We Speak 2020:
Diversity & Representation Roster Analysis

As the industry becomes more diverse, We Speak continues to evolve. Our mission is industry transformation and we continue to divest from structures that keep our industry static. As a model management that that prides itself on diversity, accountability and authentic representation is a top priority.

To this end, we conducted an internal 2020 financial analysis pertaining to tokenism. We're sharing our findings publicly for education, transparency, and for you to join us in systemic change.

Following our financial analysis, we encourage you to view our other document, "White Supremacy Culture in the Workplace & How to Change the Dynamic." There, we share common workplace habits often related to tokenism and marginalization. In both the financial analysis and our exploration of common workplace habits, our focus is on dismantling white supremacy from a Black lens. This is a bottom-up perspective. Advocating for the intersectional rights of, and improving the experiences of the bottom class also improves society as a whole.

WE SPEAK'S FINANCIAL ANALYSIS STUDY HYPOTHESIS

Although the industry is changing, anti-Blackness is still at work. Models from marginalized groups who book the most work tend to have identifying features that adhere closer to white, heteronormative, patriarchal, standards.

METHODOLOGY

We constructed a quantitative analysis based on information from our 2020 financial breakdown. For each model on the board in 2020, we tracked gross revenue, number of jobs booked and average revenue per job. We also cataloged each model by race, complexion, identifying marks, hair type, and size. Each category was compared to a control group.
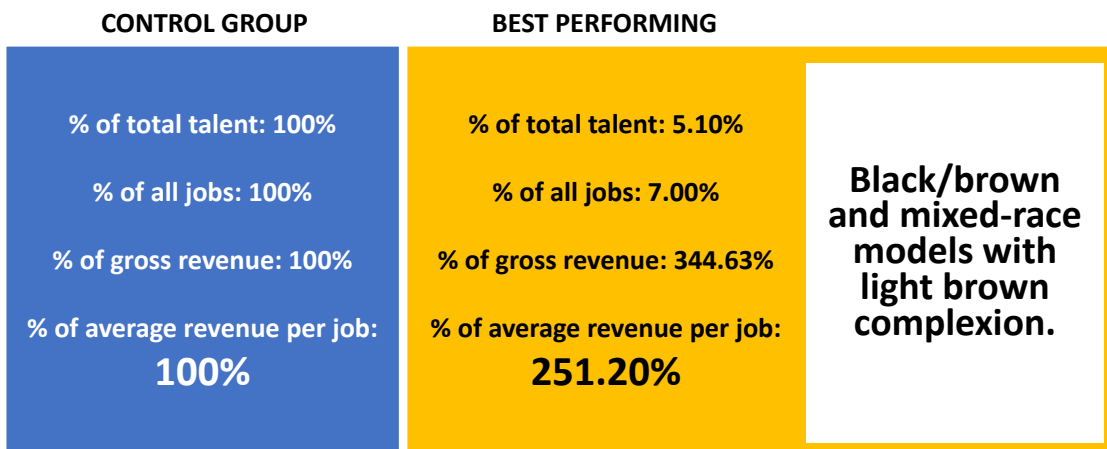
Taking into consideration the percentage of our board that each demographic occupies during the time of this analysis (37.3% white, 28.6% Black, 15.9 % multi-ethnic, 9.5% Asian, 7.9 % Latinx) our intention was to certify our hypothesis by uncovering the top earning groups on average.

STUDY RESULTS & DATA

BOOKINGS BASED ON COMPLEXION: BLACK/BROWN AND MIXED-RACE MODELS:
In this section, we analyzed bookings based on complexion with our Black and Mixed-Race Models. We compared the control group, ALL MODELS, against four groups that represent different skin shades of the Black- mixed-race models. The groups are: deep/dark, medium brown/tan, light brown, and fair complexions. Colorism is an overlooked global and intercommunal issue. We assumed that Black/ mixed-race models with lighter skin were going to be the groups that booked more often and on average brought in a larger amount of revenue.

WE SPEAK
MODEL MANAGEMENT

CONTROL GROUP	BEST PERFORMING	
% of total talent: 100%	% of total talent: 5.10%	**Black/brown and mixed-race models with light brown complexion.**
% of all jobs: 100%	% of all jobs: 7.00%	
% of gross revenue: 100%	% of gross revenue: 344.63%	
% of average revenue per job: **100%**	% of average revenue per job: **251.20%**	

Other Group Performance	% of total talent	% of all jobs	% of gross revenue per model	% of average revenue per booked jobs
Black/ brown and mixed-race models with deep/dark complexion	18.37%	20.33%	117.16%	105.83%
Black/ brown and mixed-race models with medium/tan complexion	25.51%	24.67%	116.69%	120.69%
Black/ brown and mixed-race models with fair complexion	12.24%	15.33%	69.57%	60.84%

These numbers reflect our 2020 data. In 2020 the Black/Brown Mixed racial group brought in 30% of agency revenue. To further analyze the data we compared the gross revenue brought in by this group based on complexion.

Black/brown and mixed-race models with a fair complexion booked slightly more on average than the control group, making up 12.24% of all talent and booking 15.33% of all jobs. However, this group made below the average (100% being equal to the average) in revenue. The disparity in numbers is seen within our Black/brown and mixed-race models with light brown complexion group, making up only 5.1% of all talent, booking 7% of all jobs, and making 344.63% in gross revenue per model, or 251.2% of average revenue per job. This is coming from a small pool of models, only 5 in the group, which may explain a skew in numbers.
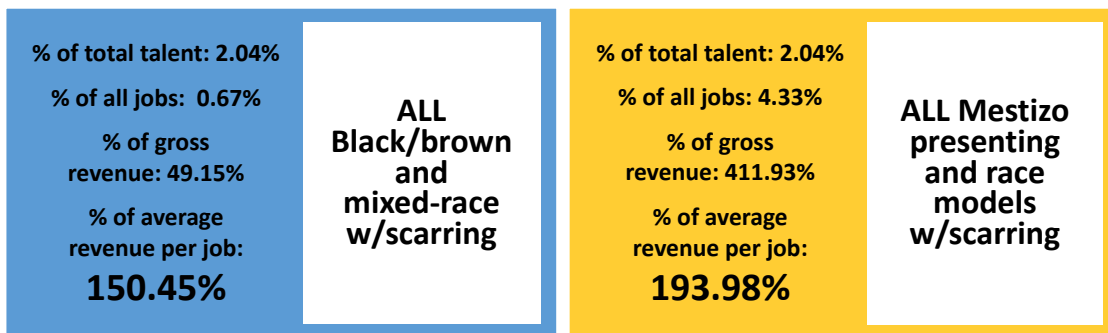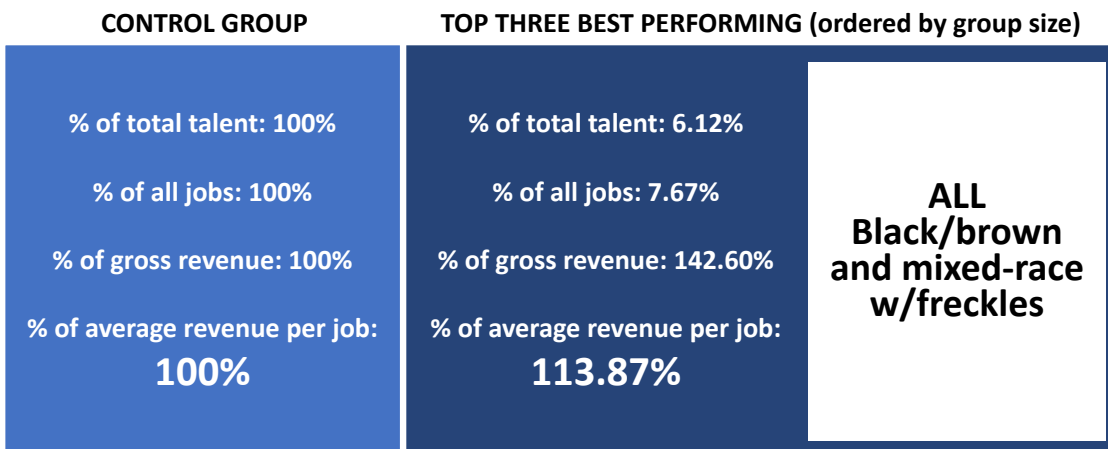
However, this group on average secured booking rates 2.5x higher than the average model. In times of visual diversity, are lighter complexions inadvertently being favored because these models feel closer to whiteness? Additionally, though the numbers are slight, the number of bookings secured in the deep dark group was slightly higher than average, indicating some favorability to darker skin tones more often, for lower rates.

We ran a similar data comparison for the models who fell outside the Black/brown and mixed-race groups. However, We found these 2020 numbers were too low to properly run the data, so we did not include them.

We Speak represents a large number of non-white talent, but we lacked numbers representative of Hispanic/Latinx and Asian ethnic groups, in 2020. This leads to questioning our scouting process: What are the demographics of our submissions? How are we selecting? What can we do to improve the representation of these ethnic groups that are commonly erased from American media?

IDENTIFYING MARKS: Identifying marks like birthmarks, freckles, skin scarring, wrinkles, and vitiligo are characteristics that many of our models have been considered for in castings. In this section, we compared the control group, ALL MODELS, to each racial group with an associated identifying mark. We assume that Black/brown mixed-race models with identifying features that are associated with whiteness or white normative standards would be a characteristic that would garner on average, more bookings and bring in on average, a higher revenue.

CONTROL GROUP

TOP THREE BEST PERFORMING (ordered by group size)

% of total talent: 100%

% of all jobs: 100%

% of gross revenue: 100%

% of average revenue per job:

100%

% of total talent: 6.12%

% of all jobs: 7.67%

% of gross revenue: 142.60%

% of average revenue per job:

113.87%

ALL Black/brown and mixed-race w/freckles

% of total talent: 2.04%

% of all jobs: 0.67%

% of gross revenue: 49.15%

% of average revenue per job:

150.45%

ALL Black/brown and mixed-race w/scarring

% of total talent: 2.04%

% of all jobs: 4.33%

% of gross revenue: 411.93%

% of average revenue per job:

193.98%

ALL Mestizo presenting and race models w/scarring

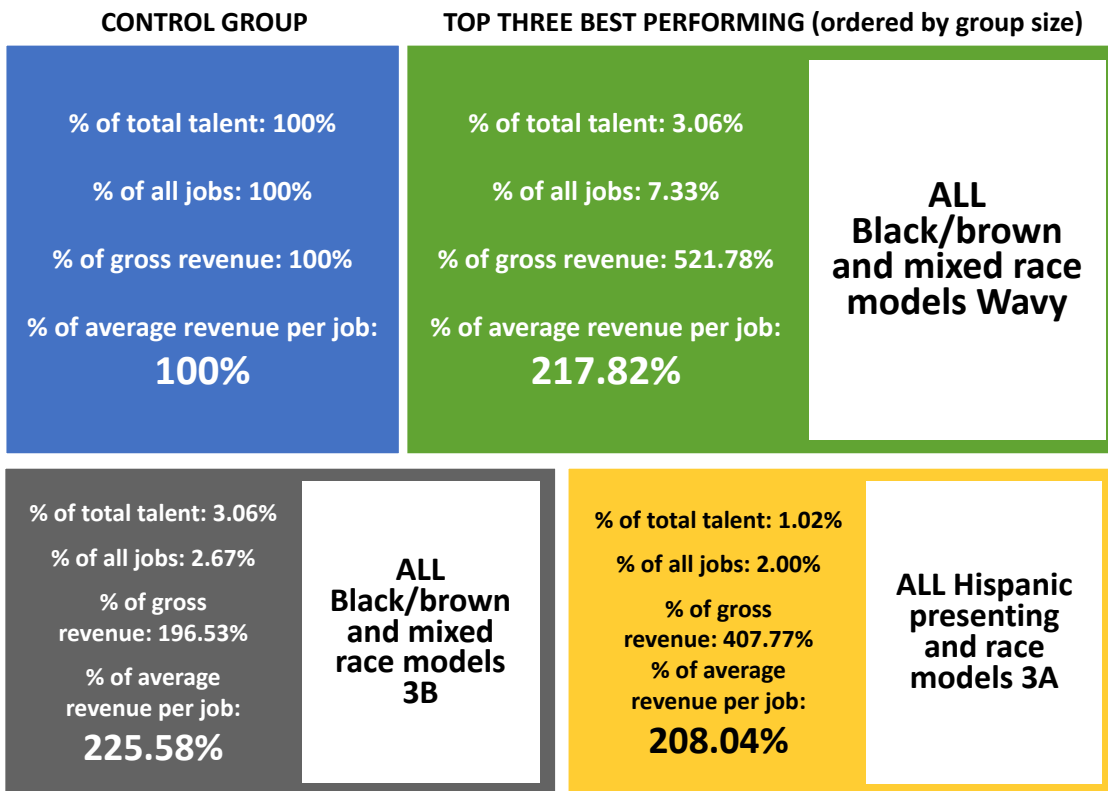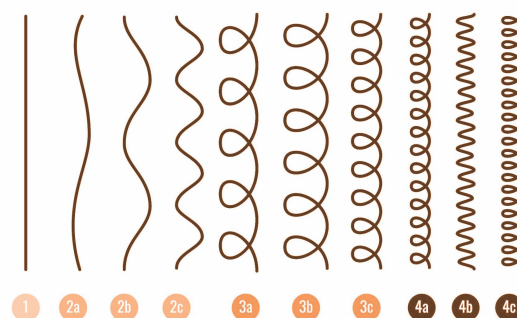| Other Group Performance	% of total talent	% of all jobs	% of gross revenue	% of average revenue per job
ALL Black/brown and mixed-race w/Albanism (Mixed (Black/White)	1.02%	0.67%	36.48%	55.85%
ALL Black/brown and mixed-race w/birthmarks	1.02%	0.67%	23.65%	36.20%
ALL Black/brown and mixed-race models w/vitiligo	2.04%	3.33%	95.99%	58.77%
ALL East Asian presenting and race models w/wrinkles	1.02%	0.33%	1.54%	4.70%
Latinx/Hispanic presenting and race models w/wrinkles	1.02%	67.00%	22.27%	34.09%
All White/ Anglo-Sax presenting and race w/freckles	5.10%	4.67%	67.56%	73.86%
All White/ Anglo-Sax presenting and race w/unibrow	1.02%	0.33%	3.84%	11.75%
All White/ Anglo-Sax presenting and race w/wrinkles	6.12%	5.00%	75.47%	92.43%

The numbers are not big, as we do not sign a large volume of people solely based on their identifying marks, but the data we do have may support our hypothesis. The Black/brown and mixed-race group with freckles (6 models) is the one racial group with identifying features that are commonly associated with whiteness or racial ambiguity.

This group made up 6.12% of our talent and 7.67% of all jobs booked, a proportionately higher number of bookings than their group size. Whereas other groups in this section booked proportionately less.

Additionally, this group made nearly 1.5x more than the control group in gross revenue. Compared to the white/Anglo-sax presenting group with freckles (5 models), this group also made significantly higher gross revenue, with the white/Anglo-sax group making about ¾ that the control group makes in gross revenue.

BOOKINGS BASED ON HAIR TYPE & TEXTURE:
Another data comparison point was meant to determine which ethnic group (or ethnic subgroup) booked more work and brought in the most revenue on average in terms of hair type. Again, we compared our control group, ALL MODELS, to the experimental group of All Black/brown mixed-race models separated by the associated hair types (bald, braids, head covering, straight, wavy, locks, and 3a/b/c & 4/a/b/c curl patterns).

CONTROL GROUP

TOP THREE BEST PERFORMING (ordered by group size)

% of total talent: 100%

% of all jobs: 100%

% of gross revenue: 100%

% of average revenue per job:
100%

% of total talent: 3.06%

% of all jobs: 7.33%

% of gross revenue: 521.78%

% of average revenue per job:
217.82%

ALL Black/brown and mixed race models Wavy

% of total talent: 3.06%

% of all jobs: 2.67%

% of gross revenue: 196.53%

% of average revenue per job:
225.58%

ALL Black/brown and mixed race models 3B

% of total talent: 1.02%

% of all jobs: 2.00%

% of gross revenue: 407.77%

% of average revenue per job:
208.04%

ALL Hispanic presenting and race models 3A

Other Group Performance	% of total talent	% of all jobs	% of gross revenue	% of average revenue per job
ALL Black/brown and mixed race models Bald	2.04%	2.67%	120.18%	91.96%
ALL Black/brown and mixed race models Braids	5.10%	5.33%	53.74%	89.47%
ALL Black/brown and mixed race models Head Covering	2.04%	3.67%	144.46%	80.39%
ALL Black/brown and mixed race models Straight	8.16%	9.67%	73.71%	62.25%
ALL Black/brown and mixed race models Locks	2.04%	1.33%	35.52%	54.35%
ALL Black/brown and mixed race models 3A	1.02%	0.33%	11.52%	35.26%
ALL Black/brown and mixed race models 3C	5.10%	3.67%	72.60%	101.03%
ALL Black/brown and mixed race models 4A	4.08%	5.33%	115.96%	66.57%
ALL Black/brown and mixed race models 4B	7.14%	6.33%	133.05%	150.07%
ALL Black/brown and mixed race models 4C	8.16%	7.00%	51.22%	59.71%
ALL Hispanic presenting and race models Straight	1.02%	0.67%	22.27%	34.09%
ALL Hispanic presenting and race models Wavy	2.04%	1.33%	81.60%	124.87%
ALL Hispanic presenting and race models 3B	1.02%	0.33%	15.36%	47.01%
ALL Hispanic presenting and race models 4A	1.02%	2.33%	416.08%	181.95%
ALL East Asian presenting and race models Straight	6.12%	7.67%	88.91%	70.99%
ALL South Asian presenting and race models Head Covering	1.02%	2.00%	134.39%	69.82%
ALL South Asian presenting and race models Wavy	2.04%	3.33%	228.84%	140.10%
ALL White/ Anglo Sax presenting and race models Straight	30.61%	23.67%	55.87%	72.26%
ALL White/ Anglo Sax, Eastern European presenting and race models Wavy	3.06%	2.33%	58.85%	76.73%
ALL White/ Anglo Sax presenting and race models 3A	4.08%	6.00%	61.27%	41.65%
ALL White/ Anglo Sax presenting and race models 3B	1.02%	0.33%	11.52%	35.26%
ALL White/ Anglo Sax presenting and race models 3C	1.02%	0.67%	7.68%	117.54%

The white/Anglo sax with straight hair (30 models), on trend with previous notes about the white/Anglo-sax models with freckles group (page 4), was not the highest performing group. This group booked and generated below average bookings and

Average gross revenue was about ½ that of the control group. This may indicate that brands come to We Speak for more diverse models. For this comparison, we assumed that Black/brown and mixed race models with a hair type closely associated with whiteness or racial ambiguity would be the group that garnered more bookings and revenue on average. This seemed to be the case, with all Black/brown and mixed race models with wavy hair (6 models) and all Black/brown and mixed race models with 3B hair (4 models) being the top performing groups, each group making double that of the control group in gross revenue.

BOOKINGS BASED ON SIZE VARIATION: Our final data comparison point was created to analyze the number of bookings based on size variation. For this, we compared models who have been booked on jobs to fill the role of a woman/female, against ALL MODELS in order to create our Control Group. We chose to exclude models who typically book male roles because the group size was not significant. Against our Control Group, we compared each size range (XS, S, M, L, XL, XXL, XXXL).

CONTROL GROUP   **TOP THREE BEST PERFORMING (ordered by group size)**

% of total talent: 85.71%

% of all jobs: 89.33%

% of gross revenue: 110.44%

% of average revenue per job: **105.97%**

% of total feminine talent: 32.14%

% of all feminine jobs: 36.94%

% of feminine gross revenue: 135.16%

% of average revenue per feminine job: **117.61%**

Bookings Based on Actual Size M

% of total feminine talent: 26.19%

% of all feminine jobs: 22.76%

% of feminine gross revenue: 74.40%

% of average revenue per feminine job: **85.58%**

Bookings Based on Actual Size S

% of total feminine talent: 17.86%

% of all feminine jobs: 20.52%

% of feminine gross revenue: 116.47%

% of average revenue per feminine job: **101.33%**

Bookings Based on Actual Size XS

Other Group Performance	% of total talent	% of all jobs	% of gross revenue	% of average revenue per job
Bookings Based on Actual Size L	9.52%	6.72%	59.00%	83.67%
Bookings Based on Actual Size XL	2.38%	1.12%	13.91%	29.59%
Bookings Based on Actual Size XXL	5.95%	6.72%	87.89%	76.89%
Bookings Based on Actual Size XXXL	5.95%	5.22%	86.89%	76.89%

The XS (15 models), S (22 models), and M (27 models) size groups were our most abundant groups, which may be a factor when looking at the skew in the results. Our L (8 models), XL (2 models), XXL (5 models), and XXXL (5 models) groups were the least abundant and booked the least, for the lowest average amounts. Medium sized talent

WE SPEAK
MODEL MANAGEMENT

booked slightly higher average revenue than the average of 105.97% at 117.61% of average revenue per job, making 135.16% gross revenue compared to the baseline of 110.44%. When considering the lowest performing, the Large group, this group made 29.59% revenue per job and only 13.91% average gross revenue. There is a clear disparity between sizes, but more data points are needed for a conclusion.

STUDY REFLECTIONS: The results for 2020 clearly indicate patterns and discrepancies in rates and bookings between different groups of people. Do these patterns confirm our hypothesis? This analysis shows that what we sense anecdotally (that bias is at work) may actually be backed by the numbers. However, there isn't enough data to show us the full story of those biases. We will set out to conduct another review as We Speak grows.

2020 was a year of change and flux. We predict that 2021, 2022, & beyond, alongside the immense growth We Speak sees year over year, will yield valuable insights.

As we move forward, we continue to advocate for fair rates and booking frequency for all our models. We will encourage our talent to, and strategize how they can realistically pursue their goals even if and when they do not fit the current demand in the industry.

FORMULAS:

# of models in group / # of models in control group = % of total talent
# of jobs in group / # of jobs in control group = % of all jobs
gross revenue total per group / model count = % of gross revenue
average revenue total per group / job count = % average revenue per job