

PRSA Tampa Bay

PRSA Chapter Diversity and Inclusion Award Summary
2022 First Place

Our diversity and inclusion initiatives all tie back to our three main goals.

To INCREASE D&I AWARENESS through collaboration, content and programming we have:

- PRSA Tampa Bay has been proactive in partnering with diverse organizations in our area. With the local American Marketing Association (AMA) we held a holiday mixer last December, and jointly participated in the 2022 St. Pete Pride parade. We've partnered with the local Association of Black Journalists (ABJ) on two events and included one of their Board members in our Media Roundtable program.
- The D&I committee is the biggest contributor to the PRSATB blog. Highlights include a feature on Brian Butler and gender-biased language. Additionally, we implemented a D&I toolkit campaign to expand awareness and provide D&I tools to members throughout the year, utilizing the Chapter's social media accounts.
- This year we chose to highlight the PRSA Chapter D&I toolkit via the PRSATB social media channels to encourage chapter members to use the valuable yet often overlooked resource. The campaign is called "D&I Toolkit Time" for easy recognition. We developed a social media strategy to highlight at least one different section of the toolkit each month. For example, in May we promoted Asian American Pacific Islander Month, and in July, we reminded members to submit D. Parke Gibson Award nominations. By the end of Q4, we expect to have approximately 10 – 14 posts between the three social platforms: Facebook, LinkedIn and Twitter. At the end of the calendar year, we will curate all toolkit tips in an end of year blog post to serve as a resource for PR professionals planning for 2023. By providing easy to- use content, building resources and improving accessibility we inherently expand awareness of our D&I efforts.
- Together with PRSATB's Digital Communications committee, we have initiated a website inclusivity audit involving seven Chapter volunteers. The goal of the audit is to identify areas of opportunity and take steps to correct and improve them, resulting in a website that communicates with all audiences in a meaningful way. The audit also includes a topline review of the accessibility of photos and videos, including alt text reviews to ensure access to all.
- We've demonstrated our commitment to diversity and inclusion in words and action. Beginning with our February program, our D&I statement is displayed in the president's remarks at the beginning of every program. Our colleagues on the Programs committee have proactively sought out diverse speakers and panelists and sought counsel from our committee in order to do so. Examples include our most diverse Media Roundtable panel to date in June and our Professional Development Day in August.

To INCREASE OPPORTUNITIES to attract diverse students and new professionals we have:

- PRSSA members were invited to join a committee call that resulted in a joint PRSATB / PRSSA chapter chat program that drew students from PRSSA chapters from the University of Tampa and the University of South Florida. PRSA members answered questions about the services our chapter offers graduating PR students, which led to at least two new members joining post-graduation this past spring semester. We also have the opportunity for PRSSA students to "intern" on our committees and offer reduced program prices to PRSSA students. Early this fall we are teaming up with the PRSSA Chapters at the same colleges to promote diversity &

inclusion and mentoring initiatives at PRSA and PRSSA at their respective Organization Days. While this program has obvious benefits to the students soon to be young professionals entering our profession, chapter members also benefit from the different perspectives these students/young professionals bring to our work. To INCREASE IMPACT by identifying two dimensions of diversity to explore more deeply, we have: Based on member feedback, we made the decision to explore two dimensions of diversity more deeply to further our impact. LGBTQ+ and disability inclusion/accessibility were chosen. We've had initial success in each area:

- Committee member Jonna Johnson produced and shared a video highlighting the Center for Autism and Related Disorders (CARD) USF where we promoted CARD's Autism Friendly designation for Tampa Bay area businesses to learn how to become more receptive to individuals of all abilities.
- We hosted a mixer, together with the American Marketing Association's (AMA) Tampa chapter, at St. Pete Pride Parade, celebrating its 20th Anniversary this year. Wearing co-branded shirts, members gathered at the parade to show their pride of our local LGBTQ+ community. A sizzle video, photos and blog post are in development.