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Chapter Name	<b>PRSA Houston</b>	09/13/2019
	by <b>Isidro Reyna</b> in <b>PRSA Chapter Diversity and Inclusion Award 2019</b>	id. 13917121
	isidro_03@hotmail.com	

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## Original application 09/13/2019

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Contact Name	<b>Isidro Reyna, APR</b>
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Email Address	<b>isidro_03@hotmail.com</b>
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Chapter Size	<b>400+</b>
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How does your Chapter define diversity and inclusion?	<p><b>The PRSA Houston Board of Directors adopted PRSA National's definition of diversity and inclusion from the 2016 Diversity and Inclusion Tool Kit:</b></p> <p><b>PRSA Houston serves "To champion diversity of thought, cultures, disciplines, ideals, gender, disabilities, sexual orientation and age in order to develop an inclusive Society. By reaching and involving members who represent a broad spectrum of differences, we will encourage and educate members about the benefits of a diverse profession by providing professional development, knowledge and support to help them succeed in public relations."</b></p>
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**Page 4, Diversity and Inclusion Tool Kit (PRSA, 2016)**

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Tell us about your Chapter's diversity and inclusion initiatives and achievements.	<p><b>Houston is the most diverse city in America. According to the Greater Houston Partnership (GHP), the primary business advocate for the Houston region, "Several studies in recent years have shown the Bayou City at the top of the list for ethnic and racial diversity." GHP notes, "The city has no ethnic majority and nearly one-in-four residents are foreign born. In fact, Houston today mirrors what</b></p>
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demographers forecast the U.S. population will look like in four decades.”

After a thorough review of the chapter’s demographics (self-reported data), PRSA Houston Chapter President Isidro Reyna, APR, found that the organization’s membership closely mirrors the City of Houston’s demographics. The problem PRSA Houston had was an inclusion one. Minorities were not fully represented in the chapter’s leadership roles, they did not feel welcomed at events, nor were they seen. Adding to this, a 2018 board member alluded to simply highlighting minority members during "diversity month."

The 2019 PRSA Houston board of directors knew they needed to act. The team championed the chapter’s diversity and inclusion initiatives to ensure an even more diverse society and profession. It’s not enough to appoint a diversity and inclusion chair. Rhetoric alone will not move the needle. The leadership team must “talk the talk” and “walk the walk.” As such, the incoming PRSA Houston board of directors did the following:

- Established a working goal in October 2018 to increase the number of minority members in the chapter as part of the organization’s three-year plan;
- Communicated this goal at the chapter’s leadership planning retreat to all committee chairs and new board members in November 2018; PRSA Houston President Isidro Reyna, APR, specifically mentioned he wanted to see an increase in Black, Hispanic and Asian populations and noted he wanted everyone to feel welcomed at all events;
- The new board voted on the three-year goal at the chapter’s first board meeting in January 2019;
- To directly address the inclusion problem, PRSA Houston President Isidro Reyna, APR, established a tagline for the year: “We are #PRSAHouston!” The tagline serves as a reminder to all the chapter’s leaders that we, the members, are what make up the chapter and that everything we do must serve our members’ best interests and help us reach our diversity and inclusion goals;
- Determined a strategy to visually showcase members in all communications channels;
- Created a membership spotlight program to highlight members every week beginning in January;
- Incorporated diversity and inclusion in all programming throughout the year;
- Included a diversity and inclusion track as part of the PRSA Southwest District Conference which was hosted by PRSA Houston in April 2019;
- Hosted a national focus group at the PRSA Southwest District Conference; data to be used to formulate a national diversity and inclusion survey;
- Partnered with the Valenti School of Communication (home to PRSSA at the University of Houston), the second most diverse urban research institution in the United States, to help formulate a communications plan that would be implemented in 2020 in

conjunction with the chapter's 70th Anniversary; students were tasked with incorporating diversity and inclusion into the planning;

- Appointed minorities to leadership positions on committees; including the highly-visible committees that bring in major revenue (i.e., PRSA Excalibur Awards Committee);
- Used the 34th Annual Excalibur Awards, one of the chapter's signature events and fundraisers, to champion diversity and inclusion; created an event recap video to highlight the diversity in the room and capture the spirit of the event;
- Named City of Houston Police Chief Art Acevedo, the first Hispanic to lead the organization, as the PRSA Houston CEO Communicator of the Year at the gala;
- Awarded \$13,000 in scholarships to students as part of the chapter's annual scholarship program; four of the six honorees were minority students;
- Spotlighted heritage months (Martin Luther King, Jr., Juneteenth, Gay Pride, Hispanic Heritage Month); celebrated the chapter's diversity month in August 2019;
- Welcomed new and reinstated members with hand-written notes from the board of directors; notes sent to new members via snail mail;
- Recruited minorities for the 2020 board of directors and included a question in the application that discussed diversity and inclusion; we requested that each new leader describe what they would do to continue the efforts outlined here;
- Physically moved programming around the city; the chapter traditionally hosted events at the same venue each month. The goal was to get away from an elite, country club environment and immerse our chapter everywhere – we went to the people!
- Embraced and celebrated the City of Houston's diversity!

See below and attachments for specific examples of programs and initiatives described above.

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Goals: What did your Chapter seek to accomplish with your 2018–2019 diversity and inclusion initiatives?

**The PRSA Houston board of directors voted in January 2019 to adopt four goals as part of its three-year strategic plan. Two of the goals are listed below:**

**Goal 1 – Membership: Membership is the lifeblood of PRSA Houston and as such, our ability to attract, retain and grow our members is in direct correlation with our real and perceived value as well as received benefits. Our members, from the newest student to our seasoned professionals and everyone in between, all thirst for ways to remain competitive and successful in their field. PRSA provides these communications professionals with the tools, resources, networking connections and leadership skills to cultivate a continual environment of success.**

- Increase number of PRSA Houston Chapters members to 400 by Dec. 31, 2019.
- Sustain 400 members in 2020.
- Grow number of members to 415 by 2021.

**Goal 2 – Diversity: Diversity initiatives represent a necessary response to a changing world, and PRSA’s place in it. We know demographic change is occurring rapidly. To remain robust and ensure a competitive advantage and maximum membership growth, PRSA Houston will actively encourage development of an organization, membership and leadership base that mirrors the demographic composition of today’s professionals as well as the communities PRSA members serve. To attract professionals with diverse backgrounds and experiences, we will establish partnerships with multi-disciplinary organizations to provide cross training among organizations.**

- Increase number of minority members by 10 percent by Dec. 31, 2019.
- Sustain newly recruited minority members in 2020.
- Grow number of minority members by an additional 5 percent in 2021.

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Summary: Explain your Chapter’s diversity and inclusion initiatives.

**PRSA Houston is located in the most diverse city in the nation. We embrace the culture, celebrate our membership and welcome everyone into the organization. Our vision is clear. We drive forward PRSA’s priorities of advancing professional excellence, diversity and ethics within the profession. When the PRSA Houston Chapter is active and provides members with valuable learning and networking opportunities, the benefits are numerous.**

**Our programming attracts new members and helps us attain our recruitment goals. It engages and retains existing members. It infuses our treasury, which makes new resources available and provides us flexibility. When our group is active, we inspire more diverse members to want to get involved and serve in leadership roles. We are #PRSAHouston!**

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Budget: What was the monetary, time and human capital investment?

Each board member averages 8 hours of service a month. We have 18 board members which totals 1,728 hours for the year. Our administrator averages 27 hours a week. Since our diversity and inclusion program is integrated in all aspects of the chapter, we operate using the chapter's budget. We began the year with approximately \$72K. Each event described below had its own line item as part of the chapter's overall budget.

Why It Worked:  
What was accomplished?

PRSA Houston President Isidro Reyna, APR, made diversity and inclusion one of the focal points of his presidency. He recognized PRSA Houston had an inclusion problem. The chapter moved away from rhetoric, put concrete ideas into action, tapped into the Houston culture and celebrated being the most diverse city in America. The results: An increase in membership and a more welcoming organization. We are #PRSAHouston!

Since January 2019, we've produced 48 member spotlights to showcase the diversity of the chapter. The spotlights are hosted on our website and shared on all social media platforms. The Member Spotlight Program was replicated by multiple chapters within the PRSA Southwest District, including PRSA Austin, PRSA Dallas, PRSA San Antonio among others. Samples here: [https://prсахouston.org/Member\\_Spotlight](https://prсахouston.org/Member_Spotlight)

## **JANUARY**

**Luncheon  
What's Hot For 2019?  
Maggiano's Little Italy - Post Oak  
Jan. 17, 2019**

PRSA Houston started out the New Year with a luncheon venue change. The chapter moved away from the elite, country club environment and immersed the group in the heart of the Houston Galleria at Maggiano's Little Italy.

We purposefully gathered a diverse group of four minority communications professionals to share what tools, tips and trends would be hot in 2019. Keeping up with trends in the PR industry can be a daunting task. Our speakers included representatives from the agency world, a corporation, a non-profit and the digital media sector. With 100 members in attendance, the energy and enthusiasm in the room was electrifying and truly set the tone for the remainder of the year.

## **FEBRUARY**

**Breakfast  
Tacos, Donuts & Crisis Communications  
Texas Woman's University  
Feb. 7, 2019**

**Not “if”, but “when”. That’s the reality for most, if not all, organizations when it comes to facing an emergency or crisis situation. A reputation that took years to develop and substantial resources to maintain can be severely damaged or wiped out if the incident or issue is not effectively managed. That task has never been more challenging given the speed at which information is consumed and processed by a seemingly limitless number of stakeholder groups and affected publics. In today’s “get it first” media environment, timely and targeted messaging, as well as coordination and consistency from within, are essential to any effective response plan. We brought together two leaders from the energy sector to share their crisis communications experience with our members. The venue change was another sign of the new direction at PRSA Houston. We hosted the event at Texas Woman’s University in the Texas Medical Center to signal a more welcoming environment.**

**Networking Mixer  
PRSA On Tap  
Pitch 25  
Feb. 21, 2019**

**The chapter hosted its first networking mixer of the year at Pitch 25 in EaDo (East Downtown Houston). Whether attendees were longtime Houston Chapter members or new to our group, the 2019 Board of Directors welcomed everyone to the trendy venue.**

**Members Only: Media Tour and Roundtable Discussion  
With Brittany Britto, Higher Ed Reporter  
Houston Chronicle  
Feb. 28, 2019**

**Brittany Britto, the new Higher Education Reporter at Houston Chronicle, served as the host of our first media mixer of the year. We discussed:**

- Hot topics & Issues in education for 2019**
- Procedures for story generation**
- Best PR practices to assist education reporters**

## **MARCH**

**March Networking Luncheon  
Teamwork Makes the Dream Work at MD Anderson  
March 7, 2019**

**We welcomed Brette Peyton, executive director of public relations at The University of Texas MD Anderson Cancer Center, as our March luncheon speaker. Brette leads a team of PR and publications professionals that work to promote and protect the institution through external communications and media relations efforts.**

**MD Anderson shifted (throughout their institution) to the idea of**

working in teams – from science to leadership and communications. Brette shared with us ways to foster teamwork, from common language to breaking down silos. She'll also discussed how MD Anderson maximizes collaboration for institutional benefit including:

- creating working groups
- PR agency support
- partner engagement
- tracking results
- rewarding successes

She also presented two case studies:

**Team Dynamo:** MD Anderson and the Houston Dynamo are working together toward one goal: end cancer. The collaboration marks the first season-long cause-related jersey partnership in Major League Soccer history.

**Nobel Prize:** The first MD Anderson scientist to receive the world's most preeminent award for outstanding discoveries in the fields of life sciences and medicine.

## **APRIL**

**North Houston Networking Mixer  
Local Pour - The Woodlands  
April 4, 2019**

Members answered. We listened! As part of our survey feedback, many of our members mentioned they wanted a mixer in North Houston to meet fellow PRSA Houston members. We scheduled a mixer in April at Local Pour in The Woodlands with good drinks, appetizers and networking. Our President Isidro Reyna, APR, was in attendance to answer questions and welcome new members to the chapter.

**PRSA Southwest District Conference  
The Whitehall Hotel Houston  
April 24-26, 2019**

Houston has served as the iconic beginning to some of humankind's greatest achievements, from landing man on the moon to assembling the International Space Station. As a city rich in diversity and ingenuity, our chapter hosted the 2019 PRSA Southwest District Conference with the theme: LAUNCH. Whether folks were new communications professionals looking to explore career opportunities or seasoned PR pros seeking ideas to launch their next campaign, our conference had something for the 150 attendees.

Our goals for conference goers were to share insights and trends, build relationships and network with a diverse group of public relations professionals who strive to advance our profession by promoting the highest standards of professional competence and

**ethics.**

**Our conference program was divided into five tracks for attendees to explore: 1. Leadership and Management, 2. Reputation and Crisis Communications, 3. Marketing and Measurement, 4. Diversity and Inclusion, and 5. Special Topics. We offered a stellar speaker lineup within 24 breakout sessions and 2 breakfast panels. And our luncheon keynote speaker – NASA Astronaut and Navy Commander G. Reid Wiseman, was the highlight of the conference for many.**

**We encouraged attendees to take advantage of the city's world-class cuisine, explore Houston's Museum and Theater districts, catch an Astros game and enjoy all that the nation's most diverse city has to offer! We hosted a conference-networking mixer at a local favorite – 8th Wonder Brewery and a pre-conference workshop at Space Center Houston, the official visitors center of NASA's Johnson Space Center. Finally, we served as the host site for one of PRSA National's diversity focus groups.**

## **MAY**

**Beach, Please! May Networking Mixer  
Present Company, Montrose  
May 16, 2019**

**In may, we began our summertime celebrations with a preview-networking mixer. We hosted an event at one of the most instagrammable places in Houston — Present Company. Pegged as a “vibrant post-modern masterpiece of neon signs, lush garden walls, towering palm trees and kitschy tropical vibe,” our event space offered the perfect atmosphere to wind down and meet fellow PR pros and our graduating Public Relations Student Society of America seniors from around the region! We'll also unveiled our 2019 Excalibur Awards finalists.**

**Also, our friends from Schlitterbahn Galveston Waterpark joined us to share news about their newest attraction. They gave away a "Family 4 Pack" to their Galveston, Texas, location. We also welcomed the nonprofit Artist Boat to tell us about nature tourism and their summer events. They gave away a four-hour eco-art kayak adventure for one.**

**Members-Only Media Tour  
ABC-13/KTRK-TV  
May 30, 2019**

**We teamed up with ABC-13's digital team for a studio tour and brief discussion about how local TV news has evolved with the integration of digital platforms. This was an ideal opportunity to meet face-to-face with the producers, assignments desk and web team you work with often for media relations. In the discussion led by digital producer Brittaney Wilmore, attendees learned:**

- How news media mindset has changed to focus "online first"
- Methods digital news producers use to develop better content
- How to be most effective with various social media platforms

## **JUNE**

**North Houston Mixer  
Del Friscos/The Woodlands  
June 19, 2019**

**We hosted our second North Houston Mixer of the year at Del Friscos Grille in Hughes Landing in The Woodlands.**

**34th Annual Excalibur Awards Gala  
Royal Sonesta Houston Galleria  
June 27, 2019**

**PRSA Houston's Excalibur Awards honor outstanding public relations professionals, programs and tactics. In a nod to Space City and the 50th anniversary of the historic moon landing, we were excited to celebrate Houston's own "Giant Leaps in PR" from the past year. Winners were showcased at the 2019 awards ceremony and gala on June 27, 2019, where Gold, Silver and Bronze Excalibur awards were presented to talented PR professionals.**

**One outstanding public relations team earned the 34th Annual Grand Excalibur Award, an engraved steel sword symbolizing that the highest standards in the public relations profession have been achieved.**

**PRSA Houston President Isidro Reyna, APR, appointed minorities to lead this event. The chapter used this gala, one of the chapter's signature events and fundraisers, to champion diversity and inclusion. One of our sponsors (a minority-owned business) created an event recap video to highlight the diversity in the room and capture the spirit of the event: <https://youtu.be/JCci0dbK9V8>.**

**We named City of Houston Police Chief Art Acevedo, the first Hispanic to lead the organization, as the PRSA Houston CEO Communicator of the Year. Chief Acevedo believes good communication is vital for a successful community and steadily works to strengthen the bond between the community and its police department. A proponent of community policing, Chief Acevedo refers to the proven practice as "Relational Policing," an opportunity to forge a relationship with each citizen an officer comes in contact with.**

**We also named Priscilla Tinsley, the first African American president of the chapter (2008), as our PR professional of the Year. Our Young PR Professional of the Year was awarded to Mageida Sapon, another minority member. Finally, we awarded \$13,000 in scholarships to students as part of the chapter's annual scholarship program. Four of the six honorees were minority students.**

**The event exemplified our tagline: We are #PRSAHouston!**

## **JULY**

**Bon Appétit!  
July Program and Mixer with Misti Buard  
July 11, 2019**

**Our members love marketing and PR, probably as much as they love the Houston food truck scene. We hosted an event to see how they come together! Misti Buard, chief creative officer of Brand Appetit, spoke to our members to shed some light on the fascinating world of marketing for food trucks. With so many fabulous food trucks in Houston, this topic couldn't be timelier. We also had some great door prizes including Houston Dynamo tickets and indoor skydiving lessons! Members enjoyed networking as well.**

## **AUGUST**

**In August, we kicked off the chapter's diversity month with a note in our newsletter. We also promoted our August programs which focused on diversity in Houston.**

**Diversity Luncheon  
Winning the Heart of Houston  
Aug. 8, 2019**

**We asked members to take a "time out" and join us for a "3rd quarter" PRSA Houston Diversity Month luncheon featuring representatives from Houston's top sports teams, including the Houston Dynamo and Houston Texans.**

**During our luncheon, our speakers shared how they approach continuously "winning the hearts" of this city's diverse population in order to maintain strong fan bases for each of their respective teams in the most diverse city in the country. Members were prepared for an open and honest conversation with lots of great takeaways for all communicators engaging with multicultural audiences.**

**The event was moderated by Dr. Creshema Murray of the University of Houston Downtown. Dr. Murray is engaged in two areas of communication research. Her first area of research focuses on the lived experiences of women of color in workplace organizations. The second area focuses on the manner in which organizations foster destructive workplace practices with employees.**

**Members-Only Tour and Discussion  
Harris County Office of Homeland Security and Emergency  
Management  
Aug. 15, 2019**

**We hosted our third members-only tour and discussion at the Harris**

## **County Office of Homeland Security and Emergency Management.**

**Francisco Sanchez, deputy emergency management coordinator and PRSA Houston member, hosted a discussion on constructive communication techniques during an emergency.**

**Takeaways from discussion included:**

- Effective communication tactics to use during a crisis situation**
- How to best reach target audiences (including minority communities) quickly and efficiently**
- Technology tools to assist in productive communication practices**

**PRSA Houston supported PRSA Austin's Diversity Month Program, Drinks and Drag, at Oil Can Harry's in Austin, Texas! PRSA Austin President Amelia Folkes, APR, invited President Isidro Reyna, APR, to the event. The Houston Chapter plans on adopting a similar event in Houston.**

**We also began promoting our 2020 board recruitment campaign using our diverse board in all our communications materials.**

## **SEPTEMBER**

**Chapter Meeting & Scholarship Luncheon  
The Tasting Room - Uptown Park  
Sept. 19, 2019**

**On Thursday, Sept. 19, we'll host our annual scholarship luncheon benefiting Houston-area public relations students. Luncheon Speaker Marcus Davis, entrepreneur, restaurateur, speaker and community activist, best known as the founder of the iconic The Breakfast Klub, will share key takeaways on the importance of community relations, art & culture in growing business.**

**The Breakfast Klub opened in Houston's Midtown in the fall of 2001. Since then, hundreds of thousands of visitors have enjoyed signature dishes like Katfish & Grits and Wings & Waffles. The award-winning restaurant has been featured on Good Morning America, USA Today and Esquire Magazine.**

**In addition to The Breakfast Klub, Davis is the owner of Alley Kat Bar & Lounge, Reggae Hut Café and his newest concept, Kulture. Davis is a familiar voice over the airwaves. He is a regular contributor to the Good, Bad and Ugly segment on Houston Public Media's award-winning show, Houston Matters. He also hosts a television show called Fish, Grits & Politik.**

## **OCTOBER**

**Media Tour: Evolving Marketing Strategies and Media Relations  
Telemundo Houston  
Oct. 4, 2019**

**To celebrate PRSA National's Diversity Month, we're asking members to join us for a media tour of Telemundo with the station's marketing director and midday news anchors. We want attendees to see Houston news from the lens of one of the most-viewed television stations in the Houston market!**

**We will discuss:**

- How the Hispanic market landscape in Houston has changed to become the "general" market, leading to a shift in marketing strategies.**
- Changes in news media due to the evolution of a 24/7 news cycle**
- Hurdles journalists face with discrimination and the spread of misinformation**

**Monthly Luncheon & Annual Meeting  
Speed Mentoring: Sages & Seekers  
Maggiano's Little Italy  
Oct. 17, 2019**

**Our second PRSA National Diversity Month Program is one of our most popular events of the year: PRSA Houston's October 2019 Speed Mentoring Luncheon, "Sages and Seekers." The luncheon is designed to connect attendees face-to-face with Houston-area industry veterans. This annual interactive event will be a cross between the executive roundtable and speed mentoring platforms and provide an opportunity to meet, network and discuss pressing career questions with a diverse group of professionals.**

**Seasoned public relations practitioners from different industries will play the role of our Sages (mentors). The Seekers (attendees) will have an opportunity to ask questions about a variety of communication topics. Sages will be prepared to discuss the high points of their careers, obstacles they have encountered, their best methods of establishing relationships with the media, the skills needed to succeed in PR, where PR is headed and more.**

## **NOVEMBER**

**Monthly Luncheon  
Digital Media with Maggie Malek  
Nov. 7, 2019**

**In November, we'll discuss digital media trends with one of the city's leading PR firms.**

## **DECEMBER**

**Holiday Party  
Mingle Bells  
Dec. 4, 2019**

**In December, we'll celebrate a banner year!**

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Next Steps: What are your future plans for diversity and inclusion programming?

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**Monthly Luncheon  
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Nov. 7, 2019**

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## DECEMBER

**Holiday Party  
Mingle Bells  
Dec. 4, 2019**

**In December, we'll celebrate a banner year!**

**Finally, PRSA Houston plans to adopt PRSA Austin's Drinks and Drag event to reach the LGBT community in 2020.**

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How has your Chapter's diversity and inclusion initiatives impacted attitudes, beliefs and behaviors?

**Qualitative survey feedback, social media comments and an increase in membership has shown that we've made a difference in attitudes, beliefs and behaviors.**

**One of our favorite comments post-Southwest District conference came from Jill Alexander, APR, Fellow PRSA. She noted on LinkedIn:**

**"Wonderfully diverse conference lineup and speakers! Great content and perhaps the most diverse group of attendees at a PRSA event! Kudos to all!"**

**(see screenshot in supporting documentation)**

**"I think PRSA has done a great job to increase diversity and I look forward to continuing this push by serving on the board and being visible to potential members and possibly mentoring those considering the profession in college."**

**Laci Theriot, APR, candidate for 2020 elections**

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How has your Chapter's diversity and inclusion initiatives lead the communications industry in your market?

**As the city's communications experts, we've done a great job of communicating our message to other organizations and associations in Houston. In April 2019, we invited competing organizations (American Marketing Association Houston and International Association of Business Communicators Houston Chapter) to the PRSA Southwest District Conference to further our diversity and inclusion efforts.**

**Additionally, many of our members are part of other organizations around the city and they frequently invite their friends and colleagues to join us for programming. Some of those organizations include ColorComm Houston, Houston Association of Black Journalists, Houston Association of Hispanic Media Professionals and National Association of Hispanic Journalists. We've noticed some of our competing communications organizations have begun to adopt diversity in their own programming and change their communications to mirror a more diverse membership base.**

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How has your Chapter's diversity and inclusion

**The PRSA Houston Chapter has grown from 365 members (Jan. 1, 2019) to 421 members (Aug. 24, 2019). We've recruited at least 25 new and reinstated minority members to the chapter since Jan. 1,**

initiatives influenced membership?

**2019 (self-reported data to include American Indian/Alaskan Native, Black, Hispanic, Some/Other).**

**Breakdown below --**

**The first data set is self-reported from PRSA National's membership database from Jan. 1, 2019. The second data set is from PRSA National's membership database as of Aug. 24, 2019.**

**PRSA Houston Chapter Self-reported Data as of Jan. 1, 2019**

**American Indian/Alaskan Native**

**1 or .27%**

**Asian**

**6 or 1.64%**

**Black**

**46 or 12.6%**

**Some Other**

**16 or 4.38%**

**White/Caucasian**

**237 or 64.93%**

**No Answer**

**46 or 12.6%**

**Prefer Not to Say**

**13 or 3.5%**

**365 Members or 100 percent**

**Note: Latino total**

**41 or 11.23%**

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**PRSA Houston Chapter Self-reported Data as of Aug. 24, 2019**

**American Indian/Alaskan Native**

**2 or .47%**

**Asian**

**5 or 1.18%**

**Black**

**60 or 14.25%**

**Note: of the "Black", 2 or .47% are Latino**

**Native Hawaiian/Other Pacific Islander**

**2 or .47%**

**Some Other  
21 or 4.98%**

**Note: of the “Some Other”, 13 or 3.08% are Latino**

**White/Caucasian  
265 or 62.94%**

**Note: of the “White/Caucasian”, 28 or 6.65% are Latino**

**No Answer  
51 or 12.11%**

**Note: of the “No Answer”, 2 or .47% are Latino**

**Prefer Not to Say  
15 or 3.56%**

**Note: of the “Prefer Not to Say”, 1 or .23% are Latino**

**421 Members or 100 percent**

**Note: Latino total  
46 or 10.92%**

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Does your Chapter  
have diversity and  
inclusion initiatives  
included in your  
strategic plan?

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**Yes**

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

**As one of the largest communications organization's in the city of Houston, PRSA Houston has led the way on the diversity and inclusion front. We've established sound relationships with media professionals at a variety of media outlets including the Houston Chronicle, ABC-13 Houston, Harris County Office of Homeland Security and Emergency Management (and our upcoming Telemundo Houston tour) to allow our members to learn how to reach diverse audiences and disseminate messages that will resonate with the public.**

**As one of the two largest chapters in the PRSA Southwest District, we have led the way in the region. We've done a great job of communicating our own diversity and inclusion messages to sister chapters around the region by participating in monthly calls with the Southwest District chapter presidents and sharing best practices on diversity and inclusion. This has been a force multiplier around the region. The PRSA Southwest District served as the backdrop to one of PRSA National's focus groups, which will help address diversity and inclusion at the national level.**

**Finally, we are proud to support five student chapters of the Public Relations Student Society of America (PRSSA) at the following universities:**

**Lamar University  
Sam Houston State University  
Stephen F. Austin State University  
Texas A&M University - College Station  
University of Houston**

**We hope to inspire the next generation of public relations professionals to advance diversity in the profession.**

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Best Practices/Supporting Details

[PRSA\\_Houston\\_Diversity\\_Award.pdf](#)

[34th\\_Annual\\_Excalibur\\_Awards\\_Highlight.mp4](#)

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