

CISION®

Global Edition

# DIVERSITY EQUITY & INCLUSION

Report 2022



# A Message from our CEO



At Cision and Brandwatch, we are centered in our purpose to understand, influence, and amplify stories among our 75,000+ clients around the world. Our ability to best serve our global clients relies on our exceptional global, diverse workforce. As such, we are deeply committed to diversity, equity, and inclusion (DEI).

We frame our DEI approach on real-time actions and experiences that promote inclusion at all levels. We do this through our three strategic DEI pillars of Access, Representation, and Belonging.

In 2022, I am proud that we achieved high ratings on our associate engagement survey with DEI and culture themes marked as key strengths for the second year in a row. From our DEI representation survey results, we see that we comprise a diverse group of associates across the world, with a two percent increase this year in those who identify as LGBTQIA+. I am also proud that for the second year in a row, we have representative gender parity in leadership positions at Director level and above across the organization.

We also note that we achieved a 37% rise in attendance across our DEI and Employee Resource Group (ERG) training

and information session participation this past year. This demonstrates our team's continued growing interest and engagement in our collective DEI accountability.



**Our DEI commitment is a never-ending one. We measure ourselves on our continued evolution and improvement in representation of our diverse and inclusive community. This report is just a data point on our forever journey.**

Sincerely,  
Cali Tran, CEO

# Our DEI Purpose



Across the Cision and Brandwatch community, we see a genuine care and commitment to creating an environment where everyone can be their best selves and thrive. This year, we leveraged the momentum and excitement we generated in 2021 to create an elevated set of goals to measure ourselves in 2022. We committed ourselves to deliver an experience that is consistent, tangible, and holistic.

I'm proud of the significant strides we made this year related to our increase in access to education, culture, associate experience enhancements, and developing new relationships that enhance our ability to make an impact in our communities. And, through the leadership of our internal Employee Resource Groups, Culture Ambassadors, and DEI champions, we consistently create a path that embraces change and drives execution. As an industry leader in the communications and PR industry, we have a responsibility to ensure our internal diversity mirrors the customers we serve globally. Because underrepresentation is still prevalent in both the tech and communications fields, we believe that our influence and actions can bring needed awareness to the value of diversity in this field.

Additionally in 2022, we launched a new series titled Social Impact Forum to bring credible information across the most critical social topics that affect how we live in our society.

We took an active role to address this by partnering directly with Diversity Action Alliance for the next two years and support them in their purpose to accelerate progress in the achievement of meaningful and tangible results in diversity, equity, and inclusion in the communications industry.

**More about these programs and the organizations we partnered with can be found on page 7.**



**Our global culture of collaboration and inclusion is seen and felt within our offices and among our teams—no matter where our associates are in the globe. The deep care and focus we demonstrate for one another has a direct impact on how we engage in our DEI strategy and live out this work every day.**

# Our Approach

At Cision, we are committed to diversity, equity, and inclusion, and aim to be a culture where all associates can thrive. Our priority remains to hire, motivate, and develop outstanding and diverse people who work together toward common objectives.

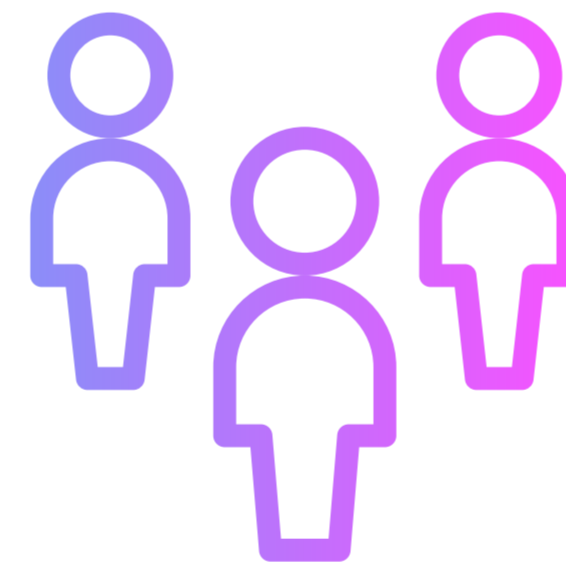
We are dedicated to promoting a culture of inclusion and belonging, where individuals can be their authentic selves, perform at their best, and bring their whole selves to work. We live into this work through the execution of goals that align around our three key DEI focus areas of Access, Representation, and Belonging.

## ACCESS



Enhance organizational understanding of DEI through access to information and education.

## REPRESENTATION



Increase opportunities for underrepresented groups and hire diverse talent.

## BELONGING



Strengthen belonging and our inclusive culture internally and externally (our communities).



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**The value in having a diverse, equitable, and inclusive workplace at Cision is that we get to learn from, and work with, individuals with a variety of personal backgrounds, experiences, and educations. This broadens the way we collaborate with each other to achieve greater possibilities in the workplace and beyond.**

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# Culture Snapshot

HERE'S WHAT WE LAUNCHED IN 2022

**2600+** ↗ (63% increase from 2022)

Associates engaged in DEI events, in-office gatherings, trainings, etc.

**26** ↗ (37% increase from 2022)

DEI-centered events hosted by employee resource groups (ERGs), including various recognition celebrations, leadership discussions, community partner webinars

**GPW®**

Cision became certified as a **Great Place to Work®** in the US and was a finalist for Ragan's Diversity and Corporate Social Responsibility Awards

**628**

Total Employee Resource Group Members

**12**

New Culture Ambassadors onboarded

**4**

Trainings completed including Unconscious Bias, Identity and Allyship, Women's Equality History, and Intro to Racism

**800+**

Associates engaged in internal mental health sessions

# 2022 Year in Review

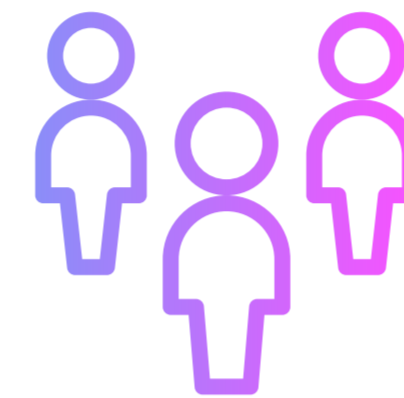
## HERE'S WHAT WE LAUNCHED IN 2022



### ACCESS:

#### Build overall awareness and understanding across diverse topics

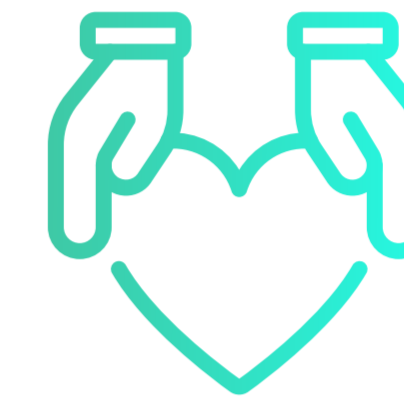
- Completed trainings on Unconscious Bias, Allyship, Women's Equality, and Racism + Introduction to Being Anti-Racist
- One mental health session per quarter offered globally, with more than 800 associates in attendance
- Month-long campaign of mental health webinars provided by Cision's benefit provider in honor of Mental Health Awareness Month



### REPRESENTATION:

#### Build a bench to retain and elevate internal diverse talent

- Mobilized a team of key Talent Acquisition partners committed to diverse pipelining and presenting diverse candidates
- Diverse partnerships secured, including Diversity Action Alliance and Latino Network, to promote Cision and attract diverse talent
- Enhanced employer branding with 'Great Place to Work' in the US and as finalists for Ragan's Diversity and CSR Award
- Consistent internal speaking opportunities for diverse talent



### BELONGING:

#### Create opportunities for associate involvement, advocacy & giving

- Launched Welcome Wednesdays, an onsite associate experience combined with engagement, team building, and DEI-centered focus
- Donated to Ukraine relief efforts through direct donation and care packages
- Partnered with Zeno Group and DuSable Black History Museum and Education Center in Chicago to support media monitoring for a Black History national film, Equiano Stories.
- Established two-year partnership with Diversity Action Alliance



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**DEI to me is more than a function; it's the foundation of the core values anchored in all aspects of my professional life. I dream of an engaging work environment where associates from all around the world would feel included and treated equally. This is the reason my commitment in such a role is consciously natural, as Cision creates a safe space to have a voice.**

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# Social Impact Forum

To further elevate and expand DEI efforts, in September 2022, Cision launched Social Impact Forum to address the most critical social topics and provide a space for everyone at Cision to listen, learn, and make a difference.

We acknowledge that significant concern, fear, anger, and many other emotions continue to carry weight in our lives due to the uncertainty of many everyday impacts, including decisions on women's reproductive health and rights, increased gun and domestic violence, political turmoil and war, the loss of lives due to racism and injustice, the rise of homelessness and poverty, and so much more. Though we cannot solve everything, we are committed to opening the door for conversation to ensure our associates feel heard and supported and that there is an opportunity for learning and growth.

Through the Social Impact Forum, we partner with subject matter experts and organizations to create a safe space for conversation and action. As a leader in the PR, media, and marketing space, we have a responsibility to amplify accurate information to our stakeholders.

First round of Social Impact Forum topics included conversations around women's reproductive rights in the U.S., gun violence prevention in the city of Chicago, and the War in Ukraine.



## VIOLENCE PREVENTION PANEL

**STEVE PERKINS**

Director of Field Instruction  
MPI Metropolitan Family Services



**BRIDGET HATCH**

Media Relations & Marketing Coordinator  
Metropolitan Family Services/Communities Partnering 4 Peace



**SAMUEL CASTRO**

Community Violence Intervention Program Director  
Institute for Nonviolence Chicago



**JORGE MATOS**

Senior Director  
READI Heartland Alliance



## REPRODUCTIVE HEALTH AND ACCESS PANEL

**CHINYERE "CHI CHI" OKWU**

Executive Director  
EverThrive Illinois



**EMILY WERTH**

Senior Staff Attorney  
ACLU of Illinois



**LYNNE JOHNSON**

Executive Director  
Midwest Access Project



## WAR IN UKRAINE PANEL

**VLAD BAZIKALOV**

Sales Director, Emerging Markets – EMIA  
Cision



**NATALIA CHOWN**

Sr. Director, Strategic Partnerships  
Cision



**WOJCIECH SURMACZ**

President  
Polish Press Agency



**ROBERT SHERMAN**

Network Correspondent  
NewsNation



**IEVGEN MATIUSHENKO**

Staff Journalist and Editor  
Ukrinform



**DAVID BRENNAN**

Diplomatic Correspondent  
Newsweek





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**Cision makes great efforts for associates to thrive and succeed from the amazing ERG groups like Empower, Embrace, Embody, and Embark to the numerous educational opportunities made available to us. In looking at our future here at Cision, and the diversity of leaders we have in place, I am more confident than ever that we are building a strong future where our associates can thrive.**

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# Our Culture of Inclusion

Employee Resource Groups (ERGs) are voluntary, employee-led groups that aim to support and positively impact Cision's diversity and inclusion strategy and goals through the promotion of an equitable and inclusive work environment.

These four commitments are fundamental to our ERGs and are critical to our success as a company that believes in the value of diversity of thought and perspective and the development of future leaders.

## EMPOWER

Empower advocates women's leadership, diversity and equity through career development, networking, speaking events, and growth opportunities.

## EMBRACE

Embrace helps to nurture and develop leaders that reflect our multicultural make up and ensures we celebrate and promote our people regardless of race, background, ethnic origin, nationality, or religion.

## EMBODY

Embody strives to afford visibility and voice for LGBTQIA+ employees and allies within the Cision organization. Through conversation, outreach, and volunteerism, we foster a culture that emphasizes diversity, inclusivity, and matters close to the global LGBTQIA+ community.

## EMBARK

Embark serves as a grass-roots community group to embed sustainability as a key company value, with the end-goal of real business action against climate change. By working closer with other community groups throughout Cision as well as externally, we will help to grow support for our mission and ultimately action against climate change.

## EMPOWER

Women Focused  
Leadership &  
Empowerment



## EMBODY

LGBTQIA+ & Allies



## EMBRACE

Multi-Cultural Focused



## EMBARK

Environmental &  
Sustainability





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**Having a diverse team is the key to our growth. It enables us to have a better understanding of different cultural perspectives, which in turn provides a richer internal team experience and allows us to better serve our diverse client base. Without this diversity, we would not understand the cultural nuances in each market and achieve the success we’ve had.**

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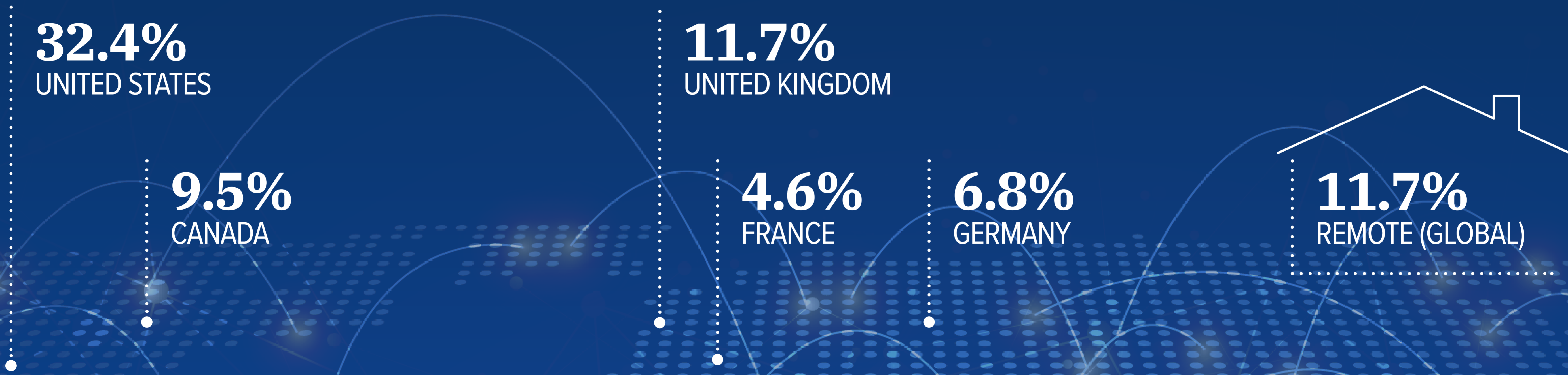
# Our Global Workforce Data

THE OBJECTIVE OF THE GLOBAL DIVERSITY AND REPRESENTATION SURVEY WAS TO:

**3300**  
CISION GLOBAL  
PRESUMED HEADCOUNT

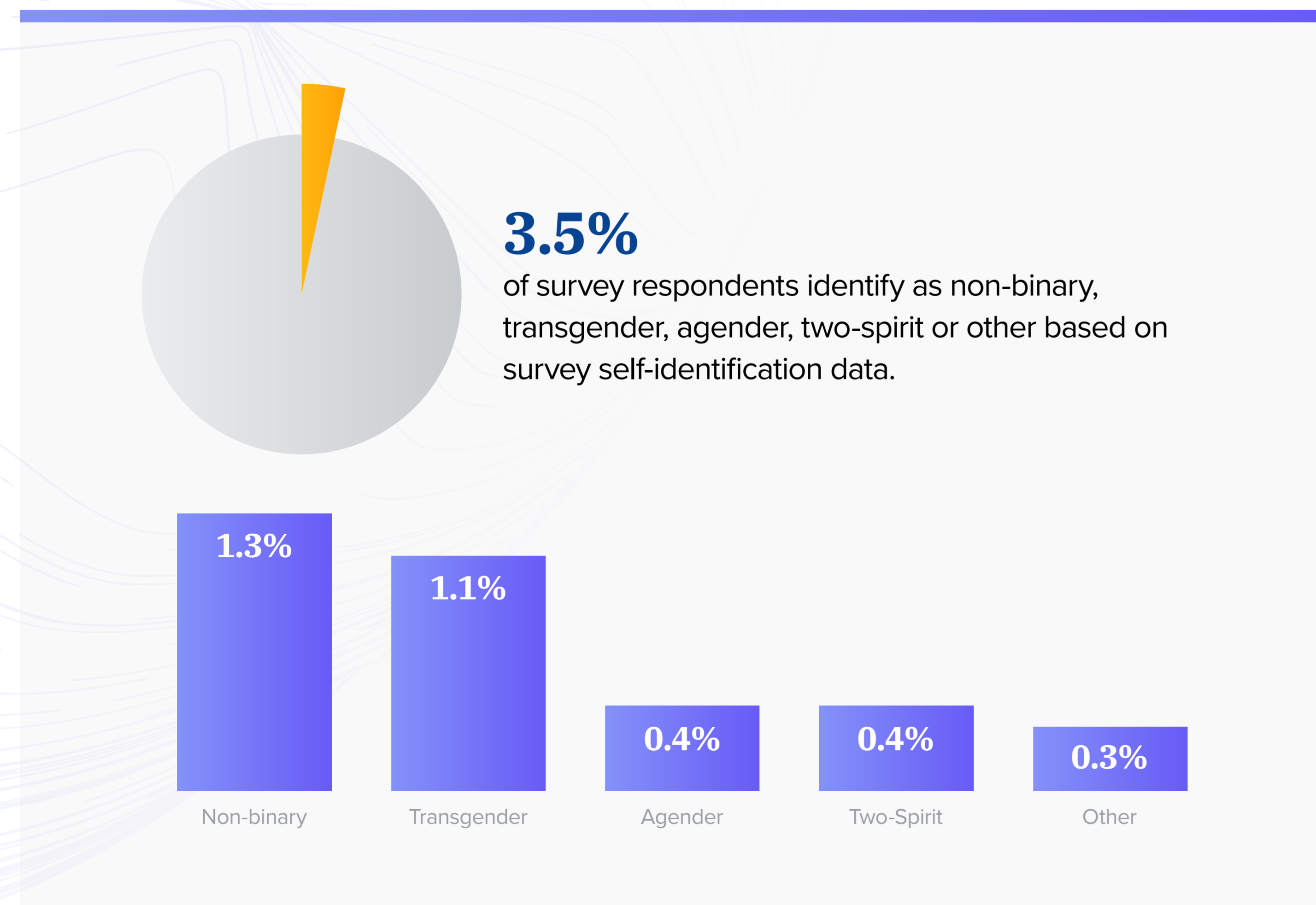
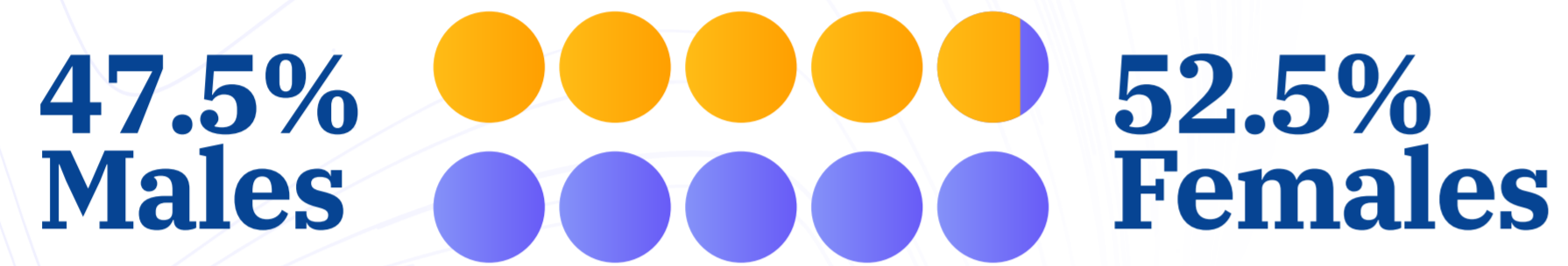
- Establish a baseline understanding of our workforce in order to measure real impact in future diversity, equity, and inclusion goals.
- Foster a sense of belonging that is important to our culture.
- Understand ‘who we are’ to ensure we create an environment that attracts all levels of diversity.
- Help us determine the type of representation we need in the future. Preserve Cision’s inclusiveness and community.

RESPONSE DISTRIBUTION:

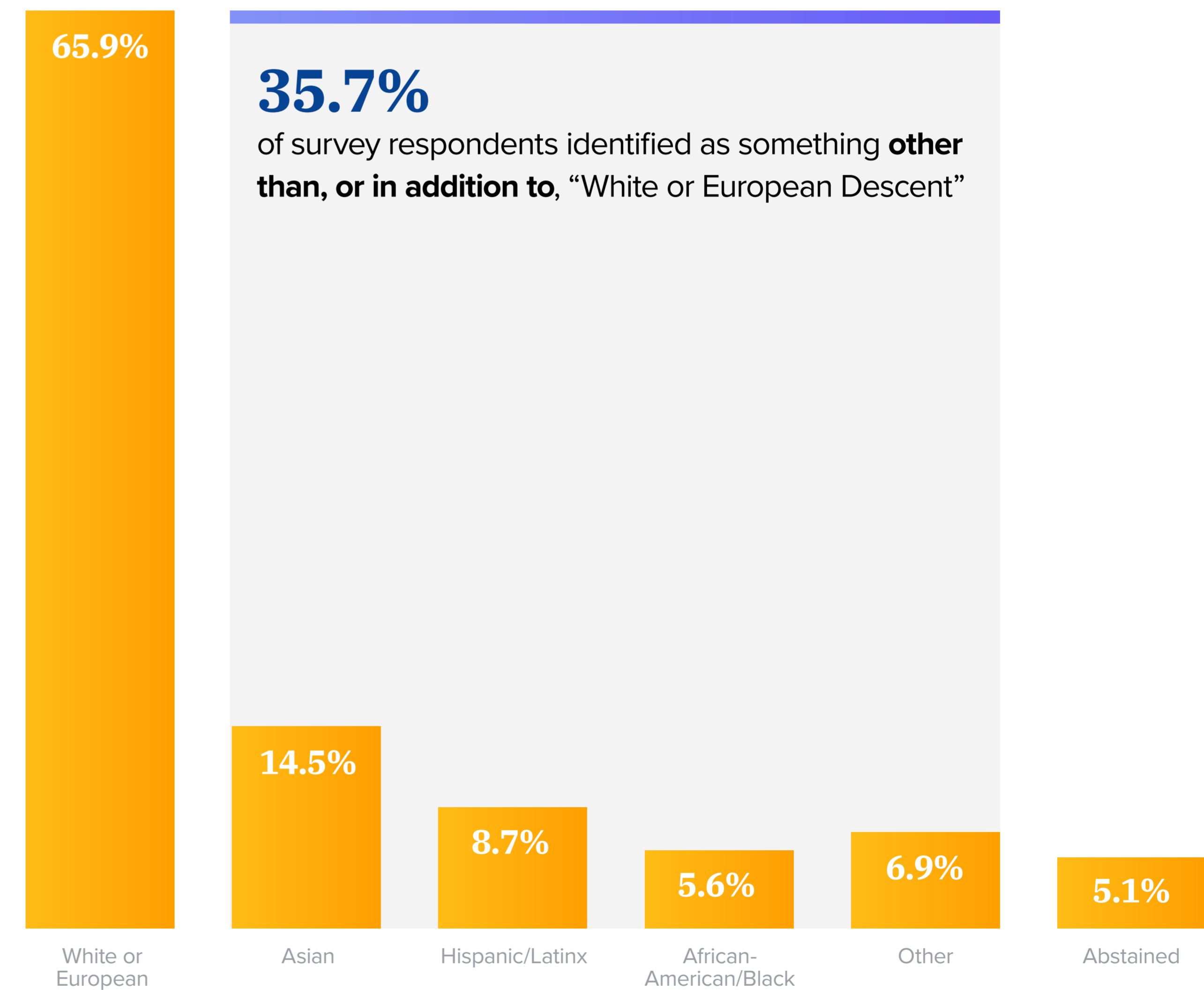


## GLOBAL GENDER AND RACE / ETHNICITY

### Global Gender based on HRIS Data



### Global race/ethnicity demographic

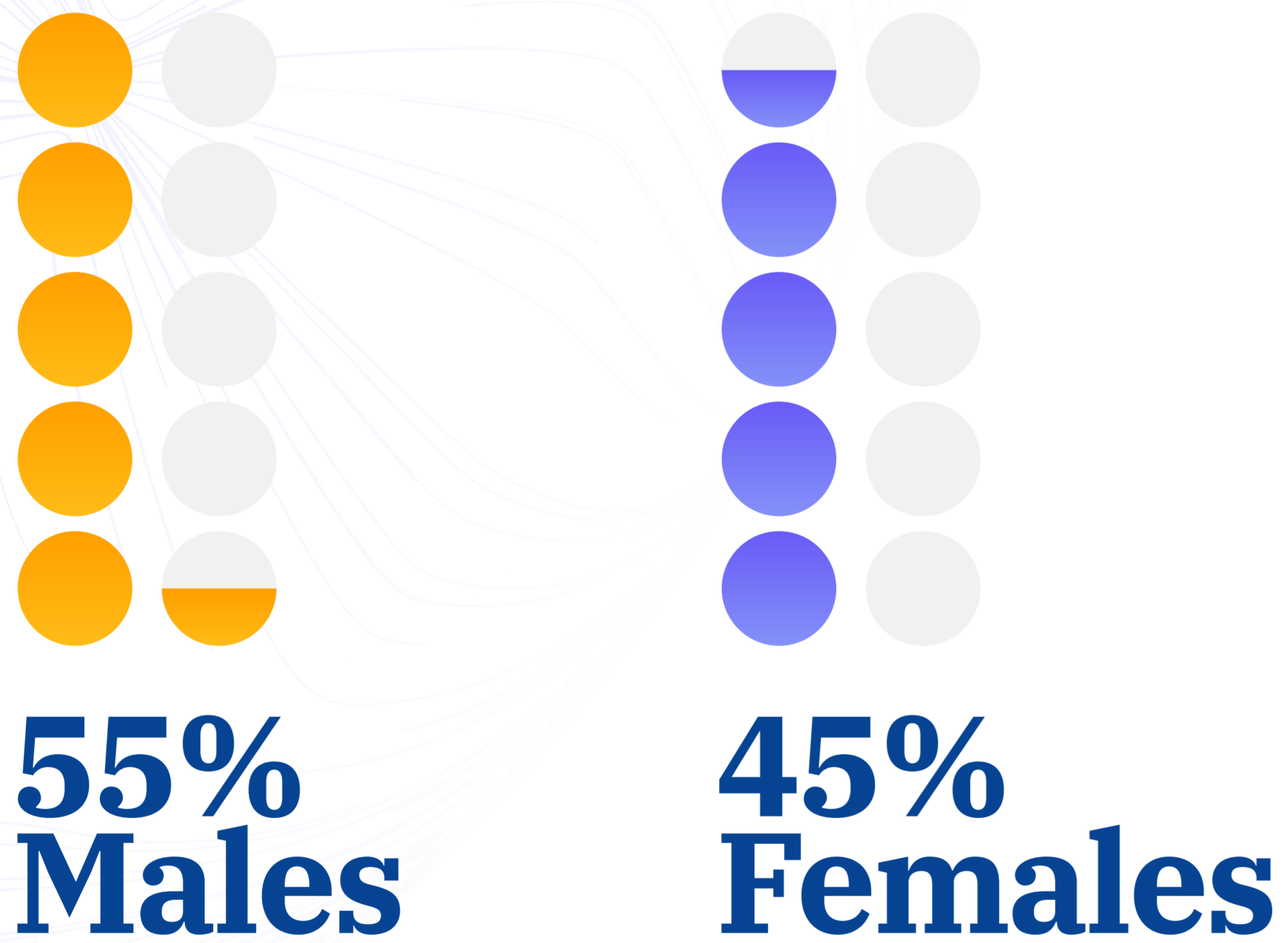


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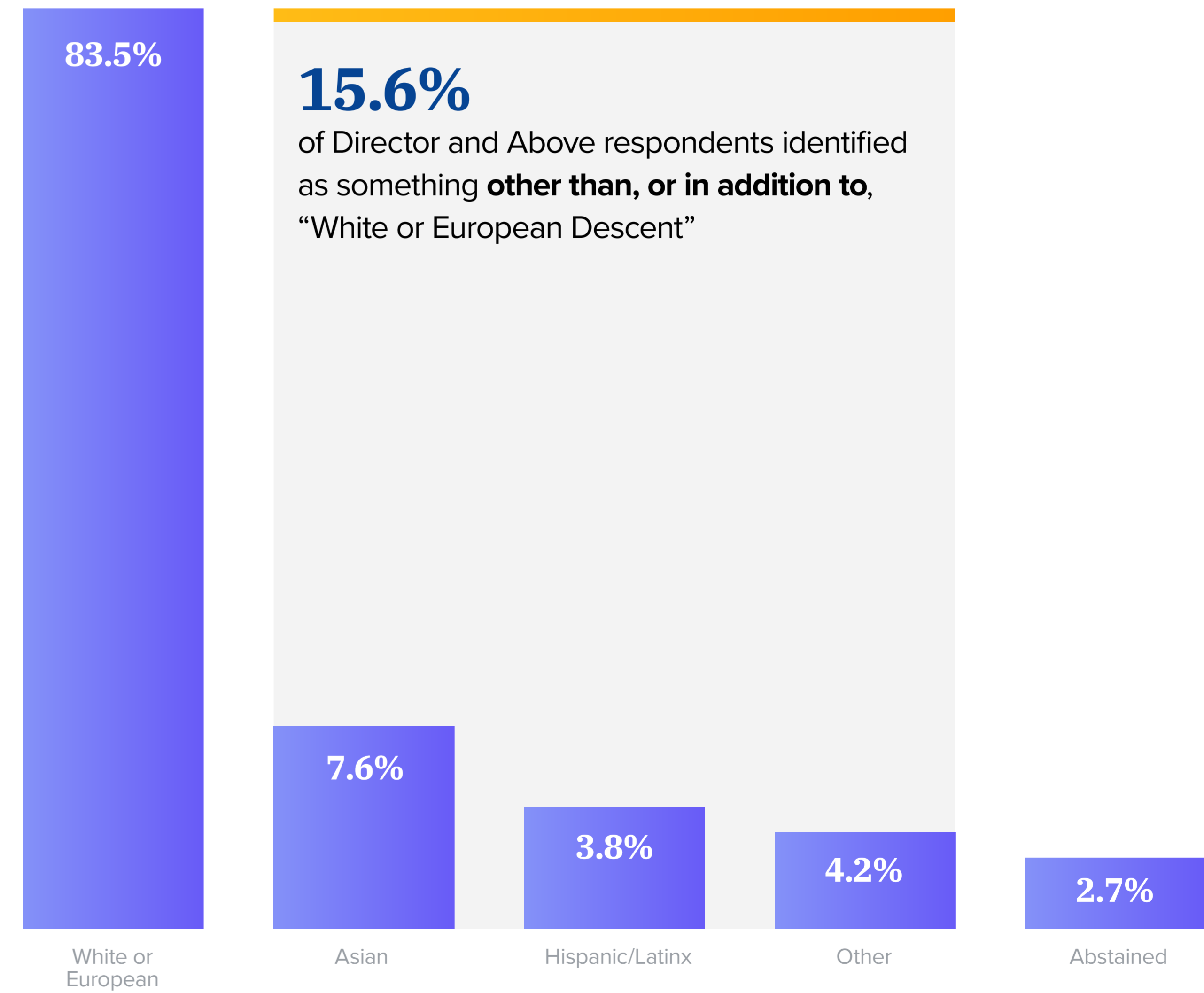


## GLOBAL DIRECTOR AND ABOVE (DIRECTORS, SENIOR DIRECTORS, VPs, SVPs) GENDER AND RACE / ETHNICITY

Global Director and Above Gender Based on HRIS Data



Global Director and above race/ethnicity demographic



NOTE: Multiple options may be selected, so percentages do not add up to exactly 100%



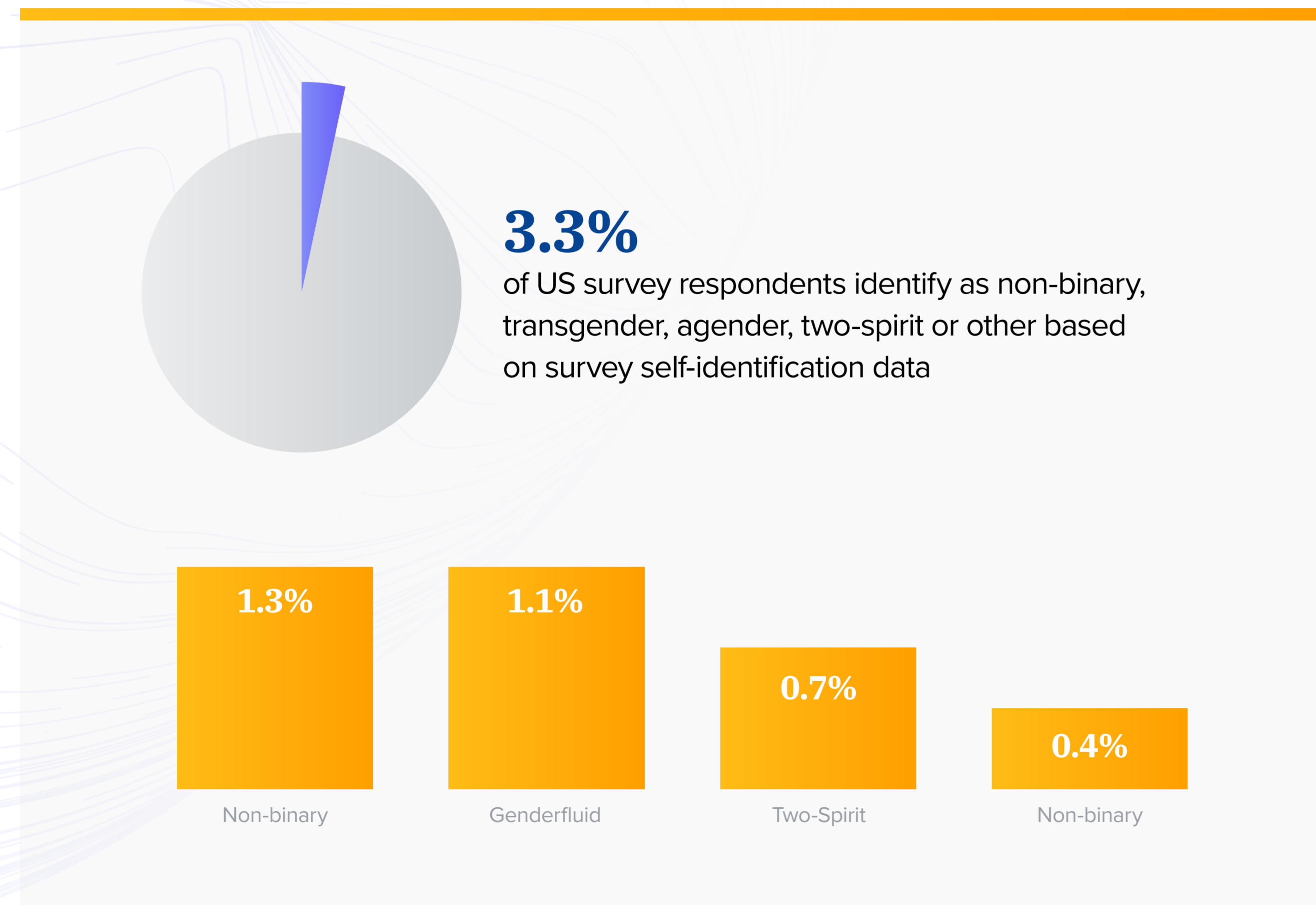
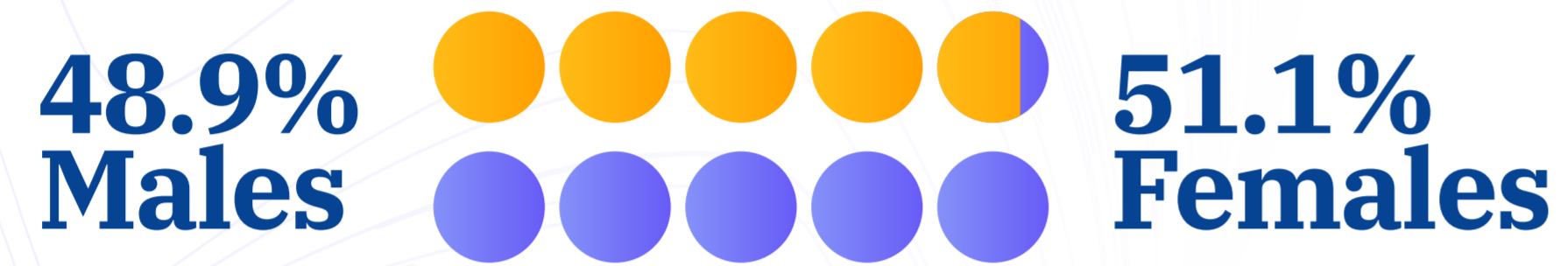
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**We are committed to creating an environment within Cision of authenticity and inclusivity, whilst promoting and celebrating our racial and culturally diverse workforce. To me, inclusion means creating an environment where everyone feels they have a voice and can be heard regardless of age, ethnicity, race, gender, faith, disability, or job role.**

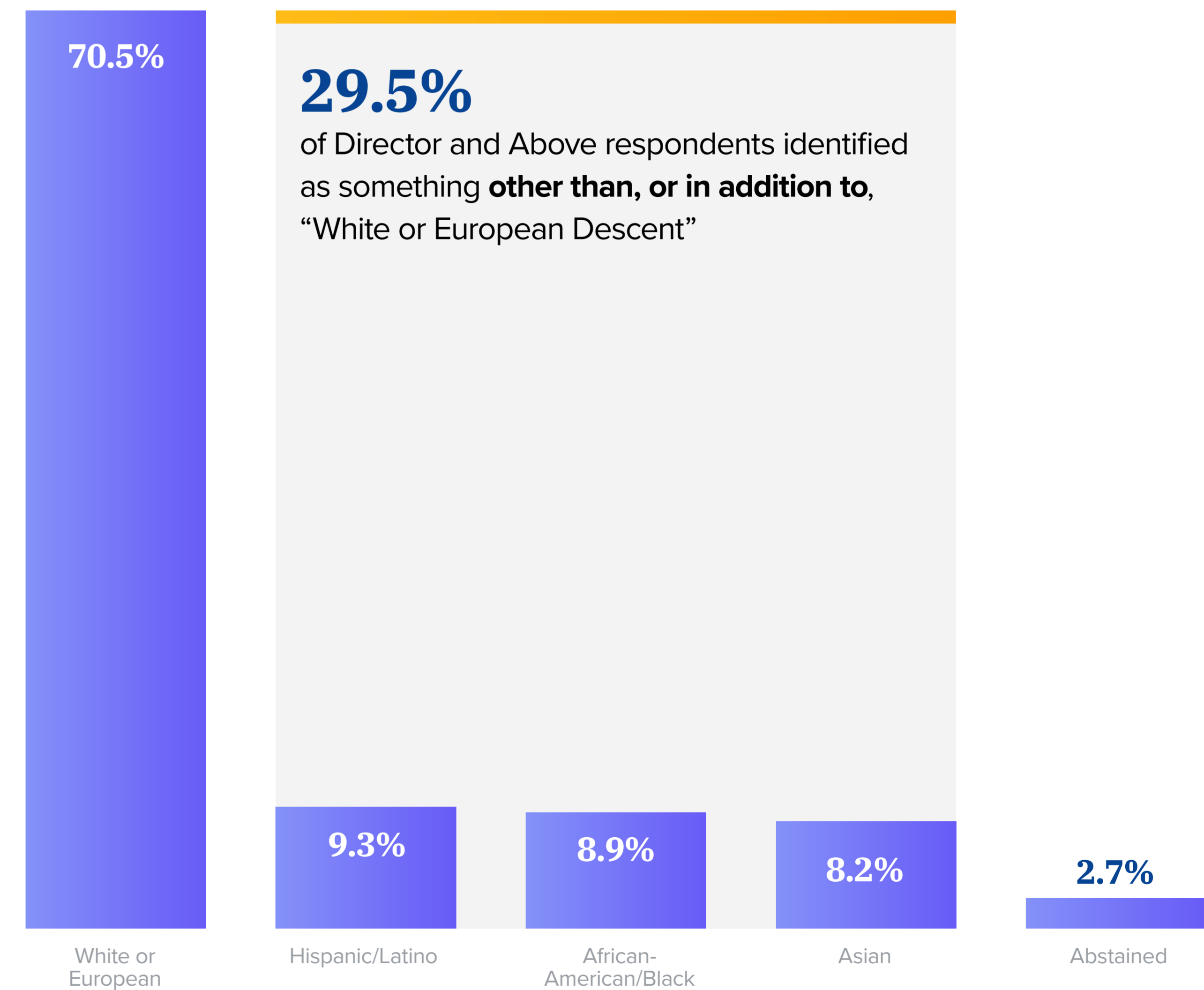
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## USA – ALL ASSOCIATES GENDER AND RACE / ETHNICITY

### USA Gender based on HRIS Data



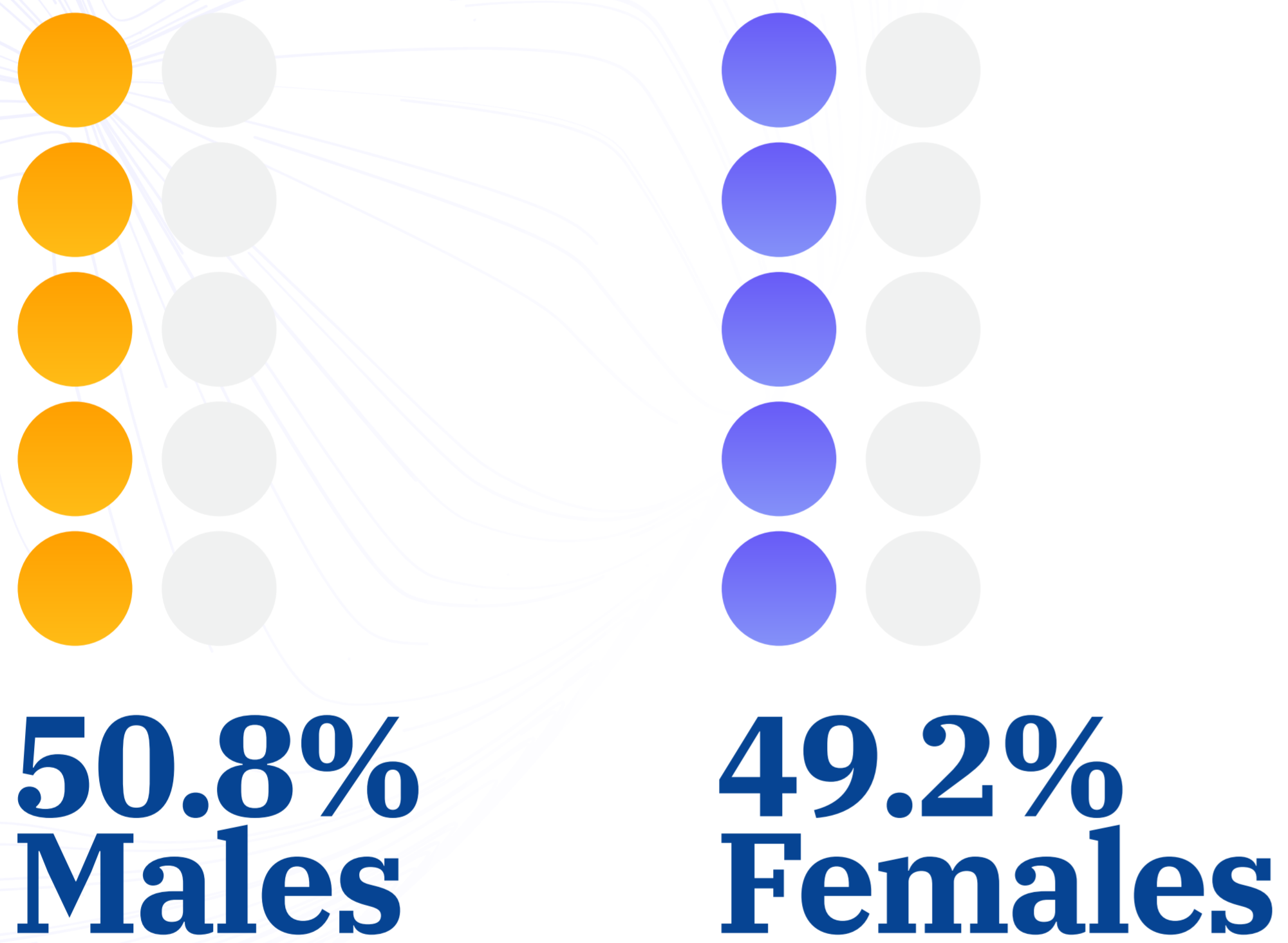
### USA race/ethnicity demographic



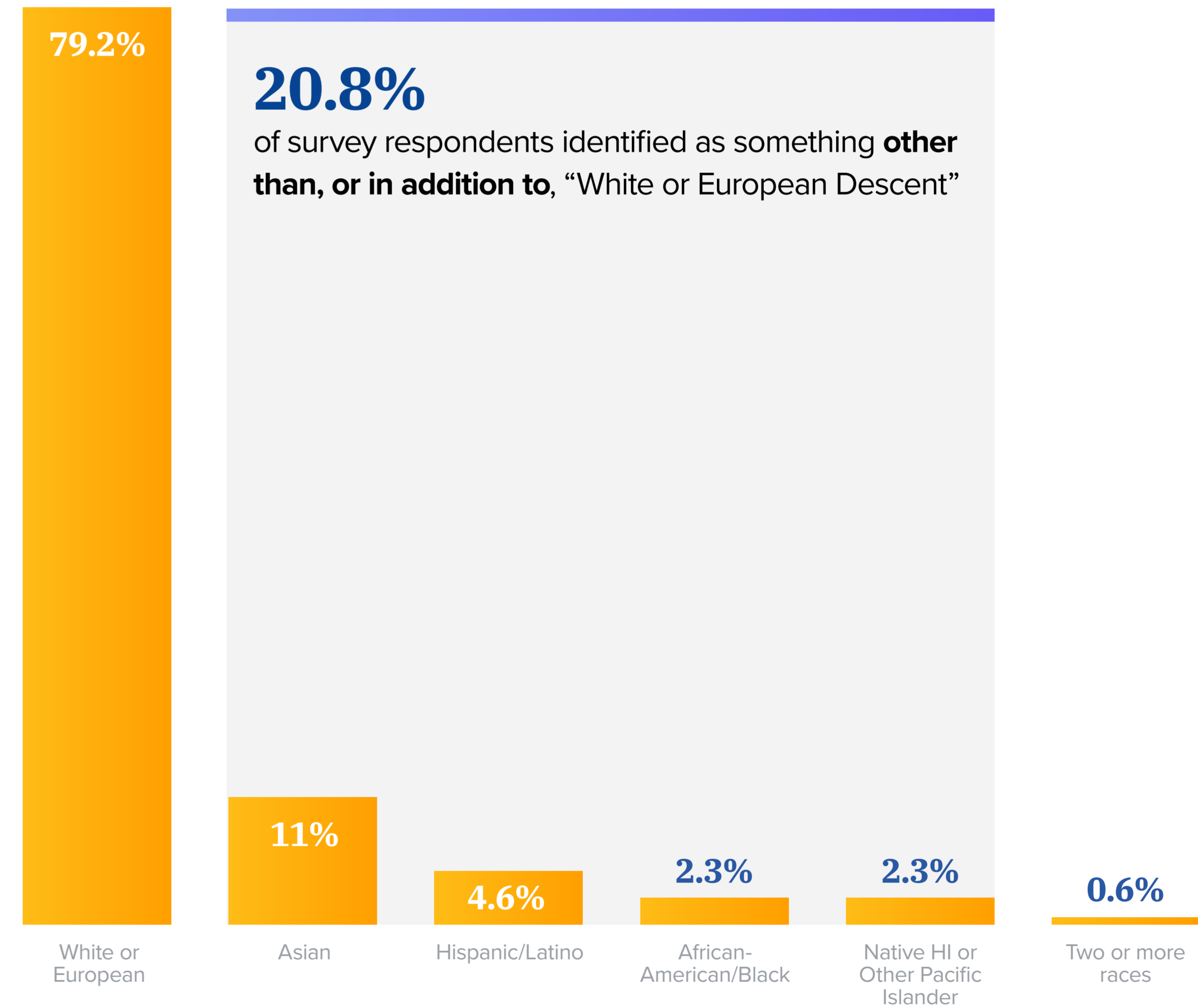
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## USA – DIRECTOR AND ABOVE (DIRECTORS, SENIOR DIRECTORS, VPs, SVPs) GENDER AND RACE / ETHNICITY

USA – Director and above gender based on HRIS data



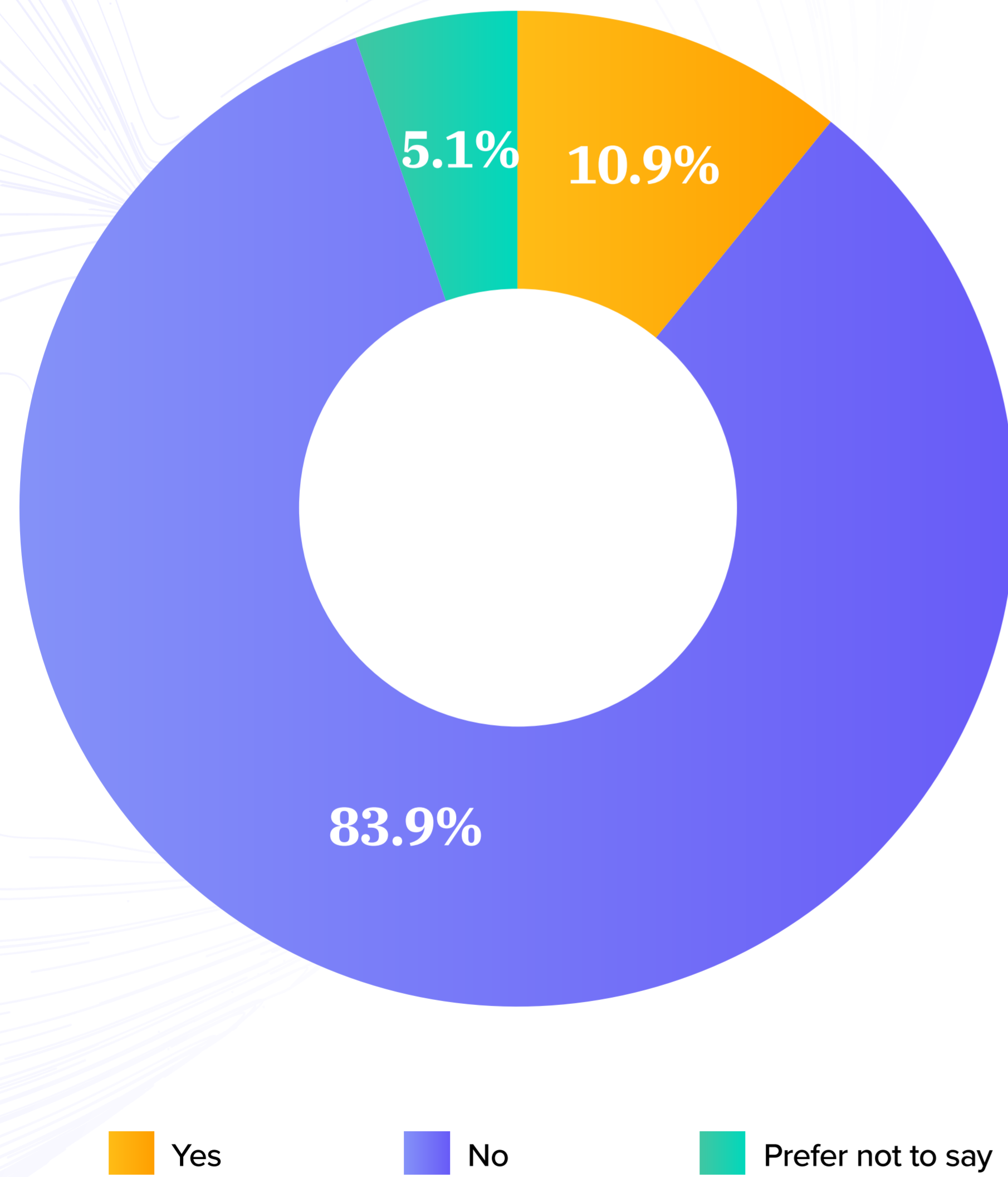
USA – Director and above race/ethnicity demographic



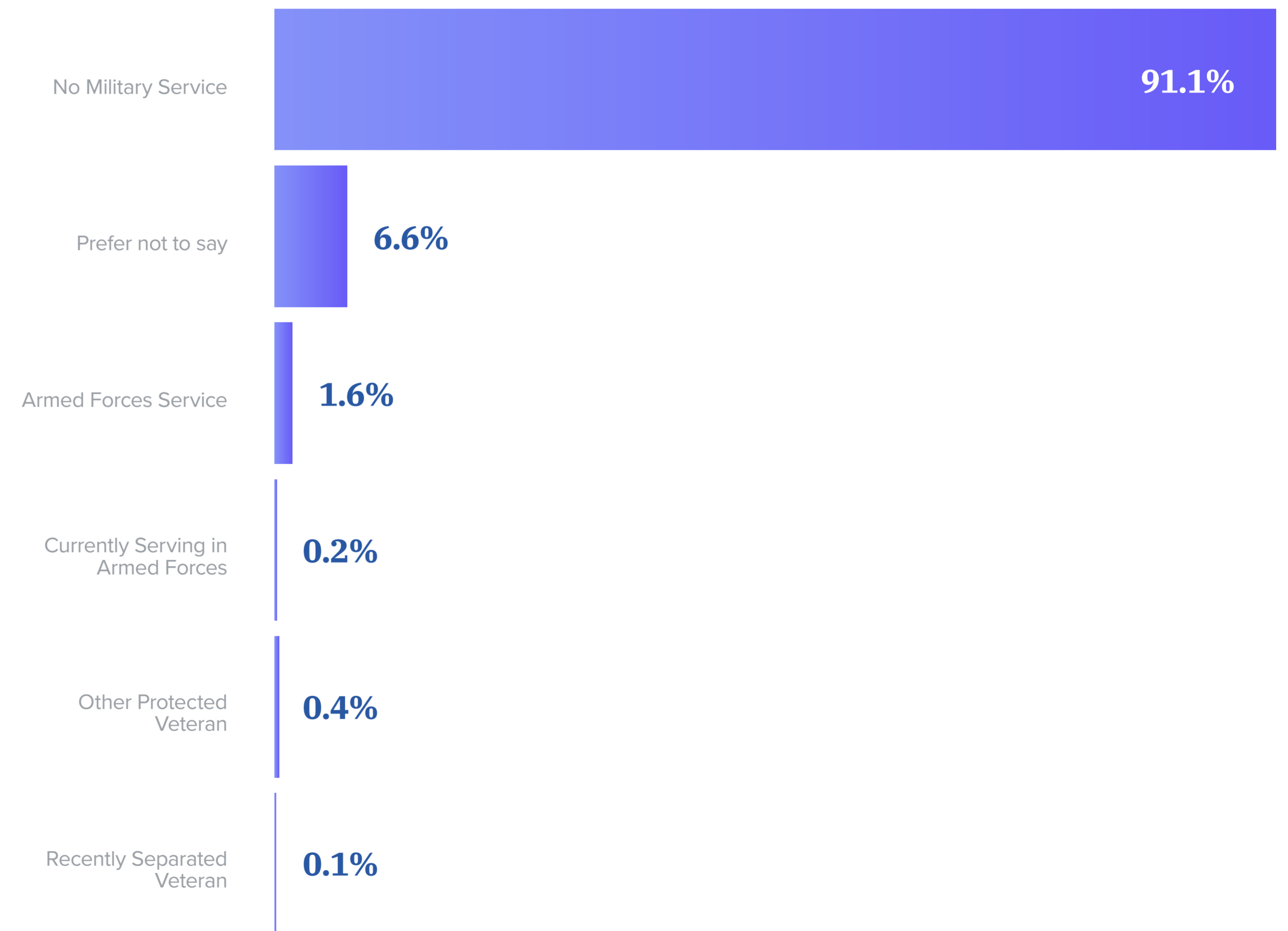
NOTE: Multiple options may be selected, so percentages do not add up to exactly 100%

## GLOBAL ASSOCIATE VETERAN & DISABILITY STATUS

Percent of global respondents who identified themselves as having a physical or mental disability



Percent of global respondents who identified themselves as having Veteran status





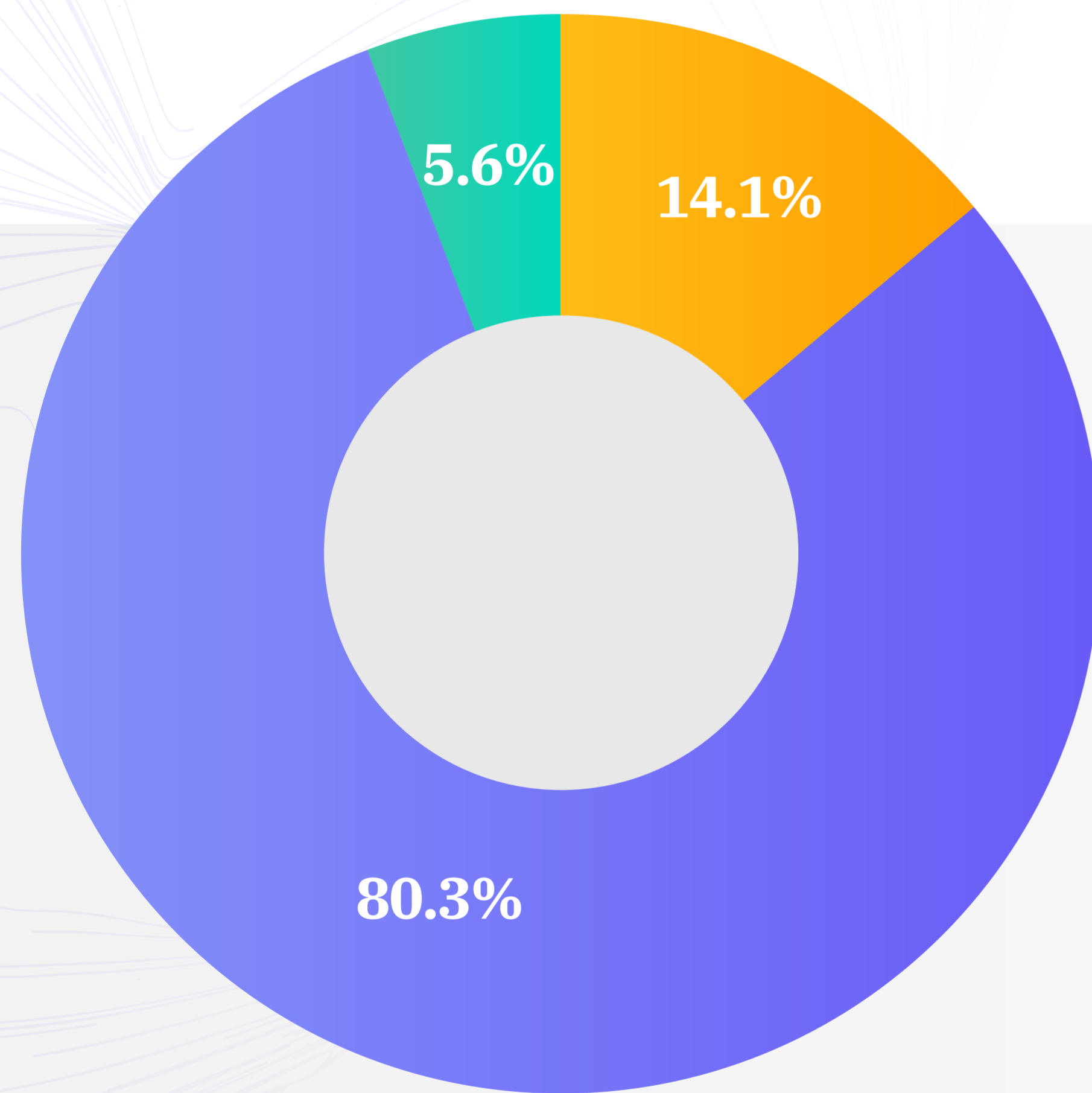
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**DEI is about making people from all backgrounds feel welcomed in the workplace. This means being a workplace where the whole beautiful, varied, and diverse spectrum is seen, accepted, and supported to reach their full potential. To effect change, we must have people willing to make things happen. If not me, who?**

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## GLOBAL ASSOCIATE LGBTQIA+ REPRESENTATION

Percent of global respondents who identify as LGBTQIA+



Yes No Prefer not to say

**2% ↗**  
INCREASE IN LGBTQIA+ REPRESENTATION Y-O-Y





“

**As co-founder of our LGBTQIA+ employee resource group, I'm proud of the honest and vulnerable conversations our associates are engaging in today. This is a testament to having a dedicated DEI leader, supportive executive leadership, and grassroots efforts by our colleagues around the globe for creating the community they want and can thrive in. Being your authentic self at Cision can enable you to have a diversified and satisfying career.**

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# Community Partners

Cision is proud to support and partner with dozens of organizations that bring value to our internal philanthropic efforts, while also giving back to those that need us most. We thank these organizations for their ongoing commitment to their respective communities and programs. In 2022, we gave back through financial support, time, or resources to the following organizations:



# Introduction to Brandwatch Diversity

Brandwatch, a Cision Company, is the world's premier social suite, empowering over 7,500 of the world's most admired companies to understand and engage with customers at the speed of social. Each year, we measure progress on the diversity and representation front based on three ongoing objectives outlined by the D&I working group and endorsed by the Brandwatch leadership team.

**We actively engage in improving the mental health of all our staff through initiatives and accountability from managers.**

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Our lived experiences directly impact the way we react and respond to events unfolding around us e.g., the Black Lives Matter protests impacted Black people on a different level to other identity groups, the WFH mandate impacted parents and caregivers on a different level to those without dependents at home. To nurture psychological safety and ensure each associate is equipped to succeed in their role, it's essential that we offer equitable access to mental health support.

**We define and roll out Diversity and Inclusion Training for managers and associates. Our lived experiences directly impact our interpretation of reality, and impact our behaviour.**

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For example, research shows that members of dominant groups have implicit bias towards people from underrepresented groups, which impacts everything from hiring policies to performance reviews. Training gives us shared knowledge and language to challenge bias and make equitable decisions that optimise for inclusion.

**We enable Brandwatch to improve representation in offices and leadership. Increasing the representation of women and people of colour in our global team is a top priority for us.**

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We want our culture to be as inclusive and equitable as possible. An inclusive and equitable culture will be the default reality once our team is more proportioned to the diverse identities of society at every level of seniority.

# Introduction to Brandwatch Diversity

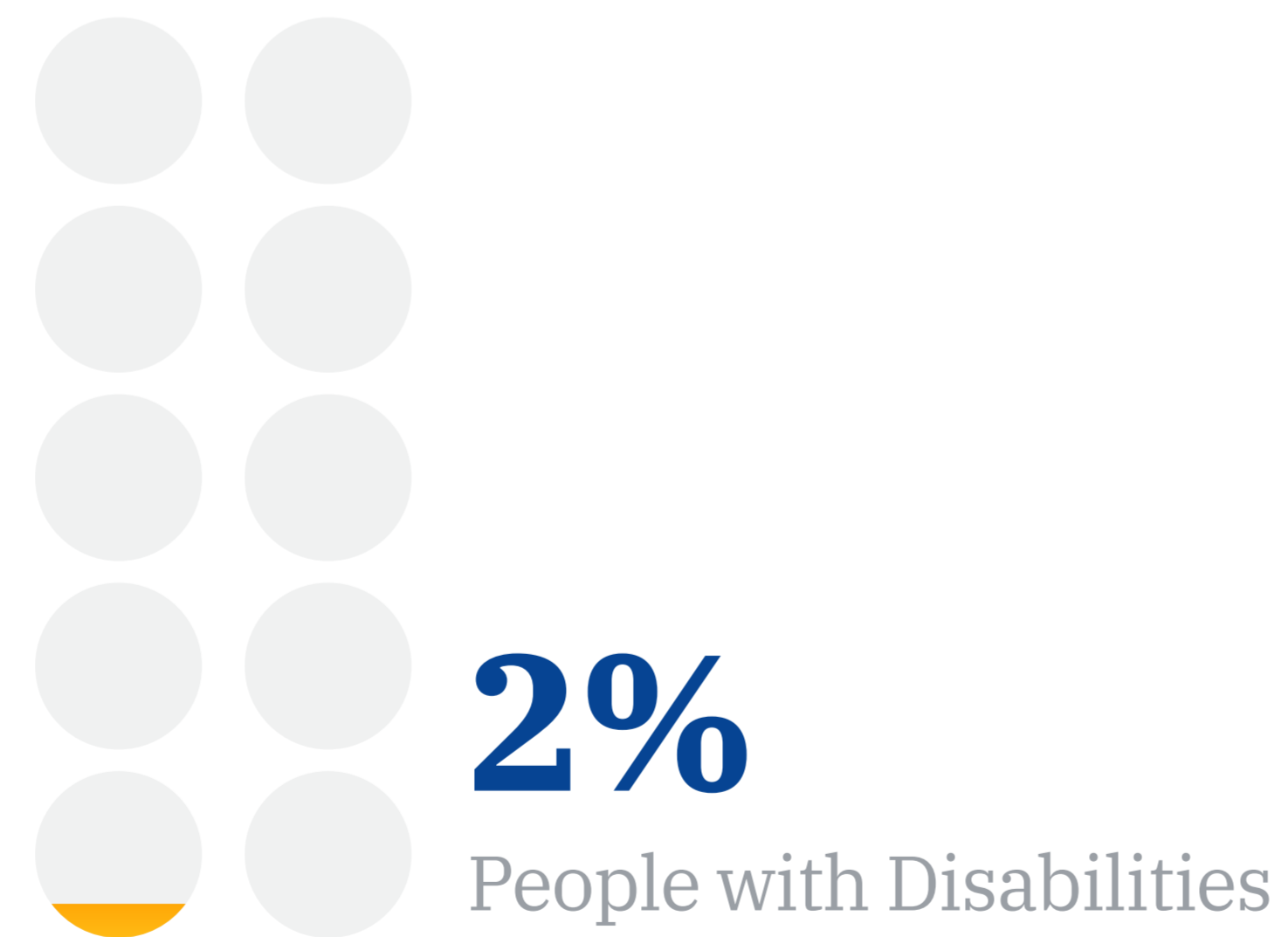
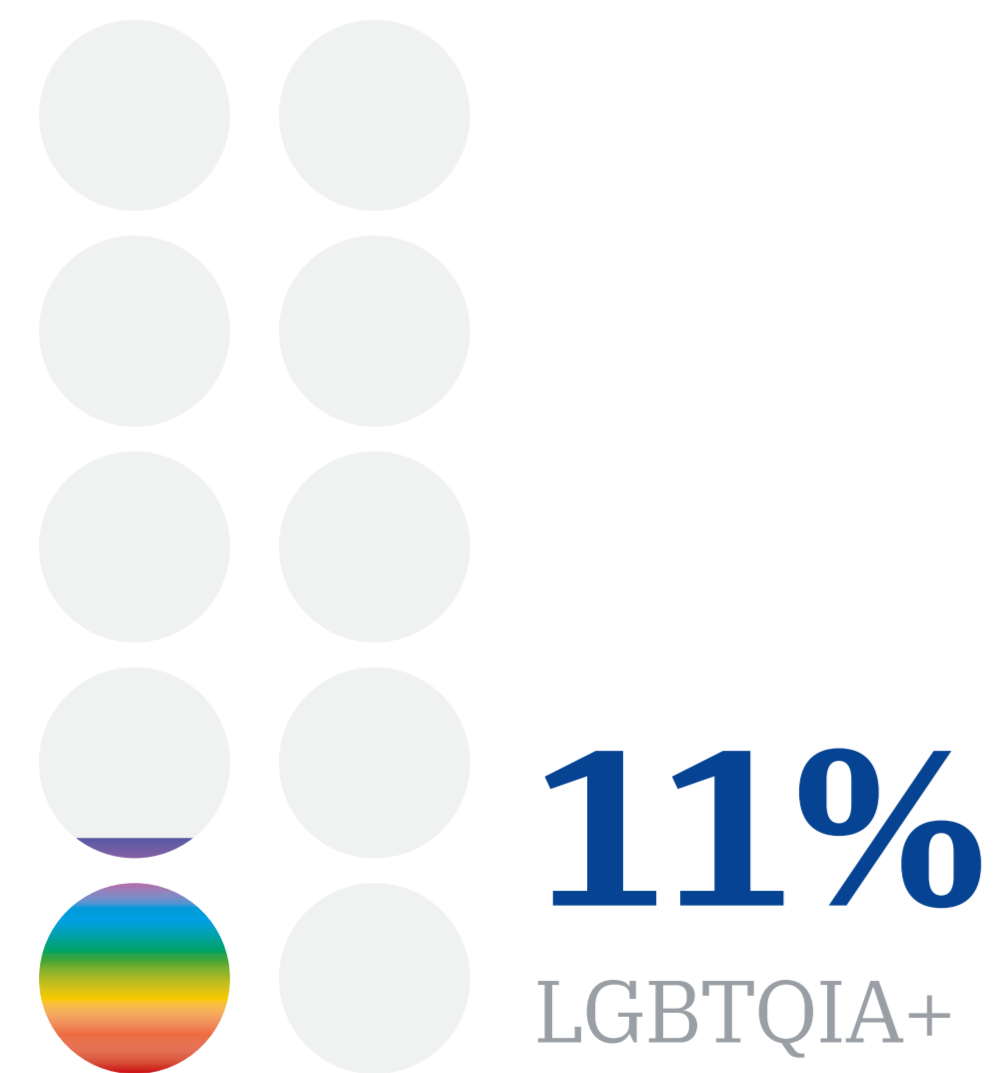
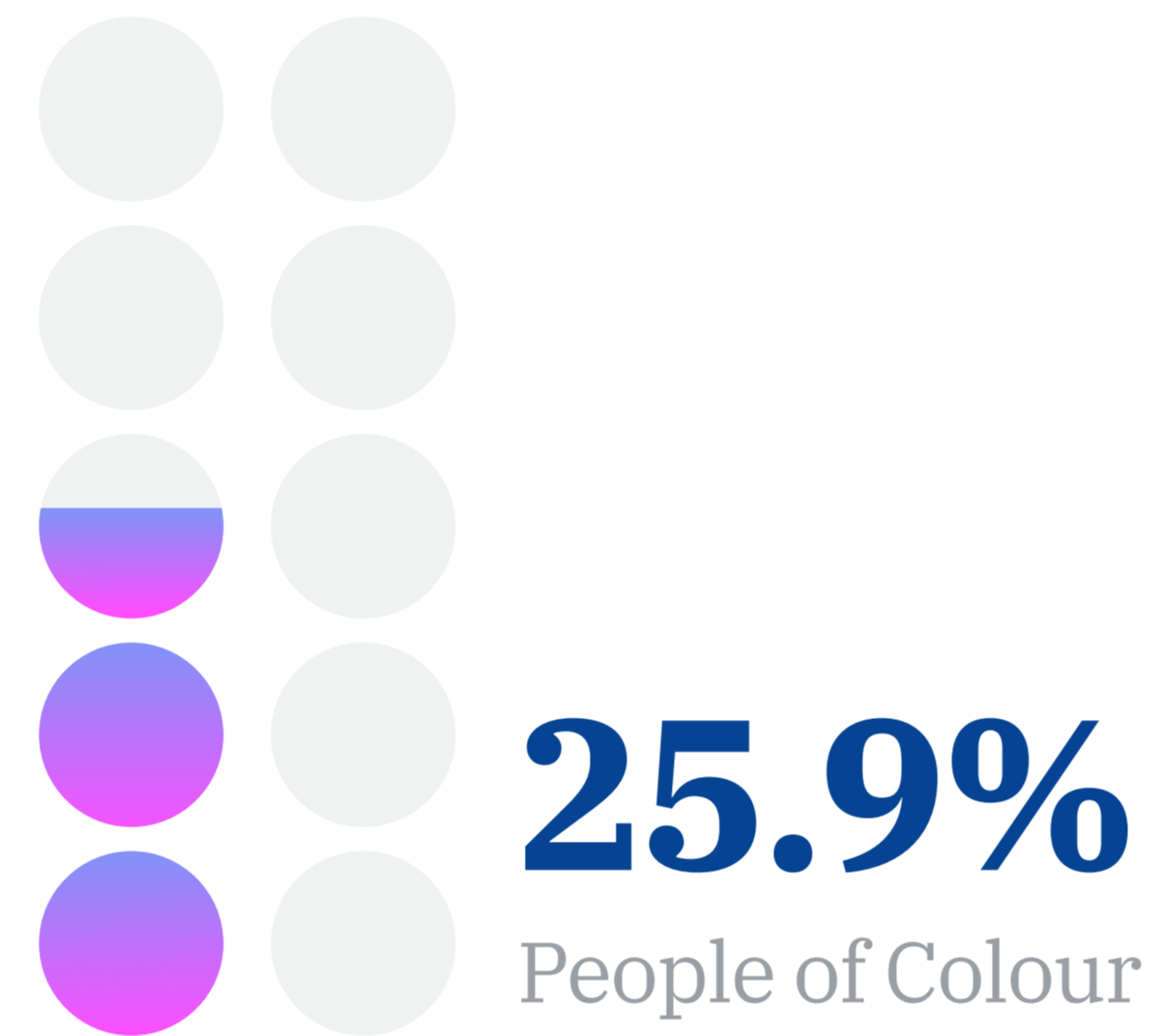
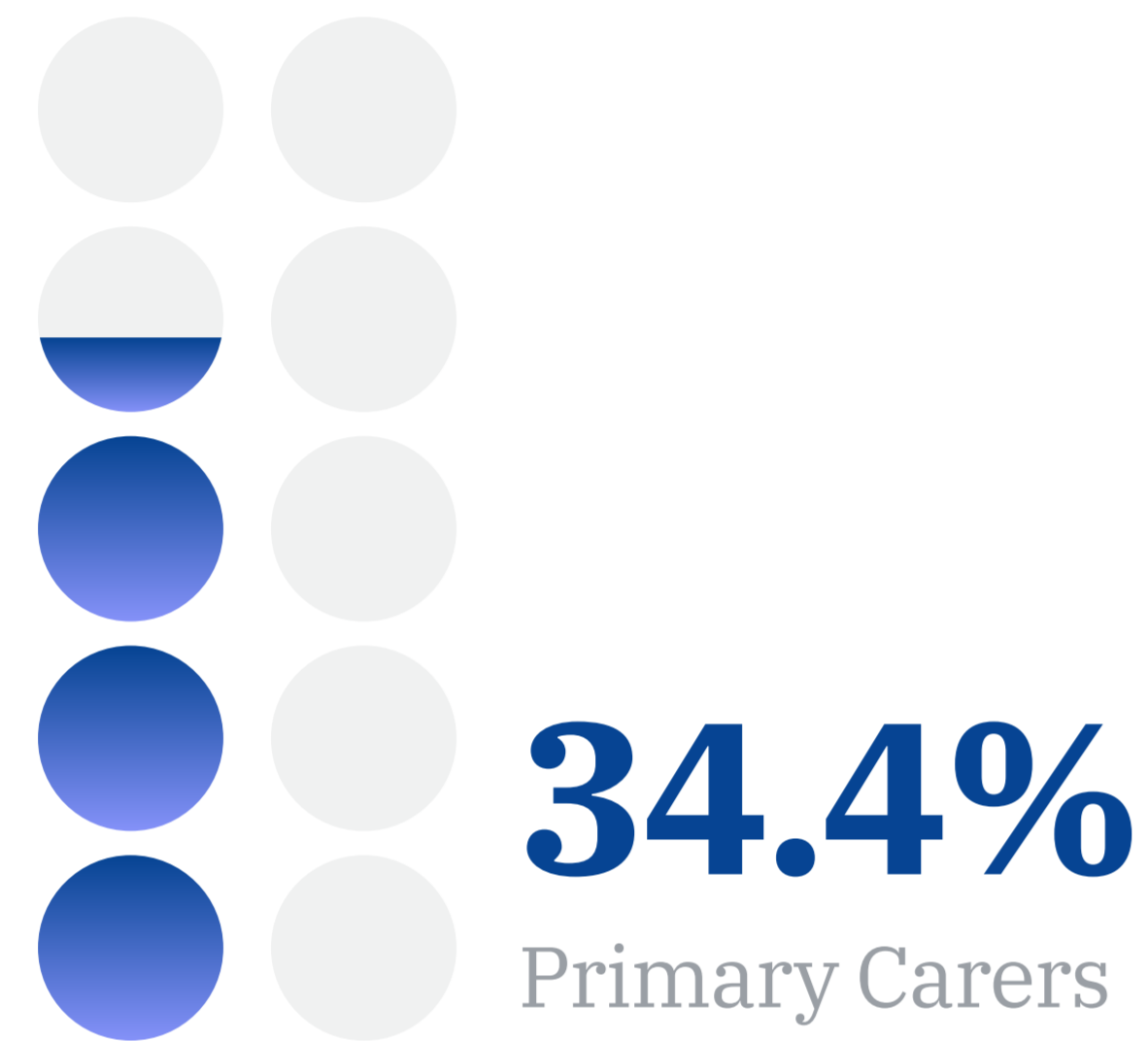
Brandwatch's DEI committee is a group of Brandwatchers who are passionate about driving and supporting Brandwatch's commitment to diversity and inclusion. We support this mission by monitoring diversity and

representation across the organisation, identifying areas of improvement in the candidate-associate journey, and deploying various initiatives in order to make Brandwatch a more inclusive, equitable, and engaging place for all staff.



# Brandwatch at a Glance

HERE'S A SNAPSHOT OF WHAT THE SURVEY DATA TELLS US ABOUT REPRESENTATION IN OUR GLOBAL TEAM



# Representation at Brandwatch

## CONSIDER DIVERSITY AT THE MOST SENIOR LEVELS OF THE BUSINESS

These are the individuals with the most power and authority to shape:

1. **Company policies**
2. **Incentives that influence behaviour in the global leadership team**
3. **Associate experience and company culture**

It's important that this influential group contains a diverse mix of lived experiences and an awareness of its shared privileges and implicit biases.





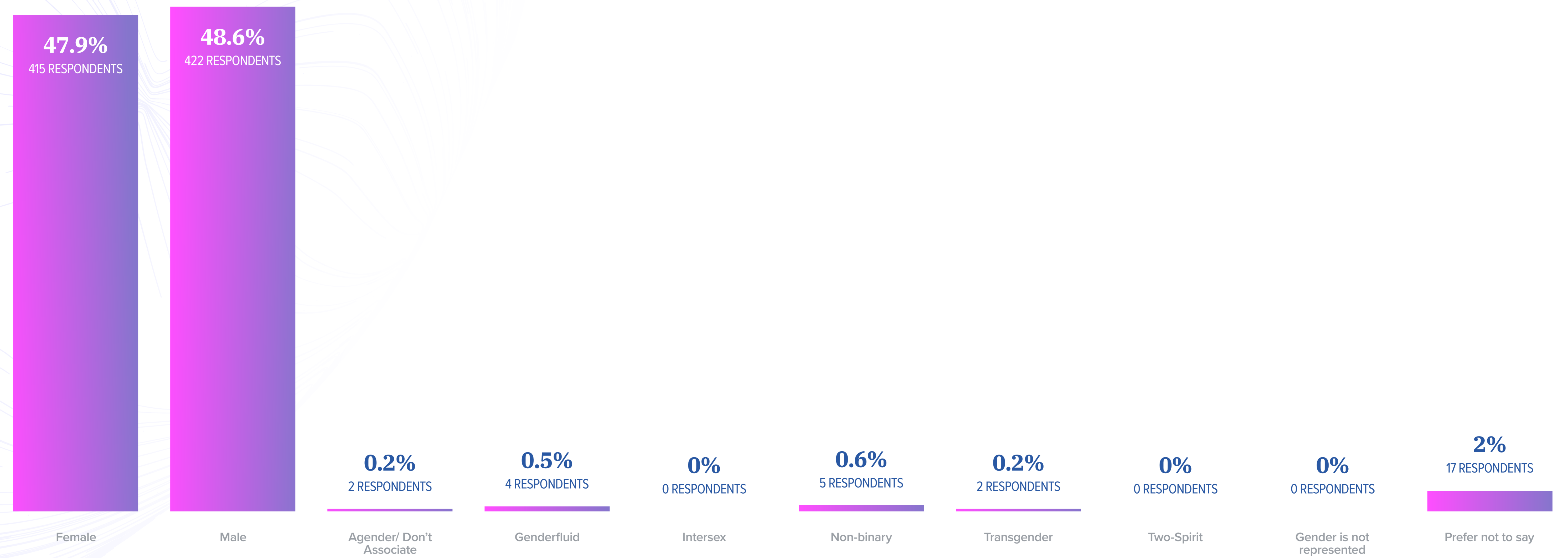
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**DEI is about a level playing field, ensuring that as an organization we continue to push for fair and equal opportunity and treatment of all associates. That means constantly learning and challenging assumptions by recognizing and improving personal biases, and encouraging our peers to allow space for others in the room. To push past the status quo for an enriching environment to collectively grow and thrive.**

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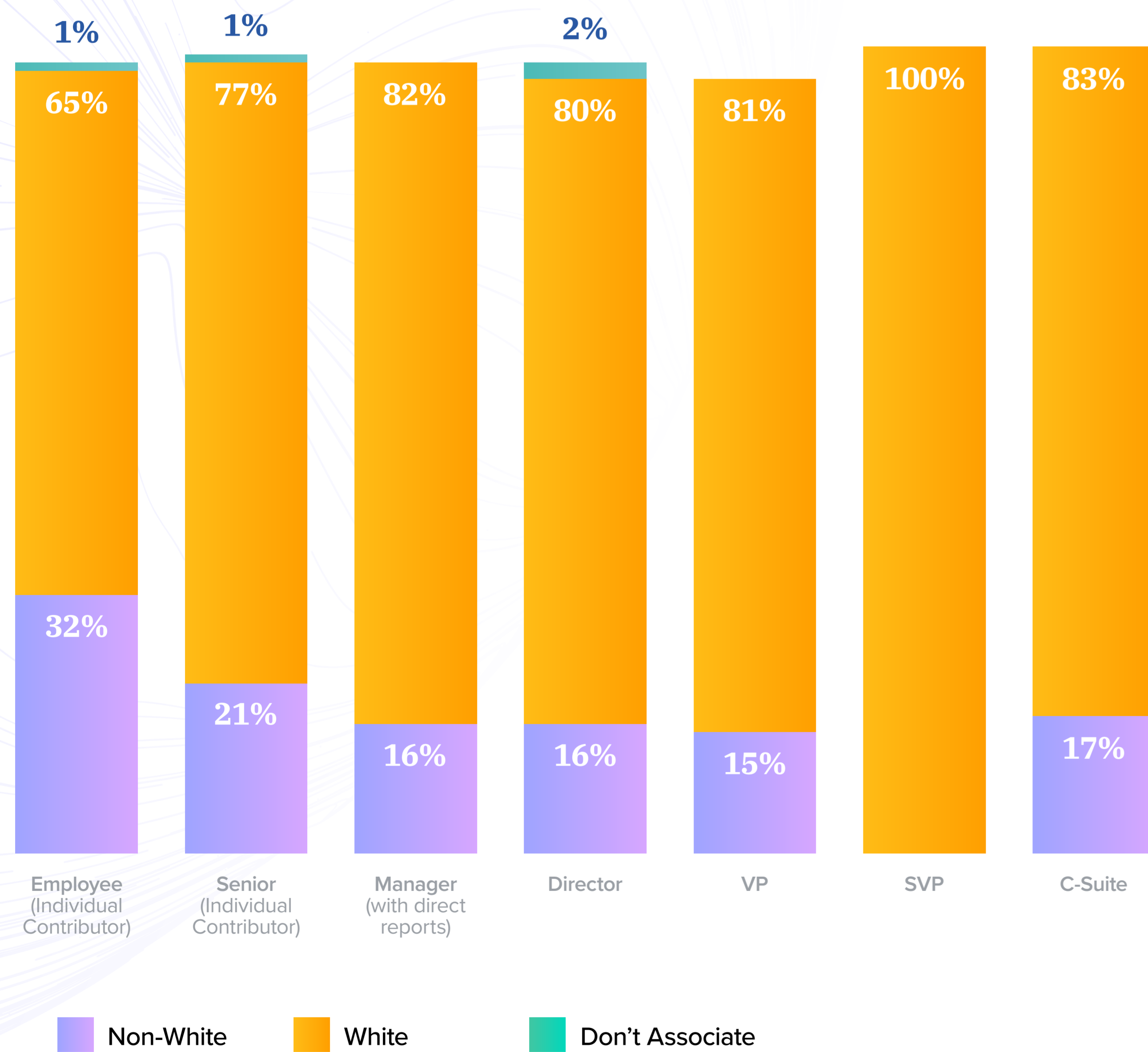
# DEMOGRAPHICS

## Global Gender

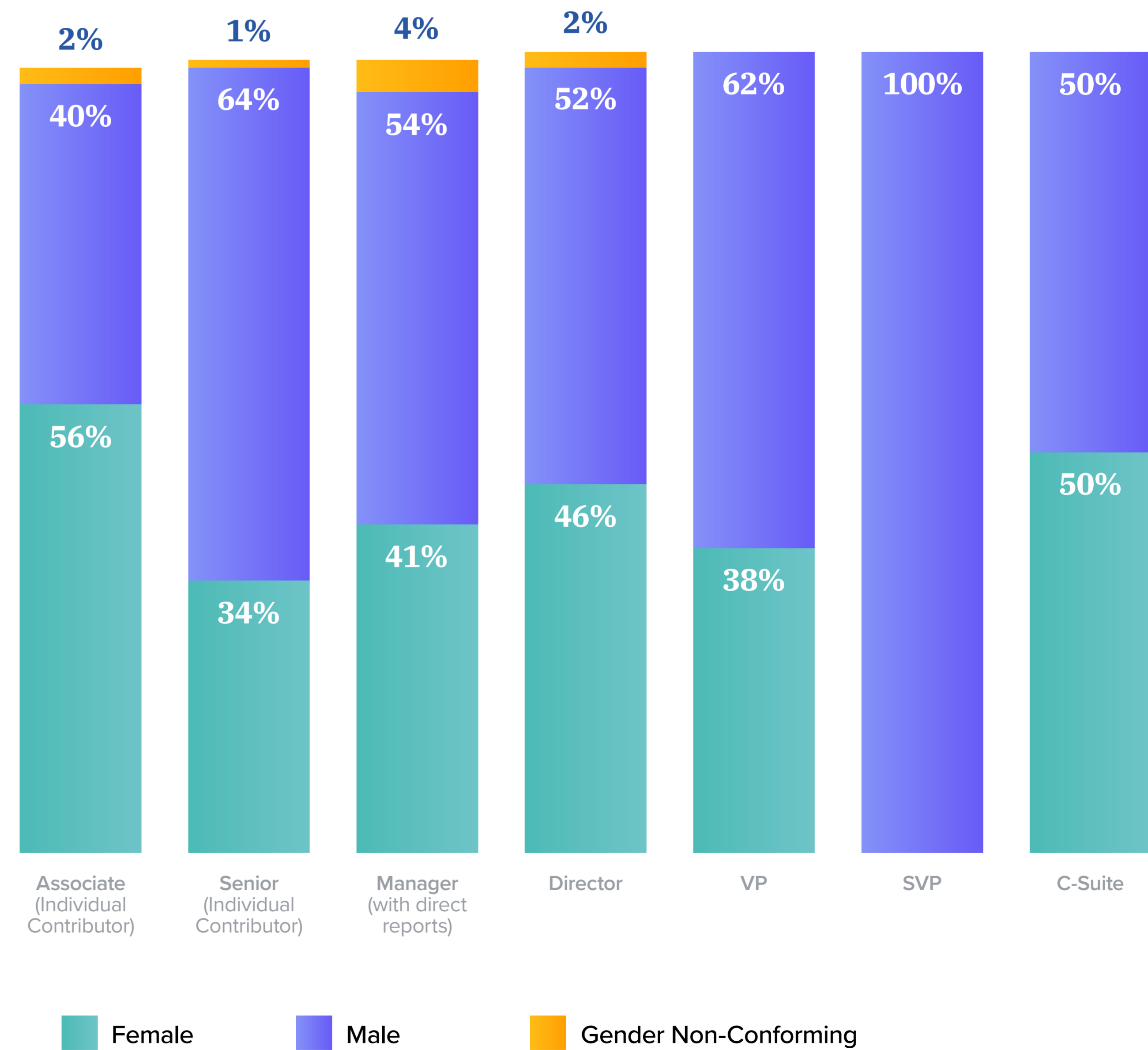


# DEMOGRAPHICS

## Ethnicity by Seniority Level



## Gender by Seniority Level





# FAQs on Ethnicity & Gender Breakdown

IT'S IMPORTANT TO CONSIDER THE DIVERSITY AT THE MOST SENIOR LEVELS OF THE BUSINESS

## What steps are we as a company taking to hire top talent from all backgrounds?

- We partner with diversity focused recruitment platforms.
- We offer resources, so we can diversity our interviewer pool.
- Offer training to reduce the impact of implicit bias in hiring.
- We actively review our recruitment process to optimize for diversity & inclusion.
- We partner with communities supporting underrepresented individuals to increase awareness of our employer brand in target audiences, across different levels of employment experience and across different types of roles.

## What steps are the senior leadership team taking to stay accountable to making progress?

- Leadership works closely with the community & belonging team, and people team, to leverage resources & training, and to ensure they are implementing best practices when it comes to management and hiring.

## Why are there discrepancies across office locations, departments, and seniority levels?

- Inclusion work takes time: it involves managing conflicting priorities and bridging connections between different lived experiences, cultures and realities on the ground. As a global team, we are constantly facing unique challenges to help us reach our goals. We expect there to be discrepancies across the global business, and we remain committed to measuring this data so we can tell what's working, or not.

# Mental Health

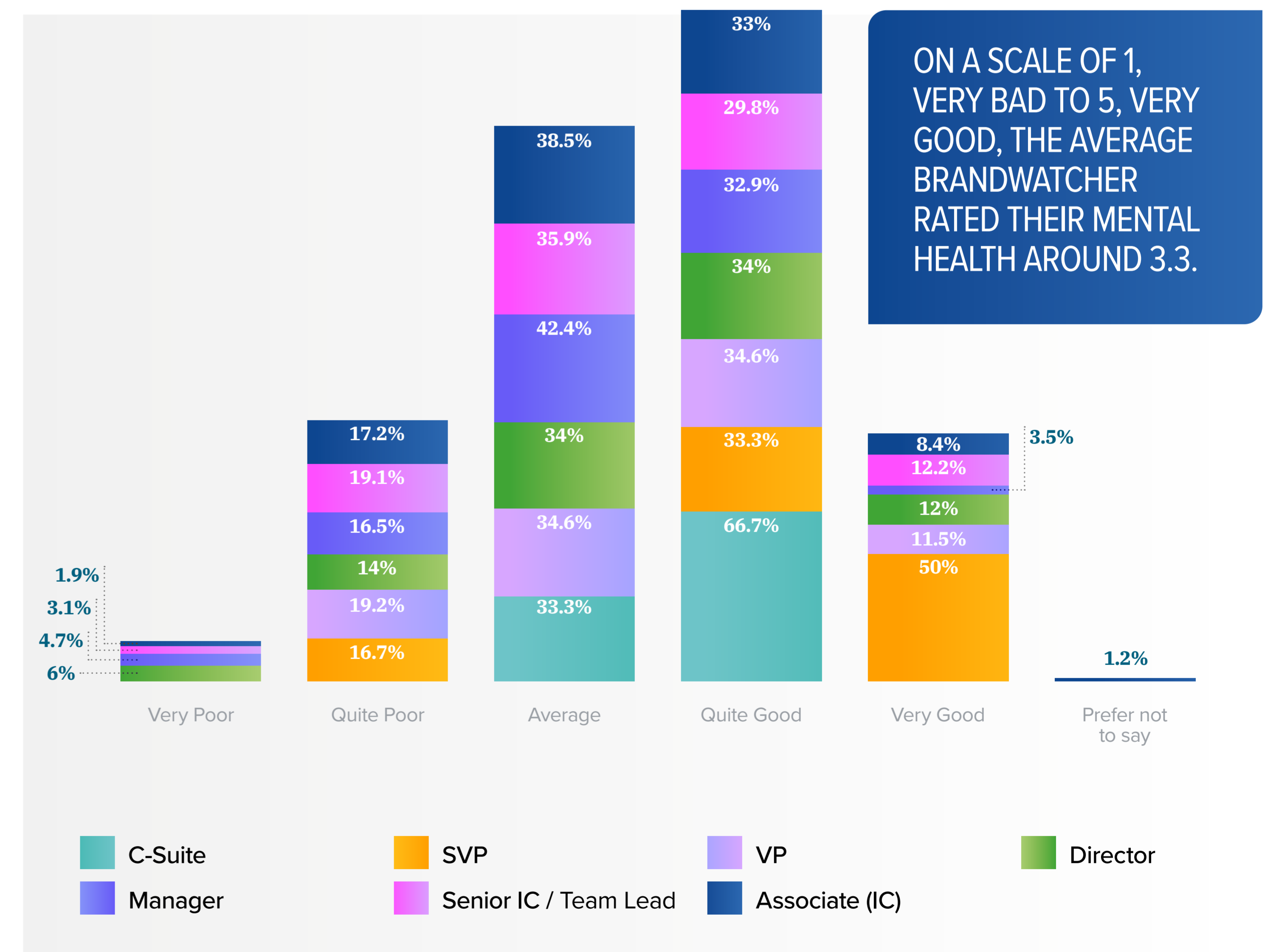
When asking how people’s mental health has been over the last year, 61% of our staff have said they have had average or worse mental health.

- In 2019, the World Health Organization declared burnout an occupational phenomena. Their data shows that before the pandemic, burnout claimed 2.8 million deaths a year.
- Research from McKinsey shows that introverts are at higher risk of burnout, and urges employers to adopt burnout prevention strategies.



**In order to ensure Brandwatchers are their best selves inside and outside of the workplace, Brandwatch launched a new wellness benefit for all associates: subscriptions to the Calm App for free, with 24/7 access to meditations, sleep stories, and more self-care resources.**

Mental health has improved overall at the company, however, there are still areas within our company that require attention to improve even further.





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**I joined the DEI group at Brandwatch five years ago to help build authentic corporate values and ambitious goals. The diversity of experience, of skill, of background, and of mind is needed to achieve those goals. I want to see folks from underrepresented identities get the opportunity to be a part of those successes, in an industry and world often cut off for them.**

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# Social Impact at Brandwatch

Within the last 12 months, Brandwatch has launched several major initiatives that help expand our reach of our work:

- In order to help enable Brandwatchers to make impacts in our communities, Brandwatch allows staff up to two calendar days per year to volunteer in approved programs.
- The Brandwatch NGO program aims to support leading NGOs worldwide with our products to tackle major social issues. Our powerful products can truly help amplify social impact at a global scale.





Cision believes that strategic communications are a driver of progress – for a brand, a company, or any organization. Now more than ever, Communications leaders are shaping the agendas of CEOs and companies, and being trusted to build and protect brands.

Cision's end to end communications and media intelligence solutions including Newswire, Cision Communications Cloud®, Cision Insights and Brandwatch brings cutting edge technology, industry innovation and exceptional human expertise to help companies understand, influence and amplify their brand stories.

**Today Cision is the preferred partner of more than 75,000 organizations including 84% of the Fortune 500.** Cision provides global coverage and expertise operating in 24 countries throughout the Americas, EMEA and APAC. **To learn more, visit [www.cision.ca](http://www.cision.ca).**

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