

# CHANGING THE AD INDUSTRY THROUGH INFORMED ADVOCACY

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

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## CURATED BY

Chelsea Atwell

Megan Colleen McGlynn

Katie Mullen

Jordan Pintar

Carsyn Taylor

Monina Velarde

Ida Woldemichael

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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.

Recently, Milwaukee 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 the lack of equity and inclusion as well. 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 created this Resource Guide 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.

Self education and reflection is an important first step everyone can 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](#)

Women account for 46.4% of the advertising industry. But still just 11% of creative directors are female.

[3% Movement](#)

The ad industry is only 6.6% African-American, 5.7% Asian-American and 10.5% Hispanic.

[MullenLowe](#)

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

[AdAge](#)

Nearly half of women dream of starting their own business but only 12% think it's even possible, and an even smaller smidgen actually do it.

[Fast Company via 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](#)

# ARTICLES

[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*

['We Do Not Change Anything By Corporate Statements': Cindy Gallop On The Power Of Creativity In Light Of #MeToo](#)

*By Doug Zanger, The Drum*

[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*

[Women In Advertising Reveal Rampant Sexism And Macho Culture](#)

*By Rob Davies, The Guardian*

[For Women In Advertising, It's Still A 'Mad Men' World](#)

*By Sydney Ember, New York Times*

[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](#)

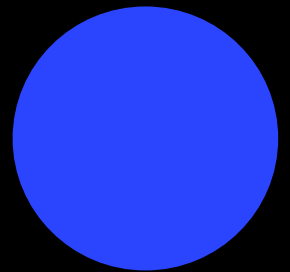
*By Lindsay Stein, AdAge*

[Women Of Color Get Asked To Do More "Office Housework." Here's How They Can Say No.](#)

*By Ruchika Tulshyan, Harvard Business Review*

[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*

[What Men Should Know About #MeToo: It's About Them](#)  
*By May Salam, New York Times*

## VIDEO & AUDIO

[Podcast about white privilege](#)  
*"Let's Talk about Whiteness" hosted by Eula Biss*

[Hilarious PSA video about sexual harassment at work](#)  
*Rashida Jones – director, Donald Glover – narrator*

[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*

[Podcast about racial disparity in advertising](#)  
*"Borrowed Interest" hosted by three black women working in the Minneapolis ad industry*

[TEDx talk about how women are depicted in advertising](#)  
*Jean Kilbourne's "The Dangerous Ways Ads See Women"*



# 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

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

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

[Women Who Create NYC](#) — NYC-based mentor program

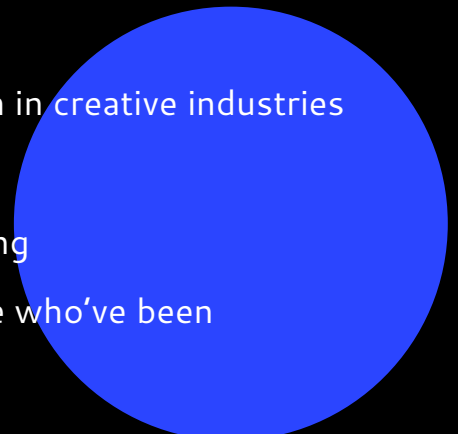
## SOLIDARITY NETWORKS

[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

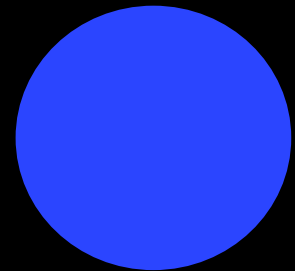
[Milwaukee Women Creatives](#) — a new crowd-sourced list of Milwaukee women in creative

[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

[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*

"When the whole Me Too thing came out, I thought, it's happened for a long time and we just accept it as it's part of doing business, and you don't let it destroy you and you just figure out how to keep going. And that's not right."

*Judy John, CEO Canada and CCO North America, Leo Burnett*

"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*

## OH! ALSO...

...find Cindy Gallop on Facebook and Twitter and listen to every word she ever says.