

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

SUITE
247

	FIREHOUSE		
DIVERSITY, EQUITY & INCLUSION			
DATE		REV	
AUGUST 2021		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

In 2020, Firehouse established a Diversity, Equity & Inclusion team that exists to help shape DE&I policy, report on the agency's progress, and review creative work to ensure culturally insensitive work is never published. We have also completed the Workplace Enlightenment Program on diversity, equity and inclusion, and have been certified by the American Association of Advertising Agencies. In addition, we updated our recruiting and hiring practices to ensure a more equitable process from start to finish, introduced new steps for transparency in the hiring and promotions process, and expanded our network of colleges and universities to include HBCUs.

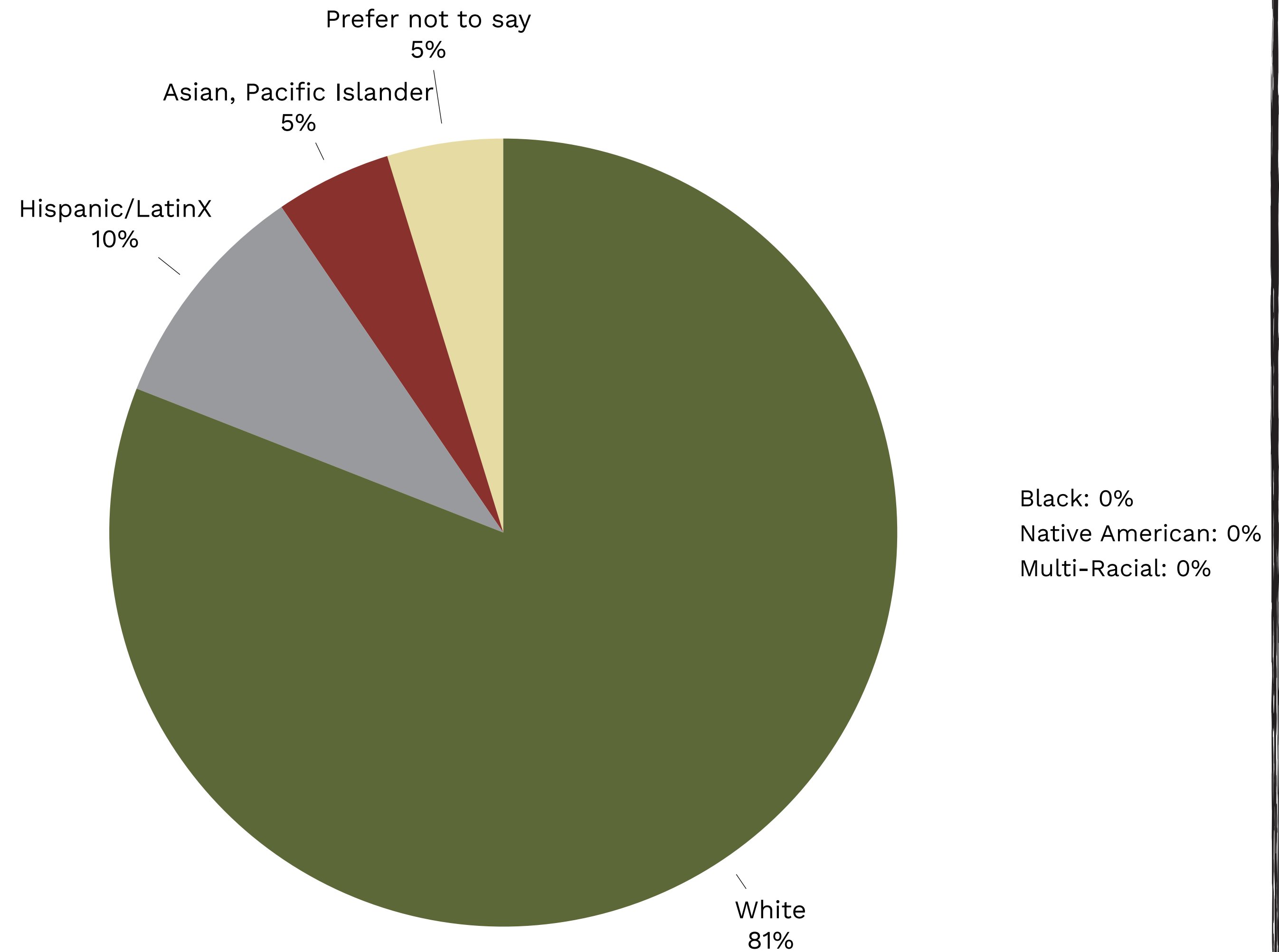
DE&I ANNUAL REPORT

FIREHOUSE BY THE NUMBERS.

02

21 CURRENT FIREHOUSE EMPLOYEES*

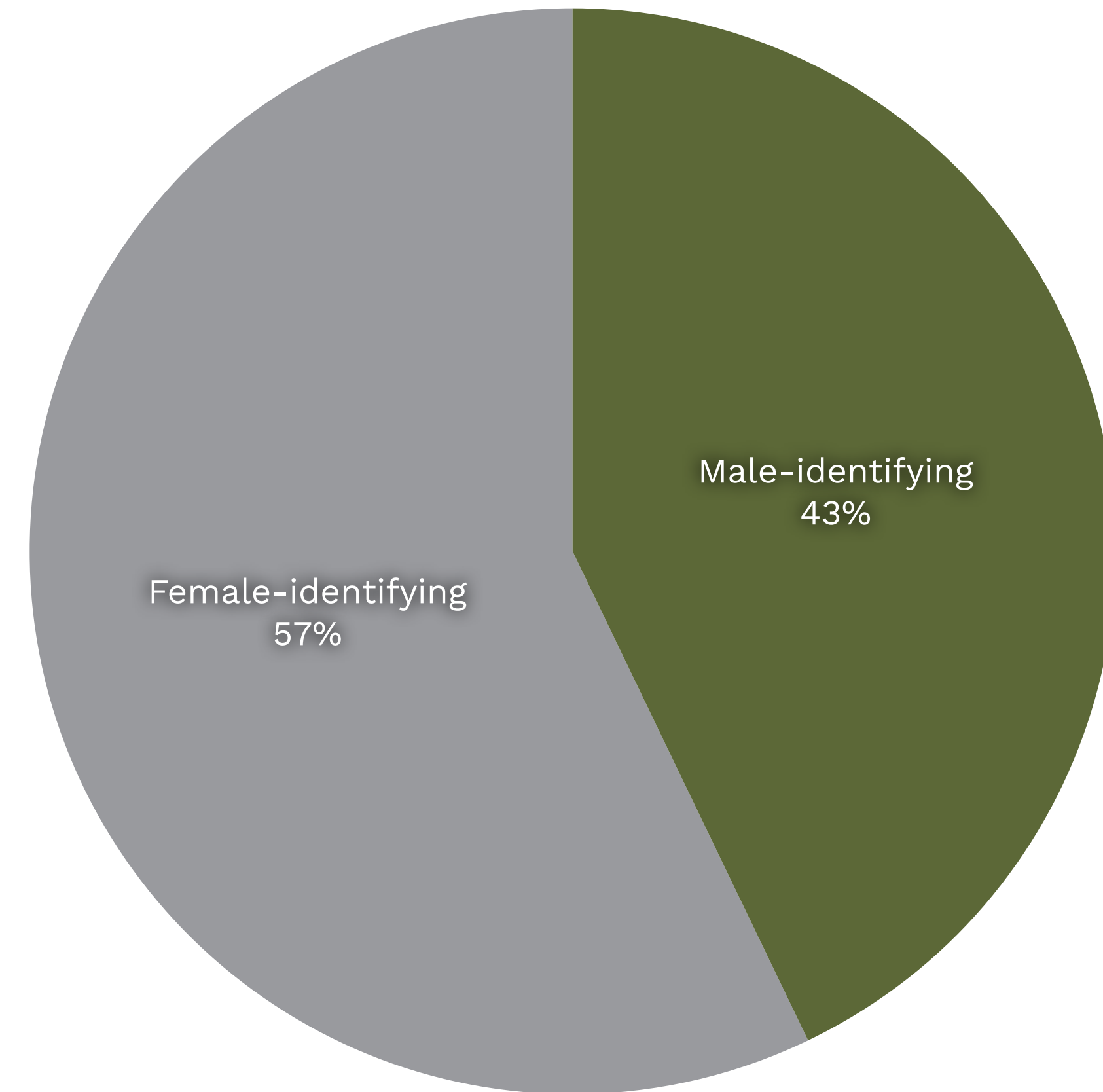
Race/Ethnic Identity



02

21 CURRENT FIREHOUSE EMPLOYEES*

Gender Identity



Gender Non-conforming: 0%

DE&I ANNUAL REPORT

RECRUITING & HIRING REPORT.



03

RECRUITING & HIRING REPORT

Summary

Upon implementation of the new recruiting and hiring process, we have recruited & hired nine (9) open positions since July 2020.

373

candidates considered

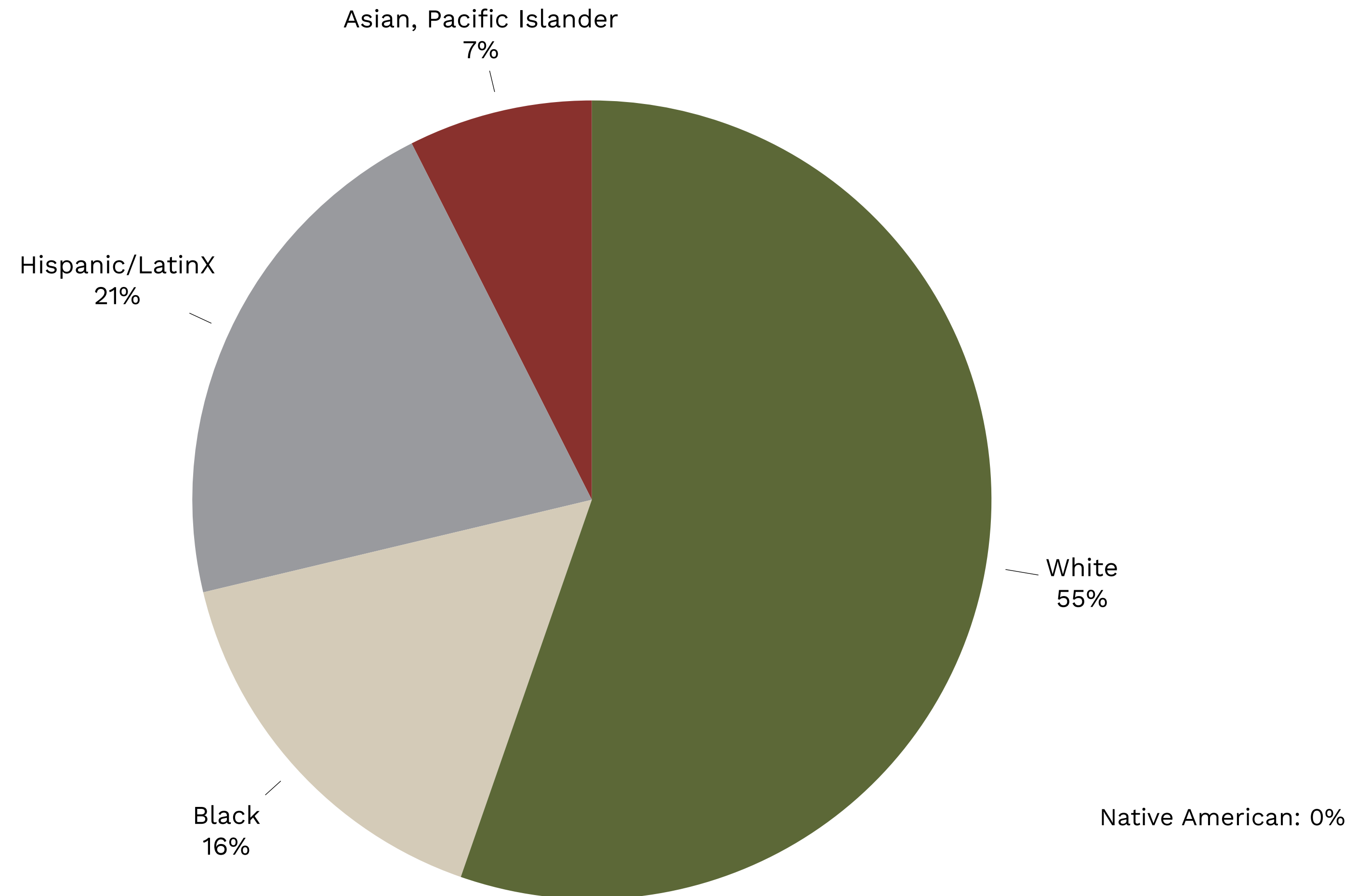
49

candidates interviewed

03

RECRUITING & HIRING REPORT

Race/Ethnic Identity Breakdown of Candidates*

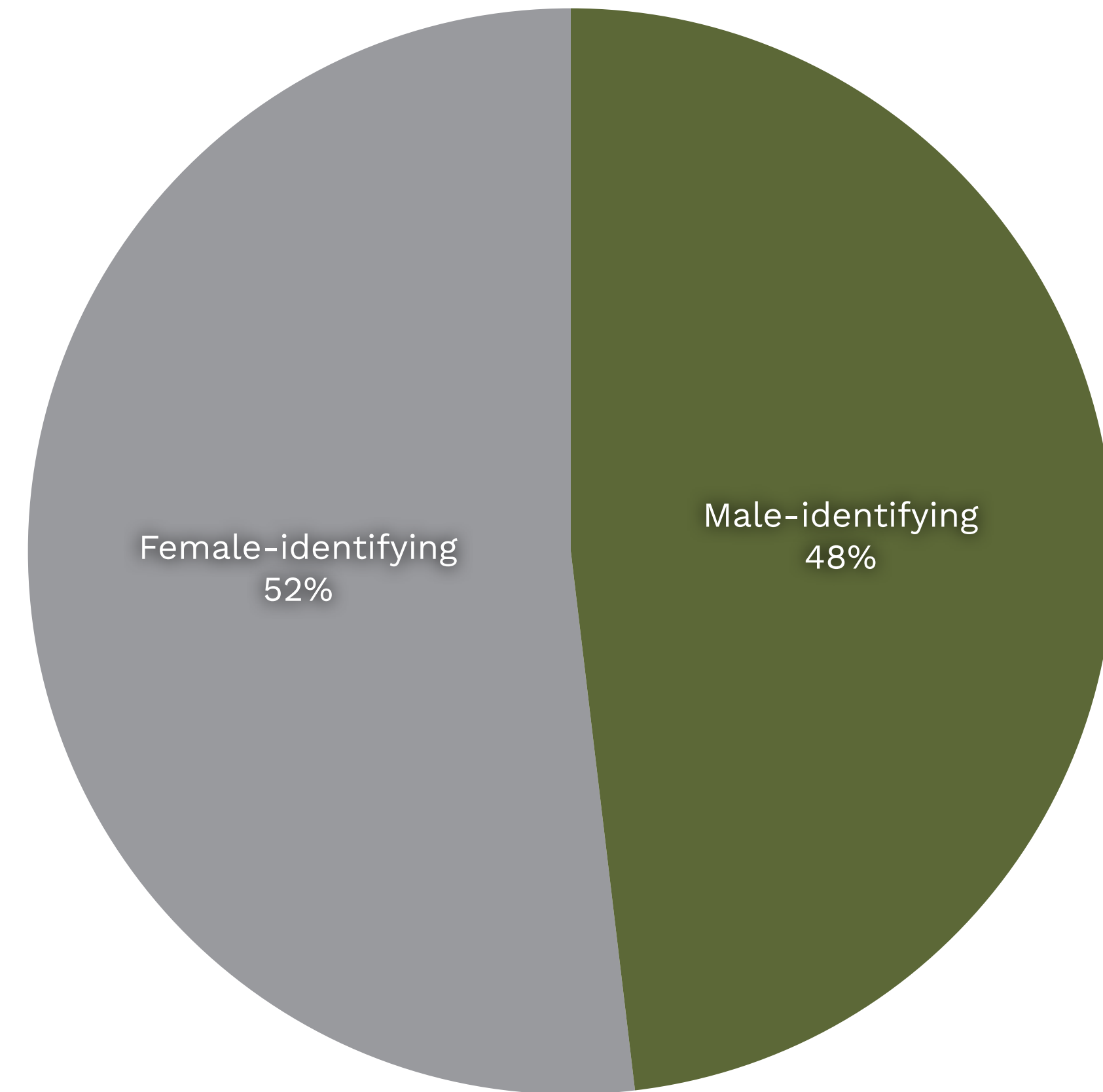


*information was not available for all candidates considered

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

Summary

The Agency Handbook has been reviewed, and the following areas have been updated:

- Harassment policy and reporting procedures
- Performance review procedures
- New guidelines for managing a client's social media
- Updated guidelines for online behavior

Firehouse employees have received an updated handbook with these changes noted. Additional copies for employees can be requested through HR.



04

FIREHOUSE POLICY UPDATES

Recruiting & Hiring

The Recruiting & Hiring Process has also been updated in an effort to create more equitable practices. Those updates include:

- Requiring a public posting on both the Firehouse 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

Summary

In the past year, Firehouse took part in the 4As Workplace Enlightenment Program as well as a four-part workshop with Errika Flood-Moultrie of Dallas Truth, Racial Healing and Transformation.




November 2020



July 2021

DE&I ANNUAL REPORT

AGENCY GOALS & CLOSING STATEMENT.



06

LOOKING FORWARD

2021-2022 Goals

- Continue the outreach and relationship-building required to build more diverse professional networks
- Continue to build relationships with HBCUs and other organizations that provide access to a more diverse pool of future employees
- Continue following established hirings and promotions procedures with the goal of diversifying the composition of our agency and agency leadership
- Focus our community involvement efforts on providing access and education to local students with the goal of making our industry more diverse in the future
- Use our volunteering and philanthropy to address the needs of those marginalized in our community
- Be critical of our partners and careful with our work to ensure they are aligned with racial justice and equity
- Continue to 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.

It is difficult to admit that, despite our best intentions, we needed the wake-up call that 2020 brought us. It has become clear that solving an industry-wide problem starts with owning our part in it and correcting behaviors within our own organization. The terrible injustices of the last year have been a catalyst for us to start an education process that will hopefully lead to a more inclusive, more equitable and more diverse workplace. We've just begun our journey. But we approach it with energy, enthusiasm, humility and accountability. We are totally committed to meaningful, lasting change in both our personal and professional lives.



STEVE SMITH, CEO



TRIPP WESTBROOK, PRESIDENT/CCO