

A commitment to ourselves and our community



The Importance of Diversity, Equity, and Inclusion

We are committed to fostering a workplace that values and celebrates diversity, equity, and inclusion in all facets of our operations, including our team, our community, and our investments in our time and financial resources. We believe diversity in backgrounds, perspectives, and experiences not only enriches our work, but also makes us stronger as a team and a better partner in our community.

Educate and Inspire

We believe understanding and empathy are foundational components of our DEI efforts. Better understanding others' perspectives helps us become better marketers, better team members, and better members of our communities. To further educate our team on key issues, our DEI Committee will be hosting agency-wide discussions throughout the year. We will also engage in an annual, in-kind effort to support a local, BIPOC organization.

We understand creating a truly diverse, equitable, and inclusive workplace is an ongoing journey, and we are committed to continued learning, growth, and improvement. We regularly assess our policies, practices, and culture to identify areas for enhancement and take meaningful action to effect positive change.

Ultimately, our goal is to not only reflect the diversity of the world in which we live, but also to leverage that diversity to drive creativity, innovation, and success in everything we do. Together, we can build a more inclusive advertising industry that celebrates the uniqueness of every individual and creates opportunities for all to thrive.

Supporting Our Community

We believe supporting diversity and inclusion reaches beyond our walls. We have a long history of supporting businesses within priority populations to help bridge the economic gaps that exist within these communities. Our in-kind work has long supported women and children. Working with the Ann Bancroft Foundation, we helped encourage young women to "Imagine something bigger" by going after their dreams. Or our work with Prodeo Academy focuses on bridging the education gap. This is especially important as Minnesota ranks last in education for children of color. And, while we are proud of the work we have done, we fully understand there is more work to do. And we will be a part of it.

Strategic Diversity Recruiting/ Talent Acquisition

To discover and cultivate diverse talent, we are committed to implementing strategies that begin by addressing unconscious bias in our recruitment processes – from resume review to interviews and offers. We create gender-neutral job descriptions devoid of biased language and avoid overly specific qualifications that could exclude candidates from marginalized backgrounds. Our campus recruiting strategy prioritizes schools with diverse student bodies and underserved populations. To access a broad talent pool, we utilize social media while also expanding partnerships with local diverse organizations to enhance our job postings and outreach.