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Diversity Analysis of Condé Nast

By Campbell Ferrick

Condé Nast's Diversity and Inclusion Initiatives

Top 3 New Initiatives

1

New 2021 U.S. Internship Program

This program works to prioritize participation of young people in the Condé Nast internship programs that come from a variety of areas and schools that would otherwise not have connections to similar major internship offers.

2

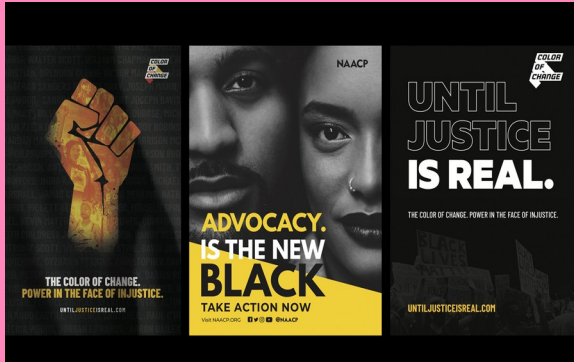
Unconscious Bias and Anti-Racism Training

By 2021, 100% of Condé Nast's global employees will go through Diversity and Inclusion Training to ensure the community is well verse on what it means to be inclusive.

3

Pro Bono Advertising

Condé Nast has donated 1M in pro bono advertising for nonprofits fighting for racial justice, this free advertising gives a voice to those organizations working to give a voice to anti-racism and inequality.



How recent are these initiatives and why were they initiated?

About Condé Nast's Initiatives

1

The 2021 inclusive internship program is quite new! It was initiated to help further Condé Nast's employee diversity as they strive to further diversify their employee and internship community. This begins with reaching out to communities that otherwise would not be in the same sphere as Condé Nast.

2

Condé Nast hopes to better educate their employees on a global scale on how to better recognize and refuse bias and racism by the end of 2021. Through their employee anti-racism training they are working toward achieving this goal. Although the initiative is not recent it has become more imperative as our world has progressed.

3

Condé Nast's pro bono advertising and donation of 1M to nonprofits that support the fight for racial injustice has been in place since the later end of 2019, and was initiated when BLM movement became more prevalent last year and needed a platform for a voice worldwide.

Who are the Target Audiences these initiative as supposed to address?

The target audiences for these initiatives are as follows:

- Students located less fortunate areas
- Communities affected by the wealth gap
- LGBTQ+, POC, and Non-Binary individuals
- Fortunate individuals unaware of the lack of diversity and representation in today's industry
 - Consumers of Condé Nast media

Are these initiatives necessary?

YES.

These initiatives help further progress the media industry towards becoming a more inclusive, diversity communities, where all voices can be heard and understood. The three initiatives mentioned are making a difference because they are helping educate, inform, and interact with people of all races, gender, and status, on both a global employee and consumer scale.

Are the initiatives indicative of the company's mission, values and vision statements?

Also YES.

The initiatives are indicative of Condé Nast's mission to promote diversity and inclusion within their company and industry. Their diversity mission is to “empowers employees to shape and create our global priorities,” and do so through “[employee resource groups \(ERGs\)](#) – voluntary, employee-led groups of people who share common interests, identities and experiences around important topics like sustainability, inclusion and equality.” The values and statements of Condé Nast are currently backed by strong diverse representation in the media, and as a company they hope to continue this in the future.

Are there any initiatives Condé Nast does not participate in, but should?

Condé Nast participates in a lot of really amazing diversity and inclusion initiatives! I think one thing that all their magazines could participate in would be the hiring of more POC photographers, as many of the covers and magazine photos under the Condé Nast umbrella are taken by white photographers. So maybe having photo competitions for photographers in underprivileged areas would be a fun and progressive initiative they could take part in!

Thanks!

Does anyone have any questions?