



MEFA Measures

Wave 1,
April 2022

Welcome to Media For All's inaugural MEFA Measures Survey



Naren Patel

CEO of Geoprove
and Founder of MEFA

Media For All was founded in 2017 by a group of diverse leaders in the media and advertising industry who wanted to close the representation gap in an industry they loved but failed to represent them and their communities. Our focus is to help the industry's people of colour thrive and increase its diversity of talent.

Through our mentoring programs, events, and industry outreach, we have built an inclusive community for driving change through connecting and learning. We focus on the recruitment and retention of diverse talent (those from minoritised ethnic backgrounds), alongside the mentoring and career development of our members. This past three years has seen our membership grow quickly, and our community now comprises over 500 professionals at every level of the industry.

It is run by professionals volunteering their time to help fulfil MEFA's mission, and membership is entirely free for Black, Asian and ethnic minority talent working in the media industry.

MEFA Measures is Media For All's new survey on the state of diversity and inclusion in our industry, and is underpinned by data collected from underrepresented communities within the advertising and media landscape.

In this first survey, MEFA Measures has seen over 300 respondents share perspectives on their lived experience, alongside verbatim suggestions for ways to improve, covering recruitment, corporate Diversity, Equity and Inclusion (DE&I) initiatives, and management. It's offers a clear picture of diversity and inclusion through the eyes of talent from minoritised ethnic backgrounds.

It is our intention to use the results to help us fulfil our purpose, and as a launchpad for continued change in organisations and the wider industry. We hope you find it useful.

If you'd like to find out more about MEFA Measures, Media For All more broadly, or understand how we can help you or your organisation, get in touch.

Our team



Crystal Eisinger

CEO of Keakie & Director
of Strategy for MEFA



Jayesh Rajdev

Controller of Advanced
Advertising at ITV & Director of
Communications for MEFA



Nikki Sehgal

General Manager of MEFA



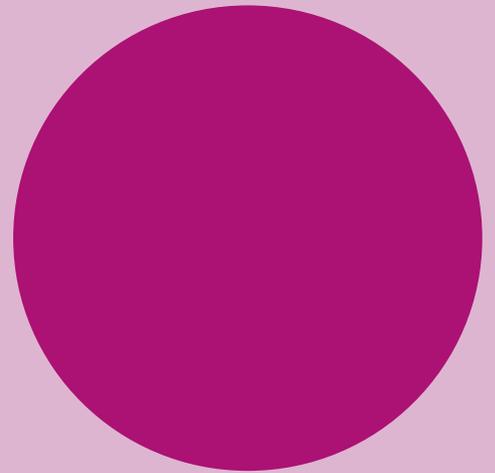
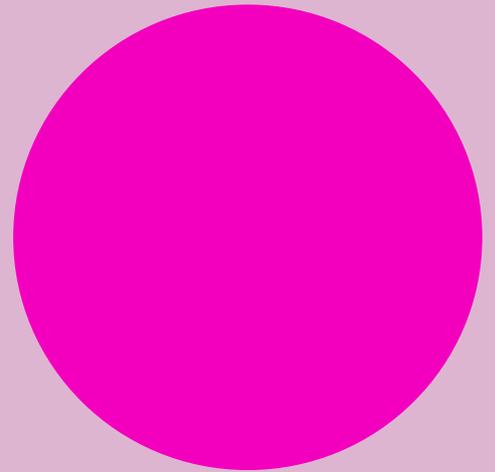
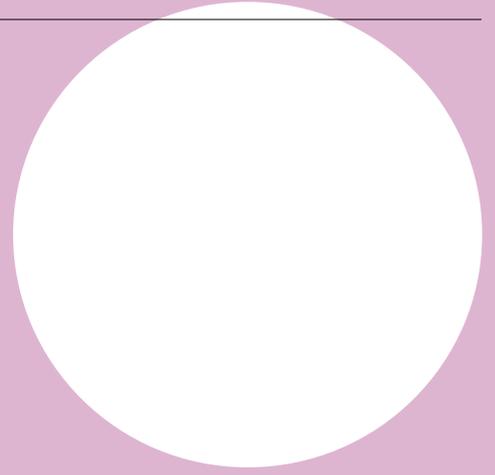
Sumran Kaul

Client Lead at Brand Metrics
& Insight Lead for MEFA

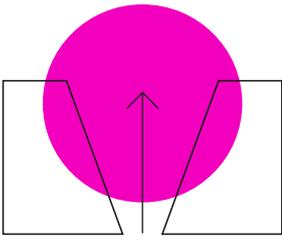


Dino Myers-Lampthey

Founder of The Barber Shop
& Strategy Consultant for MEFA



Three Main Findings



1. The Perception Gap

What is a perception gap?

A perception gap persists around progress in diversity, equity and inclusion in the media landscape. What this means is that those who are not directly impacted by it are more positive across the board on outcomes and progress on diversity, equity and inclusion than those from minoritised backgrounds, especially women and those earlier in their career.

“When we’re not experiencing a psychologically or physically intense state, we dramatically underestimate how much it will affect us. For instance, evidence shows that physicians consistently think their patients are feeling less pain than they actually are. Without being in a state of pain themselves, physicians can’t fully realise what it’s like to be in that state.”

Adam Grant, Give and Take

“We need to end the tokenism and box-ticking!”

Verbatim feedback from survey participant

The perception gap shows itself across a few different dimensions in the MEFA Measures survey results. White people are more positive across the board in their perceptions of industry equality. The gaps are widest around feeling that “there are opportunities to rise in my company” and that “everyone in my organisation is treated fairly.”

Summary

While respondents felt there were improvements in hiring and their ability to progress within their organisation over three quarters of survey respondents reported not being able to see role models like them in their organisation with over half of respondents saying they didn’t feel they have equal opportunity within their organisation.

57%

Of people feel confident they can progress in their organisation

59%

Report improvements in recruitment in their organisation

56%

Of people don’t feel there is equal opportunity

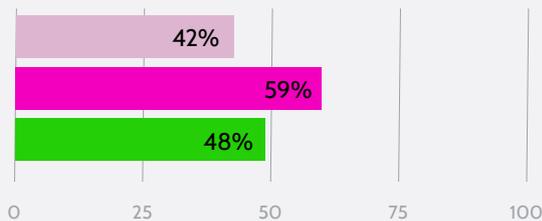
77%

Don’t see role models like them in their organisation

Across the board we see the perception gap between White and Black and Asian respondents. Black and Asian survey respondents have a worse outlook on progression, equal treatment and visible increase of ethnic minorities within their organisation than their White counterparts.

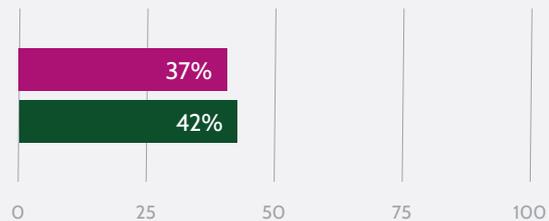
Women, 18-35s and 'non-White' people are much more likely to feel a lack of equality in treatment, support and opportunity in their organisation.

"Everyone in my organisation is treated fairly"



● Women (164) ● Men (106)
● Overall average

"My organisation is doing enough to allow Black, Asian and ethnic minority talent to thrive"



● 18-34s (144)
● Overall average

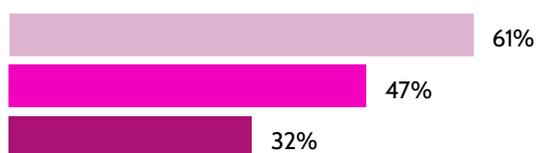
Based on all scoring 4 / 5 on a 5-point scale of agreement, where 5 is strongly agree

● Black people (97)*

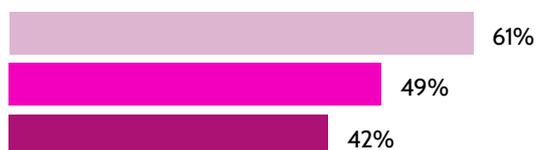
● Asian people (114)

● White people (33)**

Everyone is given a fair opportunity for promotion and career development at my company



Everyone in my organisation is treated fairly



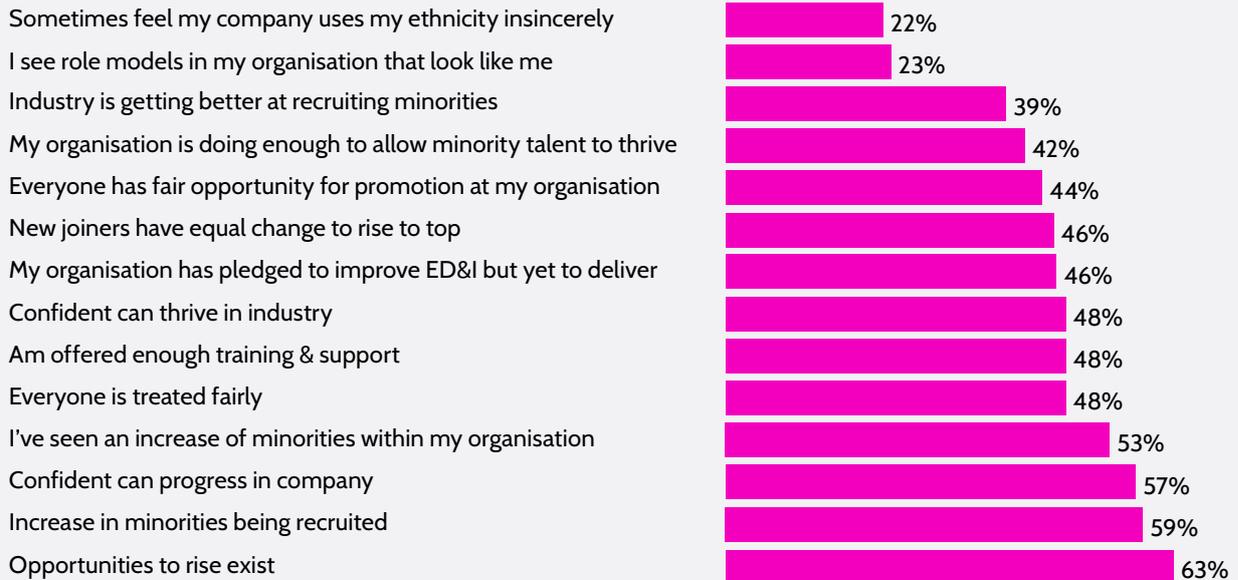
I have seen an increase of ethnic minorities within my organisation



* limited sample. Indicative data

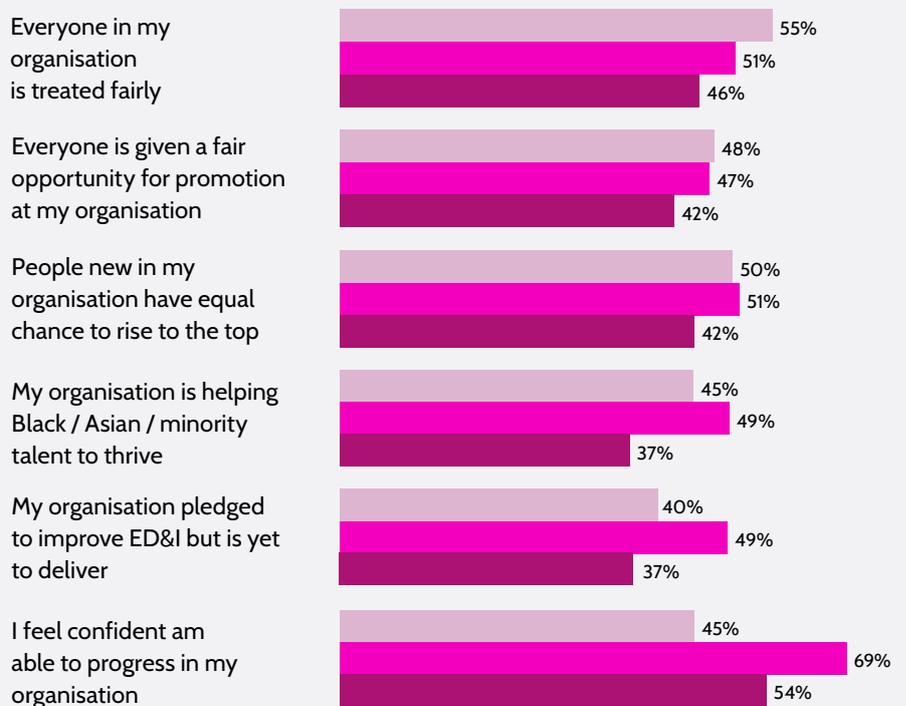
** very limited sample. Indicative data

Our youngest industry talent (18-34s) have a more pessimistic outlook than their older colleagues (35-44). Only 37% of 18-34 year olds feel that their organisation is helping minorities to thrive (vs 49% of the 35-44 age group). Meanwhile, just 54% of 18-34s feel confident in their ability to progress within their company compared to 69% of 35-44s.



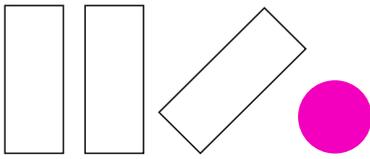
The youngest talent (18-34s) feel it will be harder for them to rise to the top: only 37% feel their organisation is helping minorities to thrive.

- 45-64 (40)**
- 35-44 (87) *
- 18-34 (144)



* limited sample. Indicative data
** very limited sample. Indicative data

Based on all scoring 4 / 5 on a 5-point scale of agreement, where 5 is strongly agree



2. Acute Marginalisation

Sadly, the inclusion picture worsens among respondents who are young, female and from Black backgrounds who are much more likely to feel a lack of equality in treatment, support and opportunity in their organisation.

“Stop being an old boy’s club!”

Verbatim feedback from survey participant

Equality

Only 29% of Black women agreed that new people in their organisation have an equal chance to rise to the top versus 43% among all women.

Progress

Asian women felt least confident (28%) about their ability to progress in their company versus 54% among all women and 47% among Black women.

Men responded more positively across the board in answer to questions on diversity, equity and inclusion within their organisations. The starkest contrast between male and female survey respondents on the questions relates to whether organisations are doing enough to help minority talent thrive, recruitment and fair treatment.

- Men (106)
- Women (164)
- Black women (62)*
- Asian women (69)*

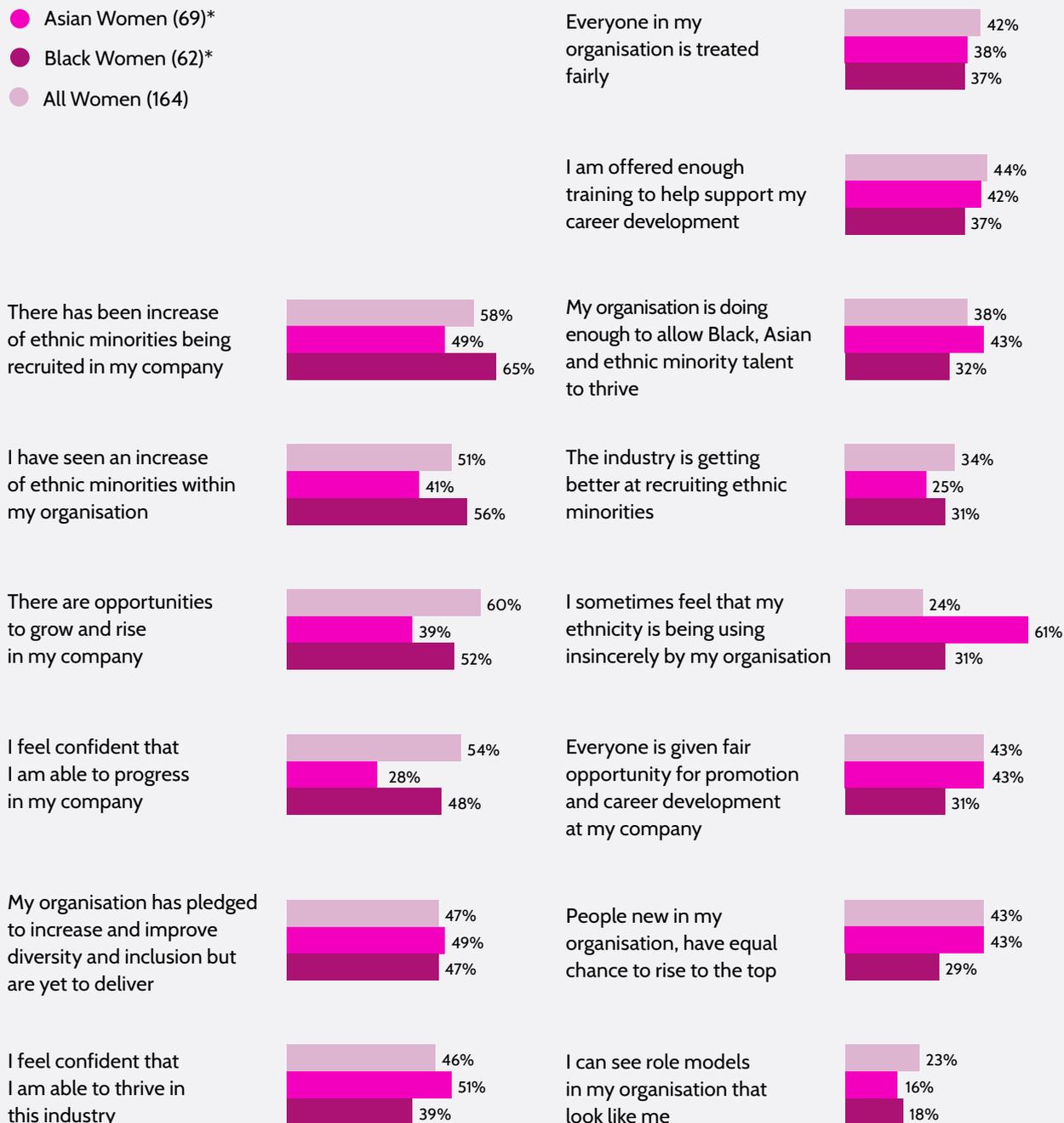


* limited sample. Indicative data

Based on all scoring 4 / 5 on a 5-point scale of agreement, where 5 is strongly agree

Attitudes towards current employer

- Asian Women (69)*
- Black Women (62)*
- All Women (164)

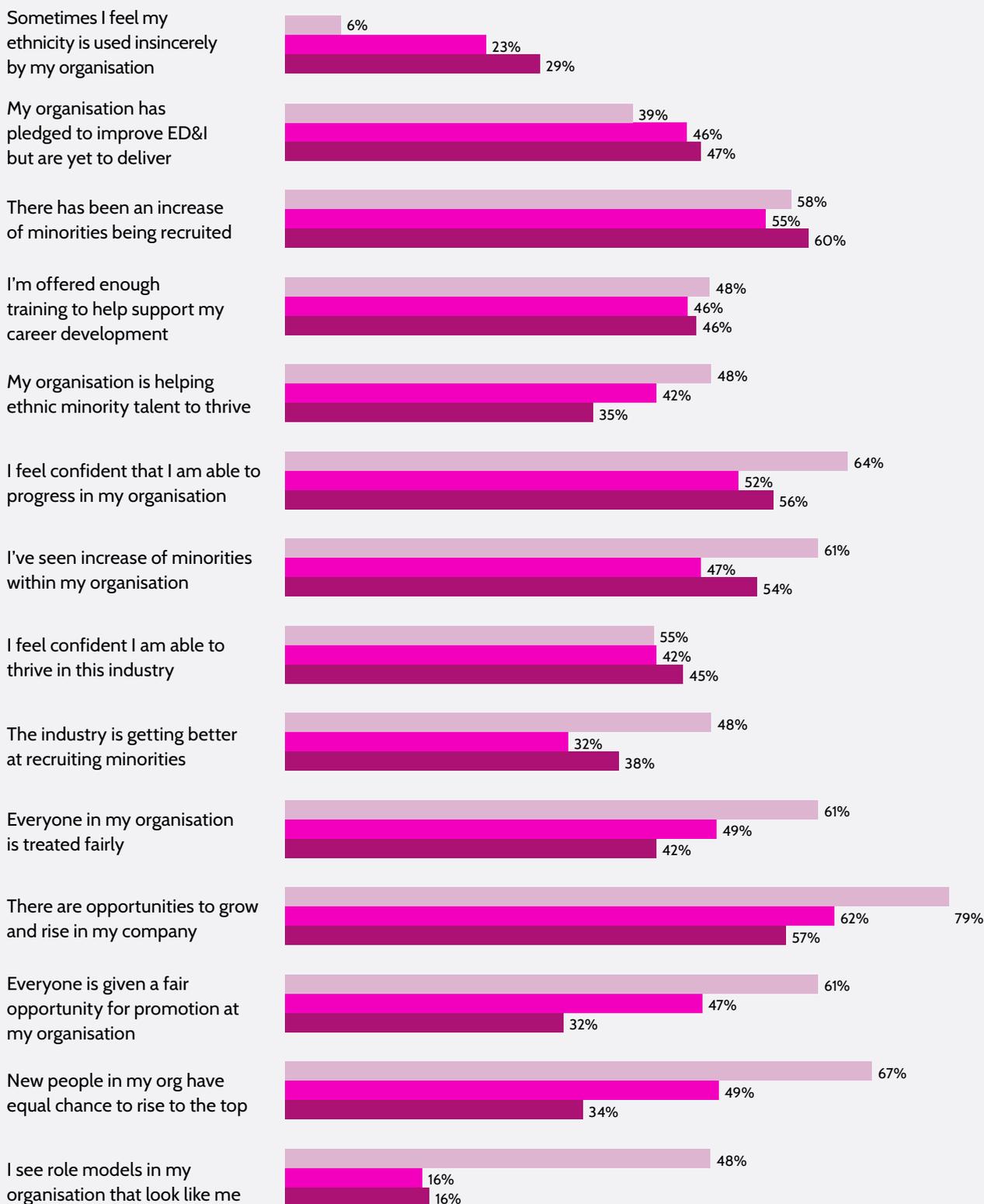


* limited sample. Indicative data

Based on all scoring 4 / 5 on a 5-point scale of agreement, where 5 is strongly agree

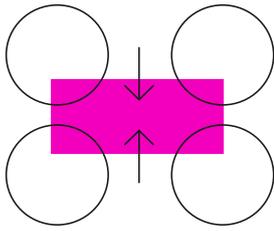
White survey respondents were consistently more positive in their outlook than Black and Asian people particularly around role models, progression and equal treatment.

- Asian (114)
- Black (97) *
- White (33) **



Based on all scoring 4 / 5 on a 5-point scale of agreement, where 5 is strongly agree

* limited sample. Indicative data
** very limited sample. Indicative data



3. Impact of Community Membership

“If it wasn’t for MEFA and my mentor, I would not have taken the leap to enter this industry”

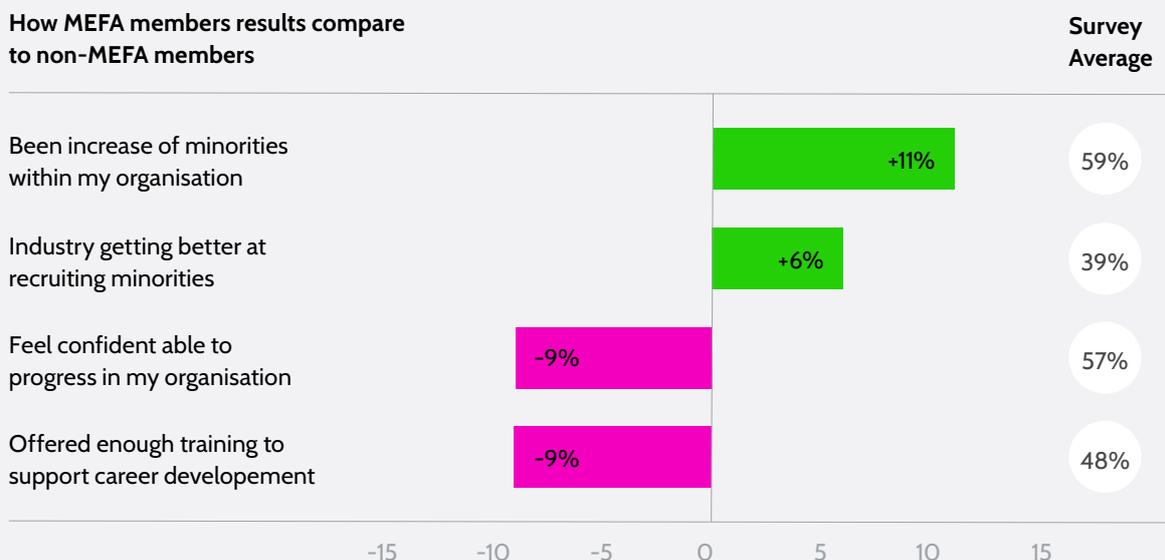
Verbatim feedback from survey participant

One of MEFA’s core goals is to be the home of diverse talent in the media and advertising industry. With this survey, we wanted to understand whether being part of a community like MEFA impacted perceptions of progress and inclusion.

In this we found that MEFA members were more likely to report progress in recruitment (64% vs 53% among non-members) perhaps due to recruitment specific initiatives such as the jobs board MEFA provides, alongside access to specialist recruiters.

In the verbatims MEFA members who represent 54% of respondents shared that the most valuable aspects of being part of the MEFA community were the mentoring scheme and sense of community.

MEFA members are more likely to notice recruitment progress, but feel less confident they can progress and less career development support.



“Building an ERG is the very beginning not the end of building an inclusive culture. DE&I must be the responsibility of every person within the organisation as opposed to the responsibility of non-White team members.”

Verbatim feedback from
survey participant

“If it wasn’t for MEFA and my mentor, I would not have taken the leap to enter this industry” shared one member with another sharing that the mentoring scheme provided a way for them to “reach out to someone from a minority ethnic background for guidance and advice.”

The other most cited benefit of being part of the community is connecting with people, specifically networking opportunities and the community spirit built around inclusivity and support, “I love that there is finally a network and group of people that look like me. I wasn’t aware there were so many ethnic minorities working in media”...“it feels like a truly genuine network that cares about nurturing ethnic talent in our industry.”

**As a new organisation MEFA has work to do too.
The biggest areas of improvement suggested for MEFA
in the coming year are:**

1



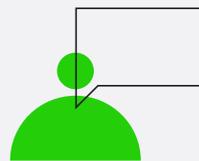
To be more visible
in the industry

2



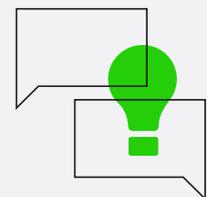
To continue
connecting our
community with
each other

3

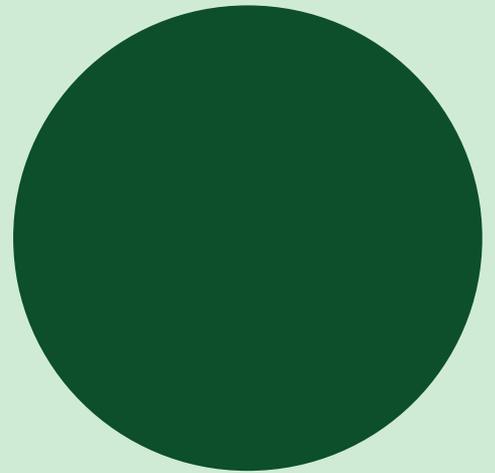
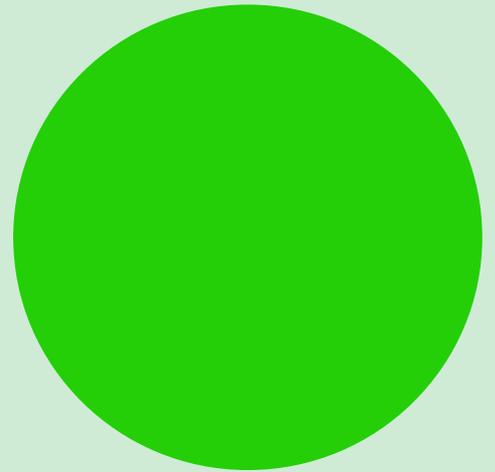
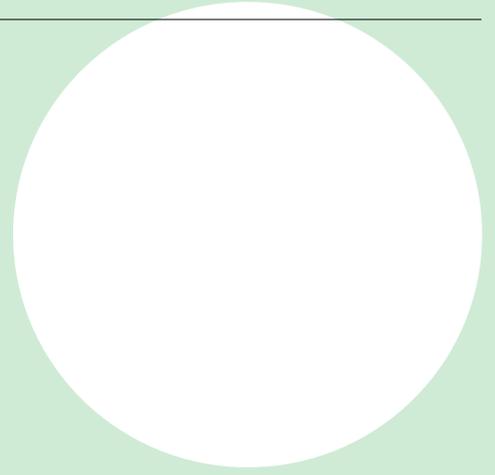


Supporting career
development
of mentors through
workshops

4



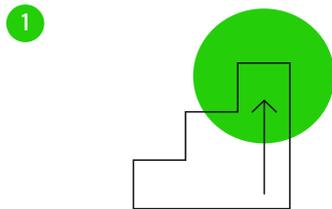
Supporting career
development
of mentors through
knowledge sharing



Ways to improve Diversity and Inclusion

Verbatim feedback highlighted clear themes focused on how to drive action with tangible ways we can improve DE&I across three areas:

- 1 Senior leadership in media and advertising organisations
- 2 What can organisations do more broadly?
- 3 Our industry as a whole



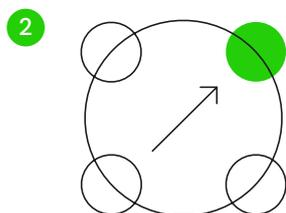
Senior leadership in media and advertising organisations

- Less talk, more action
- Improve representation at senior levels
- Every boss to lead by example
- Sweat the small stuff with your recruitment processes

A common frustration shared by respondents was a lack of diverse role models in senior roles, considered vital to demonstrate to emerging talent that the industry can support longer term equality ambitions.

Leading by example is important, not just for those in the leadership who consider DE&I important, but for absolutely everyone in a senior position of authority. Using all their influence as a force for good is critical to solving so many of the challenges we face.

The most cited feedback was on specifics around the recruitment process, centring on working with specialist recruiters (and diverse ethnic networks such as MEFA), setting targets on the diversity of shortlisted candidates (internally or from recruiters), actively addressing unconscious biases that might sneak in to “fit” interviews that results in homogeneity of hiring outcomes, and using manager-wide training to address this.



What can organisations do more broadly?

- Build inclusive cultures
- Make DE&I something everyone in the organisation is responsible for
- Hold everyone to account

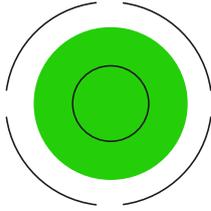
There was clear support for companies to make efforts to build inclusive cultures by celebrating a broader range of cultural events. Formats of social events that aren't centred around drinking were mentioned by numerous respondents.

Making DE&I a challenge for every team and employee is critical. Respondents cited blindness to the

problem among some departments, inconsistent deployment of DE&I practices. Mandatory training for all is widely seen as a solution.

Accountability is vital. There were calls for DE&I goals to be taken as seriously as revenue targets, and for explicit DE&I goals to be set in every staff member's performance review.

3



“Glass ceilings remain everywhere!”

Verbatim feedback from
survey participant

Our industry as a whole

Ending nepotism and putting an end to “the old boy’s club” through greater diversity in recruitment processes. Activist allyship that is focussed on driving change not just looking good e.g. calling out racist behaviour will start to move the dial on this. Building inclusive cultures starts with awareness, a systematic approach, and diverse leadership teams at the top to help close the perception gaps that exist.

Championing DE&I is not just the job of an Employee Resource Group (ERG), nor is the work done. The survey highlights that there are significant gaps between how diverse talent perceives their ability to progress in the industry versus their White counterparts.

Tokenism and box-ticking are not sufficient to deliver the systemic change required in the industry.

It’s up to everyone to drive change and up to leadership to “lead” from the front on setting public targets,

working with diverse recruiters, checking on the diversity of a panel before agreeing to speak on one (to drive behaviour change with event organisers) and committing to active allyship.

Ethnicity pay gap reporting should be welcomed by the industry. Those with responsibility for DE&I in their role will have additional data to drive accountability within their organisation. One respondent shared “ethnicity pay gap reporting should be conducted across the industry and taken up with the same vigour many took to gender pay gap reporting”.

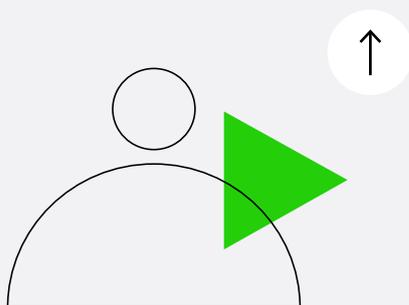
Give leaders responsibility to monitor, report on the pay gap more openly, give everyone an equal chance at training and progression opportunities, not just the senior leadership teams.

Think and act proactively about inclusivity and belonging at every entry level.

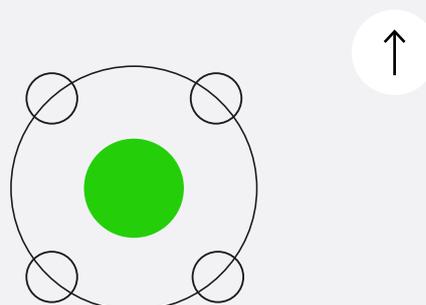
- Don’t just leave it to your ERG. Champion DE&I at all role levels with training, mentoring and allyship
- More leadership accountability, less tokenism and box ticking
- Publicly welcome and continually shine a light on the ethnicity pay gap

When analysing differences in employee perceptions by media and advertising sector, media owners are seen to be leading on diverse recruitment, media agencies lead on equality and inclusion, whilst employees in adtech lead on the presence of role models.

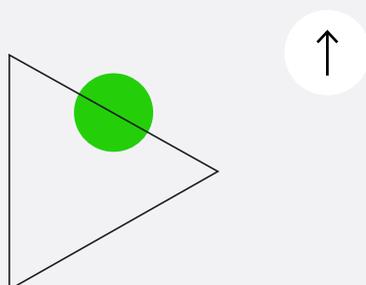
Media owners



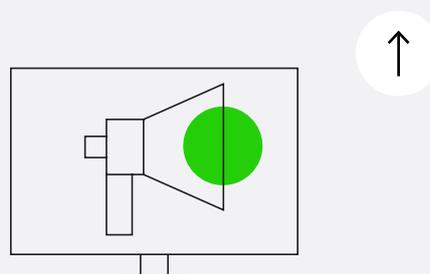
Social networks



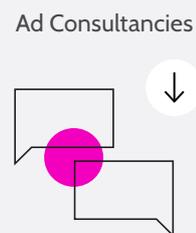
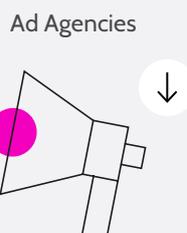
Media agencies



Ad Tech & Mar Tech



Conversely, employee perceptions in ad agencies and in consultancies are failing to see anything like the same progress.



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