



D&I CHAPTER

TOOLKIT

PRSA

Updated June 2020



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INTRODUCTION

Diversity can be defined as the sum of the ways that people are both alike and different. The dimensions of diversity include, but are not limited to, race, ethnicity, gender, sexual orientation, language, culture, religion, mental and physical ability, class or immigration status.

The way that people react to diversity is driven by values, attitudes, beliefs and the like. Full acceptance of diversity is a major principle of social justice.

The concept of diversity presents both extraordinary promise and daunting challenges for PRSA. Our Chapter leaders and D&I liaisons are critically important voices in helping to support the organization's efforts.

The purpose of this Toolkit is to assist you in developing relationships with diverse members of PRSA and in effectively executing your roles and responsibilities.

Information on the following pages will guide you through the general approach and components of these important volunteer roles to help build collaborative and effective programming. The Toolkit is updated annually to ensure its contents are current and relevant.

Please contact us with your thoughts and needs at diversity@prsa.org. Also, feel free to use the social media tags #prdiversity and @prdiversity.

PAYING HOMAGE TO OUR PRIOR AUTHORS

This is the sixth edition of the Toolkit. The D&I Committee would be remiss if we did not acknowledge the authors and reviewers of the five prior editions. Their work and the efforts of all those who contributed to the creation of this document has been invaluable and provided a strong foundation for the 2020 edition. Thank you for your service.

From the Diversity & Inclusion Committee

ABOUT THE PRSA D&I COMMITTEE

PRSA's D&I Committee provides guidance, leadership and programming that undergirds the organization's D&I initiatives.

Terms and Appointments

All Committee members and officers serve one-year terms. The chair and vice chair positions are appointed by the Chair-elect of the PRSA Board of Directors. Members of the Committee may serve for additional one-year terms, upon reappointment. Appointments are made by the chair of the D&I Committee in consultation with myriad parties (i.e., staff, PRSA Chair, D&I Executive Committee).

Officers

- ***Chair***: The duties of the chair include, but are not limited to, running the monthly D&I Committee meetings; working closely with the appointed PRSA staff liaison and PRSA appointed Board liaison; and leading activities of the Committee as they align with fulfillment of the D&I Strategic Plan goals and objectives and/or as directed by the Board or other Committee governing documents. The chair is also responsible for appointing subcommittee chairs, providing specific reports requested by the Board, running Executive Committee meetings and performing other duties as needed. The chair also may represent the Committee on panels, in presentations, interviews and any other PRSA or external events.
- ***Vice Chair***: The vice chair's duties include, but are not limited to, service on the D&I Executive Committee and performing chair responsibilities when the chair is not available, and other responsibilities as needed.
- ***Immediate Past Chair***: The immediate past chair's duties include, but are not limited to, service on the D&I Executive Committee and performing chair responsibilities when the chair or vice chair are not available, and other responsibilities as needed. In addition to this role, the immediate past chair serves as the liaison to the local Chapter diversity liaison group. In this capacity, the immediate past chair works with the PRSA Membership Department to maintain an up-to-date database of the Chapter diversity liaison, holds orientation calls or webinars for new Chapter liaisons and encourages Chapter liaisons to plan local programming/events that advance the priorities of the D&I Committee and the movement to be a more diverse association.

Member Roles, Responsibilities

Members of the D&I Committee are expected to contribute actively to the array of activities designed to advance the diversity and inclusion conversation within and outside PRSA. Each member is expected to fully commit to the vision and work of the D&I Committee in carrying out the PRSA's D&I Strategic Plan goals and objectives.

Subcommittees

The subcommittees of the D&I Committee are described below.

- ***Executive Committee***: Determines D&I Committee's priorities, meets a week prior to the Committee call to plan the agenda, follows up with subcommittees on work progress and updates, discusses and resolves any major issue regarding the Committee and provides final reports and updates to PRSA Board, as needed.

- Communications Committee: Develops an annual communications calendar, assists in drafting or seeking volunteers to draft articles in support of the D&I Committee's annual priorities and holds monthly meetings with the assigned subcommittee. This Committee also ensures that the PRSA website is updated with new information on Committee membership as per PRSA guidelines.
- D&I Speakers Bureau: Performs a review and assessment of potential speakers for consideration by PRSA for conferences, panels, and presentations held each year. The focus for this group is to propose D&I experts for professional development sessions at the PRSA International Conference (ICON).
- D&I Chapter Toolkit Committee: Annually assesses and ensures that the elements of the Toolkit are appropriate, accurate and updated.
- Scholarship and Awards Committee: Oversees the promulgation of the D&I Chapter Awards program, the D. Parke Gibson Pioneer Awards program and related activities.
- Strategic Planning Committee: Oversees management and execution of the D&I Strategic Plan and conducts annual member surveys in the areas of diversity and inclusion, along with other related tasks.

Ad hoc committees are created from time to time, such as the historically black colleges and universities (HBCUs) and Hispanic serving institutions (HSIs).

Ex Officio Members

Ex officio members include the vice chair for diversity of the PRSSA Board of Directors and the executive director of the PRSA Foundation. Additionally, a representative from the D&I Chapter of the Year receives the honor to appoint a representative to join the D&I Committee for a year.

PRSA Staff Liaison

The PRSA staff liaison supports the D&I Committee. The staff liaison works to assist the D&I Committee in connecting with the PRSA staff, particularly the senior leadership team, to help coordinate and manage programs and initiatives of D&I interest as well as to counsel the D&I Committee. The staff liaison assists in compiling an annual roster for the D&I Committee and with scheduling some of the meetings and calls needed regularly. The staff representative also functions as a member of the D&I Committee.

DIVERSITY AND INCLUSION STATEMENT

In lieu of a definition of diversity and inclusion, the D&I Committee is focused on providing a contextual overview of these areas. Further, the D&I Committee believes that diversity in the context of PRSA may serve to “exclude” areas, communities, interests, etc. Recognizing that members and Chapter D&I liaisons will require information to frame efforts, the diversity and inclusion statement below was developed and approved for use:

Diversity and inclusion are integral to the evolution and growth of PRSA and the public relations industry.

The most obvious contexts of diversity include race, ethnicity, religion, age, ability, sexual orientation, gender, gender identity, country of origin, culture and diversity of thought. However, in a rapidly changing society, diversity continues to evolve and can include class, socioeconomic status, life experiences, learning and working styles, personality types and intellectual traditions and perspectives, in addition to cultural, political, religious and other beliefs.

These defining attributes impact how we approach our work, connect with others and move through the world.

Inclusion, according to the Society for Human Resource Management (SHRM), is defined as “the achievement of a work environment in which all individuals are treated fairly and respectfully, have equal access to opportunities and resources, and can contribute fully to the organization’s success.”

Inclusion is not just about having that “seat at the table” but is about ensuring everyone’s voice is heard and fully considered.

Diversity and inclusion are proactive behaviors.

Respecting, embracing, celebrating and validating those behaviors are integral to PRSA’s DNA. Diversity and inclusion are vital to the success of our profession, our members and the communities in which we live and work. It is essential and is our responsibility as members of the Society to carry this forward.

CHAPTER D&I LIAISON ROLE DESCRIPTION

The Chapter D&I liaison plays an essential role within each PRSA Chapter. The Chapter D&I liaison, along with Chapter leadership, is responsible for creating and implementing plans to promote diversity and inclusion, explaining the importance of diversity as a key principle within each Chapter and supporting and engaging new and current volunteers of diverse backgrounds.

A significant part of the role is promoting and developing programs to enhance understanding of diversity and inclusion issues. Additionally, working with historically black colleges and universities (HBCUs) as well as Hispanic serving institutions (HSIs) within the regions where the Chapters exist is an important part of the work. This includes engagement with the associated Faculty Advisers of the HBCUs and HSIs in their areas.

Finally, a key expectation is that the D&I Chapter liaison work with the Chapter president and membership chair in the establishment of a plan and annualized D&I Calendar of activities for their Chapter.

Below are additional considerations for the Chapter D&I liaison role:

- Develop the Chapter's D&I short- and long-term goals and organize a group of volunteers to help locally with D&I initiatives.
- Design programs that reinforce diversity and inclusion within the Chapter.
- Work with Chapter leadership to ensure that Chapter communications (website, social media pages, etc.) are consistent with the practices and culture of PRSA.
- Maintain Chapter diversity metrics.
- Act as a liaison to underrepresented groups within the Chapter, and work to ensure that all voices are heard.
- Participate in quarterly conference calls to discuss and review initiatives led by the D&I Committee.
- Utilize the annually updated Toolkit and Do's and Don'ts lists as a resource for efforts.
- Work to align and implement D&I activities into the local Chapter's annual programming.
- Plan Chapter-based activities during Diversity & Inclusion Month.
- Support the D&I Strategic Plan goals and objectives of the D&I Committee by sharing announcements, posts and events with the Chapter members.
- Evaluate if the Chapter is in a position to apply for the D&I Chapter Awards.
- Participate on quarterly calls with the D&I Committee leadership and other Chapter liaisons to learn best practices.
- Provide a one-page update of the Chapter's D&I activities for the year to the local Chapter and to the D&I chair. (*The D&I Committee will provide a template for this report.*)

ABOUT THE PRSA FOUNDATION

Rising Talent. Raising Diversity.

The PRSA Foundation is an independent, 501(c)(3) charitable organization committed to promoting diversity among public relations professionals and their organizations to enable them to best serve the public good and address the needs of a diverse world.

The PRSA Foundation supports programs that attract, assist and prepare young adults to enter the public relations profession, and works with employers and industry organizations to create workplace-based inclusion efforts to welcome, support and retain a diverse workforce.

Headquartered in New York City, with a 25-person Board led by an executive director, the PRSA Foundation was chartered under section 403 of the New York State Corporation Law as a not-for-profit organization.

As one of its primary functions, the PRSA Foundation invests in the next generation of public relations practitioners by awarding scholarships and grants to students active in PRSSA campus Chapters as well as other deserving undergraduate and graduate students in the U.S. and around the world. Visit www.prsafoundation.org/scholarships-awards for an overview of scholarships available.

The PRSA Foundation's signature event is the Paladin Awards, with proceeds from the evening going to awards and scholarships as well as industry education, research and awareness initiatives to help promote diversity and inclusion within public relations. The event honors **industry leaders who have made an indelible impact on the community**, particularly in the struggle to open the doors of diversity and inclusion for the next generation of public relations leaders.

In 2018, the PRSA Foundation, in partnership with the Museum of Public Relations, published the book "Diverse Voices" that features interviews with more than 40 multicultural corporate, academic and PR agency leaders. The book is accompanied by a lesson plan and is presently being taught within university courses at numerous universities including DePaul, University of Florida, Boston University and Baruch.

Most recently, the PRSA Foundation joined forces with distinguished organizations such as PRSA, the Page Society, the PR Council, the Institute for Public Relations, and The Plank Center to launch the Diversity Action Alliance, a coalition of public relations and communications leaders, to accelerate progress in the achievement of meaningful and tangible results in diversity, equity and inclusion across the profession.

Contact Susan Belanich at susan.belanich@prsafoundation.com if you are interested in engaging with the PRSA Foundation. Also, below are websites that provide additional information on:

- PRSA Foundation: www.prsafoundation.org
- Diversity Action Alliance: www.diversityactionalliance.org
- "Diverse Voices" book: www.diverseleadership.net

D&I CALENDAR OF EVENTS AND HOLIDAYS

Recognizing that programming efforts by the D&I liaison can be helped through knowledge of national celebrations of diversity and inclusion, this initial calendar of activities is intended to provide insights and information for execution of Chapter-specific and coordinated activities.

MONTH	AREA
January	New Year/Welcome
	PRSA Foundation Scholarships <i>The window for scholarship submission typically opens annually in January with a deadline of end of May.</i>
February	Black History Month (in USA and Canada)
March	Women’s History Month National Developmental Disabilities Awareness Month
April	Deaf History Month
May	Asian Pacific American Heritage Month Congrats to PRSSA graduates.
June	LGBTQ Pride Month
July	D. Parke Gibson Pioneer Award/D&I Chapter Award <i>The window for scholarship submission typically opens annually in July with a deadline in September.</i>
August	OPEN
September	Hispanic Heritage Month
October	PRSA D&I Month National Disability Employment Awareness Month PRSA International Conference Diversity and Inclusion Celebration 2020 D&I Member Survey Unconscious Bias Training (Leadership Rally)
November	Native American Heritage Month
December	OPEN

ABOUT UNCONSCIOUS BIAS TRAINING FOR CHAPTER D&I LIAISON

PRSA is developing an unconscious bias training program for all new leaders (Chapters, Districts, Sections, Board). This training is expected to be delivered annually at the Leadership Rally, which precedes the PRSA International Conference.

Unconscious Bias Training Defined

Unconscious or implicit biases are learned stereotypes that are automatic, unintentional, deeply ingrained, universal and able to influence behavior. Unconscious bias training programs are designed to expose people to their unconscious biases, provide tools to adjust automatic patterns of thinking and ultimately eliminate discriminatory behaviors.

Unconscious bias (or implicit bias) is often defined as prejudice or unsupported judgments in favor of or against one thing, person or group as compared to another, in a way that is usually considered unfair. As a result of unconscious biases, certain people benefit and other people are penalized.

There are a wide variety of unconscious bias training programs, but the programs tend to follow a basic

- Participants take a pretest to assess baseline implicit bias levels (typically with the Implicit Bias Test).
- They complete the unconscious bias training task.
- They take a post-test to reevaluate bias levels after training.

Frequently, follow-up tests of unconscious bias are administered days, weeks or months after the completion of training programs to examine the long-term benefits of these programs. The benefits of combating unconscious biases are numerous and can include increased group innovations, productivity and creativity; enhanced relationship- and community-building; and greater inclusion, equity and appreciation for diversity.

Some Strategies to Mitigate Unconscious Bias

- Learn as much as possible about unconscious bias, and ways to combat it.
- Tell your story ... and listen to the stories of others.
- Avoid stereotypes and overgeneralizations.
- Separate feelings from facts.
- Have a diverse group of people around the decision-making table.
- Engage in self-reflection to uncover personal biases.
- Develop safe and brave spaces to discuss unconscious bias.
- Don't expect a quick fix.
- Practice empathy.

DO'S & DON'TS OF CHAPTER LIAISONS

The job of the PRSA Chapter D&I liaison is one that is vitally important to our PRSA Chapters. There may be a desire to quickly take on the role with gusto, but below are varied “do’s” and “don’ts” to ensure you remain effective while doing your job.

Do:

- Develop a D&I strategic plan for your Chapter that aligns with PRSA D&I Strategic Plan and Chapter plans.
- Brainstorm and seek ideas.
- Ensure the Chapter’s plan fits in with the overall D&I Strategic Plan.
- Develop and send a yearlong calendar.
- Proactively lay out how others can contribute to the success of your Chapter’s plan.
- Provide guidance on how to leverage personal and PRSA social media platforms to advance your Chapter’s D&I efforts and initiatives.
 - Build guidance on acceptable/unacceptable content.
- Seek opportunities to partner with other affinity groups and civic organizations.
- Represent your Chapter by offering to serve on or moderate panels.
- Use the Toolkit and also develop a list of resources to have readily available to refer to and share with others.
- Remain aware of the passage of prosocial programs and the elevation of trailblazers in your community and determine how to acknowledge (social media platforms, Op-Ed, etc.).
- Tag PRSA Diversity and Inclusion and PRSA Foundation in addition to your Chapter on significant posts. #prdiversity, @prdiversity, @prsafoundation
- Participate in monthly/quarterly meetings of the D&I Committee.
- Consider a succession plan and select a vice chair.

Don't:

- Take on too much or try go it alone.
- Get overwhelmed.
- Be intimidated by the moment. Breathe.
- Allow yourself to be defined as having the answers on how to solve all inequities.
- Be afraid to add your voice to the conversation.

ENGAGING WITH YOUR LOCAL PRSSA STUDENTS AND FACULTY ADVISERS AT HBCUs AND HSIs

The D&I Committee has established an ad hoc committee on historically black colleges and universities (HBCUs) and Hispanic serving institutions (HSIs). Conversations with PRSSA Faculty Advisers at these institutions have revealed a consistent need for support both in professional development and financial resources for local PRSSA Chapters. There are often opportunities that are not available for students and Faculty Advisers from these institutions. The lack of these resources should never prevent students or their Faculty Advisers from taking advantage of the exceptional assets PRSSA has to offer. After numerous insightful conversations with Faculty Advisers from HBCUs and HSIs, we offer some recommendations to strengthen our collective commitment to the principles of diversity and inclusion and future practitioners. To that end, below are recommendations for your engagement in this regard.

- Help to diversify the industry by supporting minority candidates who aspire to a career in public relations by helping them develop industry familiarity and knowledge, relevant skills and a network of professional contacts.
- Be generous in offering internship and/or mentorship opportunities. Even though your business or organization may not have a formal paid or unpaid internship program, be creative about offering exposure to a professional work environment.
- Meet students where they are. PRSSA Chapters can build in joint meetings with PRSSA Chapters, not only inviting them to your meetings but by attending their meetings.
- At the PRSSA Chapter level, host training sessions with the PRSSA Chapters consistently and regularly.
- Have agency, corporate and other speakers come to campuses to help with LinkedIn profiles, professional social media presence and resume writing and interviewing.
- Work closely with local PRSSA Chapters or diversity departments at local colleges/universities in addition to specific HBCUs and HSIs.
- If your PRSSA Chapter has a strong relationship with a sponsor, partner with the sponsor in support of diverse students. The advantage of “priming the pipeline” benefits students, your PRSSA Chapter and the sponsor.
- Set aside a fundraising event for the sole purpose of sending a student or students to a District event or the PRSSA International Conference.
- Partner with students or student groups to drive diversity and inclusion initiatives locally, or to implement a new program or project for the community.
- Ask PRSSA Chapters to offer PRSSA International Conference sponsorship/underwriting for students and Faculty Advisers to attend.

These are just some suggestions on how your PRSSA Chapter can strengthen its relationship with our PRSSA students and their Faculty Advisers at HBCUs and HSIs. These suggestions are not all-encompassing. We encourage PRSSA Chapters to create opportunities that fit their Chapter personalities and the needs of diverse students within their reach.

Our commitment to providing opportunities for students from diverse backgrounds has never been stronger. Members of the D&I Committee will continue the dialogue with Faculty Advisers — with emphasis on those at HBCUs and HSIs — and continue to develop strategies and tactics to meet these needs.

ABOUT D&I AWARDS PROGRAMS: CHAPTER DIVERSITY AND D. PARKE GIBSON PIONEER AWARDS

Chapter Diversity Awards

Chapter diversity awards are given to Chapters that embody and demonstrate key values in diversity. Winners are announced at the PRSA International Conference. Up to three Chapters may be recognized for their diversity programming with financial awards, being featured on the PRSA Diversity webpage and participation in D&I Committee initiatives (webinar, Twitter chat/social media events).

Each year, PRSA spotlights several Chapters for their activities promoting diversity and inclusion. The D&I Chapter Award is given to Chapters that embody and demonstrate key values in diversity and inclusion, and that contribute to advancing diversity as shown by submissions of their best practices and/or case studies. These awards recognize their local efforts as well as provide further support for continued achievements at the Chapter level. Deadline for entries is Sept. 1 annually.

[Download the application here.](#) Submit your entry with supporting documents via the website or by email at diversity@PRSA.org with your Chapter's name in the subject line.

Below are hyperlinks to the applications of the most recent Chapter Diversity & Inclusion winners.

- [PRSA Southeast Wisconsin: Debra Miller in PRSA Chapter Diversity and Inclusion Award 2019](#)
- [Orange County, Calif. Chapter \(OCPRSA\): Ted Nguyen in PRSA Chapter Diversity and Inclusion Award 2019](#)
- [PRSA Houston: Isidro Reyna in PRSA Chapter Diversity and Inclusion Award 2019](#)

D. Parke Gibson Pioneer Award

Established in 1990, the D. Parke Gibson Pioneer Award is PRSA's highest individual honor presented to a communications professional who has contributed to increased awareness of the public relations profession within multicultural communities, and has participated in heightening awareness of issues that meet the needs of these diverse communities. This award memorializes one of PRSA's pioneers.

Gibson established the first black-owned public relations firm in the early 1960s and his impact is still felt decades later. He published "Race Relations and Industry," a periodic report on equal-opportunity compliance, and "The Gibson Report," a marketing guide on the black consumer market. His 1969 book, "The \$30 Billion Negro," showed large companies and corporations how companies needed to alter communications strategies to appeal to the increasingly affluent African American community.

[Download the application here.](#) Submit your nomination in a letter with supporting materials by email at diversity@PRSA.org with D. Parke Gibson Pioneer Award in the subject line. Deadline for entries is Sept. 1 annually. The winner is announced at the PRSA International Conference.

CHAPTER D&I LIAISON RESOURCES

Resources: Webinars

Placeholder note for this section: we will need to update this list as the country begins to move forward and shapes what true social justice should be.

- In the Wake of Tragedy: Best Practices From Orlando’s Nightclub Shooting, May 1, 2018
 - [https://apps.prsa.org/Learning/Calendar/display/9046/In the Wake of Tragedy Best Practices From Orlando](https://apps.prsa.org/Learning/Calendar/display/9046/In_the_Wake_of_Tragedy_Best_Practices_From_Orlando) [apps.prsa.org]
- Response to Controversial External Issues – Corporate Character Put to the Test, May 22, 2018
 - [https://apps.prsa.org/Learning/Calendar/display/9097/Response to Controversial External Issues](https://apps.prsa.org/Learning/Calendar/display/9097/Response_to_Controversial_External_Issues) [apps.prsa.org]
- Brands Taking a Stand Against Social Injustices – When Staying Silent Is No Longer An Option, May 21, 2019
 - [https://apps.prsa.org/Learning/Calendar/display/11596/Brands Taking A Stand Against Social Injustices Wh](https://apps.prsa.org/Learning/Calendar/display/11596/Brands_Taking_A_Stand_Against_Social_Injustices_Wh) [apps.prsa.org]
- Talking and Walking the Diversity and Inclusion Mandate: What To Do About D&I in the Workplace, Sept. 12, 2019
 - [https://apps.prsa.org/Learning/Calendar/display/11684/Talking and Walking the Diversity and Inclusion Ma#.XtfYD25Fw2w](https://apps.prsa.org/Learning/Calendar/display/11684/Talking_and_Walking_the_Diversity_and_Inclusion_Ma#.XtfYD25Fw2w) [apps.prsa.org]
- Taking a Stand for Ethics, Feb. 25, 2020
 - [https://apps.prsa.org/Learning/Calendar/display/12127/Taking a Stand for Ethics#.XtfYqm5Fw2w](https://apps.prsa.org/Learning/Calendar/display/12127/Taking_a_Stand_for_Ethics#.XtfYqm5Fw2w) [apps.prsa.org]
- Selling the Sizzle: How Brands (Including You) Can Become Notable and Quotable (Although this webinar was on brands, Shanita did a great job with incorporating a “Love Has No Labels” | Diversity and Inclusion | Ad Council video), May 12, 2020
 - [https://apps.prsa.org/Learning/Calendar/display/12168/Selling the Sizzle How Brands Including You Can Be#.XtfZZW5Fw2w](https://apps.prsa.org/Learning/Calendar/display/12168/Selling_the_Sizzle_How_Brands_Including_You_Can_Be#.XtfZZW5Fw2w) [apps.prsa.org]

Resources: *Strategies & Tactics*

- PRSA Releases Diversity and Inclusion Strategic Plan, June 2020
 - www.prsa.org/article/prsa-releases-diversity-inclusion-strategic-plan [prsa.org]
- J&J’s Global CCO on Leading With Humility, June 2020

- www.prsa.org/article/j-j's-global-cco-on-leading-with-humility [prsa.org]
- Taking Pride in Coming Out, June 2020
 - www.prsa.org/article/taking-pride-in-coming-out [prsa.org]
- An Advocate for Diverse Professionals, May 2020
 - www.prsa.org/article/an-advocate-for-diverse-professionals [prsa.org]
- Lessons From a D.C. Nonprofit, April 2020
 - www.prsa.org/article/lessons-from-a-d.c.-nonprofit [prsa.org]
- Contributing to Well-Being in an Inclusive Workplace, March 2020
 - www.prsa.org/article/contributing-to-well-being-in-an-inclusive-workplace [prsa.org]
- The Currency of Conversation in a Diverse Workplace, March 2020
 - www.prsa.org/article/the-currency-of-conversation-in-a-diverse-workplace [prsa.org]
- Finding Common Ground, March 2020
 - www.prsa.org/article/learning-about-what-we-have-in-common [prsa.org]
- PR Insights From Nielsen's "Black Consumers Report," February 2020
 - www.prsa.org/article/pr-insights-from-nielsen-s-black-consumers-report [prsa.org]
- Five Questions To Ask Yourself About Diversity and Inclusion, January 2020
 - www.prsa.org/article/5-questions-to-ask-yourself-about-diversity-and-inclusion [prsa.org]
- What PR Students Can Teach Us About Diversity, December 2019
 - www.prsa.org/article/what-pr-students-can-teach-us-about-diversity [prsa.org]
- Shanita Baraka Akintonde on Her D&I Vision, October 2019
 - www.prsa.org/article/shanita-baraka-akintonde-on-her-d-i-vision [prsa.org]
- The "Gender Say Gap": Five Ways To Identify the Gap and Champion Change: September 2019
 - www.prsa.org/article/the-'gender-say-gap'-5-ways-to-identify-the-gap-and-champion-change [prsa.org]
- Encouraging Multicultural Communications, March 2019
 - https://apps.prsa.org/StrategiesTactics/Articles/view/12465/1167/Encouraging_Multicultural_Communications#.XtbrWJ5Kh0s [apps.prsa.org]
- Starting and Sustaining a Conversation About Racial Bias, October 2018
 - https://apps.prsa.org/StrategiesTactics/Articles/view/12358/1162/Silver_Anvil_Nominee_Starting_and_Sustaining_a_Con#.XtbqqZ5Kh0s [apps.prsa.org]

- The Key To Understanding Diverse Audiences With CSR, May 2018
 - https://apps.prsa.org/StrategiesTactics/Articles/view/12257/1157/The_Key_to_Understanding_Diverse_Audiences_With_CS#.Xtbq-p5Kh0s [apps.prsa.org]
- The Business Benefits of Strategic Diversity and Inclusion, April 2018
 - https://apps.prsa.org/StrategiesTactics/Articles/view/12231/1156/The_Business_Benefits_of_Strategic_Diversity_and_Inclusion#.XtbqZp5Kh0s [apps.prsa.org]

Resources: PRSA Blog – PRsay

- The Importance of Recognizing Black History in Public Relations
 - <http://prsay.prsa.org/2020/02/03/the-importance-of-recognizing-black-history-in-public-relations/> [prsay.prsa.org]
- The Business Benefits of Strategic Diversity and Inclusion
 - <http://prsay.prsa.org/2018/02/20/the-business-benefits-of-strategic-diversity-and-inclusion/> [prsay.prsa.org]
- A 2018 Outlook on Diversity and Inclusion in the Workplace
 - <http://prsay.prsa.org/2018/02/01/a-2018-outlook-on-diversity-and-inclusion-in-the-workplace/> [prsay.prsa.org]
- Judith Harrison on the Urgent Need to Diversify the PR Profession
 - <http://prsay.prsa.org/2018/10/08/conference-recap-judith-harrison-on-the-urgent-need-to-diversify-the-pr-profession/> [prsay.prsa.org]
- Five Leadership Lessons From Top Women Executives at the NFL, Google and Mr. Cooper
 - <http://prsay.prsa.org/2019/09/09/5-leadership-lessons-from-top-women-executives-at-the-nfl-google-and-mr-cooper/> [prsay.prsa.org]
- PRSA's Chair Reflects on Diversity and Inclusion ... and Feels Unsatisfied
 - <http://prsay.prsa.org/2018/02/28/prsas-chair-reflects-on-diversity-and-inclusion-and-feels-unsatisfied/> [prsay.prsa.org]
- Moving the Diversity Needle
 - <http://prsay.prsa.org/2017/08/25/moving-the-diversity-needle/> [prsay.prsa.org]
- Beyond the Buzzword: How To Talk About Diversity
 - <http://prsay.prsa.org/2017/08/07/beyond-the-buzzword-how-to-talk-about-diversity/> [prsay.prsa.org]

APPENDIX



In businesses and organizations large and small, the importance, relevance and impact of strategic diversity and inclusion (D&I) efforts, and most importantly the “business case” for D&I, is becoming better understood. Earlier this year, PRSA launched its 2020-2022 D&I Strategic Plan ([click to download](#)) which will guide the organization over the course of the next three years to help achieve targeted milestones.

This three-year strategic plan was drafted by the D&I Strategic Planning team with input from myriad teams including the PRSA staff and Board of Directors and is based on the 11-month research initiative launched in 2019 among PRSA members.

The overarching goal of PRSA’s trailblazing plan is to “position PRSA as a model for the communications profession, reflecting exemplary leadership in diversity and inclusion.” The plan details tactics and strategies supporting four objectives:

1. Increase awareness and understanding of PRSA as a diverse and inclusive organization among its members and staff by 15% by 2023.
2. Increase diverse representation among leadership throughout all levels of PRSA by 25% by 2023.
3. Increase awareness of PRSA as a diverse and inclusive organization among external stakeholders by 15% by 2023.
4. Increase and retain the number of multicultural students in PRSSA and new multicultural professionals into PRSA by 15% by 2023.

Media Style Guides for Race, Ethnicity and Religion

Writing tips for engaging with diverse audiences

Inclusive language Guides

- [National Association of Black Journalists Style Guide](#)
- [Asian American Journalists Association Handbook](#)
- [Native American Journalists Association Reporter’s Indigenous Terminology Guide](#)
- [Religion Newswriters Association’s Religion Stylebook](#)

Race, Ethnicity and National Origin		
Identity	Explanation	Example(s)
African American / Black	<p>Black and African American are not always interchangeable. Some individuals prefer the term black because they do not identify as African and/or American.</p> <p>Individuals may identify as African, Afro-Caribbean, Afro-Latino or other.</p>	<p>Refer to groups as black students, black faculty members, etc., not blacks.</p> <p>Consider the necessity of using race within your text. Ask yourself: “Would I mention ‘white student’ or ‘white faculty member’ when discussing others?”</p>
Asian, Asian American, Pacific Islander	<p>Asian refers to people who are citizens of countries in the Far East, Southeast Asia or the Indian subcontinent, or to describe people of Asian descent.</p> <p>Asian Americans trace their origins to these regions.</p> <p>Pacific Islander includes Native Hawaiian, Samoan, Guamanian, Fijian and other peoples of the Pacific Island nations.</p> <p>Use Asian/Pacific Islander when referring to the relevant population in its entirety. Otherwise, use the preferred term of the individual or group.</p>	<p>Refer to groups as Asian students, Asian faculty members, etc., not Asians.</p> <p>Consider the necessity of using race within your text. Ask yourself: “Would I mention ‘white student’ or ‘white faculty member’ when discussing others?”</p>

<p>Hispanic, Latin(a/o) and Latinx</p>	<p>Hispanic refers to people from Spanish-speaking countries.</p> <p>Latino, Latina or Latinx (La-Teen-ex) is a person of Latin American descent who can be of any background or language. If the individual or group does not identify as either Latino or Latina, the gender-neutral term Latinx can be used. When referring to a group, generally use Latinx as it is gender inclusive.</p>	<p>People from Mexico, Cuba and Guatemala who speak Spanish are both Hispanic and Latin(o/a)/Latinx.</p> <p>Brazilians who speak Portuguese are Latin(o/a)/Latinx but not Hispanic.</p> <p>Spanish-speaking people in Spain and outside Latin America are Hispanic but not Latin(o/a)/Latinx.</p>
<p>Native American</p>	<p>Native American is preferred unless the individual or group specifies otherwise.</p> <p>Occasionally some prefer American Indian; however, this is not universal.</p>	<p>The term “Indian” is used only when referring to people from India, not for Native Americans.</p>
<p>People of Color</p>	<p>Do not use the term minority to refer to individuals/students from diverse racial and ethnic backgrounds. Instead, use “people of color/students of color.”</p>	<p>Do not use the term “colored people.”</p>
<p>Underserved/Underrepresented</p>	<p>Do not use the term minority to describe students from diverse backgrounds. When referring to multiple groups of students from diverse backgrounds, use “Underserved/Underrepresented students”; however, use the specific group title when possible.</p>	<p>For example: LGBTQ+ students, black students, undocumented students, etc.</p>
<p>Immigration Status</p>	<p>Do not use the word “illegal immigrant” or “illegal alien” to refer to individuals who are not U.S. citizens/permanent residents, who do not hold visas to reside in the U.S. or who have not applied for official residency.</p> <p>These words dehumanize the individual by stripping their identity down to a legal status. Instead of saying “illegal immigrant” or “illegal alien,” use “undocumented.”</p>	<p>Example: Undocumented students; Undocumented individuals</p>

Gender and Sexuality

Identity	Explanation	Example(s)
LGBTQ(+)	Shorthand or umbrella term for individuals who have a non-hetero/cis-normative gender or sexuality. LGBTQ stands for Lesbian, Gay, Bisexual, Transgender and Queer. The “+” includes all other non-hetero/cis normative identities not included within the LGBTQ acronym.	
Lesbian	Women who are primarily attracted to other women.	It is not appropriate to use the word “homosexual” or “WSW” (women who have sex with women).
Gay	Men who are attracted to other men. Some individuals refer to lesbian women as “gay women.” Generally, do not do so unless preferred by the group/individual.	It is not appropriate to use the word “homosexual” or “MSM” (men who have sex with men).
Bisexual	An individual who experiences attraction to men and women.	
Transgender	A gender description for someone who has transitioned (or is transitioning) from living as one gender to another. Transgender can sometimes be written as Trans*.	It is not appropriate to ask a transgender individual which part of their transition they are currently in a biological man who is transitioning into a woman is a transgender woman, or transwoman.
Queer	An umbrella term to describe individuals who do not identify as straight and/or cisgender.	It is important to consider the context when using the word queer as it was formally used as a derogatory word. It has since been reclaimed. Never add “a” in front of the word. Example: He is Queer.
Ally	A typically straight and/or cisgender person who supports and respects members of the LGBTQ community.	
Cisgender	A gender description for when someone’s sex assigned at birth and gender identity corresponds in the socially constructed and socially expected way.	

Gender Non-Conforming	A gender identity label that indicates a person who identifies outside of the gender binary (binary: man or woman).	
Ability Status and (Dis)abilities		
When discussing language surrounding (dis)ability status, the Department of Diversity Initiatives recommends approaching the conversation with a “People First” mentality. People with (dis)abilities are people first.		
When referring to an individual with (dis)abilities it is important to identify them as a person with a (dis)ability, not a disabled person: person on the autism spectrum, not autistic or autistic person.		
The “People First” mentality should also be applied when discussing mental illness. A person with a mental illness is a person first. When referring to an individual with mental illness, it is important to identify them as a person living with a mental illness rather than a mentally ill person.		
Use the term accessible rather than disabled or handicapped to refer to facilities. Avoid outdated, offensive words such as handicapped, retarded, crazy, etc. Avoid using self-diagnosing language such as, “I’m OCD,” and “I’m having an anxiety attack right now,” unless these mental illnesses have been diagnosed.		

Noun Usage

Subjective	Objective	Possessive Adjectives	Possessive Pronouns	Reflexive	Pronunciation
She	Her	Her	Hers	Herself	Pronounced as it looks.
He	Him	His	His	Himself	Pronounced as it looks.
Ze	Zim	Zir	Zirs	Zirself	Pronounced Zay or Zee/Zim (rhymes with them) /Zir (rhymes with their).
They	Them	Their	Theirs	Themselves	Pronounced as it looks.

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