



# Diversity Awards '11

## PRSA 2011 Chapter Diversity Awards

Chapter
Contact
Company/Organization
Address
Phone
E-mail

Chapter Size:

- 1-100 members       201-400 members  
 101-200 members       401+ members

Nominations must be received by Friday, Sept. 30, 2011

Winners will be announced at the PRSA Diversity Mixer in Orlando, Fla., on Saturday, Oct. 15, 2011.

For information, contact Candice Bellittera, PRSA chapter/district relationship manager, at (212) 460-1453 or at [diversity@prsa.org](mailto:diversity@prsa.org).



## Criteria

In order for your Chapter to apply for a Chapter Diversity Award, your Chapter must have:

- Initiated and/or maintained a diversity program between July 31, 2010 and July 30, 2011.
- Recruited or mentored members with interests and expertise in diversity.
- Demonstrated a significant contribution toward diversity through submission of a best practice or case study.

Up to two Chapters may receive the honor. Chapters will receive a reward of up to \$250 to help advance that Chapter's diversity initiatives. Chapters may be honored by the selection of their best practices to be showcased on the PRSA Diversity Web page and/or be asked to participate in future Diversity Committee initiatives.

## Submitting Your Entry

The Chapter Diversity Award is given to a PRSA Chapter that embodies and demonstrates key values in diversity as outlined in the PRSA Diversity Committee's Mission. In nominating your Chapter for the award, you must submit an essay of no more than two double-spaced typed pages that includes your Chapter's definition of diversity, your diversity initiative's achievements and an explanation of how your Chapter demonstrates the following values:

- Positively affects change in attitudes, beliefs, and behavior for diverse communities and professionals.
- Leads the communications industry in your market by providing solid professional development in diversity-related topics.
- Influences membership by welcoming and recruiting diverse professionals.
- Creates a strategic plan for diversity.
- Establishes sound relationships with various diverse publics and/or organizations to gain consensus or help PRSA advance diversity in the profession.

Submission of best practice or case study should include the following information:

- Chapter contact responsible for best practice or case study.
- Goal - what the chapter sought to accomplish.
- Summary - two to three sentences explaining the initiative.
- Strategy & tactics.
- Budget - what the monetary, time and human capital resource investment was.
- Why it works - what was accomplished and learned?

Send completed nomination form and essay by Friday, Sept. 30, 2011 to:

**Candice Bellittera**  
PRSA Chapter/District Relationship Manager  
Public Relations Society of America  
33 Maiden Lane, 11th Floor  
New York, NY 10038-5150  
Or by E-mail to [diversity@prsa.org](mailto:diversity@prsa.org)

