

WOKE ALERT:



WOKE ALERT: Delta, Apple, Microsoft, Costco, Sephora

These five woke companies are doubling down on their DEI commitments.

As companies across the country distance themselves from discriminatory Diversity, Equity, and Inclusion (DEI) programs, five corporate giants have taken a different approach: doubling down on DEI.

Delta

Delta has a “Diversity, Equity, and Inclusion” page touts that they “actively seek diversity, boldly pursue equity, and consciously promote inclusion to create a sense of belonging for all people.”



Source: [Delta](#)

Delta also includes “Let’s Talk About It” sessions about DEI.


Join the Conversation

We often say you can't solve what you don't understand, so we have placed an emphasis on building understanding within our workforce and our world.

Watch recaps of Delta's town halls or "Let's Talk About It" sessions—candid conversations around issues of **diversity, equity or inclusion**, meant to foster dialogue and drive change. Many of these talks are also made available on platforms like our **In-Flight Entertainment seatback screens** to invite our customers into our family-style conversations.


Source: [Delta](#)

ABOUT DELTA ▼ Diversity, Equity & Inclusion



'THE FUTURE IS JUST BEGINNING'

Delta Air Lines CEO Ed Bastian and Ambassador Andrew Young honor Dr. King, reflect on history and use it to chart a course forward. [↗](#)



GM CEO MARY BARRA ON WHY WOMEN SHOULD 'GO FOR IT'

General Motors Chair and CEO Mary Barra shared her encouragement for women in the workplace with Delta CEO Ed Bastian. [↗](#)

[^ Hide All "Let's Talk About It" Sessions](#)

- [Delta stands with Asian American, Pacific Islander community against racism, hatred and violence](#) ↗
- [Gaining Altitude Episode 1: Tristan Walker](#) ↗
- [The King Center Presents: CEO, Dr. Bernice A. King, Moderated by Delta CEO, Ed Bastian Discussion: The Urgency of Creating the Beloved Community & The Role of Corporations](#) ↗

Source: [Delta](#)

Ed Bastian, CEO of Delta, states on the DEI page: "Thoughtful action combined with a focus on **championing diversity, equity and inclusion** in the workplace and within our personal lives will play a healing role to help us keep climbing. The Delta family will use whatever means we have to move the world toward a better, more just tomorrow."

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- Ed Bastian, Chief Executive Officer

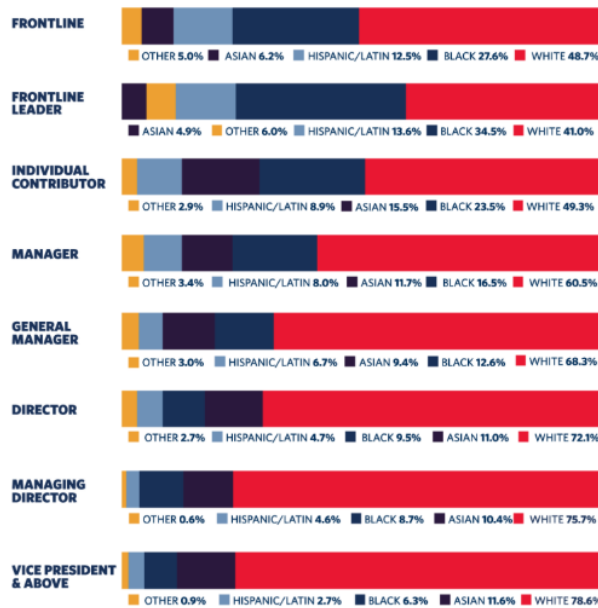
Source: [Delta](#)

Delta also published racial representation data for all leadership positions in the company, with the intent to narrow the gaps.

Closing the Gap

Closing the Gap is one way we measure the success of our commitment to [Diversity, Equity & Inclusion](#). Closing the Gap focuses on narrowing the representation gaps between frontline level employees and other levels of Delta Air Line employees. [Read about how we're working toward narrowing representation gaps.](#)

Here is a snapshot of each demographic's representation by grade level as of 2023.



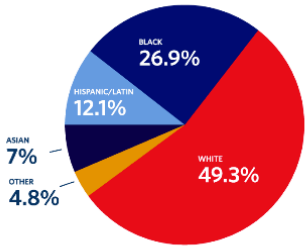
Source: [Delta](#)

Delta also stated that it measures progress as it works “to build a more diverse workplace and work, displaying its “progress” as graphs breaking down the percent of ethnic representation of employees.

A Deeper Look at Delta's People

Transparency is key to driving change. We measure our progress as we work to build a more diverse workplace and world. We hold ourselves accountable and regularly report on our results.

GENERATION VETERANS GENDER **ETHNICITY**



RACE & ETHNICITY

- White 49.3%
- Black 26.9%
- Hispanic/Latin 12.1%
- Asian 7%
- Other 4.8%

Updated end of year 2023

Source: [Delta](#)

UPDATE: After Will Hild, Executive Director at Consumers’ Research, [called out](#) Delta’s DEI obsession on X, the airlines took down the above racial representation graphs and changed some language on its DEI webpage in an effort to cover its tracks. Too late Delta. Here is the [archived version](#) of the old page.

On several occasions, the airline has publicly [stood firm](#) in its [commitment](#) to DEI, even as the Trump Administration has pushed for DEI policies to end.



Delta Airlines Doubles Down On Commitment To DEI Initiatives

The airline's announcement comes as many companies are rolling back diversity programs in the wake of the Trump administration's anti-DEI stance.

By CorEy Townsend
Feb 6, 2025, 03:11 PM EST

Source: [HuffPost](#)

Delta Air Lines stands firm on DEI commitment amid federal, corporate rollbacks

By Tyler Fingert | Published February 4, 2025 7:27pm EST | Equity and Inclusion | FOX 5 Atlanta | [➔](#)

Source: [FOX5 Atlanta](#)

DEI continues to remain a top priority for the airline, even amid [safety concerns](#). Delta Chief External Affairs Officer Peter Carter [stated](#): “DEI is about talent...we are steadfast in our commitment because we think they are actually critical to our business.”

US NEWS

Delta Air Lines reaffirmed its commitment to DEI initiatives before Toronto crash: ‘Part of our focus’

By Chris Nesi

Published Feb. 17, 2025, 4:50 p.m. ET

392 Comments

Source: [NY Post](#)

Delta should stop promoting discrimination and instead assure passengers that it is prioritizing expertise, safety, and skill in its workforce.

Apple

Tech giant Apple persists in its unequivocal dedication to DEI. Its [Inclusion and Diversity](#) page states: “We ensure pay equity for everyone, everywhere at Apple.”

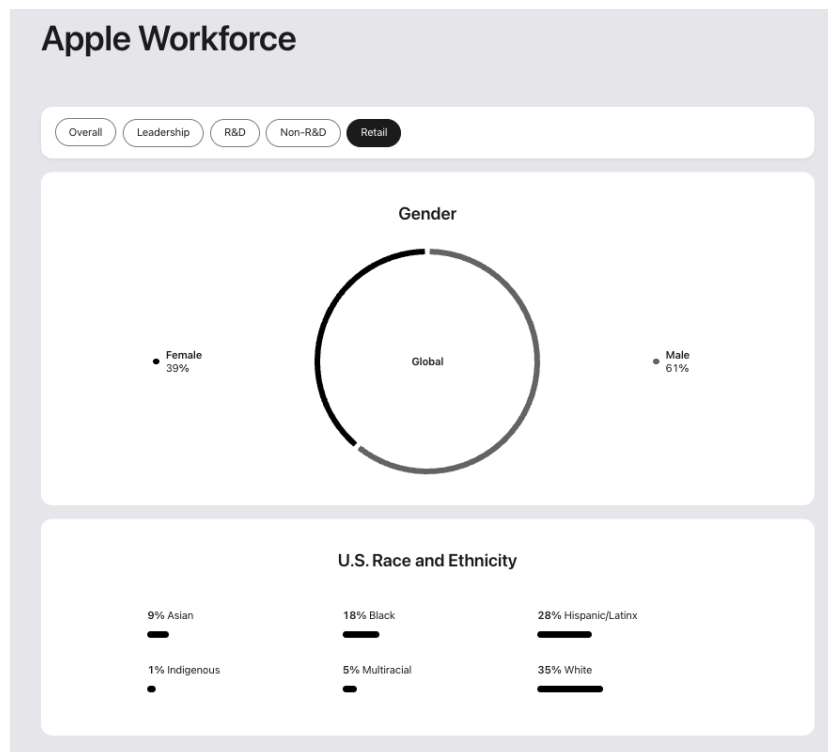
We ensure pay equity for everyone, everywhere at Apple.

Pay equity is embedded in Apple's approach to compensation for all employees around the world. Since 2017, Apple has achieved and maintained gender pay equity globally. In the United States, we have also achieved pay equity with respect to race, ethnicity, and gender.

Each year, we partner with an independent third-party expert to examine each team member's total compensation and make adjustments, where necessary, to ensure that we maintain pay equity.

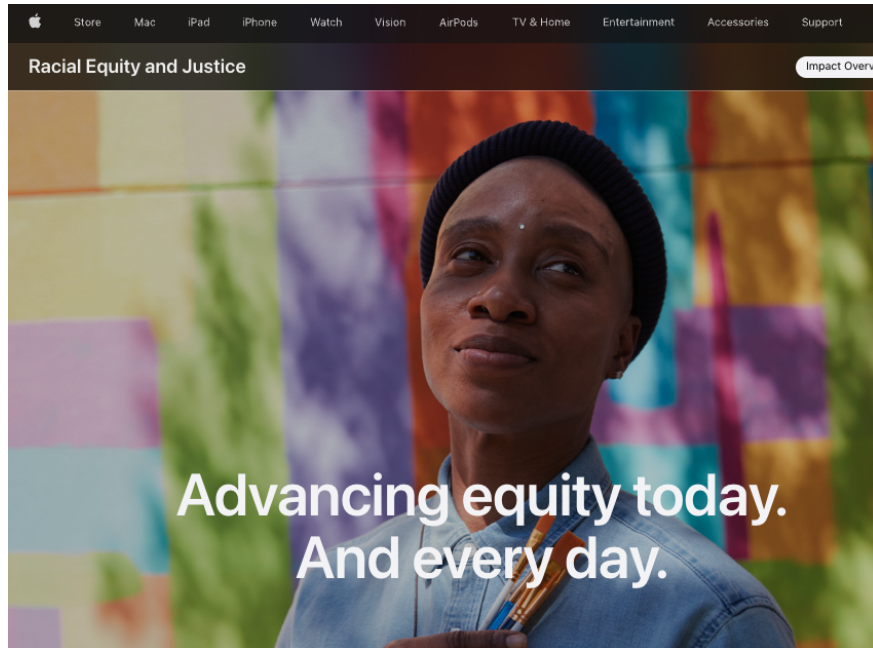
Source: [Apple](#)

And Apple's D&I page publishes the racial representation data of its workforce, a key indicator of a company's wokeness.



Source: [Apple](#)

Apple also has a “Racial Equity and Justice” webpage that shares a very similar message: “Advancing equity today. And every day.”



Source: [Apple](#)

In January, Bloomberg [reported](#) that Apple [advised](#) investors to reject a shareholder proposal to “Cease DEI Efforts.”

Apple, Microsoft Defend DEI as Big Tech Rivals Back Down

Jan. 20, 2025, 4:45 AM EST



David Hood
Reporter



Corporate efforts to recruit and retain more women and minorities have come under intense scrutiny recently.
Illustration: Jonathan Hurtarte/Bloomberg Law

Source: [Bloomberg](#)

Apple claimed that “the proposal inappropriately attempts to restrict Apple’s ability to manage its own ordinary business operations, people and teams, and business strategies.”

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Request to Cease DEI Efforts

AGAINST

85

- Apple has a well-established compliance program and the proposal inappropriately attempts to restrict Apple's ability to manage its own ordinary business operations, people and teams, and business strategies.
- Our Board and management maintain active oversight of legal and regulatory risks and compliance for our global business.

Source: [Apple](#)

Sadly, the shareholders were swayed by Apple's fallacious DEI-defense and voted to keep the company's diversity policies.

Apple shareholders vote to keep its diversity policies

By **Stephen Nellis**

February 26, 2025 1:09 AM EST · Updated 3 months ago



Feb 25 (Reuters) - Apple ([AAPL.O](#)) shareholders voted to keep the tech giant's diversity, equity and inclusion policies on Tuesday, a win for management which had opposed efforts by a conservative group to scrap the program.

Source: [Reuters](#)

Apple needs to stop peddling these woke policies at the company.

Costco

Costco has been the poster child for the DEI double down - with woke activists like Al Sharpton [announcing](#) a "boycott," encouraging his followers to shop at Costco because of the company's DEI-embrace.

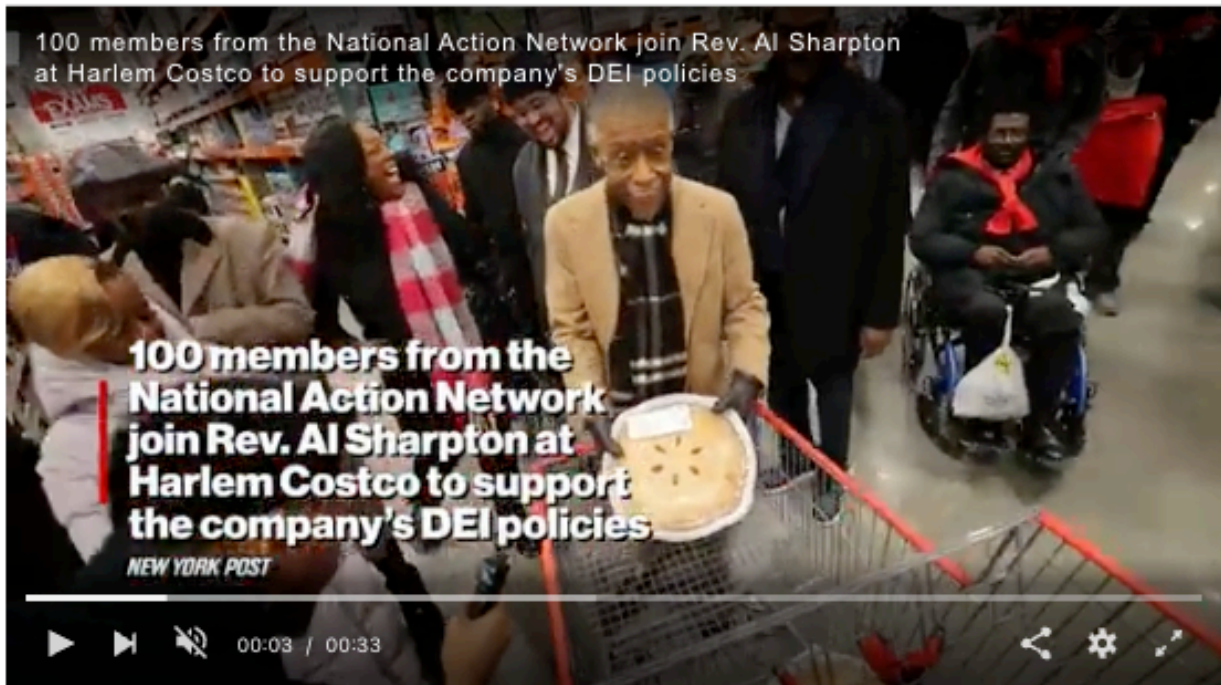
METRO

Rev. Al Sharpton leads Costco 'buy-cott' in support of company's controversial DEI commitment

By [Marie Pohl](#) and [Deirdre Bardolf](#)

Published Jan. 25, 2025, 5:28 p.m. ET

1.3K Comments



Source: [New York Post](#)

In its supplier [application](#), Costco seemingly attempts to prioritize diverse suppliers, by asking suppliers to indicate if they are “51% owned and operated by one or more” of a list of minority groups.

Please indicate if your company is 51% owned and operated by one or more of the following groups

- African American
- Hispanic American
- Asian-Indian American
- Native American
- Non Minority Woman
- Asian-Pacific Islander
- Veteran
- Person with a disability
- LGBTQ
- Other

Source: [Costco](#)

Costco even [rewarded](#) its executives with bonuses for hitting DEI targets.

MEDIA Published February 7, 2025 5:00am EST

Costco awarded executives hundreds of thousands in DEI-related bonuses

CEO Ron Vachris received a \$93,333 bonus for hitting metrics around DEI and environmental goals

By **David Spector** | **FOXBusiness**

Source: [Fox Business](#)



Source: [Fox Business](#)

Microsoft

As Consumers' Research highlighted in a recent [Woke Alert](#), Microsoft has also doubled down on DEI.

— EXCLUSIVE —

Woke Alert! Microsoft Slammed For Race-Based ‘Pay Equity’ Scheme

'Microsoft has made one thing clear: it prioritizes activism over innovation.'

By [Spencer Lindquist](#) · May 20, 2025 · DailyWire.com · [f](#) [x](#) [1](#) [213](#) Comments



Source: [Daily Wire](#)

The company publishes “[pay equity](#)” analyses where it compares wages among men and women and white and non-white employees, aiming to make their pay the same.

		Pay equity earned for every \$1.0 earned by comparison group	Median unadjusted pay analysis Median relative to comparison group median
WOMEN RELATIVE TO MEN	WOMEN GLOBALLY	\$1.0	89.0%
	WOMEN IN THE US	\$1.0	90.7%
	WOMEN OUTSIDE THE US	\$1.0	87.1%
RACIAL AND ETHNIC MINORITY GROUPS RELATIVE TO WHITE EMPLOYEES	ALL RACIAL AND ETHNIC MINORITY GROUPS IN THE US	\$1.0	92.0%
	BLACK AND AFRICAN AMERICAN EMPLOYEES IN THE US	\$1.0	79.6%
	HISPANIC AND LATINX EMPLOYEES IN THE US	\$1.0	84.5%
	ASIAN EMPLOYEES IN THE US	\$1.0	96.2%

Source: [Microsoft](#)

In the [2024 Global Diversity & Inclusion Report](#), Microsoft’s Chief Diversity Officer and Corporate Vice President, Talent and Learning [Lindsay-Rae McIntyre](#) stated:

“If ever there were a critical time for the business case for diversity and inclusion in the workplace, it is now... Our innovation has come from our commitment to Diversity and Inclusion (D&I), and our future innovation depends on D&I”



Source: [Microsoft](#)

Sephora

Beauty retailer Sephora is head over heels in love with DEI. In January, Sephora [launched](#) a politically charged documentary called “Beauty and Belonging.” The film is a masterclass on how you can inject woke politics into anything - even beauty products.

Sephora boosts DEI with new documentary

As others back away from DEI initiatives, the retailer said its film “reaffirms its commitment to fostering a world of inspiration and inclusion.”

Published Feb. 6, 2025

By Tatiana Walk-Morris



Sephora announced the premiere of a documentary, dubbed “Beauty & Belonging,” on Jan. 24, 2025. *Courtesy of Sephora*

Source: [ESG Dive](#)

Sephora also [boasts](#) that its goal is to become the “Diversity, Inclusion, and Equity Champion in the retail industry.” To that end, Sephora operates a discriminatory brand incubation [program](#) for “founders who are people of color.”



Sephora Accelerate is a brand incubation program dedicated to building a community of innovative, inspirational brand founders in beauty. With a focus on founders who are people of color, in line with our commitment to the 15 Percent Pledge, our goal is to ensure there are brands in the beauty industry representative of the colors, races, and ethnicities that make up the Americas.




Founders will embark on a six-month journey where they’ll gain the necessary skills to build and sustain a successful business through consistent, cohesive, and ongoing support backed by digital and in-person resources with content and curriculum directly correlated to helping founders succeed at Sephora.

In addition, brands will have the unique experience of building a heart-and-soul connection to our community and its ecosystem, as well as the opportunity of a lifetime—launching with Sephora, the world’s largest beauty retailer.

Source: [Sephora](#)

Sephora’s 2024 “[DE&I Heart Journey Report](#)” says the company “launched an executive DE&I Steering Committee” to “implement and prioritize” its 11 DEI initiatives.

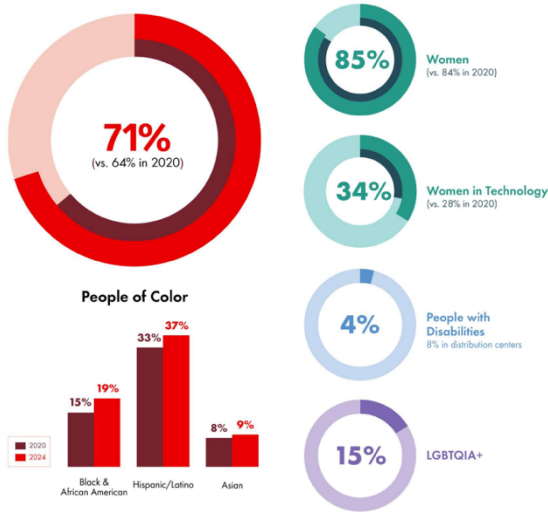
To help implement and prioritize our 11 DE&I initiatives, we launched an executive DE&I Steering Committee, which aims to hold us accountable internally.

	OUR DE&I INITIATIVES	OUR DE&I GOALS
 <p>Employer of Choice</p>	Diverse Hiring	Attract, recruit, and retain underrepresented talent in leadership
	Advancement Corporate	Ensure equal access to experiences and opportunities supporting leadership advancement in our offices
	Advancement Retail	Ensure equal access to experiences and opportunities supporting leadership advancement in our stores
	All Abilities Hiring	Roll out Sephora All Abilities Hiring initiative to all distribution centers
	Sustained Learning & Engagement	Build inclusive and anti-racist workplaces through DE&I trainings, ERGs, and DE&I stories
	Equitable Rewards	Provide equitable rewards (benefits and compensation) to all
 <p>Retailer of Choice</p>	In-Store Experience	Address and mitigate unconscious bias in our stores
	Inclusive Marketing	Drive inclusive marketing and diverse representation on our platforms to lift up all forms of beauty
 <p>Partner of Choice</p>	Charitable Engagements	Increase awareness and support of our 12 Focus Charities
	Brand & Product Diversity	Support the 15 Percent Pledge and increase the share of Black-owned brands
	Supplier Diversity	Increase our spend with underrepresented suppliers

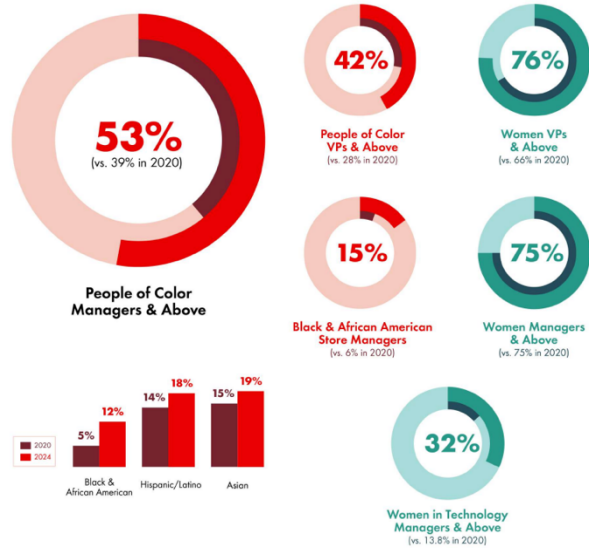
Source: [Sephora DE&I Heart Journey Report](#)

In the same report, Sephora publishes its demographic data for employees and leadership saying, “with an inclusive mindset at the forefront, we can build a more representative workforce.”

Our Employee Demographics



Our Leadership Demographics



All data represent employees who self-identified to the respective categories

AN INCLUSIVE WORKPLACE FOR OUR EMPLOYEES

DE&I HEART JOURNEY REPORT

Source: [Sephora DE&I Heart Journey Report](#)

Call or email these five companies today and demand they stop pushing discriminatory DEI programs.

Company contact info:

Delta: 1 (800) 221-1212

Apple: 1 (800) 263-3394

Microsoft: 1 (800) 962-1413 or 1 (425) 638-7777

Costco: 1 (800) 774-2678

Sephora: 1 (877) 737-4672