



NATO Diversity and Inclusion Committee Mission and Vision Statement Adopted 24 September 2019

Movie theaters remain one of the last remaining cultural democratizers – a place where a baker, banker, and billionaire can sit together for the same price of admission. Movies are a language, unifier, catalyst, and lifestyle. NATO’s members are the ones that make this possible. NATO’s Diversity and Inclusion Committee’s mission is to promote and build the understanding that embracing diversity and inclusion is paramount to the success of the exhibition industry. This will be accomplished with the following strategies.

Expand Diversity within NATO’s Volunteer Leadership Community: The committee will research and promote volunteer opportunities with the intent of identifying a pathway to increase representation of diverse populations NATO leadership roles. The association’s leadership will reflect the range of dynamic and talented individuals working at NATO member companies. Our committee supports increasing gender, racial, sexual preference, age, and ability representation across all volunteer roles and opportunities at NATO.

Encourage Members to Build a Diverse Workforce: NATO members will be encouraged to foster diversity and inclusion in their hiring, development, promotion, and retention processes. Theaters that reflect the communities in which they operate are more apt to understand their guests’ needs and preferences, and to create a space for their employees to share worthy information, giving an edge to continual business growth. Through positively recruiting and mentoring a diverse workforce, we create safe, social, and professional employment environments that can serve as a universal model for how to engage and retain loyal customers. Our committee supports creating opportunities for exhibitors to discover the best pathways to an employee base that is reflective of the population at large and that achieves greater diversity and representation.

Ensure Product and Service Offerings are Diverse: Exhibitors work to protect and promote the delivery of quality content to moviegoers of all ages, backgrounds, orientations, religions, races, and abilities. Our committee will encourage the creation and delivery of diverse products for the big screen, food and beverage offerings, and physical space. The industry’s continued growth and relevance is dependent upon our ability to adapt to an ever-changing entertainment market. Our committee will encourage and support filmmakers who bring diverse and unseen points of life to light. Our committee supports efforts to engage the creative community, from advocacy groups to writers to directors to studio chiefs, in partnering with exhibition to bring a wide spectrum of stories to our theaters.

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