

# TEXAS ADVERTISING GROUP

## DIVERSITY, EQUITY, & INCLUSION STATEMENT

The Texas Advertising Group at the University of Texas at Austin recognizes the historical shortcomings of the advertising industry and pledge to uphold diversity, equity, and inclusion as best we can. The advertising industry has notoriously only reflected the historically privileged in advertisements and within ad agencies and corporations. This trend has begun to change in recent years, but even then, change is stagnant. At the core of the advertising industry is storytelling, thereby it is our mission to include stories of all different shapes, sizes, and colors. There is no one that we do not have the ability to reach in this community of lifelong storytellers. As an organization that is meant to represent the advertising industry and further its interests, we have a responsibility to ensure that all demographics are seen, heard, and welcomed. Diversity in every aspect of this industry is crucial to understanding the ever-changing nature of the culture we live in; advertising is the bridge that connects corporations to their consumers. Without efforts to incorporate these values into the workplace and creative work, that bridge will crumble.

The goals outlined below are a reflection of our efforts to bring more awareness to these issues and promote the values we hope to one day see reflected in the industry:

1. *Create a section on all TAG social media platforms to keep a consistent flow of opportunities for multicultural and underrepresented students.*
2. *Provide opportunities to understand the historical issues of DE&I in the advertising industry and what needs to happen for these trends to change.*
3. *Have membership within the ADV/PR equity council to help with school-wide DE&I initiatives.*
4. *Diversify the TAG guest speaker portfolio to include more advertising experts of different backgrounds, ethnicities, and experiences.*



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