



## DIVERSITY AND INCLUSION PRINCIPLES



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OUR COMPANY MUST REFLECT THE CONSTITUENTS WE SERVE, INCLUDING REPRESENTATION ACROSS THE REAL-WORLD SPECTRUM OF CONTENT CONSUMERS.



Embracement of diversity and how each of us seeks to understand others and the world makes Screen Engine/ASI distinctive in our approach. We seek to find consensus where there are commonalities, identify differences wherever they emerge, and value both.

KEVIN GOETZ, FOUNDER & CEO

## THE SCREEN ENGINE/ASI PILLARS OF CONDUCT

### **Champion inclusion**

We are proud of our inclusive hiring practices, which have resulted in a talent pool assembled from many underrepresented communities and reflect the country at large.

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### **Celebrate the differences**

Implementation of the Enneagram personality system helps us understand what motivates different members of our team and to appreciate their unique abilities.

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### **Seek common ground**

Our differences are not at the expense of collaboration. Strong teamwork is at the center of the value we bring to our clients' businesses.

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### **Unleash the unconventional**

Great ideas often come from unexpected places. We endeavor to provide a safe environment where out-of-the box experimentation is encouraged, and ideas can be voiced without judgment and considered.

# OUR TEAM, BY THE NUMBERS

# 328

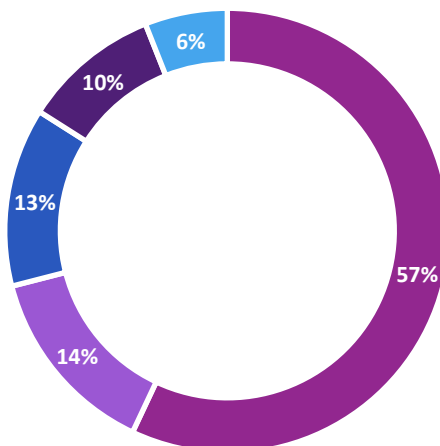
## Total Employees

Females	52%
Males	48%

# 41

## Average Age

Under Age 40	54%
Age 40 & Older	46%



■ Caucasian ■ Latinx ■ Asian or Pacific Islander ■ African American ■ 2+ Races

Our employee ethnic/racial composition closely aligns with the U.S. Census estimates (July 2022): 59% Caucasian (non-Hispanic), 19% Hispanic, 13% African American, 6% Asian/Pacific Islander, 3% Two or More Races.

## Board of Directors

**6 Men**  
**3 Women**

**5 Caucasian**  
**2 African American**  
**2 Latinx**

**2 LGBTQ**



## OUR D&I INITIATIVES

### 1.

**The establishment of a transparent, unbiased and blind hiring policy,** a process that focuses on attracting underrepresented candidates.

### 2.

**A zero-tolerance mandate against discrimination** based on gender, age, race or ethnicity, religion, sexual orientation, physical handicap or bias of any kind.

### 3.

**A pay equality system predicated on meritocracy.** Award compensation that is commensurate with contribution and work ethic – without consideration of age, gender, or skin color – all while matching salary levels with titles on a fair and equal basis.

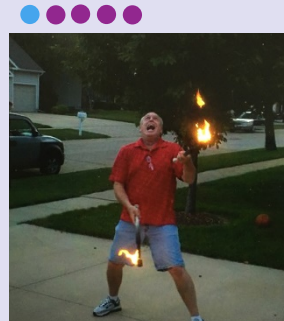
### 4.

**A structured path for growth** at every level of the company, with annual evaluations and a 360-review component.

### 5.

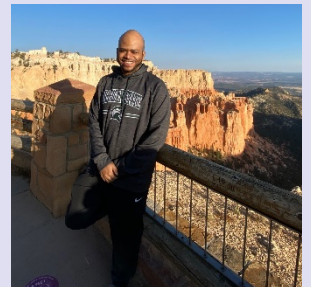
**Internal education through the SE/ASI Learning Seminars program** that encompasses sensitivity training, promotes respect among coworkers, and addresses unconscious bias as well as microaggressions.

HUILING POHLO,  
MANAGER,  
RESEARCH SOLUTIONS



STEVE RIDGE, EVP,  
THE TELEVISION GROUP

TERRENCE TATUM,  
ASSOCIATE DIRECTOR,  
THE MOVIE GROUP



JUANA CRESPO,  
EXECUTIVE DIRECTOR,  
SPECTRUM  
(MULTICULTURAL)  
GROUP

KAREN BROWN, VP,  
THE MOVIE GROUP



## OUR D&I INITIATIVES [CONTINUED]

6.

**External education program to financially assist/subsidize employee growth and development** that ultimately adds to our company's brain trust.

7.

**Create the position of an Internal D&I Liaison** to bridge employees and senior management. The Liaison oversees the initiatives, creates and manages forums and sub-committees and serves as the "conscience" of company-wide D&I.

8.

**Include diverse representation on the company Board of Directors** to give voice to employees of all races, ethnicities, ages, gender and sexual identities at every level of the company.

9.

**Implement an internship program focused on attracting and recruiting underrepresented candidates.** Establish a mentorship program to guide interns as they complete their education and enter the work force.

10.

**Organize outreach to high schools and colleges nationwide to inform a diverse range of students about the field of market research** and stimulate interest in the various opportunities within this industry. Prepare appropriate curriculum to arm educational institutions with the tools to educate a next generation of market researchers.

JANA VAN KIRK,  
MANAGER,  
PRODUCTION



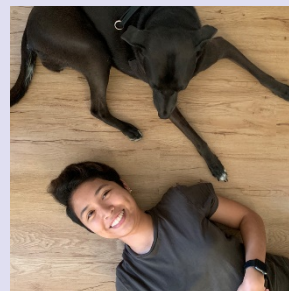
JAMES BETTIS, VP,  
THE TELEVISION GROUP



JANUARY KHOSHNOOD,  
EVP,  
RESEARCH SOLUTIONS



JORENNE FLORES,  
WEB DEVELOPER,  
TICKTBOX®



REYES SOTO,  
WEB DEVELOPER,  
TICKTBOX®

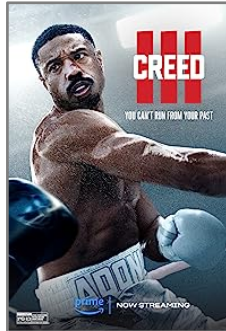


## SERVING A DIVERSE CLIENTELE

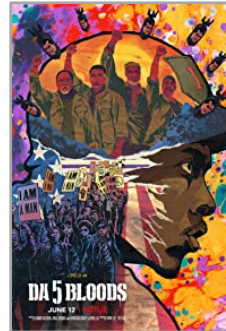
We pride ourselves on serving clients representing a broad tapestry of diversity. We have completed test screenings, pilot testing, focus group research, creative materials testing, and capability, branding studies in a continuing effort to participate in this important initiative to support inclusive storytelling.



DIRECTOR:  
STEPHEN WILLIAMS



DIRECTOR:  
MICHAEL B. JORDAN



DIRECTOR/WRITER:  
SPIKE LEE



DIRECTOR:  
EVA LONGORIA



DIRECTOR:  
ANG LEE



DIRECTOR:  
ROB MARSHALL



DIRECTOR: GEORGE C. WOLFE  
SCREENPLAY: R. SANTIAGO-HUDSON



DIRECTOR:  
BARRY JENKINS



DIRECTOR/WRITER:  
TAIKA WAITITI



DIRECTOR/WRITER:  
Chloé Zhao



DIRECTOR/WRITER:  
JORDAN PEELE



DIRECTOR:  
GINA PRINCE-BYTHEWOOD





## COMMUNITY SERVICE AND OUTREACH

The team at Screen Engine/ASI, serving as responsible citizens, feels strongly about giving back to both entertainment industry causes as well as the larger community. Our staff is dedicated to contributing our time and resources to a number of worthy organizations on a regular basis and facilitating continuing education in our fields of expertise.

### ORGANIZATIONS



### SCHOOLS

