



Liberation (noun) 1. the act of setting someone free from imprisonment, slavery, or oppression
2. freedom from limits on thought or behavior.

The month of June is both a celebration and a call to action for the liberation of the Black and LGBTQIA+ communities. In this issue of the Diversity in Action Newsletter we'll dig into the history of these movements and learn how HUNTERs are helping to reimagine the cultural narrative both at work and in their lives. We invite you to join us in the learning, the empowerment, the joy, and the freedom to live our lives to the fullest expression of who we are, not just this month, but every day of the year. Be sure to read through for extra resources and learn how to give back!

JUNETEENTH

This year marks the 157th anniversary of Juneteenth, a day that celebrates Black Freedom. Juneteenth commemorates the end of chattel slavery when enslaved people first learned of the Emancipation Proclamation on June 19th, 1865 (over two years after it was signed). For an in depth explanation of the history and significance of this day, watch "[Why all Americans should honor Juneteenth](#)" by Vox, which also illustrates the legacy of systemic racism and violence against the Black community in the United States.

If you're an ally to the Black community and are looking for ways to properly acknowledge Juneteenth, below are a few options:

1. **DONATE TO MUTUAL AID AND BLACK ORGANIZATIONS** – Mutual Aid funds are community-created funds that crowdsource resources to help support members with medical bills, rent, cash bail, grocery supplies, and other necessities. Here is a list of [Black Organizations](#) in the US and NYC area you can also support.
2. **SUPPORT BLACK BUSINESSES** - A direct and sustainable way to support the Black community, here is a list of almost [200 Black-owned business](#) to shop at!
3. **LEARN THE TRUE HISTORY OF JUNETEENTH** – Read [Juneteenth, explained](#) to learn more.



PRIDE

Pride Month commemorates the **June 1969 Stonewall Riots**. The Stonewall Riots began on June 28th, 1969, when the LGBTQ+ customers of New York City's Stonewall Inn resisted police raids on their bar. The Stonewall Riots were a catalyst to the 'Gay Liberation' movement around the globe. A key part of this movement is to encourage conversations about the lives and perceptions of LGBTQ+ people, and to fight for radical change in the way that LGBTQ+ people were treated by society. To celebrate Pride fully, it's important to learn about and remember those who fought for the right to celebrate.

1. Remembering that Pride started as a protest reminds us of how Pride today can continue the fight for the rights of LGBTQ+ people across the globe.
2. Learning about who started the Pride movement reminds us that Pride Month celebrations must be inclusive. Many historians have emphasized how [lesbian and transgender people of color](#) were a driving force in the Pride Movement. Sometimes, big Pride celebrations can lose sight of this history.

On June 28th HUNTERS are taking a historical walking tour to learn more about what happened on that hot summer night in Greenwich Village and celebrating Pride as we honor the stories of the people who made LGBTQIA+ Pride what it is!



WORK THAT MATTERS

June is filled with moments of Black celebration and joy across the country. Whether celebrating Juneteenth, Black Music Month, Father's Day or Pride, the month of June unites Black communities across the country to gather for celebration, community, reeducation, and meaningful reflection over food, drinks, and music, while paying tribute to the legacy of generations past. For the month of June, Diageo Multicultural will be spearheading **Joy of June** programming aimed at reinforcing Diageo's commitment to preserving Black culture and championing diverse voices and inclusivity. The programming includes a series of local events, programming, and experiences that celebrate the vibrancy of Black joy, identity, and self-expression.



To kick off Juneteenth weekend, Smirnoff, Crown Royal and DeLeon Tequila are partnering with [DJ Brian Henry](#), starting with a [B-Hen Block Party](#) takeover in Los Angeles. On Saturday, June 18, consumers 21+ are invited to party with a purpose and raise a glass to diversity, inclusion, and intersectionality.

Beyond the Juneteenth B-Hen Block Party, Diageo and its brands will celebrate and honor Black Joy all month with a lineup of fun and educational programming across Houston, Chicago and NYC that toasts to the Black creatives across local communities fueling Black creativity and thought.

*"As a diverse, multicultural team, we take pride in being able to create and bring to life such important campaigns like these that educates both media and consumers about the rich Black history and celebrates the voices changing the future. Through this campaign, we're raising a glass to all the moments of Black celebration, while shining a light on the creative voices powering change across our local communities." - **HUNTER: Multicultural***

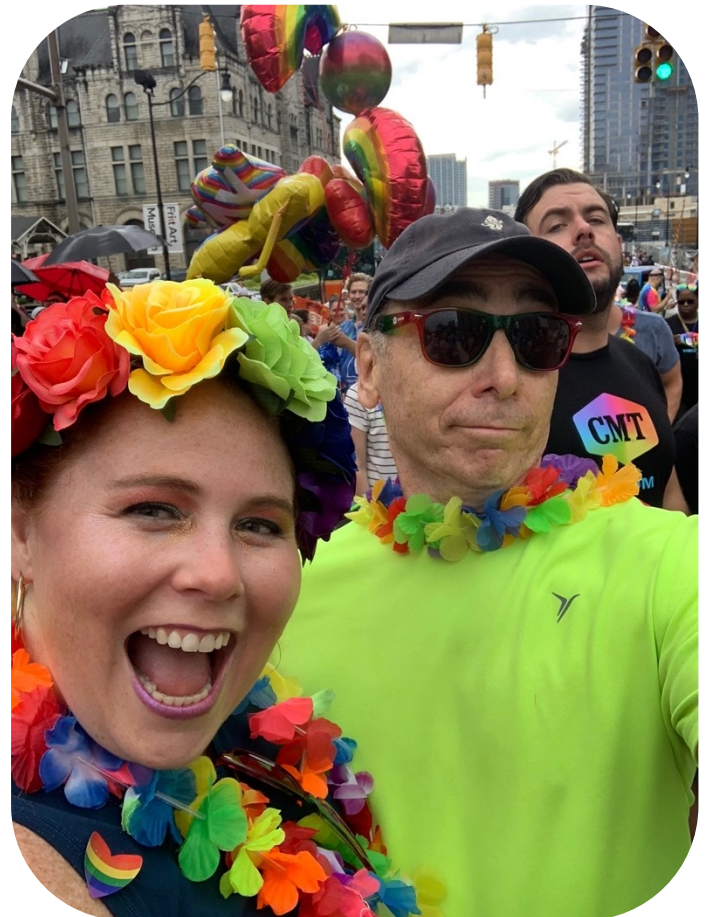
HUNTERS' CELEBRATE PRIDE

with Marieke Bianchi, Creative Director, Ideation

What does Pride mean to you? Do you celebrate? If so, how?

I think Pride season is one of the most joyous times of the year! I enjoy that it's often a balance of advocacy and celebration while showcasing the wide range of individuals who identify as part of LGBTQ+ community. Annually I don my rainbow apparel, grab my dogs and walk in the local Pride parade. Afterward, my friends and I will attend the surrounding festivities like concerts and other performances. It takes a certain level of bravery to march in a Pride parade but it also comes with measurable support and instant camaraderie. I have marched in several Pride parades over the years,

including the San Francisco Pride Parade which was intense as it's the biggest Pride celebration in the country. Luckily, I was surrounded by friends, family and colleagues and we chose to focus on having fun and not get intimidated by the thousands of people staring and shouting as we walked by!



Can you shout out an example of positive allyship you've experienced?

First of all, I've identified as an ally my entire life. My great-uncle Richard was out and introduced me to his world when I was young. My family and I lived in the DC area in the early 1990's and my parents took my brother and me to see the AIDS Quilt at the National Mall, which was overwhelming and impactful. My high school boyfriend/first love came out as gay soon after high school and to this day many of my nearest and dearest friends are gay as well. I've been lucky that this same allyship that I've displayed for so long has been reciprocated to me as I've unlocked my truths as well. As the saying goes, "the greatest thing you'll ever learn is just to love and be loved in return."

WORDS THAT MATTERS - "CULTURE FIT"

The problem with "culture fit"

A popular term among recruiters and human resources personnel, "culture fit" aims to describe "[what happens](#) when an employee's innate beliefs and behaviors are in natural alignment with their company's beliefs and behaviors."

However, plenty of people feel the term is inherently problematic. As [Forbes](#) reports, "Hiring for 'culture fit' has become controversial among DEI-focused organizations [because] often 'fitting in' is code for hiring someone just like you."

In fact, many professionals believe it's time to sunset the term "culture fit" in favor of "culture add" or "culture addition".

As VaynerMedia's People Operations Officer tells [Black Enterprise](#):

"Connection is key and when you're going to hire people you want to make sure that you are hiring for skill set and culture addition. I don't say culture fit anymore because that assumes that you and I are identical. And we're not. But culture addition means that we add something to this culture whether it's diversity of thought, ideas, or curiosity. Or diversity in general."

Nitsa Lotus, the chief growth officer at TBWA/Sydney Group, seems to agree with this sentiment. As she told [The Australian](#):

"To foster cognitive diversity, we need to move away from 'culture fit' to culture add. [There are] people who may not perfectly fit into the current mold but can bring fresh perspective. Otherwise we simply encourage bias and a companywide echo chamber."