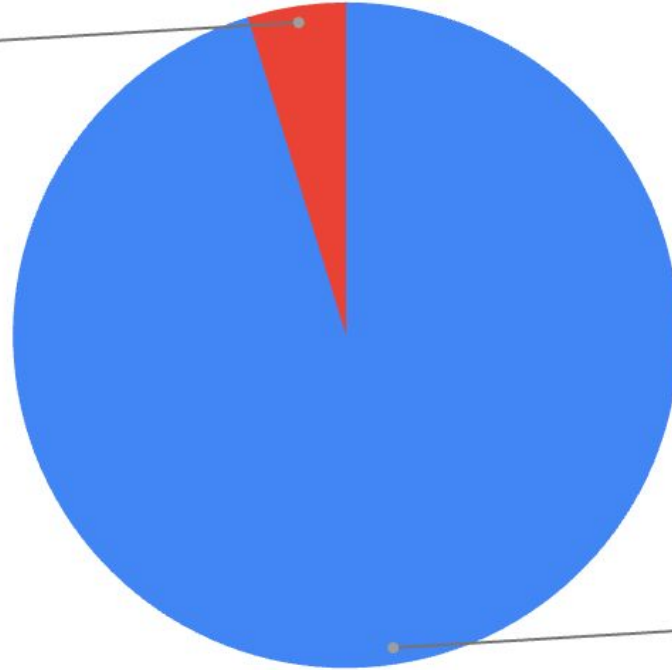
Always

90.5%



How often do you feel a sense of camaraderie and teamwork with your colleagues?

Sometimes
4.8%



Very often
95.2%

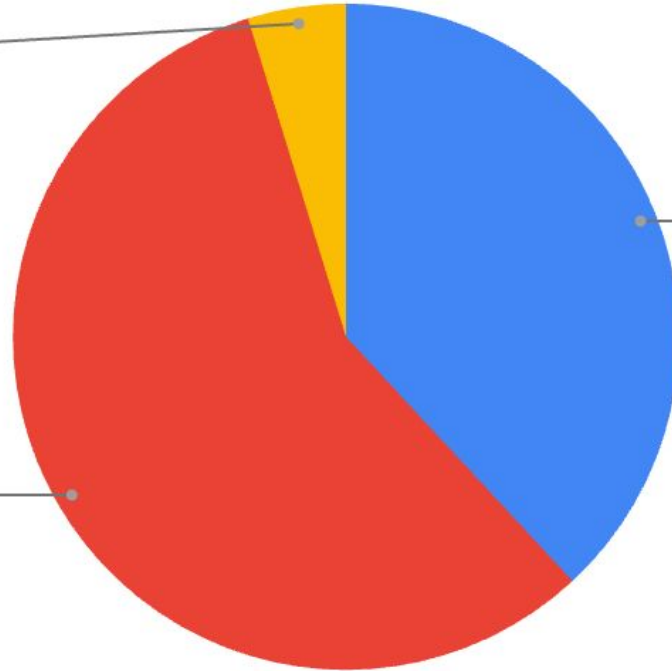


How comfortable are you in expressing your concerns or grievances to management?

Not comfortable at all
4.8%

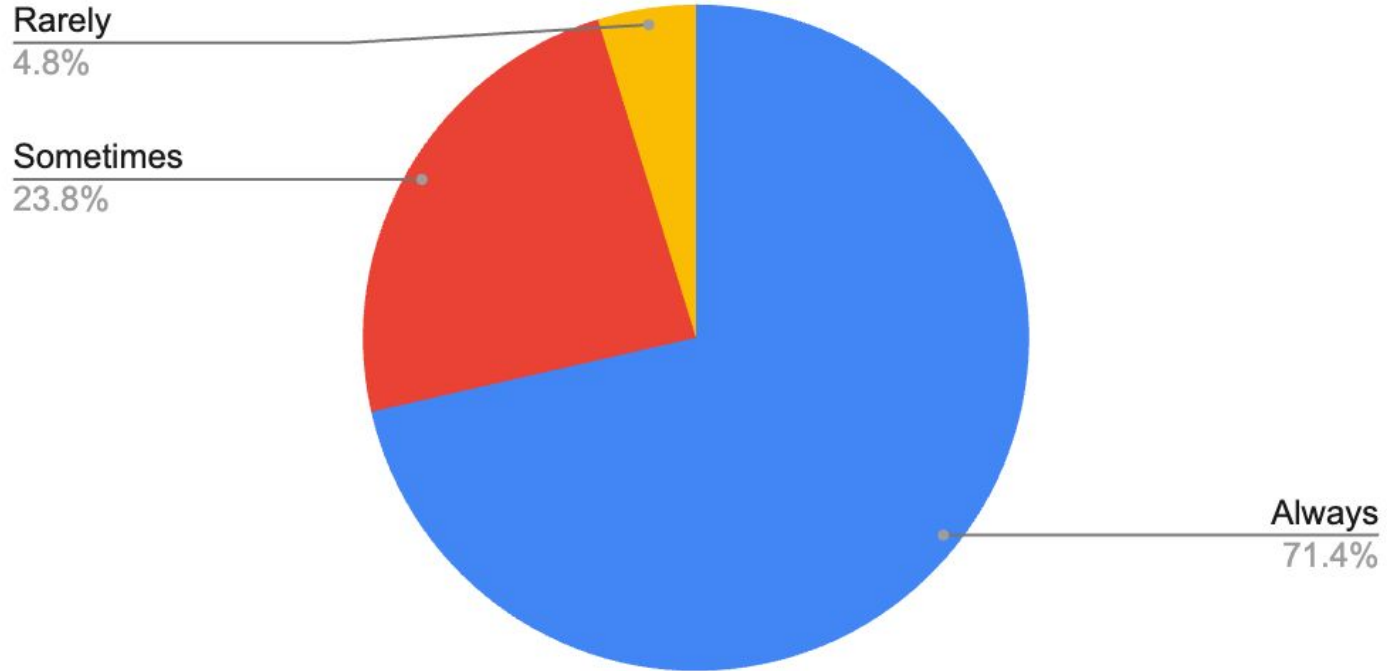
Very comfortable
57.1%

Somewhat comfort...
38.1%



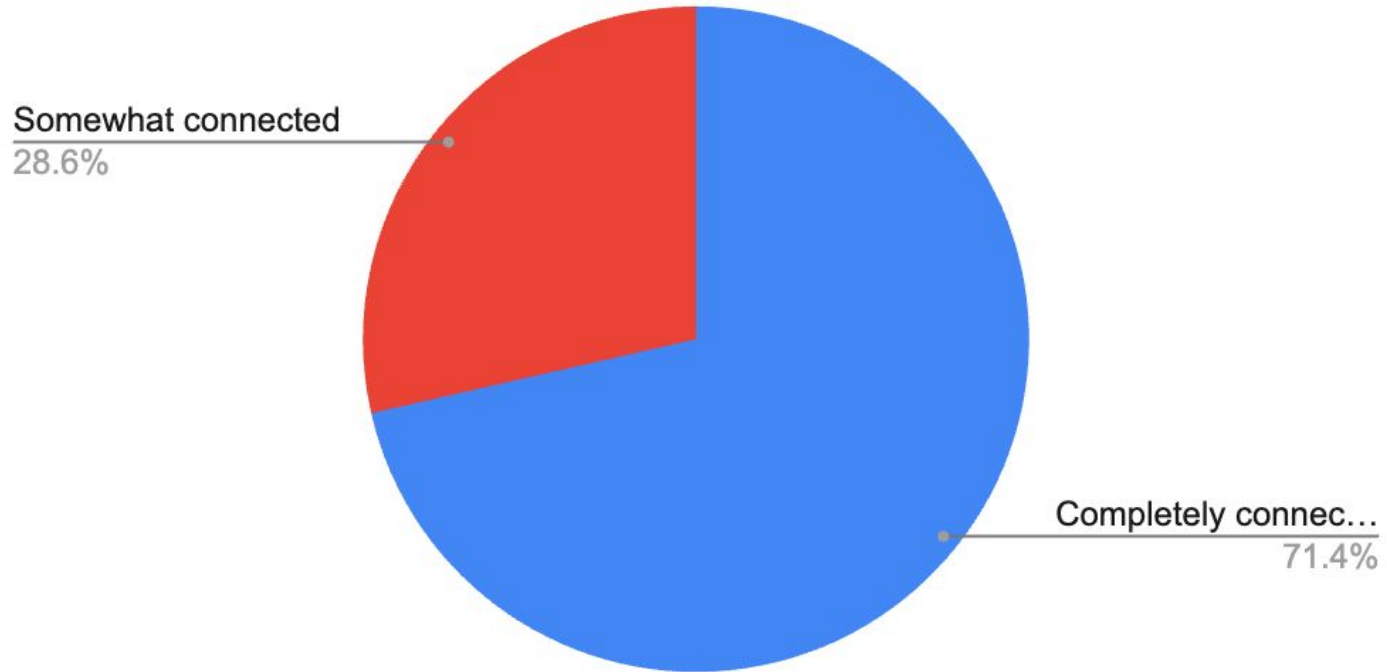


Do you feel comfortable expressing your opinions and ideas in team meetings or group discussions?





How connected do you feel to the mission and values of Firehouse?





Have you ever felt excluded or isolated at Firehouse?

I prefer not to ans...

4.8%

Yes, I have felt ex...

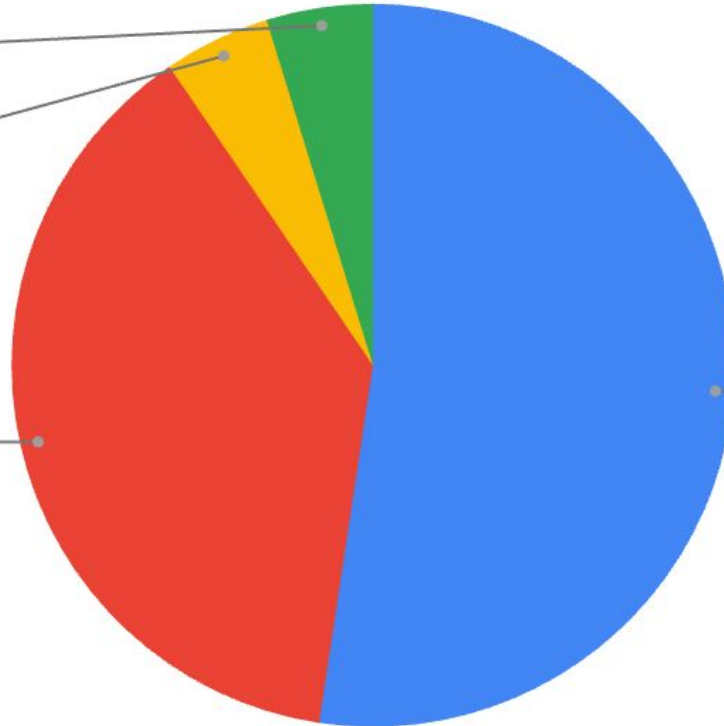
4.8%

Sometimes I hav...

38.1%

No, I have never f...

52.4%





FIREHOUSE POLICY UPDATES



FIREHOUSE POLICY UPDATES

The Agency Handbook has been reviewed, and the following areas have been updated as it relates to DEIB efforts:

- New employees will be able to input their preferred pronouns during the employee intake process
- All Firehouse employees will be given the option to include preferred pronouns in email signatures and on video calls (Google Meet, Zoom, Teams, etc.)

In addition, Firehouse will always remain compliant with with all federal workers rights legislation/regulation, which includes the new Pregnant Workers Fairness Act.

If you would like an updated employee handbook, you may request one from HR.



GOALS & CLOSING STATEMENT



2024 GOALS

2024 Learning Opportunities for the Agency

Goal: 1 all-agency learning opportunity per quarter

Topics:

- Unconscious Bias
 - Race
 - Age
 - Gender
- Belonging in the workplace
- Ageism in the workplace/workforce
- Inclusivity & accessibility in our work

Communicating with the Agency

Continue with Instagram channel, with new goals to:

- Post/reshare more often
- Follow more relevant accounts in an effort to increase our reshare content and identify and amplify more voices
- Talk about more than national observances; FHers are interested in content that helps inform their work and day-to-day lives

Continuing with the Micro-Internship Program

Continue to identify opportunities to engage with students at HBCUs through a micro-internship program



CLOSING OWNERS' MESSAGE

This past year was spent continuing to define and refine how we work together, and ensuring that the pillars of diversity, equity and inclusion are integrated into our process and thinking. We've made strides towards our goals and broadened our company learning and listening programs. Even our community outreach has been impacted through our micro-internships with HBCUs. But now isn't the time to relax and we are completely committed to seeing these changes take root to build a new and better normal for the future.

