

PayParity® Case Study

Mother Jones

Looks to ensure equitable pay within its workforce.

Since it launched in 1976, Mother Jones has made an indelible mark as a leading progressive American magazine focusing on news, commentary, and investigative journalism. Today, it is among the country's largest independent news organizations, reaching more than 8 million readers monthly across multiple platforms, including digital, email, events, podcast, and print.

Mother Jones is a nonprofit entity that uses a specialized software platform to manage payroll and HR for its 85-employee workforce. Recently, employees requested a pay equity audit to ensure the organization was compensating its workforce equitably across race and gender — and for good reason.

The U.S. Census Bureau reports that although the gender pay gap has narrowed since the signing of the Equal Pay Act of 1963, women earned 82 cents for every dollar a man made, according to 2020 data from the Bureau of Labor Statistics.

Also, according to the Federal Reserve, the average Black and Hispanic or Latino households earn about half as much as the average white household.

Highlights

Marla Jones-Newman

Vice President of People & Culture

Quick Facts:

Company: Mother Jones

Headquarters: San Francisco, CA

Industry: Nonprofit

Employees: 85

"The entire process has been transparent, which is a critical part of our culture."

- Marla Jones-Newman

About Trusaic:

Trusaic is a leading workplace equity company focusing on advancing social good resolving HR's challenges across people, data, and analytics. Its mission: Create a better working world by helping organizations achieve pay equity, fostering diversity and inclusion, assisting economically disadvantaged individuals with finding work, and ensuring employee access to affordable healthcare.

[Learn more about Trusaic.](#)

As for the Mother Jones staff’s initial reasoning for challenging the organization’s pay-parity situation, Vice President of People & Culture Marla Jones-Newman says that, as investigative reporters, employees share a healthy, skeptical attitude about most everything. “They ask very pointed questions,” she says. “We believe that by conducting a pay equity audit, we will answer their questions and concerns with our research.”

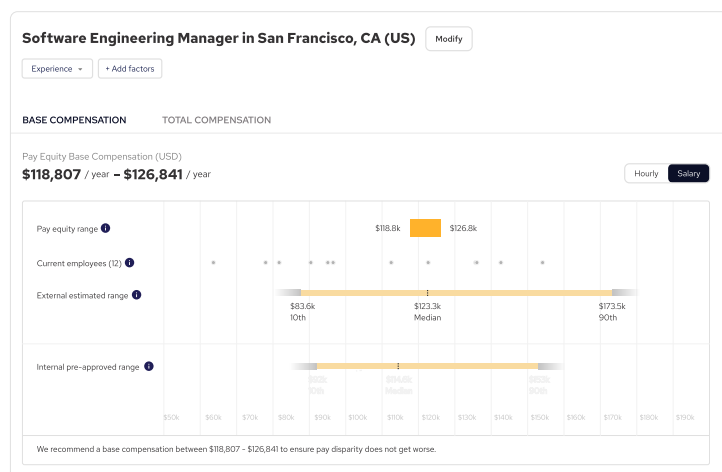
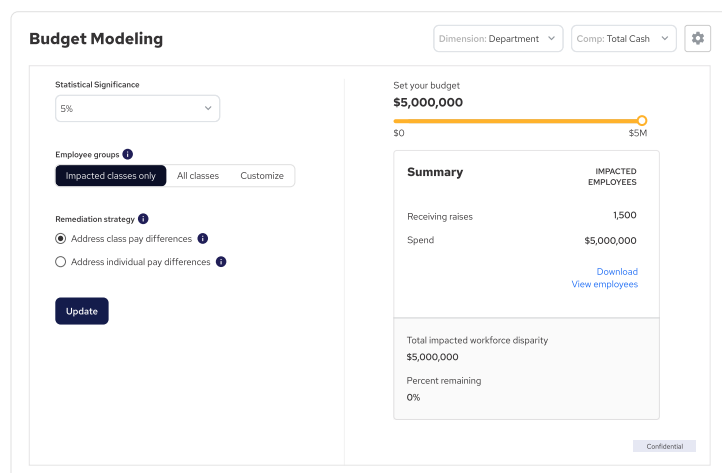
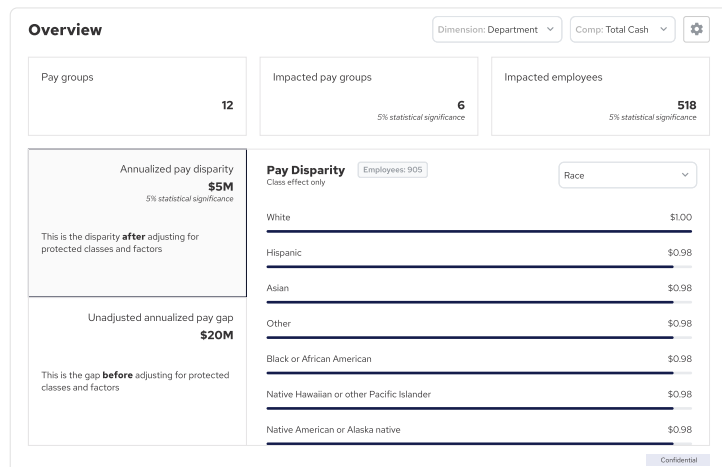
To help meet this objective, Mother Jones and Jones-Newman turned to Trusaic, whose PayParitySM solution makes it easy for organizations to conduct pay equity audits. PayParity customers can view compensation data to identify pay disparities at the intersections of gender, race/ethnicity, age, disability, and more. It also can measure progress in real-time and help organizations course-correct when necessary.

Before PayParity was in the picture for Mother Jones, some of the magazine’s staff did what Jones-Newman describes as an “anecdotal check” on pay equity, which included comparing salaries and open roles in other companies. And because of their effort, there was a feeling of inequities between gender and ethnicity.

“Bottom line, we needed to determine if there exist any racial or gender disparities in pay within our workforce,” Jones-Newman says, noting that when she first joined Mother Jones, the project had reached “sort of a stopping point.”

After deciding on the PayParity solution, Trusaic’s first step was to create a survey to compare the staff’s findings and hypotheses with actual data from the company.

After receiving all relevant data from Mother Jones, Trusaic verified that the data submitted was correct. While the Mother Jones team awaits the final written report, Jones-Newman says she received a





preliminary verbal analysis. The good news is, according to the survey, there are no disparities between employees based on gender or race when purely looking at pay.

Next, she'll need to communicate any data disparities between the original informal employee research effort and Trusaic's findings. Pay equity audits matter, and the impact of pay equity (or inequity) on an organization is measurable. For example, aside from equitable pay being the right thing to do, regularly conducting transparent audits can help boost employee trust in the company, which can help improve retention.

"Because the PayParity data is not completely aligned with what the employees reported, there will be a lot of communication work on my end," she says. "We verified the information from 2021 data. We'll also do another run where we verify the information so far in 2022 because there's been obviously a lot of changes since 2021. I believe the research will continue to show that there are no systemic disparities."

Jones-Newman says the customer service from Trusaic has been top-notch. Mother Jones will utilize the PayParity as a retention tool because it will offer tangible, reliable evidence that Mother Jones pays its employees fairly. Along the same lines, Mother Jones recently created and released a compensation statement for each employee that conveys how much employees are paid and what added compensation they receive by quantifying the cost of a generous benefits package.

"That gives our people a true understanding of how good their overall compensation plan is," she says, noting that Mother Jones includes the new compensation statement as part of its job offer letter.

"Being a nonprofit, our salaries may be a bit below comparable jobs in the for-profit sector, but we do offer a very generous overall compensation package," she says. In the end, Jones-Newman says Mother Jones is, most of all, meeting employee expectations with the help of Trusaic.

Mother Jones

**To see how PayParity can help your organization achieve pay equity,
click below to schedule a meeting with one of our experts.**