

Chapter Name

PRSA-NY

Chapter Size

301–400

How does your Chapter define diversity, equity and inclusion?

DEI encompasses systematic policies and engagement programs that elevate the visibility and participation of underrepresented and marginalized groups. PRSA-NY's site says "We are committed to diversity and inclusion in all we do." Our Board of Directors launched a DEI Committee to incorporate and create programming, resources, and outreach to PR professionals of all races, ethnicities, ages, abilities, sexual orientations, gender identities, gender expressions, and religions.

Does your Chapter include diversity, equity and inclusion initiatives in your strategic plan?

Yes

Using the RPIE model, describe your Chapter's diversity, equity and inclusion initiatives and achievements during the past year. -- RESEARCH: What research did you conduct to identify opportunities to address or promote DEI by and within the Chapter?

MuckRack's 2022 State of PR report surveyed ~1,900 communications professionals. The report highlights that DEI is a focus of nearly 30% of PR professionals, and that 83% say DEI is somewhat important or very important at their company. In 2023, MuckRack's State of PR report surveyed ~1,050 communications professionals. The results showed that nearly 30% of PR professionals said that their company will need to focus on DEI skills in the next 5 years to be successful. Only 17% of professionals at PR agencies said their "workplace has a lot of diversity." More than half of PR pros say there is little to no diversity on their leadership team, with one in five agency professionals who say there is no diversity at all.

PLANNING -- Goals: What did your Chapter seek to accomplish with your 2023–2024 DEI initiatives?

Our research indicated DEI's growing relevance to PR professionals' roles and day-to-day, and the increased attention to DEI in their professional journey. As a related goal, we set out to educate our audiences about timely DEI topics to help support their professional development. The research also highlighted the lack of professional development and advancement opportunities for PR professionals who belong to marginalized and minority groups. As a related goal, our DEI program set out to elevate the voices and profiles of PR professionals of myriad backgrounds. In addition, our 2022 DEI Summit raised \$11,000 in sponsorships for the chapter. In 2023, we set the same goal.

PLANNING -- Who was/were the target audience(s)?

Professionals working in communications, PR, DEI, and related fields who live in the NYC area. We also target students and others who are exploring a career in communications.

PLANNING -- What were your measurable objectives?

Objective 1: Support chapter programming and engagement. Objective 2: Contribute to the chapter's financial health.

PLANNING -- Budget: What were the monetary, time and human capital investments?

Monetary: \$758.08 for food and beverage for DEI Summit Human capital: three Board members are dedicated to our chapter's DEI Committee. We work alongside four Board members dedicated to Marketing, and one DEI Committee volunteer. Time: 100 hours -12 hours (DEI Summit: 30-minute meetings once per week for two months for 3 people) -25 hours (DEI Summit: pitching sponsorships, securing speakers, venue operations and logistics, event walkthroughs, PR and marketing materials, and related follow-up) -5 hours (DEI content: research and curate lists, administrative tasks related to email interviews, collaboration with Marketing Committee) -10 hours (DEI Committee meetings: 30 minutes every two weeks for 10 months for 3 people) -12 hours (Executive Committee meetings: the VP of DEI participates once per month for an hour) -36 hours (Full Board meetings: three DEI Committee members attend once per month for an hour)

IMPLEMENTATION -- Describe the strategies and tactics used.

Support chapter programming and engagement: PRSA-NY's DEI and Marketing Committees collaborate to create and distribute content that promotes PR professionals who hold marginalized identities. That includes our "5 Questions With..." series, which profiles diverse and leading voices in the communications, creative and PR industry. In addition, we commemorate identity based moments by highlighting professionals who hold those identities, including: BIPOC Mental Health Awareness Month in July; Hispanic Heritage Month in September; Black History Month; Transgender Day of Visibility; AAPI Heritage Month; and Pride Month. Our chapter also hosts an annual DEI Summit, programmed with leading speakers from diverse and experienced backgrounds. Contribute to the chapter's financial health: Our annual DEI Summit is an opportunity to support our chapter through fundraising. The DEI Committee pitched sponsorship packages and tickets to numerous agency and brand partners to help PRSA-NY continue advancing our industry. With a goal of \$11,000, the sponsorship packages included a mix of event tickets, in-person signage, and promotion across our website, email blasts, and social media channels. The sponsorships were pitched as opportunities for companies to highlight their commitment to DEI and the professional development of their staff.

IMPLEMENTATION -- Summary: Explain your Chapter's DEI initiatives for July 1, 2023 – June 30, 2024.*

Our "5 Questions With..." interview series highlighted eight communications professionals who hold marginalized identities. We commemorated identity based moments by spotlighting professionals who hold those identities. For BIPOC Mental Health Awareness Month in July, PRSA-NY's VP of Marketing, Sabrina Browne, shared her personal experience as a Black woman in the industry and her mental health tips. For Hispanic Heritage Month in September, we curated a list of 10 Hispanic PR Leaders to Know. For Black History Month, we curated a list of 10 Black PR Leaders to Know. For Transgender Day of Visibility, we highlighted three transgender PR professionals and shared their bios. For AAPI Heritage Month, we curated a list of 10 AAPI PR Leaders to Know. For Pride Month, we curated a list of 10 LGBTQ PR Leaders to Know. We also hosted a robust third annual DEI Summit. Presenters and panelists shared tangible best practices for growing DEI in public relations workplaces and external campaigns. The event coincided with observances of Juneteenth and LGBTQ Pride Month.

IMPLEMENTATION -- Describe the elements or components, the techniques used, and the strategies and tactics undertaken, how objectives were met, and how you addressed the audience(s) you targeted.

"5 Questions With...": Our DEI Committee curates the individuals highlighted, then interviews them over email. We collaborate with the Marketing Committee to design graphics and post them across our chapter's social media channels and website. Highlighted individuals engage with the posts and share them across their professional networks, which encourages further engagement from related professions to explore PRSA-NY membership and programming. Identity Based Moments: The DEI Committee collaborates with the Marketing Committee to curate a list of 10 PR professionals who hold the identity being commemorated. The Marketing Committee then designs the graphics and posts them across social media and our website. In addition to a post about the entire group of 10, each individual receives their own feature post on social media. The 10 professionals engage with the posts and share them across their professional networks, which elevates their diverse voices and impact while providing them with visibility among a competitive industry. 2023 DEI Summit: The DEI Committee programmed an afternoon of in-person panels, discussions, networking, and a keynote. We reached out to our professional networks, held numerous collaboration sessions, secured a venue, navigated event logistics and operational needs, pitched sponsors and garnered revenue, and more. The DEI Summit engaged members and non-members alike with PRSA-NY's educational programming and provided a professional development opportunity for our target audiences. This year's DEI summit programming included: -Welcoming keynote from Carmella Glover, PRSA-NY Chapter President, and President of Diversity Action Alliance - Fireside Chat with DEI Leaders: Rich Ferraro, Chief Communications Officer, GLAAD; and Trisch Smith, Edelman's Global Chief Diversity, Equity & Inclusion Officer -Panel on Achieving Pay Equity - From Employees to Influencers: Aaron Kwittken, Founder/Chairman, KWT Global; Founder/CEO, PRophet; Immediate Past President, PRSA-New York; Adrianna "AG" Bevilaqua, Chief Creative Officer, M Booth; Nya-Gabriella (Peets) Parchment, Vice President, Marketing & Brand Partnerships at Digital Brand Architects; Elton Wong, Sr Mgr, PR & Influencers, L'Oreal; fmr PR & Influencers, Harry's -Panel on Cultural Competency in Communications: Kevin Wong, SVP of Marketing, Communications, and Content for The Trevor Project; Alana Beale, Communications & Public Affairs, Google; Jess King, SVP Communications and Community Engagement, iHeartMedia; Tayla Mahmud, EVP, Health Equity & Multicultural Strategy, M Booth Health; Brent Miller, Senior Director Global LGBTQ Equality, P&G -Meet the Media Panel: Moon Kim, EVP and Practice Lead for M Booth; Terron Moore, VP and Editorial Director of MTV News and Logo; Kat Moon, News & Shows, TV Guide; Naveen Kumar, freelance (Them, Daily Beast, Vox, NYT, Variety); Matt Lavietes, NBC News -Networking reception over cocktails and snacks.

EVALUATION -- What were your results? Explain how the program met or exceeded its original measurement methods when available or appropriate. What worked? What was accomplished? What would you do differently?

Through our "5 Questions With..." series and commemoration of identity based moments, PRSA-NY has highlighted more than 50 diverse industry professionals. These posts are our chapter's most engaged social media posts, with highlighted individuals re-sharing to their networks. The recognition is an accolade that they can add to their professional channels, such as their resume or LinkedIn profile. PRSA-NY's DEI Summit exceeded our venue's seated capacity of 75, indicating that our chapter programmed and hosted a leading DEI event for industry professionals in our market. The summit raised \$12,000 — exceeding our fundraising goal of \$11,000. The DEI Committee secured sponsorships from M Booth, Ketchum, LaunchSquad, O'Dwyer's, SKDK, Sloane & Company, The Bliss Group, The TASC Group, Allison+Partners, HUNTER, and KWT Global.

EVALUATION -- How have your Chapter's DEI initiatives impacted attitudes, beliefs or behaviors?

Anecdotally, our Board members have received positive feedback about our DEI programming from featured professionals and their networks. We've also heard amazing feedback from DEI Summit attendees who have brought their learnings back to work with them. As we see industry professionals engage with our social media content, share on LinkedIn, and comment on our posts, we believe positive attitudes form around PR professionals focusing on DEI or who hold diverse identities.

EVALUATION -- How have your Chapter's DEI initiatives led the communications industry in your market?

One example of PRSA-NY's leadership in our market's communications industry is the caliber of folks who engage with our programming, content, and events. For instance, our DEI Summit attracted industry leaders from: Edelman, GLAAD, KWT Global; PRophet AI; M Booth; L'Oreal; The Trevor Project; Google; iHeartRadio; P&G; MTV News; TIME; Teen Vogue; Cosmopolitan; NBC News; LaunchSquad; Digital Brand Architects; The TASC Group; Allison+Partners; SKDK; Sloane & Co.; ReadHealthy Communications; Monday Talent; MuckRack; Padilla; Lippe Taylor; Trailrunner International; Ogilvy: The Bliss Group; Crenshaw Communications; Y Communicate; Ketchum; The Frick Collection; MSPR; The City University of New York; MMC; LG Strategic Communications; Diversity Action Alliance; and more.

EVALUATION -- How have your Chapter's DEI initiatives influenced membership?

While we continue to hear positive feedback from professionals who engage in our programming, unfortunately there has been membership drop-off. Our VP of Membership engages members who do not renew to ask what we could do better, but cost is the number one cited reason for not renewing membership.

EVALUATION -- How has your Chapter established sound relationships with diverse publics and/or organizations to gain consensus or help PRSA advance diversity in the profession?

PRSA-NY maintains relationships with ADCOLOR, the premier organization that celebrates and advocates diversity in the creative and technology industries; VOICES, an organization that proudly represents, promotes, and advocates for Asian Americans and Pacific Islanders in communications roles; National Black Public Relations Society, an organization that advocates for Black professionals in communications related fields; and more. At times, we reach out to collaborate with these organizations to help curate our lists of diverse professionals, as well as to program events with best-in-class speakers and experts.

EVALUATION -- Next Steps: What are your future plans for DEI initiatives?

The chapter plans to maintain a DEI Committee with ample board seats, volunteer posts, and resources to support its DEI programming. We will continue highlighting diverse and leading voices in PR, as well as commemorating identity based moments. We will hold a fourth annual DEI Summit in-person, and hope to increase venue capacity to encourage even more participation since we exceeded capacity in 2023.