

— F.H. —  
14860 LANDMARK BLVD  
**DALLAS, TX**  
— 75254 —

SUITE  
247

		FIREHOUSE	
DIVERSITY, EQUITY & INCLUSION			
DATE		REV	
SEPTEMBER 2022		0001	
ANNUAL REPORT			



# RACIAL EQUITY POLICY STATEMENT.



# Racial Equity Policy Statement.

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 utilize 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.



DE&I ANNUAL REPORT

# REPORT INTRO.





01

DE&I ANNUAL REPORT

# Introduction

While great progress was made in 2020 & 2021 in our DE&I efforts, 2022 progress slowed. Our goal is to refocus on the following efforts as we close out 2022 and enter 2023:

- Establish and build relationships with HBCUs in an effort to diversify our talent pipeline
- Re-commit to agency learning opportunities and trainings, beginning with a Lunch & Learn series in Q4 2022
- Ensure our partners, like contractors, freelancers and outside agencies, are committed to building a more equitable and diverse advertising community



DE&I ANNUAL REPORT

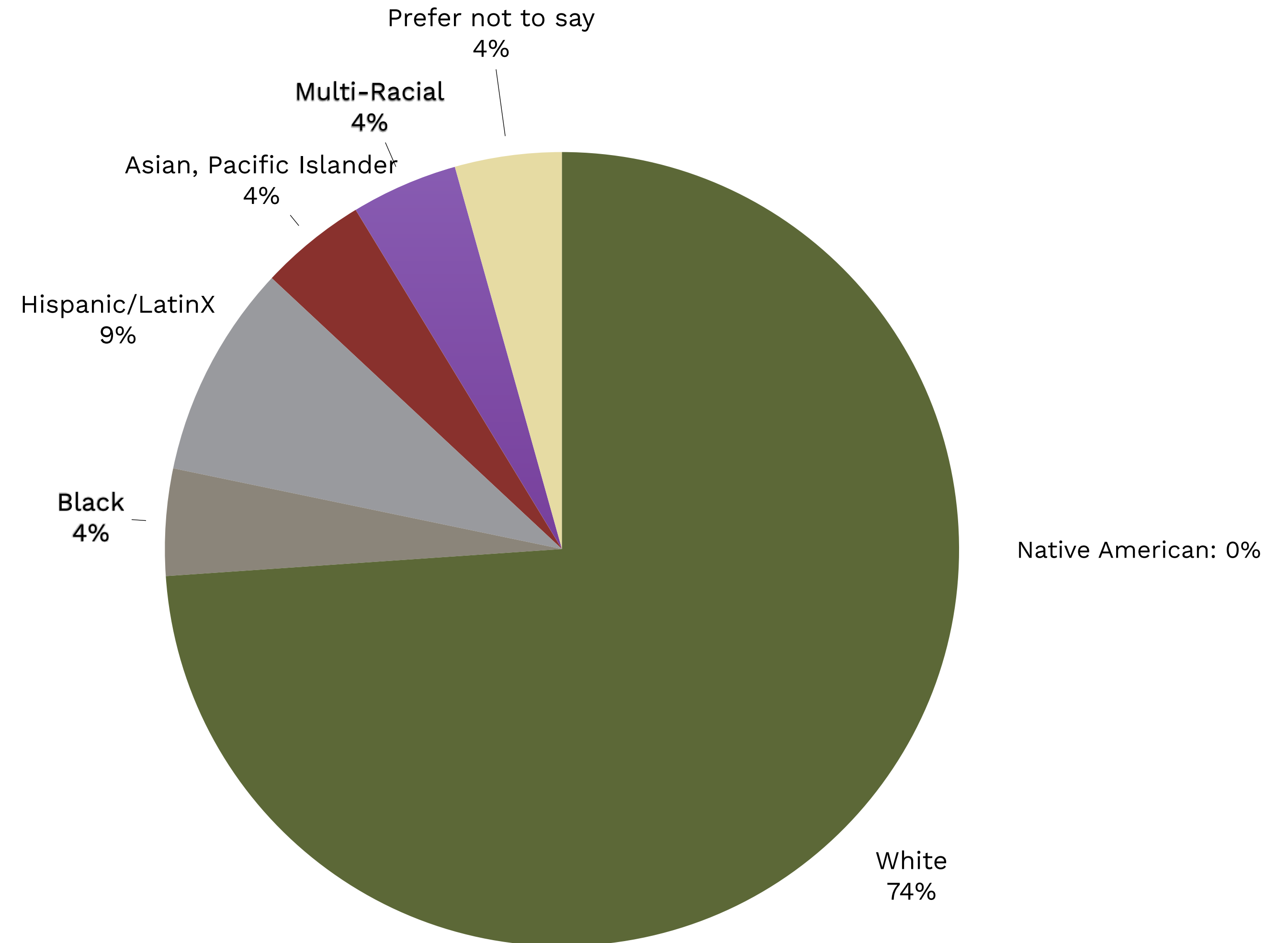
# FIREHOUSE BY THE NUMBERS.



02

22 CURRENT FIREHOUSE EMPLOYEES\*

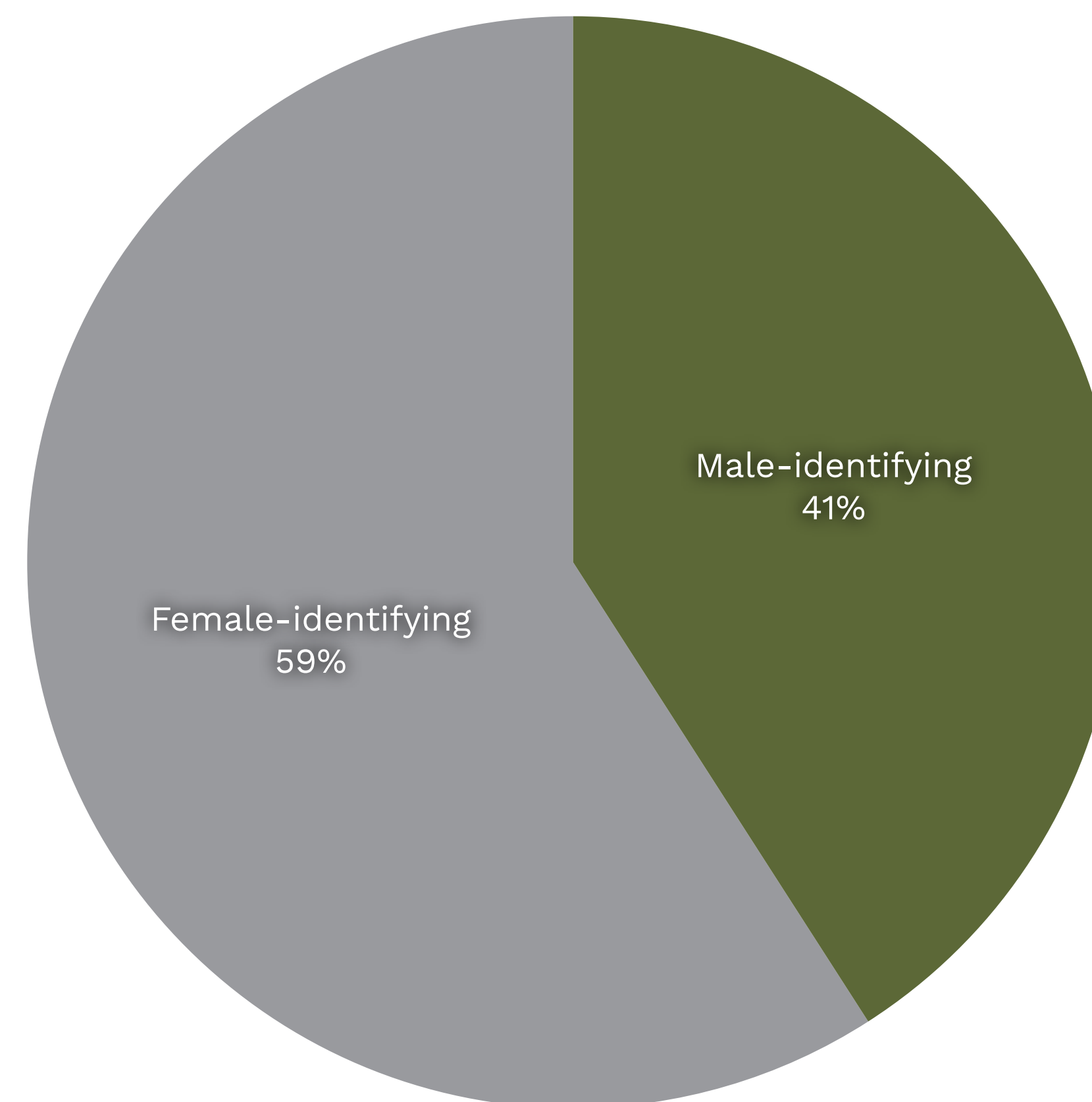
## Race/Ethnic Identity



02

22 CURRENT FIREHOUSE EMPLOYEES\*

## Gender Identity



Gender Non-conforming: 0%



DE&I ANNUAL REPORT

# RECRUITING & HIRING REPORT.





03

RECRUITING & HIRING REPORT

## Summary

From August 2021-July 2022, we have recruited & hired eight (8) open positions.

285

candidates considered

43

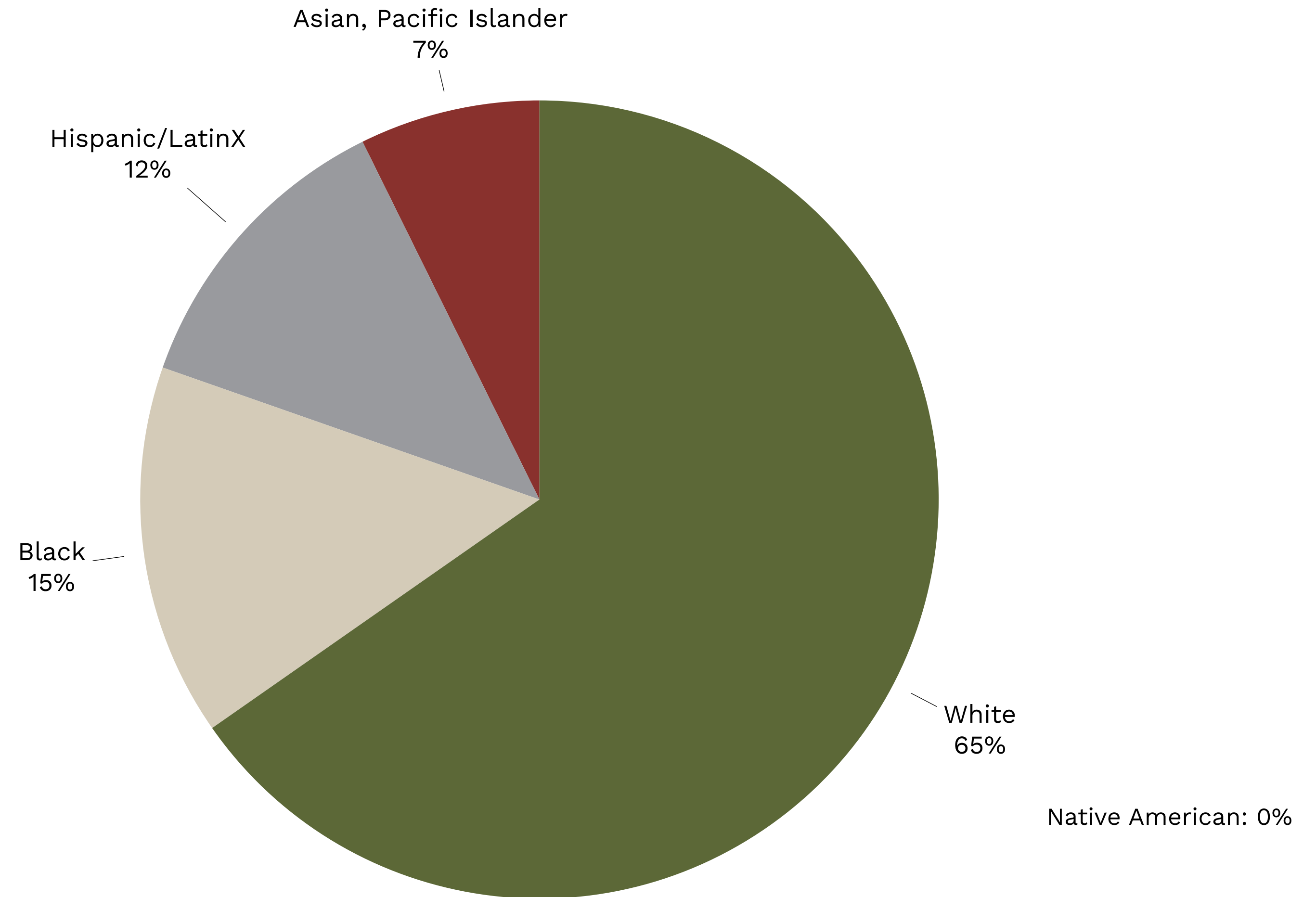
candidates interviewed



03

RECRUITING & HIRING REPORT

## Race/Ethnic Identity Breakdown of Candidates\*



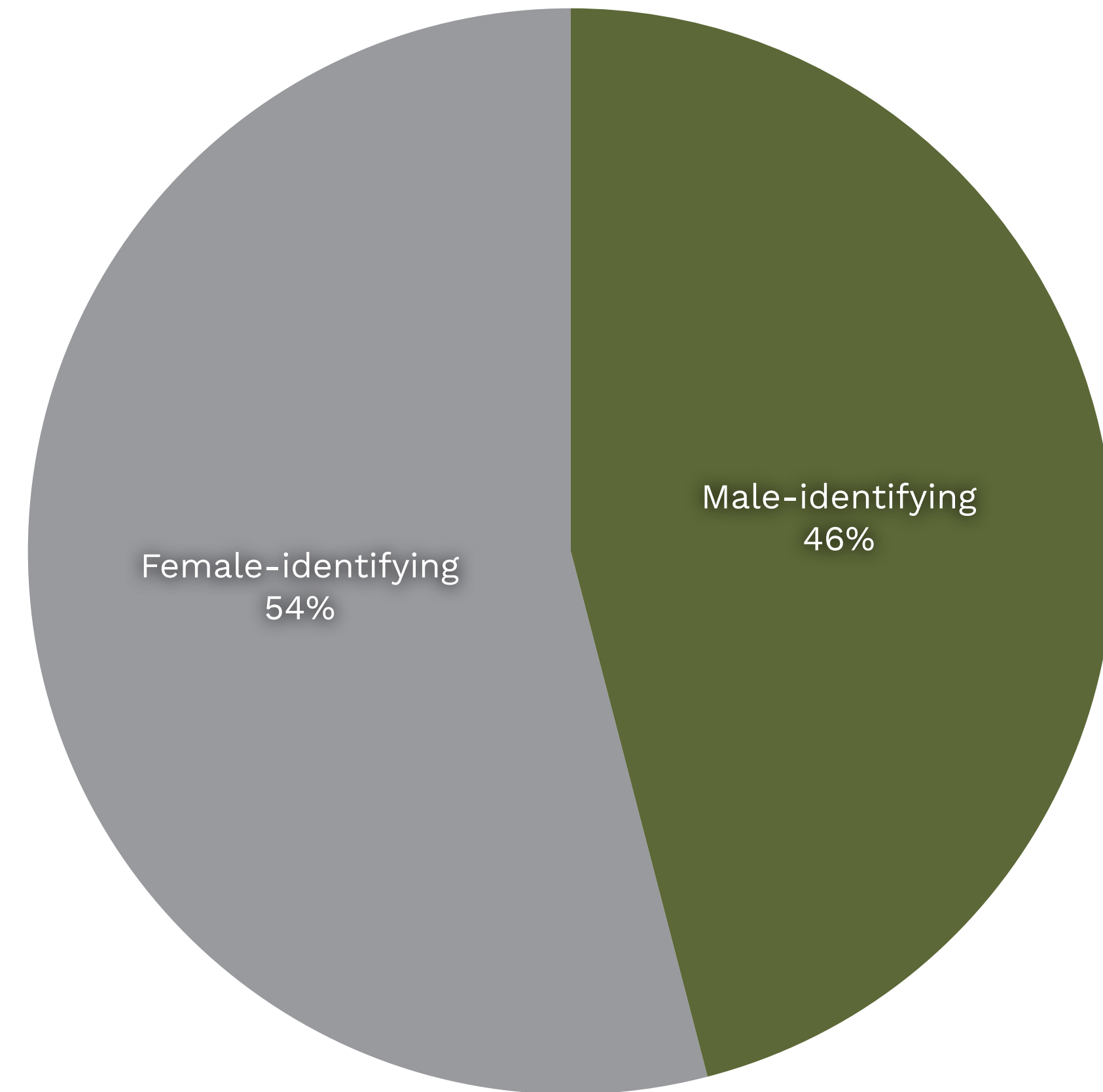
\*information was not available for all candidates considered



03

RECRUITING & HIRING REPORT

## Gender Identity Breakdown of Candidates\*



Gender Non-conforming: 0

\*information was not available for all candidates considered



DE&I ANNUAL REPORT

# FIREHOUSE POLICY UPDATES.



# 04

FIREHOUSE POLICY UPDATES

## Racial Equity Policy Statement

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

- Firehouse's Racial Equity Policy Statement is now incorporated into the Agency Values portion of the handbook

Firehouse employees will receive an updated handbook with changes noted. Additional copies for employees can be requested through HR.



# 04

FIREHOUSE POLICY UPDATES

## Reminder: Recruiting & Hiring

While the Recruiting & Hiring Process has not been adjusted since 2021, we want to take a moment to remind everyone of the process. This process was designed in an effort to create more equitable practices, and includes:

- Requiring a public posting on both the Firehouse website website and LinkedIn for a minimum number of days (7) or minimum number of applicants (20) before recruiting efforts can be closed
- Providing recruiting resources and sites outside of LinkedIn
- Requiring outside recruiters to follow equitable recruiting and hiring processes
- Providing requirements and best practices for interviewing candidates
- Requiring a Candidate Summary Report Document upon finalization of hire



DE&I ANNUAL REPORT

# AGENCY TRAINING.





05

AGENCY TRAINING

## **Our commitment to refocus**

Due to scheduling conflicts and cancellations, we have not been able to provide new learning opportunities to the agency like we had hoped. That said, the DE&I team has committed to refocus on education about diversity, equity and inclusion to ensure we can all continue to learn and grow.


The first learning opportunity will be a Lunch & Learn series in Q4 2022 focused on disability and design. As we move forward into 2023, the DE&I team will work hard to secure additional opportunities for the agency.



DE&I ANNUAL REPORT

# AGENCY GOALS & CLOSING STATEMENT.





06

LOOKING FORWARD

## 2022-2023 Goals

- Continue the outreach and relationship-building required to build more diverse professional networks
- Re-commit to build relationships with HBCUs and other organizations that provide access to a more diverse pool of future employees
- Be critical of our partners and careful with our work to ensure they are aligned with racial justice and equity
- Re-commit to and invest in curriculum and resources that advance our team's understanding of racial equity and equity of all kinds, for all people



## Closing Owners' Message.

As we look back on the past couple of years, we are encouraged by the work we have done to change our thinking, our processes, and our accountability when it comes to creating a more diverse and inclusive company. The positive effects are unmistakable and serve only to validate and energize us. And while it is clear that the path to meaningful improvement takes time, we have never been more committed to this journey.



STEVE SMITH, CEO



TRIPP WESTBROOK, PRESIDENT/CCO