



Q3 2019

# Talent Engagement & Inclusion Quarterly

*Viva la Difference!*

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*Sandra Sims-Williams*  
*Chief Diversity Officer*

## From the Desk of Publicis Groupe's Chief Diversity Officer

Dear Members of the Publicis Groupe Community,

Welcome to the home stretch of the year!

I would like to take this opportunity to welcome our new colleagues from Epsilon and Rauxa to the Publicis Groupe family. Upon the completion of its acquisition, I was thrilled to hear of Epsilon's dedication to diversity and inclusion and the existence of its own D&I Council with which my team and Publicis Groupe's Talent Engagement & Inclusion Council will be able to partner closely for the benefit of its talent and our collective. We have already had several onboarding calls and met with Epsilon's D&I Council in Chicago to share information and assess synergies and opportunities for collaboration.

This summer, Publicis Groupe served as home to summer interns from across the country, including almost fifty summer interns from the 4As Multicultural Advertising Internship Program (MAIP). Our summer interns are the embodiment of Publicis Groupe's and our industry's future and their talent, passion, and dedication were on full display throughout the summer. I would like to thank all of those people who served as managers, coaches, and mentors to all of our summer interns. Your guidance and availability are at the core of the summer internship experience. As they say, it takes a village. Thank you, too, to Publicis Groupe's MAIP Concierge team for being an added resource to our MAIP Fellows in providing guidance, coaching, introductions, and both career and job search advice.

And finally, I'd like to congratulate two people who represented Publicis Groupe at this year's ADCOLOR awards in Los Angeles. Helen Lin (Chief Digital Officer at Publicis Media) took home one of three *Legend Awards* and Julian Logik Gilliam (Senior Art Director at Leo Burnett) was a finalist in ADCOLOR's *Rising Star* category. Helen and Julian, you both make us all so proud. Congratulations on these achievements!

With that, I would like to wish you all a productive fall season. There are still some professional development workshops left in which you can participate between now and the end of the year. Please prioritize your development by taking the step to register and be present. Also, our BRGs are in full operation with lots of programming on the docket for your edification, enjoyment, and overall benefit. Don't forget to curate your own BRG experience by opting in and out of distribution lists here: <https://publicisgroupe.sharepoint.com/BRG/Pages/BRGHome.aspx>

Warm regards,

Sandra

## Market Pulse

Through the work that we produce, our industry shapes images and perceptions all while building opportunities for our clients. This section of the quarterly newsletter is meant to inspire and showcase how diversity and inclusion can be tapped to create market advantages that help connect brands with consumers.

### **2020 Census: How One Supreme Court Decision Could Undermine A Decade of Critical Marketing Data**

*"Addition of 'citizenship' question, cuts in field force and poor use of technology threaten farcical underrepresentation of important population groups."*

By Lisa Torres, Ad Age: <https://tinyurl.com/y24ht9jl>

### **Cadbury Is Celebrating Diversity With Multi-Hued Chocolate. Not Everyone's A Fan**

*"Cadbury's new chocolate for the Indian market was well-intentioned. It used four different chocolates, from dark to white, in the same bar, promoting a pro-diversity message for the country's Independence Day this month. The limited-edition Unity Bar, created out of Ogilvy Mumbai, encouraged solidarity between India's castes, religions, languages and regions, "because sweet things happen when we unite," as the promotional film says. But the product has exasperated some international viewers who spotted it online and found it simplistic and cloying."*

Angela Doland, AdAge: <https://tinyurl.com/y3epuy8k>

### **Diet Coke Is Shedding Its Labels to Make Room for Stories About Identity and Resilience**

*"In a new campaign from Anomaly L.A. called "Unlabeled," Diet Coke has, quite literally, set aside their product's labels from a select supply of cans to make room for people to tell their own stories. Through a series of short films, Diet Coke highlighted a few unique individuals like Shea Diamond, a trans activist and artist who shared how labels have simultaneously been weaponized against her and useful in shaping her own truth."*

By Shannon Miller, Adweek: <https://tinyurl.com/yynuv2ex>

### **Diversity in Advertising Makes Business Sense**

*"Advertising has as much power to challenge perceptions and conventions as to reinforce bias and stereotypes. Unfortunately, businesses that have the money to reach out to their target customers via advertisements often opt for the latter. The fashion and cosmetics sectors are a case in point. Their publicity models are usually perfect-looking, unlike the common man or woman on the streets. Stereotypes remain the norm. It is therefore a refreshing change that more companies have embraced inclusion and diversity in advertising."*

South China Morning Post: <https://tinyurl.com/yxlzafiz>

### **Should Advertisers Be Embracing Diversity or Celebrating Diversity?**

*"What's the difference between embracing diversity and celebrating diversity? According to a panel of industry leaders, it all centres around ideas of tokenism and moving past ticking a box."*

By Edward Pollitt, Bandt.com: <https://tinyurl.com/y6mjct49>

### **Wired and McCann Partner for First-of-Its-Kind A.I. Docuseries**

*"The duo combine expertise for a mini-series that dives into the technology's current state and potential."*

By Oliver McAteer, Campaign US: <https://tinyurl.com/y4kdh6ho>

### Upcoming Professional Development Opportunities

Interested in participating in one of our upcoming professional development sessions? You are able to register directly for upcoming professional development programs that are coming to your city. See below for descriptions and registration links.

#### **Straight Talk** — Dallas, October 3

The Straight Talk workshop provides a clear understanding of straight, safe, and blunt talk, as well as the impact of each on individuals, the team, and the business. Participants learn how to identify the common challenges that can get in the way of using straight talk and participate in interactive activities to help address “sticky situations” that may be encountered in the workplace. This program supports participants in using straight-talk communication to improve workplace interactions and drive bottom-line results. Practicing using straight talk in a specific situation will help strengthen participants’ confidence and skill in using this approach on the job.

REGISTER HERE: <https://captivateprimeeu.adobe.com/app/learner?accountId=652#/course/185955>

#### **Efficacy: Driving Your Career for People of Color** — Atlanta, October 8

The Efficacy workshop will provide you with a process for incrementally developing relationship management skills so that others will want to invest their time and effort in your success. The workshop will also zero in on enhancing existing skills to help further accelerate your professional development. By the end of the workshop, you will have tools to better understand the people around you as a network that can support you in your career.

REGISTER HERE: <https://captivateprimeeu.adobe.com/app/learner?accountId=652#/course/186251>

#### **Managing Inclusion** — Chicago, October 10

The Managing Inclusion workshop provides tools that enable managers to create the kind of environment in which all employees, regardless of their aspects of diversity, can contribute their best work and experience continuous growth. Program participants will learn how to increase awareness surrounding issues that can impact talent management, engagement, productivity, teamwork, and innovation.

REGISTER HERE: <https://captivateprimeeu.adobe.com/app/learner?accountId=652#/course/186255>

#### **Managing Inclusion** — Dallas, November 13

See above.

REGISTER HERE: <https://captivateprimeeu.adobe.com/app/learner?accountId=652#/course/186256>

#### **Unconscious Bias** — Arlington / Washington, DC, November 15

We are exposed to as many as 11 million pieces of information at any one time, but our brains can functionally deal with only about 40. Unconscious bias helps us filter what gets our attention. Delivered by Cook Ross, the Unconscious Bias seminar provides a clearer understanding of unconscious behavior and its influence on individuals and organizational culture. This program supports participants in helping to recognize patterns or “norms” of behavior that can exert enormous influence over organizational and business decisions, choices, and behaviors related to recruiting, hiring decisions, job assignments, performance reviews, and advancement choices.

REGISTER HERE: <https://captivateprimeeu.adobe.com/app/learner?accountId=652#/course/185958>

#### **Straight Talk** — Los Angeles, November 19

See above.

REGISTER HERE: <https://captivateprimeeu.adobe.com/app/learner?accountId=652#/course/186168>

#### **Inclusive Leader** — Chicago, November 20

Diversity by itself is not enough: Leadership in the 21<sup>st</sup> century demands that executives and their organizations move beyond diversity alone to capture the potential that comes from inclusion. If diversity is “the mix,” then inclusion is making the mix work by leveraging the wealth of knowledge, insights, and perspectives in an open, trusting, and diverse workplace. This workshop addresses what it takes to be a 21<sup>st</sup>-century leader in dynamic and complex environments. It also provides thought on what makes us global leaders, innovation leaders, change leaders, and growth leaders with a comprehensive five-step action plan for successful leadership.

REGISTER HERE: <https://captivateprimeeu.adobe.com/app/learner?accountId=652#/course/186257>



*Renetta McCann  
Chief Inclusion Experience Officer  
Publicis Groupe*

Publicis Groupe serves its clients and society at large by partnering with or working alongside external organizations. This issue of the *Talent Engagement & Inclusion Quarterly* brings you news on two of these organizations.

**UNSTEREOTYPE ALLIANCE:** Created by industry leaders during Cannes 2017, the Unstereotype Alliance (<https://www.unstereotypealliance.org/en>) is a global coalition of like-minded companies and leaders committed to eradicating gender and other harmful stereotypes found in all forms of communication. UN Women, under the leadership of Phumzile Mlambo-Ngcuka, Executive Director, is the convener and steward for the Unstereotype Alliance. Since its inception, the Unstereotype Alliance has: produced or partnered on major research/thought leadership pieces such as “Beyond Gender: The Invisible Stereotypes” (June 2018); published the “Unstereotype Advertising Playbook” developed by Diageo and Unilever; and collaborated with the Cannes organization to introduce “Unstereotype Criteria” for use during judging of submissions.

Publicis Groupe is a proud inaugural member and continuing participant in Unstereotype Alliance activities. At Cannes 2019, our Unilever Team—Jennifer Berry and John Antonietello—along with Getty unveiled Project #ShowUs, a Dove campaign designed to more authentically represent women around the world. To learn more, you can contact Jennifer who can describe their activities and share their roadshow presentation and handbook, as appropriate. Currently, a small working team is investigating how to share more about the Unstereotype Alliance via the Publicis Groupe learning platform. Stay tuned for more information.

If you have any questions, please reach out to me or Eve Magnant to learn how you can connect to this initiative.

**ANA AIMM:** Formed in 2016 and operating under the ANA (Association for National Advertisers) umbrella, the Alliance for Inclusive and Multicultural Marketing (AIMM <https://www.anaaimm.net>) reflects the commitment of numerous chief marketing officers, many who are Groupe clients, in addressing the persistent barriers and challenges (access, perceptions, economic, scale, and more) to unlocking growth in multicultural markets and total share growth. AIMM’s three primary goals are to: create bias-free marketing via insights, support, and metrics; embed cultural insights into marketing to connect with diverse consumers; and contribute to industry growth by providing research and resources. As part of this work, AIMM has produced a number of reports, including: *The Case for Change*, *Organizational Structure*, and *A Diversity Report*.

On September 23, 2019, AIMM will launch #SeeAll, an advertising/media/marketing movement designed to increase greater diversity, representation, and cultural inclusion in advertising and brand creative. It is a sister movement to #SeeHer, also sponsored by the ANA. Also scheduled for release this September is the Cultural Insights & Impact Measure (CIIM), a new algorithm measuring the degree to which cultural insights in ads and programming evoke emotions and connections that optimize sales and drive ROI sales. AIMM also plans to release the GEM MC (Gender Equality Measure for Multicultural), which is modeled after the GEM score introduced by the #SeeHer movement. In total, AIMM is bringing new thinking, approaches, and tools to the multicultural marketing conversation. If you would like to learn more, please contact Renatta McCann ([renetta.mccann@publicisgroupe.com](mailto:renetta.mccann@publicisgroupe.com)) or Lisa Torres ([lisa.torres@publicismedia.com](mailto:lisa.torres@publicismedia.com)), Publicis Media.





*Unstereotype Alliance at Cannes 2019. Source: Flickr*





*Brian Berg, Chief Talent Officer—  
Publicis Media Practices and  
CJ Affiliate & Collin Berg (son)  
who was treated for leukemia  
from 2016–2018.*

### Publicis Employees Come Together to Help Save Lives

**The time for saving lives is now!** For thousands of patients with blood cancers, like leukemia and lymphoma, and other life-threatening diseases, a cure exists—a marrow transplant. But most patients don't have a fully matched donor in their family, so they depend on Be The Match. Be The Match operates the largest, most diverse registry of potential marrow donors in the world.

In August, all Publicis Groupe employees in the Hudson Street location in New York were called upon to help those in need with a building-wide donor drive event. Employees were invited to attend one of four sessions held in the office on one day to hear from Dr. Ron Jacob about blood cancers, to break down myths about being a donor and to understand the commitment employees would need to make if selected. After the educational session ended, several Be The Match employees were on-site to help employees sign up for the registry. All employees were able to use a simple text to join code after the presentation. The code sent an easy-to-follow link to their cell phones to sign up for the registry or to make a financial donation.

When enrolling, employees were given the options to either have a cotton swab kit sent to their homes to send in or to have the cheek swab done on site. The majority of employees felt an instant call to action and chose the on-site cheek swab, which was performed in our conference rooms.

#### **There were three motivators for me to organize this event throughout our office:**

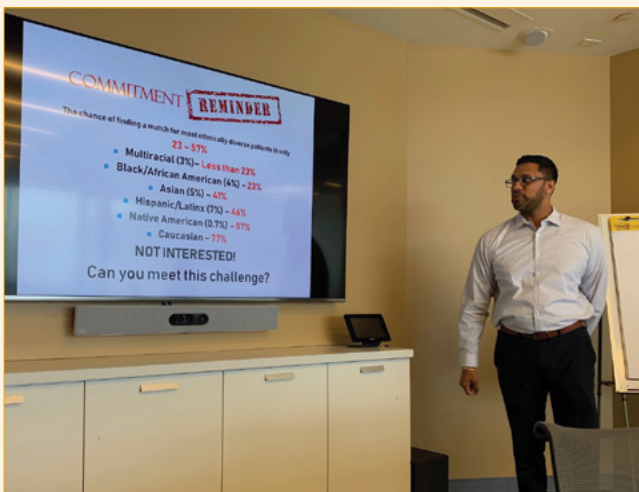
1. My son, Collin, battled acute lymphoblastic leukemia (ALL) for three years, from 2015 to 2018. Early in his treatment, my two other children were tested to see if they would be a match for their brother in the event a bone marrow transplant would be required. Neither of them were a match. Fortunately, it was determined that Collin could be cured with a chemotherapy protocol and a transplant was not necessary. However, had this not been the case, my family, like many others, would have had to rely on the registry to find a match. I am pleased to say Collin has been cancer free for 15 months.
2. I have been part of the MOCA (Men of Color Alliance) NYC board for the last few years and thought about the way our BRG, along with Viva Women of Color, might be able to help Be The Match. When it comes to matching human leukocyte antigen (HLA) types, a patient's ethnic background is important in predicting the likelihood of finding a match. This is because HLA markers used in matching are inherited. Some ethnic groups have more complex tissue types than others. So, a person's best chance of finding a donor may be with someone of the same ethnic background. We asked our BRGs to ask members to join us in enrolling for the registry because there is a significant disparity. Presently, African Americans patients have a 23% chance of finding a match within the registry, Asian patients have a 41% chance, and Hispanic/Latinos 46%. These percentages are low compared to White patients who have 77% chance of finding a match. I felt the best way to give every patient a better fighting chance was to ask our BRG members throughout NYC to join the registry to help narrow the margin. Wouldn't it be great if each group had a 100% chance of finding a match?
3. We have over 3,000 employees in our Hudson office. I thought this would be an amazing opportunity for us all to pull together in the spirit of Publicis Groupe's *Power of One* positioning and focus on the same charity for one day. Champions were selected from twelve different brands and groups across our Publicis Hubs to help us communicate with employees and organize each session.



## News From Across Publicis Groupe

I'm excited to report that our event registered 42 employees onto the registry. If matched, each of these employees can be called upon to save someone's life. I was especially pleased to see that 40% of our registered employees were reported as ethnically diverse, thanks to our BRGs motivating our members to give back to those in need. We have now given ALL patients, no matter what ethnic population they may fall into, a better chance at finding a match and a cure.

If you would like to learn more about Be The Match or organize your own building-wide event, please contact Brian Berg ([brian.berg@publicismedia.com](mailto:brian.berg@publicismedia.com)) or Morgan Hessel ([morgan.hessel@publicismedia.com](mailto:morgan.hessel@publicismedia.com)).



*Dr. Ron Jacob talks about the challenges ethnically diverse patients face finding a match.*



*Employees enroll for the registry using their cellphone and then do a cheek swab.*



*The challenge ethnically diverse patients face when trying to find a match.*



*By Robyn Weikert  
Director of Resource Management  
Digitas Health*

### Embracing Yourself as a Mother in the Workplace

As a member of Publicis Groupe's VivaMama business resource group for working moms, I recently was given the opportunity to attend the Mom 2.0 conference in Austin, Texas. Mom 2.0 is the premier professional conference and gathering of influencers who create online and on-air content about a variety of topics, including parenting, entertainment, politics, and more.

I had no idea what I was signing up for, but there was no way I was passing up a kid-free adventure to a new and exciting city that I had not yet visited.

I packed my bags and embarked on a journey to Austin with five other VivaMama moms who were also ready for a kid-free getaway. We arrived in Texas for a few days with few expectations and minimal knowledge of the conference or what it entailed. One thing that we shared in common: we were all moms.

I felt a wave of apprehension as soon as I arrived to Mom 2.0 on the first day. My mind was racing. *Do I belong here? What breakout sessions do I attend? Do I go to "How to Make Sponsored Content?" or "Stand out on YouTube?"* Elite mom-bloggers and influencers surrounded me, and if didn't begin channeling [Annie Heckenberger](#), I was going to walk out. Yet in my doubtful state, I found my goal for the experience: to figure out why I came in the first place.

I channeled my inner boss-mom and attended many valuable breakout sessions to try and grasp the full Mom 2.0 experience. Coming out on the other side of this influencer gathering, here are my main takeaways from Mom 2.0.

#### **1. Content is key.**

Content. A word I hear at work every day, yet something I know I can always learn more about — and I did at Mom 2.0. Content creators need to find their unique value propositions and what they have to offer. Get on Instagram. Get on Twitter. Start a conversation. People want to hear what you have to say.

#### **2. You can't do it all.**

Here's a secret: no one can do it all. Make a plan to defy odds and exceed expectations in your family life, career, and craft. Set reachable expectations for yourself. Sometimes, you have to tune out the noise—use "do not disturb" on your phone. Be more present when you're at home. Don't apologize or feel guilty. It's okay to ask for what you need, and it's okay to ask for help.

#### **3. Use your mom-ness to your advantage.**

GSK sponsored an authentic, touching panel session about using mom influencers to tell personal stories about meningitis. The panel was comprised of a survivor and her mom, and it moved me to tears. Ultimately, it taught me how clients should be tapping into the mom-influencer community.

#### **4. Teach your kids how to #BeInternetAwesome.**

In a keynote speech sponsored by Google, we learned how to teach our kids to use the Internet. The keynote was broken into five sections, all with clear, inspiring messages:

**Be Smart.** Say what you think and OWN IT. Cultivate curiosity. Be scrappy—resources aren't always necessary. Ask questions. Raise your hand. Listen more.

**Be Strong.** Hard work pays off in the long run.

**Be Alert.** Be a tech-savvy mom. Know what's real and know what isn't—and relay that to your kids.

**Be Kind.** Activism is daily living for our kids. Kids need choices. Choose kindness.

**Be Brave.** Kids need someone to talk to—be that someone. Foster open communication at home.

And last but not least:

### **5. Mother yourself first.**

Focus on your mental health. Go to therapy. Remember what brings you joy and makes you happy. Keep the child in you alive.

I entered Mom 2.0 with apprehension, doubt, and a lack of understanding of my purpose as an attendee, but I left with full understanding of my purpose as a mother in the work place. I *do* belong. I may not be a viral mom-blogger sharing DIY videos on YouTube or writing about my killer daily routine and how I can “do it all,” but I am a mom—a mom who has the ability to mold my children's lives, a mom who can inspire other moms in the workplace, and most of all, a mom who is not perfect. Maybe one day. Until then, just being a mom is fine in my book.



By Emily Costa  
Manager, Talent Engagement &  
Enablement  
Publicis Health

### From Sea to Land: How a Navy Corpsman and Diver Transitioned to a Senior Associate Producer at Digitas Health

*To learn more about Shift, an organization dedicated to accelerating veterans in the job process, I had the pleasure of sitting down with Jon Parke, Senior Associate Producer at Digitas Health. Read more to understand how Jon, a 12-year U.S. Navy veteran, navigated the not-so-easy transition from the military to the private sector, and hear from some people who helped him along the way, as well.*

\* \* \*

**Emily: In your own words, what is Shift and why did you partner with them?**

**Jon:** Shift is an amazing opportunity for nontraditional talent [veterans] to leverage their unique skills and knowledge gained during service in the military. I partnered with Shift to bridge the gap into a rewarding career in the private sector. It's difficult to explain how you can contribute to an organization as a veteran, but Shift enables you to show your value.

**Emily: What was it like transitioning from the U.S. Navy to the Private Sector?**

**Jon:** Transitioning from the Navy to Corporate America is the hardest thing I've ever done. It takes a lot of courage, planning, and belief in the process. I had to take a leap of faith and hope that it would work out. It's the best decision I've ever made.

**Emily: What skills did you discover were transferable for your current position?**

**Jon:** I would implore anyone transitioning from the military to focus on their day-to-day soft skills vs. their technical training. I was a Corpsman (Medic) and a Diver in the Navy but the bulk of my time was spent managing timelines, budgets, logistics, and communicating between departments, etc. That's why Shift is so special. As a military diver and medic, they connected my skills to a Project Manager position.

\* \* \*

Jon Parke  
Senior Associate Producer  
Digitas Health

and ultimately hiring someone with a different professional background. Kate offered that *"when first discussing the opportunity to partner with Shift, I wasn't sure how well a military background would translate to what we do in advertising. However, upon interviewing Jon, I could immediately tell that his role in the Navy had several transferable skills for Project Management. Jon has now been on my team for about 3 months and is doing great! He's a quick learner and has tackled everything we've thrown at him with poise and determination."*

Thushy Muruges, Publicis Health's Shift partner, also weighed in when asked about how things have worked for Shift in working with Publicis Health. Thushy shared that *"Publicis Health's talent leaders, Brenda Maier and Laurie Mellon, understand the value of bringing nontraditional talent to their teams and leverage the partnership with Shift to locate outstanding military candidates. It's been a pleasure working with Publicis Groupe and Publicis Health."*

Jon closed out our conversation with a final call-to-action. When asked what piece of advice he would want to leave with readers of this interview he shared: *"I ask anyone involved in the hiring process to give a chance to transitioning service members. I consider it a privilege to have worked with some of the best and brightest that America has to offer while in the military."*



*By Celeste Bell  
VP, Talent Acquisition  
Publicis Media*

### Closing the Diversity Tech Gap One High School Student at a Time—Publicis Media Hosts All Star Code Summer Intensive Coding Program for First Time

This summer, Publicis Media hosted 20 students and four staff members for All Star Code's Summer Intensive Coding Program for the first time. All Star Code (ASC) is a nonprofit organization dedicated to teaching high school aged young men of color the basics of entrepreneurship and computer science.

Over the course of six weeks, ASC students learned how to code in HTML, CSS, and JavaScript from 9am to 4pm, Monday through Friday. They also heard from a variety of guest speakers, including executives from Publicis Media, former ASC students who are now entrepreneurs, and NY State Lieutenant Governor Kathy Hochul.

In addition to the daily technical instruction, the students met with Publicis Media employee mentors once per week as part of a mentorship program to cover important life skills, including how to pitch themselves and their projects effectively, the power and importance of networking, how to create a career map, interviewing skills, and much more.

At the end of the six-week period, students had the opportunity to demonstrate their coding and pitching skills by presenting an original computer science project to their family members, employee mentors, and executives during Demo Day, the culmination of the Summer Intensive program.

Following the Summer Intensive, the young men in the cohort become scholars in All Star Code's Scholar alumni network and receive access to exclusive career, college prep, and educational resources. ASC Scholars have gone on to:

- Become ASC Teaching Fellows, Teaching Assistants, and Lead Instructors
- Secure paid internships at Google, IBM, Microsoft, Etsy, BuzzFeed, Xandr, LinkedIn, and others
- Obtain full rides to Ivy League colleges
- Start their own companies, many of which grew out of Demo Day

By hosting All Star Code this summer, Publicis Media has not only played a role in making a positive difference in the lives of these 20 young men of color but has also taken a great step in helping to close the diversity gap in technology. Publicis Media has planted a seed for these future developers to one day return to Publicis as interns and entry-level engineers.



## News From Across Publicis Groupe



*Publicis Media Executives (Left to Right) Chris Outram, Glenn Jean, and Charlie Romano tell their stories to ASC students and parents.*



*New York State Lt. Governor Kathy Hochul Visits Publicis Media All Star Code Cohort.*



*ASC Students Pitch Their Original Projects at Demo Day 2019.*





*JohnMark Conklin  
Global Communications Manager  
Publicis Health*

### Mental Healthcare Is Healthcare: Publicis Health & National Alliance on Mental Illness (NAMI) Tackle the Stigma

Did you know 1 in 5 Americans experience a mental illness? The unfortunate reality is that suicide is now the second-leading cause of death for young adults and for those coping, it takes an average of ten years before they are willing to seek help.

At Publicis Health, we believe mental healthcare is healthcare, which is why we have partnered with the National Alliance on Mental Illness (NAMI) on a number of initiatives at both the national and local level. NAMI is the largest mental health nonprofit in the United States and identifies its mission as being “dedicated to building better lives for the millions of Americans affected by mental illness.”

The PH/NAMI partnership was born from our award-winning internship program which allows young adults to work on a real-life campaign for a nonprofit client. Our 2018 intern class of 85 was tasked with developing an awareness campaign for NAMI, with a focus on high school and college students. As July ended, the teams presented their projects to NAMI leadership, and while the interns returned to school, the creative teams at Saatchi & Saatchi Wellness were just beginning.

After an agency-wide creative throw-down and months of work, the “Think Inside Out for Mental Health” campaign was born. Announced on stage at the NAMI National Convention in Seattle this June, “Think Inside Out” will be piloted on a college campus this fall and rolled out nationally in 2020.

Beyond our national pro-bono efforts, our regional offices have embraced the NAMI affiliates in their hometowns. This May during Mental Health Awareness Month, over 100 employees from our Manhattan office joined over 5,000 New Yorkers at NAMI Walks NYC 5K. Beyond sponsoring the Walk, Publicis Health employees from Corporate, Saatchi & Saatchi Wellness, Razorfish Health, Digitas Health, PayerSciences, Publicis Health Media, PlowShare, Insync, Langland, and Heartbeat raised \$31,156, supporting education, advocacy, support groups, and mental health services in the tri-state area.

This September, our Chicago office will participate in NAMI Walks Chicago and support NAMI initiatives in and around the Windy City.

Mental illness is real, but so are the resources that can help you along the way. Better mental health starts with being open and staying connected. Visit [www.nami.org](http://www.nami.org) for more resources and information on ways to get help and get involved. Together, we can tackle this crisis head on and start thinking inside out about mental health.



*Katrina Gay, Director, Strategic Partnerships, National Alliance on Mental Illness moderates a panel conversation with Gabriella Basile, Senior Growth Operations Manager, Publicis Health; JohnMark Conklin, Global Communications Manager, Publicis Health; and Josephine Son, VP, Account Director, Saatchi & Saatchi Wellness at the NAMI National Convention in Seattle on June 20, 2019.*



*Some of the New York City NAMI Walkers.*



*Rebecca Sharpe  
Senior Director,  
Data Science & Analytics  
Publicis Sapient—Marcel*

### From Entrepreneurial Mindsets to Straight Talk: Defining Our Moments with the Ad Club of New York

“How do I take my career forward?” “Why am I headed in one direction but my passion is in another?” “How do I return to work after time off for personal reasons?” These will probably sound familiar to many of you as mentees, colleagues, and friends seek career advice. Often my response will be along the lines of: “If you don’t know who you are, what you represent, and what your values are, someone will define these for you. It’s essential to understand what it is that you embody (i.e., your authentic self and professional brand identity), so that you, and those around you, have a North Star.”

To help with these types of questions, Publicis Groupe offers a multitude of professional development opportunities (as an in-box search and a read through TEIQ will reveal). Conferences and events provide another avenue, such as the [Ad Club of New York](#) (Publicis Groupe is a “Mediation Partner”), who held their annual [Women: NOW Masterclass](#) earlier this summer. Fronted by superlative speakers from backgrounds spanning consultancy, entrepreneurship, and media, we were schooled the notion of “Defining

Our Moment,” which indirectly included authentic self and professional brand identity. Below are my favorite perspectives that I wanted to share.

1. **Fail forward.** On learning from setbacks and being resilient: “... never stop starting [to fail]—the bravest thing you can do is have the courage to... start again.” —Nadia Masri, CEO and Founder, Perksy
2. **Empathy.** Pause and ponder: “People will [often] forget what you say but they will remember how you made them feel.” —Shanté Bacon, CEO and Founder, One/35 Agency
3. **Connections.** Reaching down and pulling up: “Know your support systems... Nurture your network... Build micro-tribes... We’re better together.” —Sofia Hernandez, Chief Client Officer, Suzy
4. **Introspection.** “Have the courage to be aware of your own voice, but be open and listen... It’s hard to have a point of view and be open.” —Lisa Feigen Dugal, Partner, PricewaterhouseCoopers
5. **Straight talk.** About impactful and influential conversations: “Say what needs to be said, when it needs to be said, to whom it needs to be said... Always make a situation better.” —Mia Roberts, VP, Strategic Partnerships, Big Sister Association

By recognizing our authentic self and defining our professional brand identity, we are honoring a personal code of conduct, of sorts, that will, ultimately, enable opportunities that we may have otherwise missed. I hope that you’ve found these tips useful, too. Information about the event can be found at <http://bit.ly/2IAZ49D> or you can listen to some of the coverage on <http://bit.ly/2kzhnMj>.



*The Stage was set. Source: Ad Club of New York.*



## Business Resource Group (BRG) Updates



Naomi Cao  
Starcom, Chicago  
CrossBoundary Founder

CrossBoundary is a Publicis Business Resource Group for international talent and their allies that I founded in April 2019. As an international employee myself, I saw an opportunity to build a community for international talent to connect and self-identify. Additionally, challenges international employees face are often unknown to leaders, managers, and co-workers. The CrossBoundary BRG is dedicated to creating a more inclusive environment for international employees and help them advance their careers across Publicis Groupe agencies. Our pilot chapter is based in Chicago, but we have plans to expand beyond our pilot market.

CrossBoundary's first event "The International Experience: Joys and Challenges" took place in June and was open to members of the Publicis Groupe community and featured an engaging panel discussion followed by a Q&A. We learned from agency leaders who moved around the globe about what it is like to work overseas, what they struggled with, how to overcome obstacles, and what it takes to build teams with people who do not share the same cultural background. The session left the audience feeling inspired to create a more inclusive environment for our international colleagues.



*Agency leaders with global experiences discussing their experience on working abroad, and their successes and failures. From left to right: Karla Talley, Manager Talent Engagement & Inclusion, Digitas; Ram Singh, EVP Analytics & Technology, Performics; Qi Gu, Group Media Director, Performics; Vesna Siftar, VP Account Director; Mark Fowler, Director of Talent Management, Starcom*



*Audiences from different Publicis agencies engaging with the conversation.*

## Business Resource Group (BRG) Updates



Alicia Case  
Marcel, New York  
Égalité Global Co-Lead

Over the last few months, we've been able to take on some incredible projects that exemplify how committed Publicis Groupe and our BRG are to protecting the rights of LGBTQ+ employees, as well as developing future LGBTQ+ leaders. On the heels of Pride Month we kept the momentum going by asking Publicis Groupe to stand up for our LGBTQ+ employees by signing a Supreme Court *amicus brief*. The *amicus* ("friend of the court") *brief* was filed with the U.S. Supreme Court in a trio of cases that may determine whether LGBTQ+ people are protected from discrimination under existing federal civil rights law. We were the one and only advertising, communications, and media organization in our industry to sign the brief, but were among the likes of 205 other companies including some of our clients including Citigroup, Gilead, Marriott, Pfizer, and P&G.

Businesses have the power to influence opinions by signing an *amicus brief* in support of anti-discrimination protections for LGBTQ+ workers under Title VII. This brief will present to the Supreme Court that interpreting Title VII to prohibit sexual orientation and gender identity discrimination is good for employees, businesses, and the economy as a whole and highlights that the failure to protect LGBTQ+ employees from discrimination hurts workplace productivity and talent retention.

We're proud that Publicis Groupe took this stance for its LGBTQ+ employees.



Maranda Gorr-Diaz  
Starcom, Chicago  
Égalité Global Co-Lead

In addition, we had another fantastic summer internship experience that gave eight interns (four each in NY and Chicago) a chance to augment their internship experience. While these interns were already immersed in their agency-specific roles, they also got to explore our BRG, further their knowledge of the LGBTQ+ community, attend Égalité events, build their professional network, work with other interns on an LGBTQ+-focused project, and help us create a more inclusive and diverse workplace. This year, we challenged our interns to create a research presentation that would provide an overview of the modern LGBTQ+ marketing/advertising landscape in order to help educate and steward business leads, employees, and our clients on how to authentically represent the LGBTQ+ community within their work. We're finalizing the efforts and look forward to sharing and evolving the final presentations across the organization. And hopefully you may see our interns as full-time employees one day.

Lastly, we upped our chapter count to 19 chapters globally as we've launched an Égalité Chapter in Northwest Arkansas out of Saatchi & Saatchi X and we're also in the process of launching Égalité Australia.

### For more information:

Email us: [egalite-us@publicisna.com](mailto:egalite-us@publicisna.com)

Visit our website: [www.pgegalite.com](http://www.pgegalite.com)

Visit our Facebook group: *Égalité — Publicis Groupe*

Hashtag: *#PGÉgalité*

Join our distribution list: <https://tinyurl.com/y8ycc2um>



## Business Resource Group (BRG) Updates



*The NY Égalité Interns and their mentors at an end-of-summer dinner.*



*Chicago Égalité Interns and their mentors after their final summer presentation.*

## Business Resource Group (BRG) Updates

# GENNEXT



*Alexa Ciccarelli  
Saatchi & Saatchi Wellness,  
New York  
GENNEXT Founder and  
National Co-Lead*

Young professionals are eager to define their purpose while in pursuit of a career and, in order to do so, often need a support system outside of their day to day. Publicis Groupe encourages employees to find their purpose, which further fosters a sense of belonging. GENNEXT, a business resource group for young professionals, fosters this desired camaraderie and creates an environment of openness and inclusion.

As we have been working to expand the group, sticking to our mission of connecting young professionals across the network, it is official: we have reached the West Coast! We are excited to announce the launch of our Los Angeles chapter! Our metro leads, Julia Roca, Denis Telalovic, and Ellen Anderson, are excited to expand our group across the U.S., bringing GENNEXT to the Golden State. As they are in the midst of planning their kickoff and end-of-year programming, please reach out if you have any interest in taking part in this initiative!

Not in LA, and want to make an impact in your city with fellow young professionals? GENNEXT is established in three different cities, including Chicago, New York, and Philadelphia. We are eager to make our mark! If you are interested in establishing a group in your city, please reach out, as we're looking to grow in 2020!



*Margaret Walshe  
Publicis Health, New York  
& Philadelphia  
GENNEXT Founder  
and National Co-Lead*

GENNEXT is also looking to identify an additional metro lead in New York. If you are interested in a leadership role within the organization in our founding city, please contact Alexa Ciccarelli and Margaret Walshe to discuss. Becoming a metro lead or board member is a great way to not only contribute to the type of programming events that are held, but to also make an impact in the culture of your city's network of young professionals. If you're interested in learning more about your city's board, email us [gennext-us@publicisna.com](mailto:gennext-us@publicisna.com) or join our distribution list at <https://publicisgroupe.sharepoint.com/BRG/>.

### For more information:

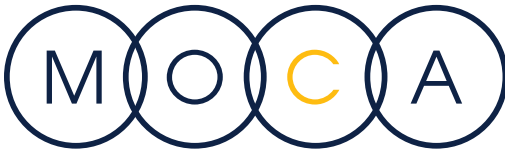
E-mail us: [GenNEXT-us@publicisna.com](mailto:GenNEXT-us@publicisna.com)

Visit our Facebook group: *GenNEXT — Publicis Groupe*

Hashtag: *#PGGenNEXT*

Join our distribution list: <https://tinyurl.com/y8ycc2um>





MEN OF COLOR ALLIANCE



*Bassel Williams  
Publicis Sapient,  
Arlington/  
Washington,  
DC Lead*

### Arlington/Washington, DC

In Q3, MOCA DC co-sponsored a visit to the National Museum of African American History and Culture together with VivaWomen of Color. The participants took the opportunity to explore African American stories, histories, and cultures and consider how it shaped American culture and values both then and today.

The DC chapter also selected its newest board members, Tushar Gala and Lakunle Lasebikan, and are planning a chapter kickoff event and Q4 programming.



*MOCA and VivaWomen of Color members visit  
the National Museum of African American  
History and Culture.*



*Hasan Durley  
Moxie, Atlanta  
MOCA Atlanta  
Lead*

### Atlanta

MOCA Atlanta recently completed its annual Cuisine and Culture event, partnering with VivaWomen of Color and Digitas' Onyx BRG.

Hundreds of employees from all of the Atlanta agencies were in attendance to sample potluck foods from around the world, representing the various nationalities of their co-workers. The thought is that we ultimately work better together the more we understand each other. A great time was had by all!

Through our various communications and events, we were able to increase our membership in the 3<sup>rd</sup> quarter by 17%. We're ramping up for a busy 4<sup>th</sup> quarter including a voter registration drive, volunteer efforts for the Atlanta Center of Self-Sufficiency, an HBCU-style step show, and a MOCA mixer. So be on the lookout for exciting things from MOCA Atlanta.



*MOCA Atlanta cohosted Cuisine and Culture at the Northyards campus.*



## Business Resource Group (BRG) Updates



*Carlos Sanchez  
Starcom, Chicago  
MOCA Chicago  
Co-Lead*



*Dre Pagsisihan  
Starcom, Chicago  
MOCA Chicago  
Co-Lead*

### Chicago

MOCA Chicago hosted a multicultural mixer in an effort to continue our focus on building an internal networking resource among all of the Publicis Brands at 35 W Wacker. This sponsored happy hour, which took place on the premises, was put on for our members, potential recruits, and allies alike. Not only was this event a success with over 40 people in attendance, but it also included high-profile attendees such as the Starcom Senior Steering Committee members, as well as CEO of Starcom USA Kathy Ring. Building on the success of the Gentlemen's Cypher, we wanted to further promote a safe space for men of color to build their careers and advance the conversation by hosting a multicultural lunch with interns from Leo Burnett in August.

### Los Angeles

On August 28, 2019, MOCA LA proudly presented the Cesar Chavez biopic starring Michael Pena. While we were planning to show this film, we found ourselves reflecting on how Chavez's life and teachings influenced our own lives and how it helped shape our perspective of what it means to be a proud man of color. After the screening, we had a brief and informal discussion. A few of the viewers expressed how they felt inspired by his words and his actions through nonviolent resistance.

During the month of November, MOCA LA will start a shoe drive titled "Shoe the Homeless" in coordination with the Share a Meal foundation. The drive will focus on the homeless men in Venice, CA, a place of both great wealth and a very large homeless population that is predominately 70% male. We plan to ask members to participate in the volunteer effort of making vegan burritos and distributing them with the Share a Meal truck.



*Casey Chang  
Team One,  
Los Angeles  
MOCA  
Los Angeles  
Co-Lead*



*Greg Lopez  
Team One,  
Los Angeles  
MOCA  
Los Angeles  
Co-Lead*



*Dannelle Walker  
Publicis Sapient,  
New York  
MOCA New York  
Co-Lead*



*Steffon Isaac  
Publicis Sapient,  
New York  
MOCA New York  
Co-Lead*

### New York

In late September, MOCA New York, in collaboration with Publicis Groupe's TE&I team, gathered leaders from across the city to participate in an escape room called, *The Privilege of Escape*. The escape room uses a "disarmingly playful environment to create pathways of exchange and understanding around the topic of social inequity." On Thursday, October 10, MOCA NY is partnering with Exodus and Getting Out Staying Out (GOSO) to help participants develop computer, resume writing, and interviewing skills. Exodus and GOSO both support formally incarcerated men and women successfully transition back into society. On Saturday, October 19, 2019, MOCA New York in collaboration with VWOC is coordinating a one-day trip to the National Museum of African American History and Culture (NMAAHC) in Washington, DC.

#### For more information:

E-mail us: [moca-us@publicisna.com](mailto:moca-us@publicisna.com)

Visit our Facebook group: *MOCA — Publicis Groupe*

Hashtag: *#PGMOCA*

Join our distribution list: <https://tinyurl.com/y8ycc2um>

# PUBVETS



*Curtis Wagner  
Starcom, Detroit  
PubVets Founder and  
National Lead*

Driving collaboration and supporting partnerships has been at the heart of PubVets since our inception, and this summer has been no different. I've learned along the way in leading this BRG that one small group cannot hire an army of veterans into the company, but with the help of our partners and hiring managers, we're certainly looking toward that goal.

During our Memorial Day event held in May in Chicago, we invited and collaborated with two different veteran advocacy/professional development organizations, both supporting very different initiatives for our veterans.

The first is CreatiVets whose "goal is to offer opportunities of relief and healing for the men and women who have sacrificed so much for our country. Their purpose is to use various forms of art, including songwriting, visual arts, music and creative writing, to help disabled veterans cope with service-related trauma (i.e., post-traumatic stress, or PTS) by fostering self-expression in a way that allows them to transform their stories of trauma and struggle into an art form that can inspire and motivate continued healing." <https://creativets.org/>

The second is Project RELO, which "provides immersive, visceral and highly effective leadership training to corporate executives and top talent. The training missions are conducted on American military bases where participants and transitioning veteran instructors conduct multi-day pseudo military operations. Participants develop a deep understanding about the character, quality, and full extent of our veterans' skills." <http://www.projectrelo.org/>

Each came in to present to members of Publicis Groupe, and I'm happy to announce that three members of PubVets leadership will be attending Project RELO's October mission!

In anticipation of the October mission, I attended Project RELO's Launch Party at Ferrari Lake Forest near Chicago to learn more about their upcoming initiatives, reconnect with other Project RELO Alumni, and talk with other veterans about their transition process and the struggles they may be facing.

A shared goal between Project RELO and PubVets is changing the narrative on veterans working in the corporate sphere, and we're doing just that in 2019.

### **For more information:**

E-mail us: [pubvets-us@publicisna.com](mailto:pubvets-us@publicisna.com)

Visit our Facebook group: *PubVets—Publicis Groupe*

Hashtag: *#PGPubVets*

Join our distribution list: <https://tinyurl.com/y8ycc2um>



## Business Resource Group (BRG) Updates



Sarah Parsa Nguyen  
Saatchi & Saatchi, Los Angeles  
National Lead

Being a working parent is tough. This past summer, my kids went to 7 camps in 12 weeks. Each camp had a different registration process, location, payment and pickup... a little much for this already scatter-brained mama. That, my friends, is what we call the *mental load*.

So, how can Publicis Groupe continue to support mothers and parents so that we can stay in the paid workforce in a world of increasing demands and expectations? This summer, and with the leadership of Katherine Lehmann, Nupur Rughunath, and our board, VivaMama met with the Talent Engagement and Inclusion Council and shared our dream. We are grateful for the positive response from the Council, but we are also realistic that change takes time. Below are some of the topics discussed.

1. A Flexible Workplace for All: Create a single policy for all employees.
2. Phase out and phase in policies: Allows mothers and fathers to off-load work and transition effectively before and after parental leave.
3. Pre-Leave Pamphlet: Humanizes the legal language given to new mothers and parents prior to parental leave.
4. Mothers Rooms: 1) Improve existing rooms that need help, 2) Provide best practices as part of the process of developing new facilities.
5. Harmonize Partnerships. Companies such as Milk Stork that provide services would simplify the lives of new mothers and parents.
6. Parking spots for expectant mamas whenever possible.

While many of these topics exist in some way, shape, or form at some agencies, our hope is to create a set of best practices for mothers and parents that are then harmonized across the Publicis Network. It would be a dream to see Publicis on the list for best places to work for mothers and parents. To do that, it will take more than policies. It will take you, the colleague, manager, mother, parent, friend. It will take effort to create a culture where mothers and fathers are not penalized, but celebrated for taking their full leave and for their commitment to both their work and to their family. Yes, all the while getting their jobs done efficiently and effectively but perhaps not conventionally.

That is the dream, my friends. Please join us and help us accomplish this by asking the hard questions. By questioning your judgements. By listening and truly hearing. And by showing up. Do you have ideas you'd like to share? Please reach out. We want to hear them.

### For more information:

Email us: [vivamama-us@publicisna.com](mailto:vivamama-us@publicisna.com)

Visit our Facebook group: [VivaMama—Publicis Groupe](#)

Hashtag: [#PGVivaMama](#)

Join our distribution list: <https://tinyurl.com/y8ycc2um>



## Business Resource Group (BRG) Updates



*Katie Rudnick and her team, Suzanne and Allie, led the charge at an ice cream social in Boston's new office. Also pictured are their amazing volunteers.*

*Come meet the next generation of Publicis Employees! Headed back to school not without tears, smiles, and new beginnings. #grateful.*



*In Los Angeles, Jessica Mesa and team partnered with Kristen Hosack, to create VivaMama's 3<sup>rd</sup> annual Summer of Arts program. Our music partner Butter brought creativity and energy to the building, helping create an afternoon of art, music, and connection.*

## Business Resource Group (BRG) Updates

# <VivaTech>



*Kelly Kokonas  
Starcom, Chicago  
VivaTech National Co-Lead*



*Stacey McKeever  
Team One, Los Angeles  
VivaTech National Co-Lead*

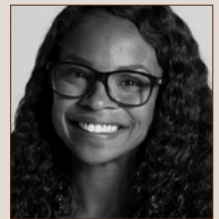
*This quarter we invited VivaTech Atlanta Metro Co-Leads Amy Kuznicki and Crystal Wallace to share an overview of a program titled Pinot and Platforms.*

\* \* \*

VivaTech Atlanta launched its inaugural “Pinot and Platforms” event to showcase the talents of our Atlanta chapter women in technology, drive awareness of tech opportunities working in various Platforms, and bring a little fun into the mix. With a “mash-up” style—combining wine tasting with a Platform show-and-tell—we wanted to build awareness of VivaTech and drive attendance. Our series opener was a hit! Kathy Johnston, AMD of Performics, served us all a bit of one of her favorite wines, and then she and Caroline Schares met “beachside” to chat about her wine selection and about Search. Kathy took us into the AdWords platform, demonstrated how it works, and even shared some behind-the-scenes stories about working in Search. Caroline took us through the wine tasting process and interviewed Kathy to uncover the stories and learn more about her wine selection, too. It was not your ordinary presentation format. Participants walked away a little more knowledgeable on both Search and wine, and stayed after the session to learn more. Our next Pinot & Platforms event takes place in October.



*Amy Kuznicki  
Publicis Media,  
Atlanta  
VivaTech Atlanta  
Co-Lead*



*Crystal Wallace  
SparkFoundry,  
Atlanta  
VivaTech Atlanta  
Co-Lead*



*Kathy Johnston talks wine and Search with Caroline Schares at the VivaTech Atlanta “Pinot and Platforms” kickoff event.*





*Sandra Sims-Williams  
Publicis Groupe Re:Sources, Boston  
VivaWomen! National Co-Lead*

*This quarter, I asked my fellow VivaWomen! National Co-Lead, Michelle Kinsman, to share her journey to becoming an author of the Real World Feminist Handbook and founder of a new podcast by the same name. I hope Michelle's contribution will help serve as inspiration for an opportunity that you've been sitting with. —Sandra*

\* \* \*

### ***Why Not Me? A Question That Changed My Career Forever***

By Michelle Kinsman

I believe in the magic that sparks when a group of women come together with purpose.

Girl Scout troops, softball teams, service sororities, and late-night conversations with my best girlfriends—all of these sisterhoods helped shape me into the confident, bold human being that I am.

It's easy to see why I felt that spark of excitement the first time I saw an invitation to an event organized by *VivaWomen!*

I attended and found that it provided me with a chance to connect with a sisterhood within my own workplace.

I found myself repeatedly asking, "When's the next *VivaWomen!* event?"

I discovered that the organization of *VivaWomen!* initiatives wasn't part of anyone's official job responsibilities. These events were organized by individuals who had raised their hand and brought them to life.

I wondered who was going to lead the next event, and only one thought popped into my head.

*Why not me?*

I jumped into action, recruited a few others, and executed my first *VivaWomen!* event in New York City, way back in 2014.

The event drew an impressive crowd of attendees from all around the city. I was proud to have pulled new faces into the *VivaWomen!* fold.

But a thought nagged at me.

How could women in my home region of Philadelphia take advantage of the kind of programming that was happening in NYC? Couldn't Philadelphia benefit from its own VW chapter? Who would lead the charge?

*Why not me?*

Time passed and our *VivaWomen!* team's momentum steadily built.

I received a phone call from Sandra Sims-Williams, Publicis Groupe's Chief Diversity Officer, to invite me to serve alongside her as one of *VivaWomen!*'s National Co-Leads.

I was a little intimidated—could I provide this important mission the attention it deserved? I quickly shushed



*Michelle Kinsman  
Digitas Health, Philadelphia and  
New York  
VivaWomen! National Co-Lead*

this voice of doubt in my head, because I whole-heartedly believed in our collective mission.

*Why not me?*

Serving as a *VivaWomen!* National Co-Lead has been one of the most gratifying parts of my career with Publicis Groupe. This journey has helped me envision other ways that I can contribute to the cause of workplace empowerment for women.

For many years, I had a dream to write a book with practical advice for young women starting their careers.

That voice of doubt shouted in my head. There are so many other career-related books in the world!

But, none of them were the kind of book I wished I had when I graduated college.

*Why not me?*

I focused my free time around the purpose of making that book come to life. Within a year, *Real-World Feminist Handbook: Practical Advice on How to Find, Win & Kick Ass at Your First Job* was written and published to the world.

My book put me on a path to connect with women outside of the four walls of our company. I've visited college campuses and local professional organizations to provide my kind of practical workplace advice to young women.

These conversations inspired me to wonder about other ways that I could spread my messages of empowerment. I'm an avid podcast listener, so this platform naturally came to mind.

There are thousands of business podcasts out there!

But, not with my voice or point of view.

*Why not me?*

My podcast, *The Real-World Feminist Podcast*, is now live on iTunes and all of the major platforms with new episodes dropping weekly.

What's next?

I'm not sure, but I know it will be amazing! Because now I know the power of a resounding YES to that question *WHY NOT ME?*

So, I leave you with one simple question.

*Why not YOU?*

### For more information:

E-mail us: [vivawomen-us@publicisna.com](mailto:vivawomen-us@publicisna.com)

Visit our Facebook group: *VivaWomen! Global—Publicis Group*

Hashtag: *#PGVivaWomen*

Join our distribution list: <https://tinyurl.com/y8ycc2um>

## Business Resource Group (BRG) Updates



On July 25<sup>th</sup> VivaWomen! Atlanta hosted an intimate panel discussion & networking reception with our social media partners Facebook, Instagram, Snapchat, Twitter, and Pinterest. The conversation included career advice and personal branding. Employees enjoyed gourmet food & drinks as well as exceptional dialogue with some outstanding panelists!



Emily Donahoe-O'Keefe is the founder of WOMENSPEAK Training and will be coming to Team One to give her talk titled "Building Female Share of Voice Inside Organizations." Here is a quick blurb about the talk: "An overview of the history of women as public speakers and how it has shaped current social norms and biases. Covers current research regarding women speaking publicly in organizations and how it affects their advancement. Posits that public speaking training is crucial both for capitalizing on existing talent within companies and for training and positioning women for leadership. This, in partnership with co-commitment to behavioral changes from male allies and organizations, gives meaningful tools for bias interruption, retaining female talent, and driving company performance."



In the Chicago office, the Starcom group hosted a panel for Women's Equality Day featuring, from left to right, Judy Yeh, Amy Adams, Sonia Morales, Dana Schueller, and Kristina Lutz. They talked about gender equality, being a working mom and still advancing your career, diversity in the workplace and how we can be more inclusive, and what it takes to be better advocates for others.





## Business Resource Group (BRG) Updates



Arnetta Whiteside  
Zenith, New York  
VivaWomen! of Color National  
Co-Lead

### Dallas

In collaboration with Saatchi Connect, we hosted Catherine Lovett for the *Uncharted Series*. Uncharted is a speaker series that celebrates people in our network and our community who have accomplished/tried something new, different, or groundbreaking. Catherine joined us to discuss Noire Society and her Blessing Bags Brunch volunteer event that VivaWomen of Color Dallas has supported in the past.

We also brought women together to watch the live stream of a [Fidelity Investments](#) webinar, featuring Gayle King, Mindy Grossman, and Kathleen Murphy, who discussed the struggles they've faced with their own finances and wellness and shared personal stories and challenges they've overcome, along with helpful tips. The live stream was followed by a group discussion.

### New York

We worked with the BRG collective in New York (VivaWomen of Color, Égalité, Men of Color Alliance, POW!, VivaMama, and VivaWomen!) to host conversation with author, LGBTQ advocate, and mother Jodie Patterson on her book *THE BOLD WORLD: A Memoir of Family and Transformation*.

### San Francisco

The San Francisco VivaWomen of Color chapter hosted several events in Q3.

We worked with [GirlVentures](#), a Bay Area nonprofit to host a journal-making workshop. GirlVentures' mission is to inspire girls of color and marginalized backgrounds and to lead through outdoor adventure, inner discovery, and collective action.

We also celebrated Pride and Juneteenth through a themed cocktail contest. Each drink had a connection to key leaders in the LGBTQ Black, and Brown community, placing a heavy emphasis on intersectionality. In conjunction, a Juneteenth flyer was made and placed at each table to raise awareness of the importance of the day to the Black community.

Lastly, we kicked off Women's Equality Day by inviting attendees to grab bagels and a cup of coffee and join us for a panel discussion with VivaWomen lead Ashley Sanders (SVP/Group Account Director at Digitas), VivaWomen of Color lead Danisha Lomax (VP/Director of Paid Social at Digitas), and PMX/Publicis Connect's Thuan Tran (EVP/Media Tech, Enterprise). Moderated by Melanie Bridges (Paid Social Planner), we covered a wide range of questions including getting to know the panelists, career navigation, leadership, and how to be an ally in support of Women's Equality.



Sonja Stanley  
Moxie, Atlanta  
VivaWomen! of Color National  
Co-Lead

### Los Angeles

VWOC Los Angeles went on a guided group tour of the exhibition *Soul of a Nation: Art in the Age of Black Power 1963-1983*, featuring the work of more than 60 influential artists and including vibrant paintings, powerful sculptures, street photography, murals, and more. This landmark exhibition is a rare opportunity to see era-defining artworks that changed the face of art in America.

## Business Resource Group (BRG) Updates

### National Initiative—#IamRemarkable

VivaWomen of Color partnered with [TEADS](#) to bring the Google #IamRemarkable workshop to all of our U.S. markets. #IamRemarkable aims to improve the motivation and self-promotion skills of women and ethnic minority groups and change social perceptions and the narrative around women and self-promotion. To learn more about this initiative, please visit <https://iamremarkable.withgoogle.com/>.

We launched in August with New York and will be coming to your market over the next several quarters. The goal is for every woman of color within Publicis Groupe to know and own her strengths and recognize just how *remarkable* they are.



*VivaWomen of Color Los Angeles went on a guided group tour of the exhibition Soul of a Nation: Art in the Age of Black Power 1963-1983.*



*To kick off Women's Equality Day, San Francisco held a panel discussion including SF's VivaWomen lead, Ashley Sanders (SVP/Group Account Director at Digitas), SF's VivaWomen of Color lead, Danisha Lomax (VP/Director of Paid Social at Digitas), and PMX/Publicis Connect's Thuan Tran (EVP/Media Tech, Enterprise). Moderated by Melanie Bridges (Supervisor Paid Social @ Digitas), the conversation covered a wide range of questions including career navigation, leadership, and Women's Equality. The biggest takeaways were approaching challenges with bravery, leveling the playing field, and lifting up others.*



*VivaWomen in Washington, DC organized a group for a visit to the National Museum of African American History and Culture.*

### For more information:

Email us: [vivawomenofcolor-us@publicisna.com](mailto:vivawomenofcolor-us@publicisna.com)

Visit our Facebook group: VivaWomen! of Color—Publicis Groupe

Hashtag: #PGVivaWOC

Join our distribution list: <https://tinyurl.com/y8ycc2um>

## Meet The Full Talent Engagement & Inclusion Council

Publicis Groupe's TE&I Council is composed of senior agency leaders who meet on a quarterly basis to discuss topics related to talent, share best practices, review case studies, and learn from one another as well as from external consultants. Are you curious to see who represents you and your agency's interests on the council? Or do you have an idea you would like to share or a question you would like answered? Please feel free to reach out to your agency's representative(s):

BBH: Krystal Alegbeleye

BBH: Melissa Nelson

Digitas: Erica Casey

Digitas: Erin Quill-Keough

Digitas: Ronnie Dickerson Stewart

Epsilon: Laurie Fry

Fallon: Julie McBride

Fallon: Karen Rogers

Leo Burnett: Lois Castillo

Leo Burnett: Melissa Healy

Leo Burnett: Michelle Mahoney

Marcel: Alicia Case

Moxie, MRY & Zenith: Jennifer Randolph

MSL: Alina Diaz

MSL: Mark Zangrilli

Performics: Cassandra Yates

Performics: Chris Keating

Prodigious: Tim Newby

Publicis Communications: Billie Smith

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Publicis Media: Brian Berg

Publicis Media: Brian Vaught

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Publicis Sapient: Kristi Erickson

Publicis Worldwide: Akash Sen

Rauxa: Meredith Janszen

Re:Sources: Fran Lopez

Re:Sources: Jeff Crump

Saatchi & Saatchi: Akash Sen

Saatchi & Saatchi X: Jessica Hill

Saatchi & Saatchi X: Miah Scogin

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Publicis Groupe also has a core Talent Engagement & Inclusion Team, which is responsible for the strategy, planning, and execution of the many programs available to all talent and for the publication of this quarterly. Feel free to reach out to us with any questions, comments, or ideas you may have:

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This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across its entire width, providing a guide for handwriting or typing. The background is a clean, solid white color.

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across its entire width, providing a guide for handwriting or typing. The paper itself is a clean, off-white color. There are no margins, text, or other markings present on the page.





*Viva la Difference!*