Introducing D&I TBD, Adweek’s Podcast on Diversity, Inclusion, Equality and Equity

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58 mins ago

Adweek continued to establish our commitment to diversity, inclusion, equality and equity earlier this year with the hiring of Mary Emily O’Hara, our first reporter dedicated to the topic. Over the past several months, we have published stories that delve into both the challenges and opportunities the brand marketing ecosystem faces in bringing a more diverse staff to the table.

To that end, Adweek is proud to launch a new podcast on the topic. D&I TBD is an audio magazine that combines storytelling and practical advice. Its main goal is to create an extensive library of insight for the industry’s future, as well as to create actionable opportunities for growth. Hosted by Adweek’s editorial staff and other contributors, D&I TBD allows us to get more comfortable with being uncomfortable.



In the first episode, Glenn Singleton, president and founder of Pacific Educational Group and Courageous Conversation, discusses his early experiences in becoming a leader in the space, the importance of authenticity to creating inclusivity, and the persistent issues of systemic racism that holds the industry back.

Additionally, Singleton, an Adweek Champions honoree in 2020, offers tangible “musts” in understanding the opportunities in diversity, inclusion, equality and equity, including a look into the Courageous Conversations books that he published in 2012 and 2014.

The show’s name is intentional. The “TBD” shows this is an unfinished conversation, with opportunities for the industry to determine its future.

Visually, the logo embodies the ethos of the topic: a diverse and unified messiness representing the industry’s fight for equality. Created by Adweek senior art director Dianna

McDougall, the central motif was created by hand and has considered touches such as its eight stripes, representing how women are paid 80 cents on the dollar compared to men.

“I used a labor-intensive technique because such is the fight for equality,” added McDougall. “The way these colors build on each other and make space for each other speaks to the mission of diversity and inclusion.”

D&I TBD is published biweekly. If you’re interested in learning more about the show, please contact maryemily.ohara@adweek.com. Listen to the first episode here, or wherever you get your podcasts.

https://www.adweek.com/agencies/introducing-di-tbd-adweeks-podcast-on-diversity-inclusion-equality-and-equity/