



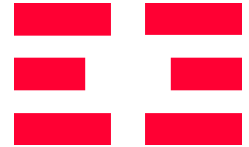
Alaska Airlines

Subsidiaries: Horizon Air

Locations: Washington (HQ)

Industries: Transportation

RISK LEVEL:



High Risk

DESCRIPTION:

Alaska Airlines fired two employees who questioned the company's support for the Equality Act. Alaska Airlines scored a 100 out of 100 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, the company increases the risk of dividing employees, alienating customers and harming shareholders. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Alaska Airlines forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. The company provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. America First Legal filed a letter with the EEOC requesting a civil rights investigation into Alaska Airlines over discriminatory practices in hiring. The company supports the Equality Act and the Black Lives Matter movement. Alaska Airlines CEO, Ben Minicucci, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace. The company is a gold sponsor of the HRC and lobbied for the Equality Act. For these reasons, Alaska Airlines receives a High Risk rating.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. High Risk

Alaska Airlines fired two employees after they questioned the company's position on the Equality Act on an employee message board; the employees have filed a religious discrimination lawsuit (1)(2)(3). Alaska Airlines HRC 2023-2024 CEI rating indicates the company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (4)(5).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

Alaska Airlines' (1)(23).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Alaska Airlines' indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual

orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). America First Legal filed a letter with the EEOC requesting a civil rights investigation into Alaska Airlines over discriminatory practices in hiring (3)(4). Alaska Airlines does not provide viewpoint protections for its employees (5).

Corporate Governance and Public Policy

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Alaska Airlines indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. Alaska Airlines signed an open letter in support of the Equality Act, a controversial bill and regularly support BLM (3)(4)(5) signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (6)(7).

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

Alaska Airlines provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4). Alaska Airlines indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (5)(6). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. The company is a gold sponsor of the HRC (7).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. High Risk

Alaska Airlines indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Alaska Airlines has not used its PAC donations for ideological purposes but has lobbied for the Equality Act (3)(4)(5).

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