

CHANGING THE AD INDUSTRY THROUGH INFORMED ADVOCACY

*A Resource Guide for creatives
committed to building a safer and more
equitable industry starting with self
education and reflection*

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“PSA: THERE IS NO SHAME IN ADMITTING THAT YOU WERE PREVIOUSLY SPEAKING FROM A LESS INFORMED PLACE. THERE’S A LOT OF INFO IN THE WORLD. NO ONE HAS ALL OF IT. WE DO OUR BEST, AND AT OUR BEST, WE HELP EACH OTHER LEARN.”

— *Kelly Hayes*

There’s a reason the first sister movement to come out of the original Time’s Up campaign was Time’s Up Advertising. Because it’s no secret that our industry has been a breeding ground for sexual harassment.

In 2018, Milwaukee’s ad community experienced our own [Time’s Up](#) moment. And ever since, people have been asking what they can do to help change our industry — not only its condoned culture of harassment, but its racist roots and practices as well since one cannot be addressed without the other. The answer is: Lots of stuff! But also: There are no quick fixes. Real, sustainable change starts with people immersing themselves in the issue and making a moral commitment on an individual level.

To help with that, a few industry advocates got together to create this Resource Guide the summer after that incident in order to help each of us better understand the depth of the problem so we can approach change-making efforts from a more genuine and informed place. There’s something for everyone — stuff to read or watch, trainings to attend, solidarity networks to join and more. It continues to be updated bi-annually.

Self education and reflection is an important first step we can all take.

FIRST, A FEW FACTS

More than 50% of women in advertising have faced sexual harassment at work.

[4A's Study 2016](#)

91% of women in advertising have heard demeaning comments from male colleagues.

[3% Movement](#)

Only 3% of U.S. designers are Black (although Black people make up 13% of the population)

[AIGA](#)

Only 8% of U.S. designers are Latinx (although Latinx people make up 18% of the population)

[AIGA](#)

15% of U.S. designers identify as LGBTQIA+ (although many report not feeling comfortable being out in their workplace)

[AIGA](#)

Only 0.1% of the ad agencies in the U.S. with national or international accounts are founded by women.

[AdAge](#)

70% of young female creatives worldwide have never worked with a female creative director.

[The Guardian](#)

60% of young female advertising creatives worldwide believe the industry doesn't support young families.

[The Guardian](#)

Several risk factors for sexual harassment are deep-seated: Lack of diversity, power disparities, tolerating or encouraging alcohol consumption, and many young staffers.

[U.S. Equal Employment Opportunity Commission](#)

You'll notice there are very few facts about race in advertising here, that's because the industry at large doesn't track and publicly report workforce diversity data on an annual basis. Black ad professionals have called for that to change.

READING

[A Call for Change: Black professionals in advertising demand urgent action from agency leadership.](#)

By 600 Black Ad Professionals representing nearly every major agency in the U.S.

[‘This Line Is For Employees Only’: Stories Of Being Black In Advertising, 1969–2020](#)

By Katie Deighton, The Drum

[#MeToo Clashes With ‘Bro Culture’ at Ad Agencies](#)

By Tiffany Hsu, The New York Times

[Sexism In Advertising: ‘They Talk About Diversity But They Don’t Want Change’](#)

By Rachel Cooke, The Guardian

[We Are The 0.1%: Why The Ad World Needs More Female Founders](#)

By Mira Kaddoura, AdAge

[#MeToo Called For An Overhaul. Are Workplaces Really Changing?](#)

By Jodi Kantor, New York Times

[Why The Ad Industry’s Diversity Strategy Needs A New Brief](#)

By Rochelle Newman–Carrasco, AdAge

[Advertising Is Still A Boys’ Club](#)

By Lindsay Stein, AdAge

[Black Lives Matter Is Not A Design Challenge](#)

By Schessa Garbutt, Medium

[Why The Picture Of Diversity On Madison Avenue Is So Murky](#)

By Nathalie Tadena, The Wall Street Journal

[The Problem With Liberal White Designers](#)

By Jennifer Daniels, Medium

[Cindy Gallop Asks For ‘Harvey Weinsteins of Our Industry’ To Be Exposed -- And People Are Answering](#)

By Lindsay Stein, AdAge

[It Is Not Me, It Is You: The Advertising Industry Needs To Face Its Diversity Problems, And Stop Blaming Others](#)

By Derek Walker, The Drum

[Ad Agencies' Reckoning On Sexual Harassment Comes on Instagram, Anonymously](#)

By Sapna Maheshwari, New York Times

['I Left And I Shut Up': Why Women In Advertising Won't Speak Publicly About Harassment](#)

By Shareen Pathak, Digiday

[To Further Embrace Diversity, Agencies Need To Focus On Equity](#)

By Keesha Jean-Baptiste, Adweek

VIDEO & AUDIO

[Podcast about white privilege](#)

"Let's Talk about Whiteness" hosted by Eula Biss

[Two TEDx talks by Marshall Shorts about racism in the creative class](#)

"Branding Blackness by Design" and "Black Creatives Have Something to Say – Who's Listening"

[Documentaries about gender socialization and gendered media representation](#)

"Miss Representation" and "The Mask You Live In" (sister documentaries by The Representation Project)

[TEDx talk about the root causes of sexual harassment](#)

Marianne Cooper's "The Power of Us: How We Stop Sexual Harassment"

[Podcast about inclusion and social equity in creative industries](#)

"Mixed Company" hosted by mid-level professionals of color (episode 85 "Black Lives Matter in Advertising" is a good place to start)

[TEDx talk about how to change workplace culture in advertising](#)

Katie Mullen's "No I won't eat ice cream for you: Why (and how) I'm changing the creative industry"

[A man-to-man TEDx talk about stepping up against sexism and violence](#)

Jackson Katz's "Violence Against Women – It's A Men's Issue"



TRAININGS

[Training for men on creating more equitable and respectful workplaces](#)

Facilitated by the org A Call to Men, with chapters in SE Wisconsin and nationwide

[Conference about gender and racial equity in advertising creative](#)

3% Conference, hosted annually in different cities across the country

[Racial justice training](#)

YWCA's "Unlearning Racism" series, hosted in SE Wisconsin and nationwide

[Agency discussion guide for talking about sexual harassment](#)

3% Movement's self-led training "In-A-Box Conversation Starter"

[Sexual harassment awareness and prevention trainings](#)

"Know Your Rights" trainings for women and employer trainings for small businesses and nonprofits facilitated by 9to5 National Association of Working Women, with chapters in Milwaukee and nationwide

NETWORKS

MENTORSHIP

[Building Brave](#) – mobile mentoring for "women who are going places"

[MAIP 4As](#) – a 4As talent initiative (Multicultural Advertising Intern Program)

[SheSays](#) – mentorship and networking for women nationwide

[Women Who Create](#) – "the only mentorship program for women creatives of color built by women creatives of color"

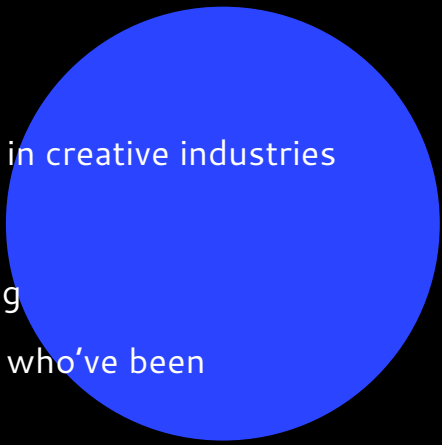
SOLIDARITY NETWORKS

[ADCOLOR](#) – a community promoting diversity and inclusion in creative industries

[Girlsday](#) – a community of women in advertising

[GirlsdayWoC](#) – a community of women of color in advertising

[WeAreUnstoppable.today](#) – support and resources for those who've been sexually harassed or assaulted





FINDING / ADVOCATING FOR WOMEN AND POC CREATIVES TO HIRE

[Blacks in Advertising](#) – advocating for a more inclusive work environment within the ad industry, stimulating growth in the number of Black ad professionals and educating young people about the field

[CopyWrite Mag](#) – showcasing artists and creatives, especially POC, in Milwaukee

[Film Furies](#) – a crowd-sourced list of Milwaukee women in video production

[Free the Bid](#) – a nonprofit initiative advocating on behalf of women directors for equal opportunities to bid on commercial jobs in the global advertising industry

[Have Her Back](#) – a mission to welcome back female creatives who have left or been forced out of the industry

[La Mosaica Latinx](#) – a continuously updated digital insights report for the communication and tech industries that provides authentic cultural insights from Latinx professionals

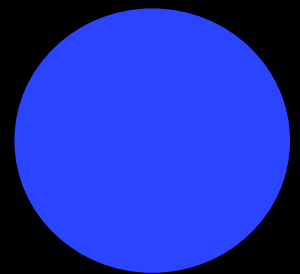
[People of Craft](#) – a growing showcase of creatives of color

[Where Are All the Boss Ladies](#) – a robust crowd-sourced list of ad agencies with women in charge searchable by role, women of color, agency and city

[Where are the Black designers](#) – an initiative which aims to give a platform to Black creatives

[Women Who Design](#) – a directory of women in design

[Women Who Draw](#) – a directory of women illustrators



AND SOME WORDS OF WISDOM

"Yes, there is the rapey talk and the grabby hands, but it's that subtle stuff that's chronic and can be more damaging."

Jean Batthany, Executive Creative Director at DDB Chicago

"In my experience, which spans three decades in multicultural marketing, I have found white female ad execs are just as likely as their male counterparts to shy away from serious conversations about systemic racism in our industry."

Rochelle Newman-Carrasco, Chief Hispanic Marketing Strategist at Walton Isaacson

"Our industry claims it wants 'disruption' in the work, but has real resistance against disruption of the status quo. True disruption comes from diversity of thought and experience first, ideas second. True inclusion means a transfer of power, and that is a hard pill to swallow for the guardians of the gate."

Gabrielle Shirdan, VP & Creative Director at McCann New York

"In Girlsday, we talk about how it'll never be one big thing that changes the current climate in advertising, it'll take hundreds. Movements like Kat Gordon created with The 3% Conference, groups like SheSays, ideas like Mara Lacocq's Where Are The Boss Ladies, advocates like Cindy Gallop, warriors like Erin Johnson, bandits like @DietMadisonAveue, and programs like #HaveHerBack."

Megan Colleen McGlynn, Founder of Girlsday

"The ultimate solution to sexual harassment, many believe, is having more women in positions of power. Until more women are owners, chief executives and bosses, the dynamic may always be the same: a man calling the shots, and a more junior woman afraid to resist or report."

Jodi Kantor, New York Times Reporter who helped break Me Too