



DIVERSITY
ACTION
ALLIANCE

IMPACT REPORT

20 25

STANDING FIRM. MOVING FORWARD.

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**DIVERSITY
ACTION
ALLIANCE**

IMPACT REPORT 2025

**STANDING FIRM.
MOVING FORWARD.**

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LETTER FROM

2025 was a year of rebuilding, hard-won triumphs, and defining firsts for the Diversity Action Alliance. It was a year that asked more of us than we knew we had to give.

As a newly independent organization, we grew into a deeper sense of our own agency, our own voice, and our own responsibility to carry our mission forward. We achieved what many thought was out of reach, and we marked a year of breakthroughs and firsts: achieving independent 501(c)(3) status, setting the agenda on global stages, and introducing new ways to honor the industry's best. You will find all of that reflected throughout this report, along with acknowledgements of those who stood next to us, behind us, and in the gap for us, because nothing achieved is ever done alone.

At the same time, we were living and working through an atmosphere shaped by intimidation, fear, pressure, and unfair tactics, often aimed at those already carrying the heaviest burdens. We have lived through a moment in which people, including some of our industry colleagues, were made afraid for their families, their neighbors, and their futures, while basic dignities were treated as negotiable and truth was distorted into disinformation, threats, and retreat.

LEADERSHIP

And we saw the effects everywhere. We saw conferences become less diverse. We saw the same pattern take hold in membership organizations, at awards ceremonies, and across workplaces. We saw organizations doing this work disappear. We saw people and brands pull back, go quiet, or recast their values as a means of self-preservation.

At a time when too many organizations like ours were no longer standing, DAA kept building. Kept pushing.

This work remains urgent because this industry still does not reflect the full range of people, perspectives, and cultures it must understand to lead with relevance and integrity. The people most affected by inequity should not have to keep proving their resilience. But they have. The people most often asked to carry this work should not have to prove their resilience again and again. But they did. We will not disappear inside language meant to flatten difference. We are connected, but not interchangeable. Every stakeholder deserves to be seen in full.

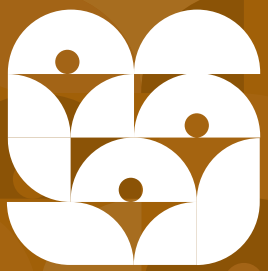
And so, we are still here. Still building. Still unwilling to stay quiet inside an industry that publicly asks for progress but internally resists change.

Yours in truth,

Carmella Glover, President & CEO



2025 BY THE NUMBERS



DIVERSITY
ACTION
ALLIANCE

100+

organizations actively engaged as signatories, partners, or collaborators, with *95% returning year over year*

600+

Community members representing mid- to senior-level communications leaders

1500+

individual subscribers committed to accountability and progress

200+

leaders trained through DAA programs

400+

mentors and mentees connected through the Mentoring to Accelerate Progress and Success (M.A.P.S.) joint program.

WHAT THIS MADE POSSIBLE

Behind every number is a shift—in careers, in organizations, and across an industry still working to reflect the world it serves.

In 2025:

- **Leaders who completed DAA programming** reported increased influence in decision-making, including shaping organizational narratives and advising executive leadership
- **Organizations engaged with DAA resources** to inform retention strategies and strengthen internal accountability practices.
- Communicators navigating professional and personal risk found **community, mentorship, and the support needed to stay and lead**

This is what progress looks like—not just participation, but persistence. Not just visibility, but influence.





WHY THIS WORK MATTERS NOW

This is a defining moment for the communications industry.

Efforts focused on diversity, equity, and inclusion are being challenged, scaled back, or reframed under pressure. At the same time, expectations from employees, communities, and stakeholders have not diminished.

Without sustained investment:

- **Leadership pipelines narrow**
- **Trust erodes**
- **Organizations lose relevance in an increasingly diverse and complex world**

DAA exists to address the structural gaps that continue to limit progress, including:

- Leadership, opportunity, and economic gaps that sideline underrepresented talent
- The cultural fluency gap that limits the industry's reach, relevance, and authenticity



WHAT OUR COMMUNITY IS SAYING

“

Partnering with the DAA team as an agency signatory has been a genuine privilege. I hold profound respect for the courage and leadership this organization exemplifies. At a time when our industry critically needs advocates for truth and accountability, I am deeply honored to contribute.

Ayanna Anderson,
SVP, Diversity, Inclusion, Belonging (DIBS), Highwire PR

“

As a proud DAA signatory and long-term partner, 2024 G.E.M.S. honoree, and 2025 G.E.M.S. judge and supporting instructor for the ICLC program, I've experienced firsthand the power of this community to elevate, connect, and inspire diverse leaders.

Randi White,
SVP Brand Culture & Inclusion, Day One Agency

DAA's impact is not abstract. It is reflected in the leaders who remain in this industry, the decisions that shift because of informed voices, and the communities that continue to push forward together.

OUR TEAM

In 2025, DAA operated with a lean, high-impact team of two full-time employees, complemented by consulting and volunteer support. Together, this team sustained and expanded DAA's programming, partnerships, and community engagement in a year of increased complexity.

DAA's impact is made possible by a team deeply committed to its mission, bringing both expertise and conviction to work driven by urgency and purpose.



Carmella Glover

President and CEO



Andrea Williams

Director of Strategy,
Communications, and
Research



Kelly Fuller

Development and
Member Relations
Advisor

We'd like to give a special acknowledgement to Anna Tereszkiwicz, who served as DAA's volunteer Communications Assistant in 2025 and dedicated countless hours to supporting our team.

GOVERNANCE & LEADERSHIP

Board of Directors

The Diversity Action Alliance is guided by a Board of Directors representing leading industry, academic, and advocacy organizations. In 2025, the Board provided critical oversight, strategic guidance, and continuity during a period of external pressure and internal evolution.



Soon Mee Kim
Chair



Troy Blackwell, Jr.
Vice Chair,
Interim Treasurer



Olga Fleming
MMC



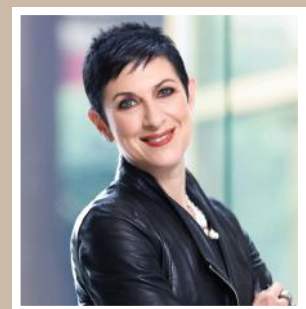
Diana Littman
MSL Group



Kim Sample
PR Council



Tina McCorkindale
Institute for Public Relations



Barby K. Siegel
Zeno Group

Advisory Council

DAA's Advisory Council brings together senior practitioners, scholars, and executives who contribute insight, expertise, and lived experience to inform the organization's direction, research priorities, and program design.

2025 Advisory Council Members



Ann Melinger
Brilliant Ink



Ben Finzel
Change
Agencies



**Bey-Ling Sha
Ph.D.,**
Texas Tech
University



**Dale
Bornstein**
M Booth



**Damon
Jones**
Procter &
Gamble



**David
Brown**
Temple
University



**Erika
Sanchez**
HPRA-NY



Emily Graham
Omnicom
Group



Dr. Felicia Blow
Walker Blow
Consulting



Michael McNeil
MJM Events



**Peter
McDermott**
Korn Ferry



Steve Cody
Peppercomm



Pat Ford
University
of Florida



**Josette
Thompson**
Prosek
Partners



Stacey Jones
Honeywell



Helen Shelton
Finn Partners



**Dr. Denise
Hill, APR**
Independent
Consultant



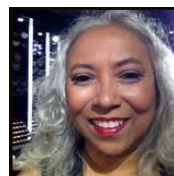
Kelly Fuller
Independent
Consultant



**Marcia
DiStaso**
University
of Florida



**Gabrielle
Simpson-
Gambrell**
Hachette
Book Group



**Tracey Wood
Mendelsohn**
BPRS-NY



**Melissa
Waggener
Zorkin**
We,
Communications



**Patrice
Tanaka**
Joyful Planet



Ron Culp
DePaul
University



Russell Dyer
Kenvue

PROGRAM IMPACT

In 2025, DAA expanded its programming to meet the demands of the moment, creating space for leadership development, honest dialogue, and sustained accountability.

G.E.M.S. Honors

The G.E.M.S. Honors (Growth in Equity is a Measure of Sustainability) remained a cornerstone of DAA's work in 2025, made possible by Title Sponsor OPRG. In a year when recognition of equity-centered leadership declined across the industry, DAA continued to lead, addressing the long-standing recognition gap by uplifting highly skilled communications professionals whose diverse, intersectional perspectives challenge the status quo and elevate the field in meaningful ways. The program recognizes professionals who demonstrate alignment with DAA's core mission, Industry Legends, and changemakers whose influence is shaping both the present and future of the profession, reinforcing the importance of visibility, recognition, and accountability across the industry.



25 communicators honored, 150+ over last 4 years

150+ attendees at annual celebration

“

While at the 2025 G.E.M.S. Honors event I saw something our industry cannot afford to lose: a powerful space where exceptional communications leaders are recognized, affirmed, and connected in ways that expand both visibility and opportunity. I reached out to Carmella that very next day and we decided that MSL would serve as the Title Sponsor in 2026 so the team could spend its energy on the G.E.M.S. as that's what's most important.

Diana Littman, CEO, MSL U.S.



2025 G.E.M.S. Honorees

DAA proudly recognizes the following distinguished communicators selected as 2025 G.E.M.S. Honorees:

- **Bradley Akubuiro**, BPI Group
- **Amber Arnold**, MikeWorldWide
- **Tenille Clarke**, Chambers Media Solutions
- **Rose Mary Cortes**, Cortes Media Group
- **Linda Dunbar**, Independent Consultant
- **Jasmine Flowers Mazyck**, Flowers Communications Group
- **Jordan Folkes**, Real Chemistry
- **Andrea Monzón Gils**, Shiftmakers Agency
- **Michael Hannibal**, Burson Global
- **Jordan Hernandez**, Citizen Relations
- **Michelle Hy**, Folks Creative
- **Kristena Lucky**, Independent Consultant
- **Camille Meekins**, SKDK
- **Denisse Montalvan**, Zeno Group
- **Stacyann Nathan**, Highwire
- **Lo Oubre-Fermin**, Merck
- **Jason Parson**, Parson + Associates
- **Yuridia Peña**, Alta Consulting
- **Linh Pham**, M Booth
- **Daniel Pillai**, Langton PR
- **Shannel Reed**, Hunter PR

- **Ian Royer**, Amazon
- **Karen Swim**, Words For Hire
- **Julie Veloz**, Edelman
- **Marjani Williams**, G&S Business Communications.

Top Five G.E.M.S. Honorees



Bradley Akubuiro
(BPI Group)



Yuridia Peña
(Alta Consulting)



Jason Parson
(Parson +
Associates)



Michelle Hy
(Folks Creative)



Amber Arnold
(MikeWorldWide)

Industry Legend Honorees

The Industry Legend distinction honors individuals whose enduring leadership, mentorship, and influence have shaped the communications and public relations profession across generations. In 2025, DAA proudly recognizes the following Industry Legends:



Mike Fernandez

Senior Vice President, Public Affairs, Communications & Sustainability and Chief Communications Officer, Enbridge



Damon Jones

Chief Communications Officer, Procter & Gamble



Michelle Flowers Welch

Founder & Chairman, Flowers Communications Group



Chuck Wallington, PhD

Chief Marketing and Communications Officer, Cone Health



Chris Foster

Chief Executive Officer, Omnicom Public Relations

2025 G.E.M.S. Judges

DAA extends deep gratitude to the 2025 G.E.M.S. judges - leaders who contributed their time, expertise, and discernment to ensure a rigorous, values-driven selection process.

- **Amira Barger**, D&A Communications
- **Troy Blackwell Jr.**, Columbia University
- **Felicia Blow**, Walker Blow Consulting
- **Andy Checo**, d expósito and Partners
- **Sonia Diaz**, Zaid PR
- **Faith McIver**, Edelman
- **Olga Fleming**, MMC
- **Pat Ford**, University of Florida
- **Rochelle Ford**, Arthur Page Society
- **Kelly Fuller**, Diversity Action Alliance
- **Carmella Glover**, Diversity Action Alliance
- **Denvol Haye**, McKinsey & Company
- **Anetra Henry**, Independent Consultant
- **Schantelle Henry**, Burson Global
- **Mike Fernandez**, Enbridge
- **Sarah Jackson**, Institute for Public Relations
- **Madelyn De Los Santos**, Putnam Insights
- **Ethan McCarty**, Integral
- **Peter McDermott**, Korn Ferry
- **Denise Penagos**, Egami Group
- **Kim Sample**, PR Council
- **Barby K. Siegel**, Zeno Group
- **Shelley Spector**, Museum of PR
- **Patrice Tanaka**, Joyful Planet Foundation
- **Josette Thompson**, Prosek Partners
- **Keandra Ward**, KWI Consulting
- **Randi White**, Day One Agency
- **Jeff Wilson**, Padilla



Inclusive Communications Leadership Certification (ICLC)

ICLC is DAA's flagship leadership program, equipping mid- to senior-level communications professionals to lead through complexity, shape inclusive narratives, and drive business-aligned impact.

Delivered over six months from Fall 2025 through Spring 2026, the program combines live instruction, applied learning, and a capstone experience, ensuring leaders leave not just informed, but prepared to act.



Ganga Dhanesh



Claudine Moore



Fiza Gujran



Helio Fred Garcia



Savannah Lenhardt



Kim Clark



Mike Marinello



Cecilia Nelson-Hurt



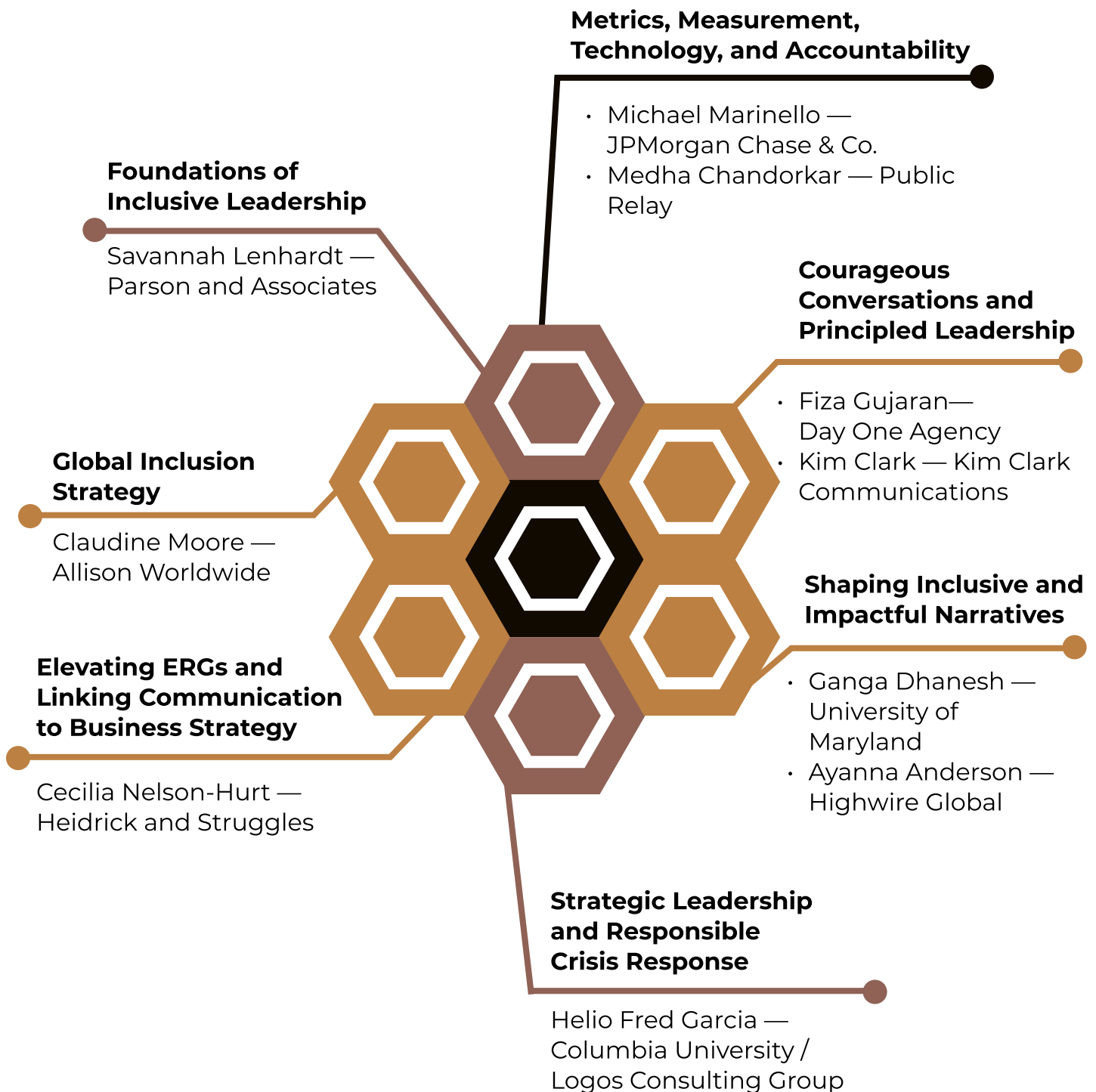
Ayanna Anderson



Medha Chandorkar

Inclusive Communications Leadership Certification (ICLC) cont'd

Course Topics & Instructors (2025–2026)



M.A.P.S. Mentorship Program

Since 2022, in partnership with the Arthur W. Page Society, DAA has connected more than 400 mentors and mentees through the M.A.P.S (Mentoring to Accelerate Progress and Success) program, building a sustained leadership pipeline within the communications industry.

Each year, approximately 100 participants (50 mentor-mentee pairs) take part in hand-selected mentorship relationships designed to build lasting connections and community, accelerate career growth, and foster shared learning. Mentors are Page and Page Up members, all senior-level communications executives. Mentees are individuals from DAA's expansive CommUnity and network, ranging from students to professionals with 15 or more years of experience.

M.A.P.S. is intentionally designed as a no-barrier, mutually beneficial program. Mentees are not required to pay for memberships to participate. They simply express interest, commit to the year-long experience, and are paired with mentors based on shared goals, interests, and mutual alignment. That flexibility matters, especially in an industry where access to senior leadership is still uneven.

Research continues to show the value of mentorship: mentees can see a 25% increase in salary, mentors as much as 28%, and 75% of executives credit mentors with contributing to their success. Yet 71% of executives choose to mentor employees of the same gender and race. In a communications industry where the C-suite remains overwhelmingly homogenous, M.A.P.S. tackles that challenge head-on through intentional pairing, expanded access, and meaningful connection across a variety of differences.

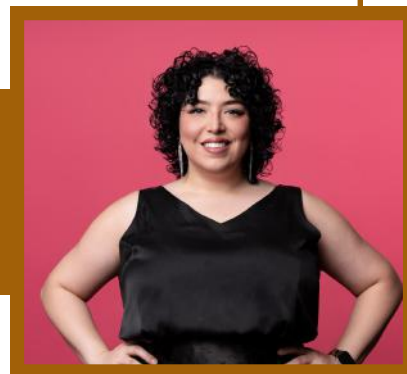


“

I was matched with an exceptional mentor who has been instrumental during a particularly difficult year. Through his mentorship, I was able to hone in my decision-making, truly rely on my intuition, connect with fellow leaders, and really understand that sometimes life is difficult and we don't have to manage it all.

Fabiana Meléndez Ruiz

Founder & CEO,
Refuerzo Collaborative

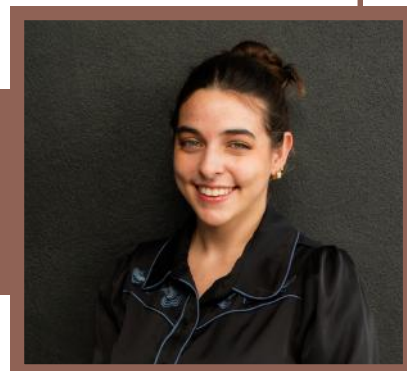


“

Through this program, I was matched with someone across the world who, within minutes of meeting me, challenged and inspired the way I think about my career growth. It reinforced that mentorship isn't about time spent, but the quality of the connection, and M.A.P.S. truly embodies that.

Jennyfer Grundler

Public Relations Account
Coordinator, Ingage Biz





New Initiatives Launched in 2025

Uncut Gems

Launched in partnership with PR Girl Manifesto and hosted by Edelman, Uncut Gems debuted as a bold, unfiltered conversation series spotlighting communicators of color whose leadership, insight, and lived experience are often overlooked by traditional industry platforms.

Designed to center truth-telling and practical wisdom, the series created space for candid dialogue on navigating power, pressure, and purpose in today's communications landscape. Reinforcing the need for spaces where candor, empathy, and leadership can coexist. Attendance for the inaugural convening was intentionally capped at 50 participants to preserve the depth of conversation and engagement.

Monthly Forums

DAA launched a series of monthly virtual forums to provide consistent, accessible spaces for invested Signatories and partners to engage with timely issues facing the industry. These forums addressed topics such as leadership under backlash, narrative risk, retention, and organizational accountability, allowing participants to learn, reflect, and connect in real time.

Global Stage at Cannes Lions

DAA expanded its global footprint by setting the agenda on the international stage at the Cannes Lions Festival of Creativity, made possible by Procter & Gamble and in partnership with the Hispanic Public Relations Association (HPRA).

This milestone elevated conversations on equity, representation, and inclusive leadership beyond U.S. borders and reinforced DAA's role as a global thought leader within the communications and creative industries.

DAA was represented across three events:



“DEI: The Work Is Worth It,” an expert roundtable hosted by The Sway Effect and PRWeek.

“Latino AF – The Culture Shift You Can’t Ignore,” an HPRA panel hosted by Advertising Week LATAM and powered by PRODU.





CommPRO Communications Town Hall: Cannes 2025

We joined Jason Damata, CEO of Fabric Media, and the late Paul Kontonis, then CMO-in-Residence at CommPRO, for an open dialogue in a dynamic town hall-style setting. We remember Paul with gratitude and we honor his contributions to the communications industry.



Multicultural Media Correspondents Association Collaboration (MMCA)

In partnership with the MMCA, DAA supported *Owning the Game: Demystifying the Business of Media*, a convening focused on strengthening the multicultural media ecosystem and its influence on communications and storytelling.

Bringing together media leaders, funders, journalists, and communicators, the symposium explored how ownership, narrative power, and economic sustainability shape public discourse—and identified strategies to help media entrepreneurs grow and scale, strengthening the pipeline of trusted voices engaging diverse audiences.

This work aligned with MMCA's 10th Annual Multicultural Media Correspondents Dinner™, reinforcing the critical role of diverse media in advancing representation, credibility, and accountability.



Partnership with PROcon

DAA entered into a strategic partnership with PROcon to expand access to inclusive communications education and professional development. This partnership supports organizations and individuals seeking practical tools to lead with integrity, accountability, and cultural competence.

These programs are designed to help leaders take informed, confident action.

PAT FORD LARGER THAN LIFE IMPACT AWARD

DAA launched the Pat Ford Larger Than Life Impact Award at the Annual G.E.M.S. celebration in 2025. The Award honors allies and accomplices who change systems in the fight for equity by disrupting the status quo with purpose, pushing for progress with principle, and leading with unwavering integrity. Named for DAA's very first chair and visionary leader, one of the most fearless and values-driven voices in communications, this award is for those who create lasting change.

About the Award

To be larger than life means to possess qualities, characteristics, or a presence that feels extraordinary, beyond what's considered normal or average. It's often used to describe people who are bold, charismatic, unapologetically themselves, and who seem to operate on a grander scale, whether through their actions, personalities, achievements, or influence.





PEOPLE'S CHOICE DISTINGUISHED COMMUNICATOR AWARD

The People's Choice Distinguished Communicator Award was created to elevate a voice chosen directly by the community, reinforcing DAA's commitment to shared power, peer recognition, and honoring excellence as defined by those most impacted. Previous honorees selected by DAA judges as Distinguished Communicators or G.E.M.S. were eligible for the People's Choice vote. In 2025, Dr. Felicia Blow became the inaugural recipient and this year served as an engaging emcee for the annual event.



INDUSTRY RESEARCH & INSIGHTS

DAA's research initiatives anchor its work in evidence, accountability, and transparency. In 2025, the organization advanced multiple research efforts designed to assess industry progress and inform actionable solutions.

Annual Research and Benchmark Report

In partnership with the Institute for Public Relations, DAA collected data from signatory organizations for its annual benchmark report to track representation trends across the communications industry.

Findings from data collected in 2025 showed little change in the industry's racial and ethnic composition, especially in the senior-most ranks.

After six years of only incremental shifts, the report remains an essential accountability tool grounding the industry in a clear-eyed understanding of where progress has stalled and where stronger action is still needed.

Access the benchmark report: <https://www.diversityactionalliance.org/research/benchmark-report>

SIGNATORY RESOURCES

DAA provided signatories with actively curated and continuously updated resources to navigate a rapidly shifting DEI landscape spanning legal pressure, data, messaging, and real-time industry dynamics.

In a moment defined by uncertainty and retreat, these tools helped leaders respond with clarity, uphold accountability, and resist the erosion of progress.



“

I can't thank you enough for compiling these resources for us. This is an immense help for our leadership team. Thank you again for the coalition you've built.

Senior Communications Leader,
Global Healthcare Company

JOB BOARD

DAA's job board supports equitable access to opportunity by connecting diverse communications talent with organizations within our network.

Roles are amplified across DAA's digital channels including email, social media, and the website, expanding visibility and helping ensure opportunities reach a broader, engaged network, with 50+ roles shared in 2025.



DIGITAL ENGAGEMENT & REACH

DAA maintained consistent, real-time engagement across its network—ensuring leaders had access to timely insights, resources, and programming.

This engagement was sustained through **450+** strategic communications and digital content pieces, including newsletters, program announcements, and social media.



SUSTAINING THIS WORK

The progress outlined in this report did not happen by accident. It was made possible by organizations and individuals who chose to invest in this work—especially in a year when many stepped back.

But sustaining and scaling this impact requires continued commitment.

DAA continues to see strong retention and sustained engagement across its network, reflecting the value and relevance of its work.

Building on this foundation, expanding the community through new partners, signatories, and supporters will be critical to scaling impact and meeting growing demand.

DAA operates with a small, focused team and a growing mandate:

- **To expand inclusive leadership development**
- **To strengthen research and accountability**
- **To create spaces where truth, strategy, and community can coexist**

This work is lean by design, but it is not self-sustaining.

PARTNERSHIPS & SUPPORT

In 2025, DAA was supported by partners who chose to lean in during a year when many stepped back. Their investment made it possible to sustain programming, research, and convening efforts that advance equity across the communications industry.

2025 Partners

DAA's partners represent organizations making significant financial investments to advance equity, accountability, and leadership across the communications industry.

Titanium Partners (\$50,000)



Platinum Partners (\$25,000)



Silver Partners (\$10,000)



Bronze Partners (\$7,500)



2025 Travel Partner



OUR SIGNATORIES & DONORS

2025 Signatories

DAA's signatories represent organizations that have committed to accountability, transparency, and progress by supporting DAA's mission and participating in industry benchmarking and learning.

Defender Signatories (\$5,000)

FGS Global
HUNTER
M Booth
MWW
The Page Center

Ally Signatories (\$3,000)

APCO
Citizen Relations
Day One
Experian
Flowers Communications Group
Edelman
Mattel
Organon
Padilla

Signatory Plus (\$1,000)

Adfero
Allison Worldwide
Bayer
Beehive PR
DCI
D S Simon
Duke University
Ecolab
Jackson Spalding
Orangefiery
We. Communications

Bliss Group
BPI Group
C+C
Cone Health
Confidant
Crosby Marketing
Integral
LaForce
Lippe Taylor
Porter Novelli

Hotwire Global
Finn Partners
G&S Business Communications
GGA
Heyman Associates
Highwire
Honeywell
MullenLowe
Quinn Thomas



Individual Supporters & Donors

We extend our sincerest thanks to the individual supporters and donors whose gifts of \$500 or more supported DAA in 2025.

- Dr. Felicia Blow
- Joe Cohen
- Ron Culp
- Pat Ford
- Dr. Rochelle Ford
- Diana Littman
- Dr. and Mrs. Chuck Wallington



OUR APPROACH TO MEASURING IMPACT

As a small, focused team, DAA prioritizes delivering high-value programming while continuing to build measurement capabilities over time.

We track participation, engagement, and self-reported outcomes to understand how our work influences leaders and organizations.

As we grow, we are committed to strengthening our ability to measure long-term impact while remaining responsive to the needs of our community.

LOOKING AHEAD — AND HOW YOU CAN HELP

The work ahead requires more than intention. It requires investment.

In 2026, DAA will:

- Expand leadership training to reach more mid- and senior-level communicators
- Publish critical industry data to drive accountability and transparency
- Increase global engagement and visibility
- Strengthen the systems that support retention, advancement, and influence

We invite partners, organizations, and individuals to help power this next phase of work.

Your investment directly enables:

- **Leadership development programs like M.A.P.S. and ICLC**
- **Research that holds the industry accountable**
- **Convenings and forums that create space for dialogue, strategy, and action**

Sustaining and scaling this work requires continued investment even as resources are increasingly constrained.



WAYS TO ENGAGE

There are multiple ways to align with DAA's mission—through commitment, collaboration, and investment:

Become a Signatory

Join a network of organizations committed to accountability and progress by submitting data, setting goals, and engaging in shared learning. Participation includes both entry-level and paid tiers.

Partner with DAA

Provide unrestricted support that sustains DAA's core operations and enables long-term impact across leadership development, research, and convening.

Sponsor a Program or Initiative

Support specific programs, events, and initiatives that advance inclusive leadership and industry accountability, with opportunities for visibility and engagement.

Make an Individual Contribution

Invest in the infrastructure, community, and programming that make this work possible.

Learn more: <https://www.diversityactionalliance.org/joindaa>

Support this work: <https://www.diversityactionalliance.org/donate>

Every investment strengthens the foundation of a more representative, resilient, and responsible communications industry.

This is not a moment for retreat.
It is a moment for commitment.





**DIVERSITY
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