

Dallas PRSA

PRSA Chapter Diversity and Inclusion Award Summary 2022 Honorable Mention

Our chapter's D&I initiatives have included a focus on diverse membership, content, programming, relationship building, and preparing for the future.

Building off our inaugural 40 Under 40 Awards event with a diverse pool of winners last summer, as well as our Why Gender Equality and Inclusion Matters for Practitioners, Clients and the Bottom Line event in August of 2021, we started 2022 strong. Since January of 2022, our chapter has hosted numerous in-person, virtual and hybrid events, with some of them being sold out.

Our events have intentionally offered a range of diverse topics and expert speakers to help us reach our chapter and national goals, including:

- Back To School With PRSA Dallas: Growing Your Career With The APR;
- PRSA Dallas' 6th Annual Nonprofit Workshop;
- Commemorating Juneteenth With Communities In Mind;
- Retool For Resilience, Win Top Talent: A Candid Conversation On Transitions, Upskilling, And Attracting The Best Talent;
- A Shot In The Arm For Corporate Communications: Key Learnings From 24 Months On The Frontline;
- Communicating In Challenging Times: Conversations With American Airlines' Corporate Communications Team;
- Making Personal Connections– A Live Virtual Networking Event With PRSA Dallas;
- PRSA Dallas Past Presidents Dinner.

Our speakers and panelists have been and as polycultural and diverse as our attendees. They have represented various elements of race, ethnicity, age, religion, education, experience, thought leadership, geography background, and skill sets. At our nonprofit event in August, we offered nonprofits and attendees an opportunity to hone their branding and messaging, media relations, digital marketing and social media skills with tips from the experts — including the media themselves. The panels were the most diverse we have had, including those representing different races, religions, genders, ages, and cultures.

We are also very proud of our Juneteenth event this summer. Following its declaration as a Federal holiday in 2021, Juneteenth is now acknowledged as a national holiday commemorating the end of slavery in the United States. Guests join PRSA Dallas for the first D&I event in 2022 Commemorating Juneteenth with Communities in Mind, a panel discussion in which master communicators and diversity, equity, and inclusion leaders discuss why it is essential to take steps beyond simply acknowledging Juneteenth, and how to do so in a manner that resonates and promotes understanding. Guests were able to lean into the impactful conversation featuring keynote speaker Dione Sims, granddaughter of Ms. Opal Lee, "Grandmother of Juneteenth" and Executive Director of Unity Unlimited, Inc. and a panel discussion with distinguished panelists moderated by Tara Ford Payne, Vice President of Communications & Outreach of the Federal Reserve Bank of Dallas.

Here is what guests gained from our exclusive event:

Networking with Dallas' top communications and DE&I professionals; Education on the history of Juneteenth and its significance today; Guidance on how to promote awareness of Juneteenth; Insight on what Juneteenth means to communities of color.

We also were able to honor Dione and Ms. Opal Lee, who has been nominated for a Nobel Peace Prize with an award.

We were also very thoughtful with topics for our March event to reach all audiences. Breakout sessions covered a variety of themes, including:

- New Pros hosted by Janine Akinradewo, communications specialist at Warner Media. Find out how to get your foot in the door with prospective employers, have a successful start to your career and connect with mentors.
- Career Transitions hosted by David Wolpert, APR, PRSA Dallas president and account manager at The Bulleit Group. Get tips for shifting your career focus and transitioning into new roles, and hear from others who have navigated it all before.
- ICON Preview hosted by Thomas Bennett, PRSA Dallas Director and VP of Business Development for OCHIN. Get a sneak peak of PRSA's ICON 2022—coming up in November at the Gaylord Texan Resort—and learn how to get the most out of the 75th anniversary of this not-to-be-missed event.
- Celebrating Women in Communication hosted by Tiara Tucker, VP Diversity & Inclusion for PRSA Dallas and founder of Tiara PR Network. Gather with allies of women in the field and share your tales of challenge and triumph.
- PR Practice & Parenting hosted by Katie Long, VP of Client Service at Idea Grove. Talk with other parents about how having kids has impacted their professional and personal lives and get tips for juggling the responsibilities and managing the stress.