



TAYLOR CONTINUES TO CHAMPION DIVERSITY, EQUITY, INCLUSION & BELONGING

In June 2020, Hold the PRes and 600 & Rising called attention to an inherent problem within the Public Relations and Advertising industries—a lack of Black, Brown and POC representation at every level, including executive leadership. These two organizations—respectfully and deliberately—issued a call to action for agencies to release their diversity data (as of August 1, 2020), and at the same time announce plans to diversify their workforce by propelling Black, Brown, and POC representation in the industry—within one (1) year.

Taylor answered that call-to-action on August 1, 2020, by releasing its employee diversity data both on taylorstrategy.com and to Hold the PRes, and documented its on-going commitment to lead the public relations industry in Black, Brown, and POC representation. Most importantly, Taylor also unveiled to the industry key elements of its annual, enterprise-wide DEI&B Program, which continually focuses on EMBRACING a diverse culture, celebrating our differences, showcasing our authentic selves, and retaining, developing, and uplifting our colleagues both personally and professionally.

One year later, Hold the PRes and 600 & Rising are inviting agencies to [#ShowYourReceipts](#).

The following analysis includes a look back at where we started—our 2020 diversity data and formal response to Hold the PRes and 600 & Rising—our updated 2021 diversity data, and most of all, our ongoing commitment to Diversity, Equity, Inclusion & Belonging (DEI&B), which remains central to Taylor's core mission and values.

THE CURRENT STAFF ANALYSIS AS OF FRIDAY, JULY 30, 2021

2020		2021	
Women	63%	Women	60%
Men	37%	Men	40%
POC	42%	POC	57%
Black	24%	Black	28%

BREAKDOWN BY LEVEL AS PER THE REQUEST OF HOLD THE PRESS AND 600 & RISING:

	2020	2021 TO-DATE
1. Executive Leadership Positions (VP+)	17% POC / 11% Black	47% POC / 21% Black
2. Director-Level Positions	50% POC / 20% Black	67% POC / 0% Black
3. Senior-Level Positions (Account Supervisors, Assoc. Directors, Managers)	30% POC / 10% Black	25% POC / 17% Black
4. Mid-Level Positions (Acct. Executives – Sr. Acct. Executives, Strategists and Sr. Strategists, Copywriters and Sr. Copywriters, Art Directors and Sr. Art Directors)	46% POC / 33% Black	65% POC / 35% Black
5. Junior-Level Positions (Interns, Asst. Acct. Executives, Coordinators)	73% POC / 40% Black	80% POC / 47% Black

DATA / METRICS

A YEAR IN REVIEW (JULY 2020 – JULY 2021)

While Taylor began its journey to further diversify its staff five years ago, we still had some gaps at the Executive, Director, and Senior levels of Taylor. Today, our POC numbers show our ongoing story—that we are dedicated to building a more diverse future within our organization. Last year, we announced that at our Executive Level (VPs to Managing Partners), 17% of our staff were POC and 11% were Black executives. **Today, we have increased our overall Black, Indigenous and POC (BIPOC) representation at the Executive Level—the most senior level at Taylor—with 47% POC representation and 21% Black representation.**

A full breakdown of our diversity data, one year after our outlined commitments to Hold the PRes and 600 & Rising, are published on our [website](#). We are also excited to share the work we have created in partnership with [UNCF](#), [NAACP Legal Defense Fund](#) and the [Boris Lawrence Henson Foundation](#) over the past year. See highlights below:

UNCF: On May 18TH, 2020, Taylor and UNCF announced the [\\$55,000 HBCU Loan Forgiveness Grants](#), which awarded 11 HBCU 2020 graduates \$5,000 each. Exactly one year later, on May 18TH, 2021, we highlighted the recipients as they shared the [Power in Their Purpose](#).

On September 19TH, 2020, Taylor launched a digital campaign to support [UNCF's Walk For Education](#), a monumental annual fundraising event. With over 10,000 participants, the virtual walk raised over \$3.2 million nationally.

On March 4TH, 2021, Taylor Creative Studios was proud to produce [UNCF's annual "A Mind Is..."](#), [New York 2021 Gala](#). Held for the first time VIRTUALLY, the Gala recognized outstanding leaders who are helping to advance educational opportunities for young people of color. Special guests included **Stacey Abrams**, **Michael Bloomberg**, **Melody Hobson**, and performances by **Roc Nation's INFINITY SONG**, as well as Grammy-nominated artist, **Kenny Lattimore**. The promotional teaser video, also produced by Taylor Creative Studios, can be viewed here on [Infinity Song's Facebook](#).

NAACP Legal Defense Fund (LDF): Over the last year, we have worked closely with the NAACP LDF to redefine their messaging strategies, shifting how they engage with their audience around topics related to voter participation in advance of the election. This is an effort to help mobilize their rapidly growing audience, stemming from their spotlight within the Black Lives Matter movement.

Boris Lawrence Henson Foundation (BLHF): Launched in 2018, the BLHF was seen as a “baby in the business.” Taylor teamed up with BLHF to help increase the Foundation’s visibility by developing a high-level strategic plan to define, unify, and coordinate the Foundation’s marketing activities. The Master Plan included: brand positioning, brand architecture, strategic plans (corporate, marketing, program/business), a communications strategy, and an executional action plan. The goal was to position BLHF as the leading mental health and wellness resource for the Black and African American community by establishing a sustainable and extensible funding strategy to ensure the long-term viability of the Foundation.

From being a trusted partner to UNCF and HBCUs via the recruitment of HBCU interns for 16 consecutive years, to our collaborative efforts on behalf of the 25+ leading consumer brands we currently represent, Taylor will continue to be dedicated to uplifting the underrepresented voices in our communities. This is the POWER of our PURPOSE.

The Ask / Demand from Hold the Press and 600 & Rising

- ✓ Publish organizational diversity breakdowns after one year.
- ✓ Publish current number of employees who are Black and number of employees who are POC in executive roles. These numbers must be separated.
- ✓ Track and publicly report workforce diversity data within the year (by job level and by department).
- ✓ Current number of accounts that are Black and number of accounts that are POC owned businesses and brands. These numbers must be separated.

Taylor 2020 Commitment & Action

To publish our diversity data, which aligns directly with staff levels outlined by Hold the PRes and 600 & Rising.

Regarding our client work, since all of Taylor’s client partners are national/global organizations, and the majority are publicly traded, Taylor has made a commitment to provide strategic and execution-oriented services to organizations that support the Black community nationwide. In 2020 alone, for example, Taylor committed \$250,000 in professional time to [UNCF](#), [NAACP Legal Defense Fund](#) and the [Boris Lawrence Henson Foundation](#) for mental health. In addition, Taylor made a 2020 financial commitment of \$425,000 to the aforementioned organizations.

AGENCY STRUCTURE

A YEAR IN REVIEW (JULY 2020 – JULY 2021)

As we stated above, this is an important growth area for Taylor. Although we currently have 47% BIPOC representation at the executive levels, our goal over the next 12 months is to increase our Black representation between the Senior levels and within Executive Leadership positions.

The Ask / Demand from Hold the Press and 600 & Rising

- ✓ Restructure if your agency has less than 30% of Black women/men/POC in executive roles.
- ✓ Make a specific, measurable, and public commitment to improve Black representation at all levels of agency staffing, especially Senior and Leadership positions.

RECRUITMENT

A YEAR IN REVIEW (JULY 2020 – JULY 2021)

As we entered into our 16th consecutive year recruiting interns from HBCUs, we marked the anniversary with a relaunch of our Taylor Diversity Internship Program. The program is a year-round initiative with 15 interns annually supporting our client partners during the fall, spring, and summer terms.

Taylor's Diversity interns are undergraduate and graduate students enrolled either full-time in an accredited college or university. Interns must maintain a minimum 2.7-grade point average and be either United States citizens or residents.

The program aims to provide professional career experience through substantive work assignments and projects that will enhance marketability for future jobs. The Taylor Diversity Internship Program also strives to expose interns to the many career opportunities available at Taylor and the potential for employment after graduation.

Taylor recruits its interns from:

All public and private HBCUs

Top Advertising and Portfolio Universities

Top Public Relations, Mass Media, & Strategic Communication Programs

The Ask / Demand from Hold the Press and 600 & Rising

- ✓ Visit Historically Black Colleges and Universities (HBCUs) to recruit new and top tier talent with a commitment to expand outreach beyond top ten HBCUs.
- ✓ Extend agency outreach to a more diverse representation of colleges, universities, and art schools.
- ✓ Expand residencies and internship programs to candidates with transferable skills who may not have taken a traditional educational path toward advertising.

Taylor 2020 Commitment & Action

In 2020, amidst the pandemic when most agencies reduced their summer internship program, Taylor EXPANDED it and committed to the hiring of eight (8) full-time HBCU summer interns representing a minimum of five (5) schools, including Hampton University in Hampton, VA, and Clark Atlanta University in Atlanta, GA. To continue to ensure that opportunities are created for students outside of the top-ranked HBCUs, Taylor is working with UNCF to recruit from its 37 affiliated HBCUs.

PROFESSIONAL DEVELOPMENT

A YEAR IN REVIEW (JULY 2020 – JULY 2021)

In addition to our commitment outlined below, Taylor continued to recognize the importance of supporting and prioritizing the overall wellbeing of our staff and its correlation with professional development.

In 2021, Taylor officially launched our Mental Health and Wellness Reimbursement Policy. **All active staff employees are able to submit up to \$1,000 for Mental Health Services, and up to \$500 from any Wellness Category, a \$1,500 total.**

The Ask / Demand from Hold the Press and 600 & Rising

- ✓ Action plans moving forward to propel Black/POC in the office.
- ✓ Develop a training program for Black men/women and rotate participants in different sectors to find their specialty.
- ✓ Invest in management and leadership training, as well as mentorship, sponsorship, and other career development programs for Black employees.

Taylor 2020 Commitment & Action

In our plans to propel and advance Black/POC colleagues, we will continue to pursue training opportunities with exceptional mentors and educators. In 2018, for example, Taylor engaged Dr. Francesca Gino, the author of “Rebel Talent: Why it Pays to Break the Rules at Work and in Life,” to counsel staff on the critical importance of embracing diversity of thought. Dr. Gino introduced our staff to full-day learning sessions, small group master classes, and office hours to instill the importance of questioning the status quo. Taylor’s people managers were educated on the immeasurable value of allowing employees to bring their authentic selves to work. In May of 2020, we created Emotional Intelligence workshops that rolled out to all levels of the organization, with an emphasis on empathy in the workplace and what we gain from

understanding each other’s point of view. Moving forward, we will continue to invest in management and leadership trainings while making sure that access to these trainings is inclusive and equitable.

In addition, Taylor has aligned with Dr. Alfiere Breland-Noble for general counseling, and the AAKOMA Project for mental health support, specifically for our Black colleagues. Our new alliance has helped to facilitate group counseling sessions as well as 1:1 support with culturally relevant therapists.

To build on our 16-year alliance and commitment to UNCF and HBCUs, Taylor is committed to expanding its internship program to include access to all Taylor departments and disciplines, as well as visibility into the Taylor day-to-day.

Taylor will work to bring culturally relevant leadership and career coaching and/or external mentorship opportunities, to our Black employees. While we have had a strong tradition of informal mentorship and sponsorship among our Black employees within the agency walls, as a midsize organization, we know a formal program is important to enable and promote career aspirations on a broad scale.

THE WORK

A YEAR IN REVIEW (JULY 2020 – JULY 2021)

In 2021, Taylor introduced a Risk & Compliance Task Force to govern Supplier Diversity. Supplier Diversity is a business strategy that encourages the use of diverse business enterprises (including, but not limited to, minority-owned, women-owned, LGBTQ-owned, veteran-owned, disabled-owned, historically underutilized businesses, and small business administration (SBA)-defined businesses) as suppliers. Taylor’s supplier diversity policy requires that all supplier engagements with an expected annual value of \$15,000 or more include seeking out qualified/certified diverse businesses. We will assess our annual indirect spend at the end of FY 2021 and will leverage that information to determine the supplier diversity goal for the coming fiscal year.

To meet these goals, we will begin distributing a self-certification form to all current suppliers. We will also be asking managers to support the collection of self-certification forms from our key suppliers.

The Ask / Demand from Hold the Press and 600 & Rising

- ✓ Accountability to include Black and POC-led media publications in general outreach versus primarily multicultural programming.
- N/A Professional PR organizations sponsor 1–2 award entries for Black-Owned Agencies (80% Black Owned).
- ✓ Establish a diversity review panel to stem the spread of stereotypes in creative work and ensure offensive or culturally insensitive work is never published.

AGENCY CULTURE & POLICIES

A YEAR IN REVIEW (JULY 2020 – JULY 2021)

The year 2020 sparked global conversations about racial inequality—shining much-needed light on the Black Lives Matter Movement and AAPI Hate. At Taylor, cultural competence is critical. We strive to create BRAVE SPACES, where our employees feel supported and empowered to make a difference because they have been equipped with the right care, knowledge, and tools.

At the start of 2021, Taylor teamed up with [Dr. Dave Rivera](#), a DE&I consultant and social justice advocate, to perform multiple unconscious bias and microaggression trainings specific to our HR team and all levels of management. Additionally, we tapped Dr. Rivera to facilitate culturally relevant workshops that spotlight the intersections of marginalized identities for all levels at Taylor.

As an extension to our partnership with Dr. Rivera, Taylor also aligned itself with [Dr. Marcia Liu](#) and [Dr. Anmol Satiani](#), both licensed counseling psychologists with expertise in racial identity and Asian American mental health. This new alliance helped to facilitate group processing sessions as well as 1:1 support with culturally relevant therapists. In addition to supporting mental health, Taylor is committing support to the AAPI community via time and financial support.

Internally, we continue to champion and share stories of diversity and overcoming adversity. To date, we have produced several Taylor Talks, one of which highlights [AnnaRose Rubright](#), Taylor creative partner, who is the first person with Down syndrome to graduate from Rowan University. AnnaRose has made a very positive impact on our culture, not only for her openness to share her story, but also from the content she has created that propels Taylor in important conversations, such as the [100th anniversary of women's right to vote to the road to becoming a naturalized citizen](#). Every month, we aim to uplift diverse voices at Taylor as you can see via our dedicated [podcast](#) and [our work](#).

To further our efforts to become culturally competent, we will be launching [culturepop™](#) to all Taylor employees, in the back half of 2021. Diversitypop is a mobile app built to deliver real-time diversity training.

To reinforce our continued commitment to pay equity, we took a deeper look at [Mercer's](#) data, creating custom peer groups in the Advertising and Public Relations industries to generate salary bands based on the highest and most competitive data sets available. We then published our salary bands internally so every employee at Taylor has clarity on how their performance impacts their compensation. This step toward pay transparency mitigates pay gaps, instills trust within our organization, and ensures that we can hire and retain top talent. We are also committed to an annual analysis, so we move beyond fair pay to highly competitive compensation.

The Ask / Demand from Hold the Press and 600 & Rising

- ✓ Develop, support, and fund more employee resource groups/affinity groups (both).
- ✓ Create a Diversity & Inclusion committee made up of Black and NBPOC employees to help shape diversity & inclusion policy and monitor its progress.
- ✓ Require all leadership to be active participants in company Diversity & Inclusion initiatives and tie success in those initiatives to bonus compensation.
- ✓ Create policies to ensure equal pay. Introduce a wage equity plan to ensure that Black women, Black men and people of color are being compensated fairly.
- ✓ Audit agency policies and culture to ensure the environment we work in is more equitable and inclusive to a diversity of backgrounds and perspectives.
- ✓ Provide extensive bias training to HR employees and all levels of management.

Taylor 2020 Commitment & Action

In 2017, Taylor formally engaged Catalyst to conduct sessions on Unconscious Bias and ultimately guide Taylor in its development of a Diversity and Inclusion Council. In April of 2018 the organization shared its DEI&B Mission, Vision, and Action Plan with staff. Shortly thereafter, a Minority Employee Resource Group (ERG) was founded and funded, and today it is a thriving group of Black, NBPOC, and allies who support not only each other, but the overall DEI&B Mission and Vision of the agency as a whole.

Per our outlined commitment above to increase POC executive leadership to 30% within one year, Taylor has successfully recruited its first Chief Administration Officer (CAO), who also brings to Taylor a great deal of experience in DEI&B. In addition to developing a formal policy to ensure all of Taylor's vendors and strategic partners are aligned with its DEI&B commitment, the CAO will advance our ERGs and the DEI&B Council.

Leadership, and in fact all employees at Taylor, are held accountable for creating and maintaining a diverse, equitable and inclusive culture. Our Quarterly Coaching Conversations achieve this, and are pulled through to our Annual Performance Reviews, which in turn serve to inform the annual Total Compensation Review.

Annually, Taylor uses Mercer's national data to analyze internal pay equity across race and gender, and pay equity not only exists at Taylor, but Mercer's compensation analysis has been shared with each and every employee.

We commit to continue bias training, as well as training on how to recognize and prevent microaggressions.

Our Handbook and Policies, the programs and events launched by our DEI&B Council and ERGs, our voice on the Taylor website and social channels, our work (such as Crown Royal, #NFLDraftRedCarpetReady, Smirnoff Phenomenal You, and Olay Killer Skin) and our actions—are all rooted in Taylor's values, including Integrity & Respect, Empowerment, Diversity of Thought and Innovation.