

Diversity & Inclusion Process



Presence

2021

Mission statement

Presence is on a journey to build a **diverse company** that reflects the global community we serve.

Diversity is critical to our success as a company.

People from **all backgrounds and experiences** rely on Presence to connect with others, and we will better serve their needs with a **more diverse and inclusive** company.

This focus extends to the companies that we partner with including **agencies, vendors and suppliers**.

What we are tracking

Diversity & Inclusion and Representation both on and off camera:

Women & underrepresented persons in
key crew roles and featured roles on camera.

Internal and outside agencies will track all projects across
all verticals, using the same forms and criteria.

How we define diversity (off camera)

US: Women and racial and ethnic minorities, veterans, LGBTQ and/or non-binary, and people with disabilities

EMEA: Women and racial and ethnic persons, LGBTQ and/or non-binary, and people with disabilities

LATAM: Women and racial and ethnic minorities, LGBTQ and/or non-binary and people with disabilities

APAC: Women and LGBTQ and people with disabilities

APAC - ANZ: Women and racial and ethnic minorities, First Nations People, LGBTQ and/or non-binary, and people with disabilities

Which key roles we are tracking*

- Directors
- Photographers
- Cinematographers (DPs)
- 1st Assistant Directors (1st ADs)
- Editors
- VFX Lead Artists
- Colorists (Telecine Artists)
- Audio Engineers (Mixers)

Supplier diversity

We are also tracking [supplier diversity](#), noting whether bidders and awarded partners in the following categories are owned by women or underrepresented persons:

- Editorial company
- VFX company
- Audio mix facility
- Telecine facility

We're interested in how they [identify themselves](#); it's not as important to know whether they have been certified as such by an independent authority.

On camera: representation vs. opportunity

We strive to represent the global community we serve in our work.

To that end, we look to feature **women & underrepresented persons*** in main roles on camera. This is more about how we **represent** the people in the work than it is about employment opportunity; when we track underrepresented persons in our work, we want them to be **clearly portrayed** as such to the viewer, whether they be military veterans or LGBTQ+ or differently-abled, etc.

*Definition varies by region

PA program

Presence believes in working with [crews that reflect the diversity of our world](#) and our platform. For commercials shooting in LA, New York, London or Brazil, [Company Name] requests that at least (1) PA per live action shoot come from one of our approved non-profit partners, listed below. We will be tracking our efforts in order to promote diversity and [build economic opportunity](#) for underrepresented persons.

- Manifest Works (LA)
- Veterans in Media and Entertainment (LA)
- Lights! Camera! Access! (LA & NY)
- Brooklyn Workforce Innovations (NY)
- Just Runners (UK)
- Instituto Criar (Brazil - São Paulo)
- Spectaculu (Brazil - Rio)

We look to expand this program and encourage all production partners working outside of these regions to utilize similar local programs as well.

When to track

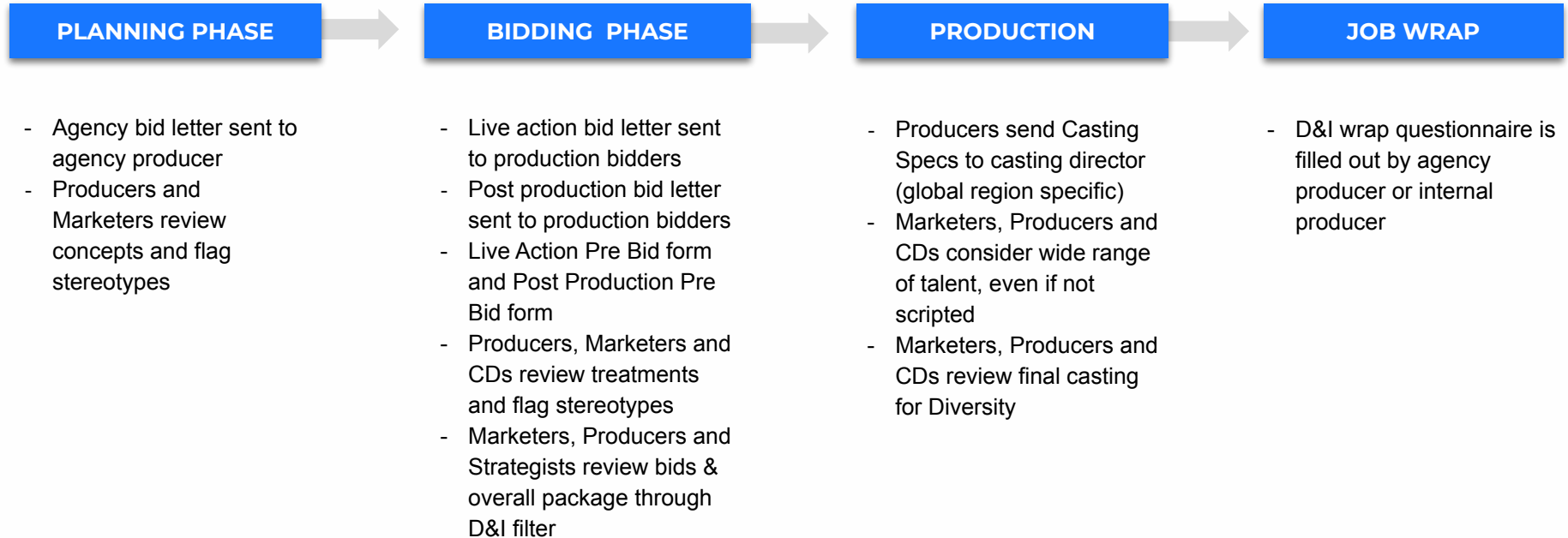
We track projects when all D&I information is available, entering the D&I data upon [edit lock](#).

We track D&I by [core asset](#); use your best judgment, but generally favor your [longest](#) hero versions of each piece of creative. Do not report on multiple versions of the same piece of core creative.

[If a project dies](#) after it has already been shot, please still track its D&I info anyway.

Timeline

D&I Timeline



Thank you.

