



HUNTER:

DIVERSITY IN ACTION NEWSLETTER

MARCH

CELEBRATING WOMEN'S HISTORY MONTH

Today, March 8th, marks International Women's Day, a global celebration honoring the achievements of female trailblazers and raising awareness of the ongoing work needed to achieve gender equality.

During this time, we reflect on our own history of female leadership.

When our namesake founder, Barbara Hunter, purchased Dudley-Anderson-Yutzy in 1970 along with her sister, Jean Schoonover, they were trailblazers as the first women to own a leading PR firm in the United States. One of their first acts was to equalize the salaries of female employees. This foundation in equality was embedded in our values when Barbara went on to start HUNTER, and today we celebrate a 35-year legacy of female ownership.

In this month's newsletter, you can learn more about the remarkable contributions of women in the PR industry and in culture at large. We're also spotlighting our work with client Jonnie Walker, as they celebrate actresses, artists, and creatives at the Women in Film Oscar Nominee party. Lastly, Women's History Month presents the perfect opportunity to introduce the newest addition to the HUNTER team. Get to know Shannel Reed, HUNTER's DEI Manager, and what Women's History Month means to her in the community spotlight section.

PR WOMEN WHO CHANGED HISTORY



The Museum of Public Relations is hosting the 8th Annual PR Women Who Changed History event. For this year's conversation, PR revolutionary [Muriel Fox](#) will delve into the role communicators played in gaining equal rights for women. HUNTER is supporting this discussion as an event sponsor. Click [HERE](#) to register for the panel on Thursday, March 14, 2024, at 6pm ET.

DEI RESOURCES



SOMETHING TO SUPPORT: In the United States, women represent fewer than one-third of elected leaders. [She Should Run](#) is a nonpartisan nonprofit working to drastically increase the number of women considering a run for public office. Learn what you can do to help more women envision their future in elected leadership.

SOMETHING TO LISTEN TO: In just 5 minutes a day, learn about different incredible women. [Encyclopedia Womanica](#) tells the stories of historical icons within the new season of their podcast dropping soon.



SOMETHING TO EXPLORE: The [National Women's History Museum](#) is an innovative online institution dedicated to uncovering, interpreting, and celebrating women's diverse contributions. They offer a variety of virtual exhibits, ranging from 'Black Feminists' to 'Educational Equality.'

WORK THAT MATTERS

As the Presenting Partner of Women In Film's (WIF) 50th Anniversary Campaign, Johnnie Walker returns as the official spirits sponsor of the 17th Annual WIF Oscar Nominees Party. Taking place today on International Women's Day in Los Angeles, the 2024 WIF Oscar Nominees Party will celebrate the remarkable 77 women in front of and behind the camera nominated for Academy Awards this year. Since 2007, the annual event has celebrated the notion that collaboration between women, nonbinary, and trans people is the best way to ensure more films are made by and for these identities, and it is the only event throughout awards season that celebrates all the women nominees.



The celebratory evening will feature signature Johnnie Walker cocktails, along with a dedicated Johnnie Walker Blue Label toast for the women Oscar nominees led by WIF CEO Kirsten Schaffer, underscoring the shared commitment to fostering a vibrant, inclusive film industry for all. HUNTER has had a long-standing relationship with WIF and over the last several years has helped Diageo build upon the mutual goal of advocating for gender equity.

COMMUNITY SPOTLIGHT



Shannel Reed
DEI Manager

What does Women's History Month mean to you and why do you think it's an important cultural moment to celebrate?

Women's History Month is an important cultural moment to pause, reflect, and uplift. It's a time to celebrate the incredible achievements of women. It's a fantastic opportunity to amplify the efforts of women across history and every field. It's easy to get caught up in the daily grind of NYC. But Women's History Month reminds me of the shoulders I stand on. I think about Shirley Chisholm, a Brooklynite like myself, who shattered barriers by becoming the first Black woman to run for president. Katherine Johnson, the mathematician who played a critical role in putting astronauts on the moon. Madam C.J. Walker, who built a haircare empire while facing immense racial and gender barriers.

But Women's History Month isn't just about the past. It's about celebrating the present too. It's the young entrepreneurs like [Erin Reddick](#) revolutionizing the tech scene, community leaders like my mother-in-law advocating for equity through philanthropy, my daughter's 2nd grade teachers who go above and beyond for their students. And my colleagues, the brilliant women bringing their perspectives and ideas to the table. I am surrounded by phenomenal women making a difference every single day. These women, and countless others inspire me to keep pushing for progress, both in the workplace and in the world.

Every year I see Women's History Month as a call to action. We've made progress, for sure. But there's still a way to go in achieving true equity *wink, wink – like pay equity for example*. Women's History Month is a springboard for these conversations, a chance to recommit ourselves to building a more inclusive workplace and society, where everyone has the opportunity to thrive.

As society continues to make progress towards gender equality in the workplace, how can employees practice strong allyship throughout the entire year?

The progress being made is great, but true allyship is a year-round commitment, not just a March thing. Sometimes allyship can feel a little fuzzy. I am happy to share a few things I've learned:

Be a Sponsor, Not Just a Mentor: Mentorship is great, but sponsorship takes it a step further. It's about advocating for your colleagues, especially women and people of color, for opportunities they might not have access to on their own. For example, if I see a high-potential woman on my team, I might recommend her for a speaking engagement or a leadership development program.

Educate Yourself and Others: There's always more to learn about gender equality issues. Throughout the year, I make a point to attend workshops, read articles, watch podcasts on the subject. This helps me stay informed and identify potential blind spots. And guess what? You don't have to be a DEI expert to do any of these things. Maybe you can suggest a book club focused on gender equality in the workplace, or even share a relevant article with your team.

Speak Up, Respectfully: I remember being in a meeting where an idea from a junior female colleague got, shall we say, politely dismissed. As an ally, I used my voice to reiterate her point and give credit where it was due. It doesn't have to be dramatic, just a simple "I really like Anne's suggestion," can make a big difference.

Challenge Bias: We all have unconscious biases. Maybe it's interrupting women more often in meetings, or assuming someone isn't qualified because of their gender. When you see it happening, call it out gently. "Let's make sure we're giving everyone a chance to speak," or "We should consider all qualified candidates, regardless of gender."

Amplify Diverse Voices: In brainstorming sessions, actively encourage participation from women and other underrepresented groups. Sometimes, the best ideas come from those who haven't had the chance to speak yet.

Remember, allyship is a journey, not a destination. There may be times you stumble, it's okay... apologize sincerely, learn from it, and move forward. We're all learning together. The key is to keep showing up, keep learning, and keep using your voice to create a more equitable space for everyone.

Pro tip: When a male colleague champions a female-led initiative, that's allyship too.

What current female advocates, leaders and changemakers are inspiring you?

There are so many incredible women out there making waves right now! It's hard to pick just a few, but here are a couple who inspire me:

Jacinda Ardern, the Prime Minister of New Zealand. Her empathetic and decisive leadership during the Christchurch mosque shootings and the COVID-19 pandemic is truly awe-inspiring. She shows that strength comes in many forms, and it's okay to be both powerful and compassionate.

Jessica O. Matthews, is a successful entrepreneur and inventor with over a decade of experience in designing sustainable cities. She's an expert on smart city development, making cities more resistant to climate change, and ensuring everyone has access to basic resources. Through her company, Uncharted, she helps cities develop affordable smart technologies. It's a critical conversation, and Jessica uses her expertise to make it accessible and actionable. She reminds me of the importance of intersectionality in our work – that true equity considers how different identities experience the world.

These are just two examples, and there are countless other women out there leading the charge. What truly inspires me is the diversity of voices and approaches. It shows that there's no one-size-fits-all way to be a leader or a changemaker. We can all find our own unique way to contribute and make a positive impact on the world.

Go-to women's empowerment anthem?

Abcdefu by Gayle! I love a good "kick rocks" bop.

Who is your pick to take home 'Best Actress' during this Sunday's Academy Awards?

Lily Gladstone looks to be a fan fav!