

# Racial Justice & DEI

## Practice Area Overview

2023

Fenton 

# Fenton

## Overview

We are the first national communications agency dedicated exclusively to advancing social issues and causes. We partner with clients to spark movements, change minds, influence behaviors, advance policies, and support communities to create a more just, healthy and equitable world.

For more than 40 years, our team of experts has helped to shape national health policy, fight voter suppression, protect reproductive rights, advance racial equity, expand economic opportunity, liberate the LGBTQ+ community, demand climate action and more.

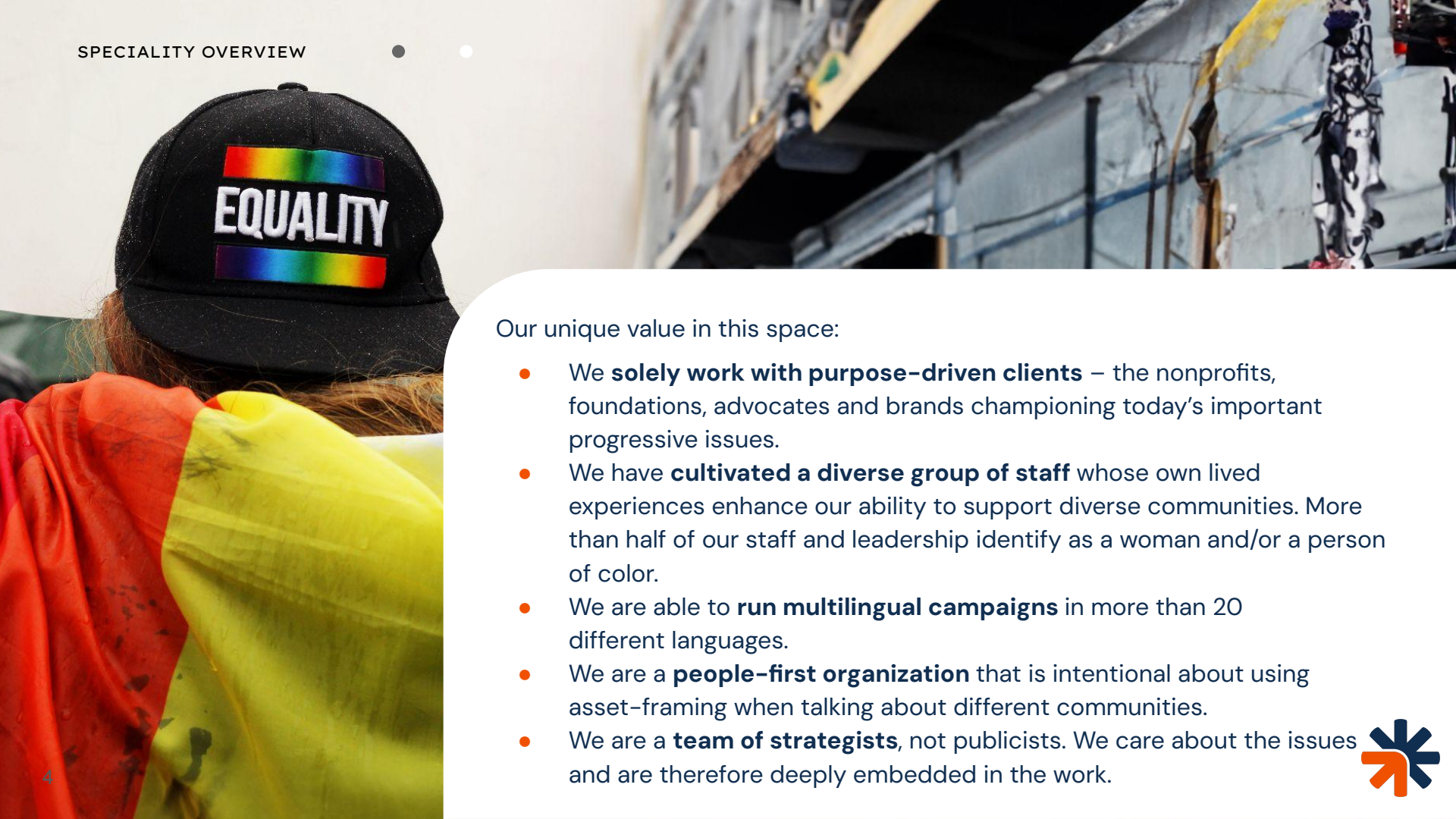
Today, we are an award-winning, multicultural midsize agency that leads the industry in diverse representation and leadership. With more than 120 issue experts across the U.S. and Canada offering the full spectrum of strategic communications, digital and creative services, **Fenton is working to elevate the missions of organizations and brands that are changing the world.**



## We Know Racial Justice & DEI

As the social change agency, diversity, equity, inclusion and justice are embedded in our DNA. It is a part of who we are from the inside out. From our internal DEIJ Task Force that consists of staff at all levels working to ensure we maintain an inclusive work culture to our work with clients. We believe in the power of communications to help dismantle barriers to justice and raise awareness that sparks movements, changes behavior, and generates support for a more just, equitable and sustainable world. Advocating against white supremacy, racism, xenophobia, misogyny, ableism and transphobia, are an essential part of our day to day work at Fenton.





Our unique value in this space:

- We **solely work with purpose-driven clients** – the nonprofits, foundations, advocates and brands championing today's important progressive issues.
- We have **cultivated a diverse group of staff** whose own lived experiences enhance our ability to support diverse communities. More than half of our staff and leadership identify as a woman and/or a person of color.
- We are able to **run multilingual campaigns** in more than 20 different languages.
- We are a **people-first organization** that is intentional about using asset-framing when talking about different communities.
- We are a **team of strategists**, not publicists. We care about the issues and are therefore deeply embedded in the work.



# Our **Services**



Thought Leadership



Strategy +  
Implementation



Messaging



Media Relations



Digital



Paid Media



Training



Branding



Creative



# Core Racial Justice & DEI Services

As a full-service agency with decades of experience, we are experts at crafting integrated communications strategies built to serve immediate needs or designed to accomplish long-term goals. We know how to position organizations as thought leaders to expand their influence. We understand how to build the capacity of grantees and other partners to be more effective changemakers for equity.

Fenton is at the ready to support organizations on a wide variety of Racial Justice & DEI issues from issue advocacy work to using thoughtful communications tools to create more inclusive communities both within and outside of a company. Key services, among others, may include:

- Coalition communications
- Narrative development and messaging
- Issue positioning statements and organizational statements
- Earned media & media relationship building
- Thought-leadership writing and strategy
- Communications auditing and strategic planning
- Crisis communications work
- Digital media engagement
- Creative development from video production to graphics
- Multicultural marketing and advertising





# Issue Area Focus

At Fenton, we know Racial Justice & DEI are core to any social change movement, and is therefore an intersectional issue that must be woven across all practices, specialties and issue areas. We recognize that this work cannot be done in a silo and requires inclusion and collaboration to be effective. We have led work in this space across a number of issues including:

- Democracy and voter rights
- Civil and human rights
- LGBTQIA+ rights
- Women & Reproductive rights
- Justice reform
- Anti-racism work
- Education & youth development
- Healthcare
- Climate crisis work
- Reparations work
- Legal & Financial issues



Our Clients



# Who we Serve

We have deep experience working with racial justice organizations and fighting for greater diversity, inclusion and equity in communities around the country. Just a few of our current and past clients in this space include:



First Peoples Fund



STATE INNOVATION EXCHANGE



## STOP AAPI HATE





# Our Commitment to Diversity, Equity & Inclusion at Fenton

**Fenton is an anti-racist and intersectional organization** that prioritizes the needs of those who have been historically marginalized or oppressed.

We do the work of creating positive social change as an act of repairing the harm done to those who have been and are currently disenfranchised and to build a workforce that more accurately reflects the vast diversity of our world.

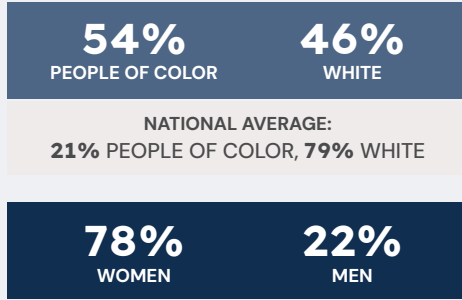
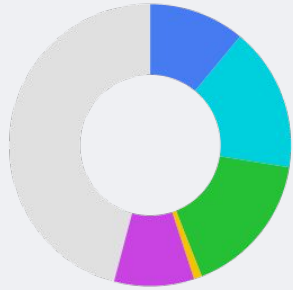
We believe to truly create change that dismantles white supremacy, racism, misogyny, xenophobia, homophobia, transphobia, heteronormativity, ableism, classism, religious discrimination and other forms of oppression, we must learn from the wisdom of those whose identities and experiences closely align with the problems we see today. And we honor the value of their lived experiences — domestically and globally — by continually building and sustaining a workplace that is inclusive and rooted in justice and equity.

We make this statement not as a concluding point of our collective journey. Rather, we have much to learn and are committed to the learning — and more importantly, the doing. **This statement enshrines Fenton's accountability to these words and this work.**



# Our Racial and Gender Diversity

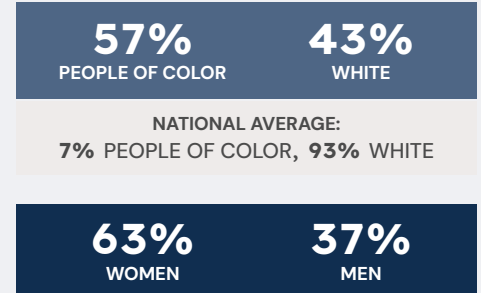
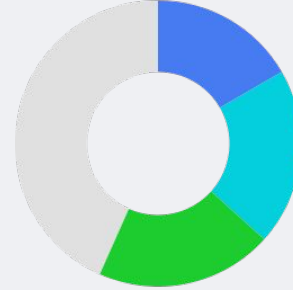
## ALL STAFF



**12** asian, **18** black or african american, **18** latinx,  
**1** native hawaiian & pacific islander, **10** two or more races, **50** white

**NATIONAL AVERAGE:**19% PEOPLE OF COLOR, 81% WHITE

## LEADERSHIP



**5** asian, **5** black or african american, **6** latinx, **13** white

Source: Diversity Action Alliance. 2020 & 2021 Race And Ethnicity. In Public Relations And Communications Benchmark Report.

## DEI TASK FORCE

In 2019 Fenton created the DEI Task Force, a body of staff dedicated to ensuring our agency lives its values. The team includes a diverse mix of staff across all levels within the firm including our CEO and CPO. A DEI roadmap that we developed with staff input details agency goals and an action plan to operationalize inclusive practices. [Fenton's DEI statement is found here.](#)

## ERGs

Fenton also supports five active staff-led employee resource groups (ERGs) which create community, provide programming and social events: **The Asiancy** (AAPI Staff), **BERG** (Black staff); **Palante** (Latine staff); **Prism** (LGBTQIA+ staff); and **WoOf — Women Of Fenton** (Women-identifying staff).



Dave Thomas  
Foundation  
*for Adoption*®

Forever Families for Children in Foster Care

The Dave Thomas Foundation for Adoption sought Fenton's support with a comprehensive DEI audit, using a racial equity lens, of their internal and external resources and materials which are available in English, Spanish and French.

CLIENT SPOTLIGHT

## **Dave Thomas Foundation For Adoption:** Analyzing materials from a racial equity lens through a DEI assessment tool

Fenton developed an audience map and used our DEI assessment tool to develop a guide of “look fors” or key considerations and recommendations for the Foundation to refine their resources to reflect their commitment to diversity, equity and inclusion to advance greater racial equity in the child welfare system. We also incorporated members of our team who spoke fluent Spanish and French to review materials in those languages to ensure we were following cultural competency best practices for the best interpretation and to develop thoughtful recommendations for those materials.





Black Voters Matter sought a partnership with Fenton to help develop effective communications campaigns to support voter engagement and to fight back against voter suppression, particularly in the South and Midwest.

#### CLIENT SPOTLIGHT

## **Black Voters Matter: “WE WON’T BLACK DOWN” 2022 GOTV CAMPAIGN**

Fenton partnered with Black Voters Matter to develop a communications strategy for its “We Won’t Black Down” campaign and bus tour to lift up hyper-local and state issues and encourage a spirit of activism in Black communities around local elections. As part of our approach, we developed campaign messaging, engaged media including a radio media tour, developed of state-specific media advisories, issue-based social media toolkits and paid media ads, as well as influencer engagement campaign.

Overall, Fenton coordinated more than 50 interviews and helped BVM secure more than 400 media placements in news outlets ranging from the Washington Post to Black Enterprise to international press like French news outlet Liberation. We also secured 10 national and local live radio interviews in priority states and were able to raise over \$100,000 from 20 emails across the campaign. The paid media campaign generated 56M impressions.



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**Fenton** 

Strategists  
for Social Change