

House Committee on Economic Recovery and Prosperity
900 Court Street NE
Salem, OR 97301

February 18, 2021

To the House Committee on Economic Recovery and Prosperity,

I moved to Oregon in 2004 as an experienced video production professional, and while I was getting to know the wonderful production community here in Portland, it became increasingly obvious that there was – and still remains – significant opportunity to invite more diversity to the workplace.

Today, my Oregon-based collaborators and I create content for global brands like Nike, Amazon, Google and YouTube, as well as projects for a wide range of nonprofits and public institutions. We pride ourselves on work that teaches the public about new ideas and products, helps people learn new skills, make healthy decisions and learn more about their community.

While voting YES on HB 3010 will create stronger, more creative work that represents the wider audience for the art we create, I would like to address this argument from a financial position, as I have seen some concerning responses from committee members who have expressed that this policy may somehow compromise the quality of work being created.

A study published in September 2019 by economists at Stanford and the University of Chicago (<http://klenow.com/HHJK.pdf>) found that **40% of the US's per-worker economic growth since 1960 can be directly tied to policies that fight discrimination and invite diversity and inclusion, like HB 3010**. Policies that bring equity to the workplace, making them representative of the wider community, helps the entire industry and its surrounding financial ecosystem grow and thrive, bringing more wealth to everyone. It's a win for talented freelancers, staff, business owners, the audience for the work and for the wider economy as a whole.

When interviewed about this study [on Fresh Air on February 3](#), New York Times Economics journalist Jim Tankersley explained how this works in common language:

DAVE DAVIES (HOST): You know, I did this little thought experiment on this because it did puzzle me. Let's say you have a company that has 20 accountants in its finance department. And in the old days, they were all white guys because that's - because other people were excluded. And then the economy got moving, and things changed, and others were invited in. And then afterward, let's say you have - I'm going to pick numbers out of the air - you know, eight white guys, six white women and then the rest, you know, people of color. And because we're now in - we're now letting people with talent into the business, into the workforce, we're getting a better mix of talent in the right jobs. So that accounting department is more effective. It does better for the company. It improves its productivity.

What puzzles me is, how does it create jobs? I mean, in that circumstance, I'd say we'd have like - what? - 12 white guys who are no longer in that accounting department, and maybe some of them belong on the shop floor driving a forklift or in the security force or the custodial employment. How does - I can see how getting better talent in all those jobs makes a company more productive. It's mysterious to me - how does it create new jobs and grow the economy?

JIM TANKERSLEY (NY TIMES ECONOMICS REPORTER): Let's think about it a couple of ways. First off, let's think that maybe one of your new accountants had worked at the company before but wasn't allowed to do anything but answer phones. And so now she, after years of only being allowed to answer phones, she's finally allowed to be an accountant. And she immediately proves to be an incredibly good accountant who is able to save lots of money for clients. And so more clients sign up. And essentially, you know, more business is created and so much more business that she can't handle it all herself. And so the company hires more accountants to handle the business that she's helping to create. I mean, that's - that is the sort of simplest way of thinking about increased productivity creating growth in an economy that creates jobs. There's just more money to go around, which is going to create demand, which will be met with supply of jobs.

But the second way to think about it, which goes beyond the study from Chicago and Stanford, is an entrepreneurial way, that it's not just that woman who was having to answer phones might become an accountant for this company. It's that, well, what happens if, actually, now she's allowed to spin off her own company with her own new idea for some great new way to solve a problem in the business world? And now she's creating jobs. She might create a whole new industry of people who approach accounting in a completely different way that's better for everyone.

And that's the other really big missing ingredient here is that immigrants are incredibly entrepreneurial, and their contributions have helped create new jobs and industries across the country, and that women and men of color have been denied the opportunities to get capital to start companies to the same level as the white men have throughout American history. It's still the case. And so it's an opportunity of, well, if you can empower those entrepreneurs, if you can take that woman who was only allowed to answer the phones and turn her into an entrepreneur, a job creator, then you're going to get a lot of new jobs that come from that.

Voting YES on HB 3010 is a decision with an overwhelming wealth of upsides. Please vote to encourage diversity, equity, and inclusion in our local production industry, so we can make Oregon's creative community an even brighter beacon for the rest of the world. This a decision that will bring increased wealth to Oregon while bringing more stability and pride to our community as a whole.

Thank you.

Sincerely,
Brad Mosher
Creative Director
Actual industries
Portland, OR