

guidance • **advocate** • solutions • information • support • care
diversity • awareness • **civility** • influence • anti-racism • too
social justice • voices4everyone • inform • **civic engagement**
D&I • contribute • misinformation • priority • research • change
clusion • truth • **ACT** • educate • communication • collaborat
bility • diversity • equity • **disinformation** • action • guida

Using Our Voices to Lead Change

racism • tools • **a webinar series** • diversity • voi

support • community • inform • voices4everyone • social justic

priority • research • **change** • D&I • contribute • misinformatio

CT • educate • communication • collaborate • **inclusion** • truth

nter • credibility • diversity • **equity** • disinformation • action •

support • **care** • guidance • advocate • lead

PRSA

#V4Ewebinar

• awareness • civility •

Learning •

Using Our Voices to Lead Change

This four-part webinar series supports PRSA's Voices for Everyone (V4E) initiative, aimed at empowering professional communicators to lead the conversation around critical matters impacting our communities, businesses, organizations, institutions, and government and to underscore the role, value, and power of public relations and communications in advancing the public good. V4E aims to inspire change through action and to assist communication professionals in harnessing their collective expertise, shared insights, and best practice resources.

The webinar series will present content that communicators can apply in their everyday work and personal lives in these four critical areas:

- Civil discourse
- Civic engagement
- Diversity, equity, and inclusion
- Disinformation and misinformation

Participants will gain insight on how to demonstrate bold leadership, be advocates for the truth, and serve as valued information sources. Each webinar will feature communication leaders who will lead discussions, share case studies, and encourage your participation.

Each webinar in the four-part webinar series will air from 3:00–4:15 p.m. ET.

Three webinars will be recorded (less Understanding and Mitigating Unconscious Bias) for participants to listen and/or review the webinars after the live date. The Understanding and Mitigating Unconscious Bias webinar is an interactive, dialogue-based space that encourages vulnerability and candid conversation; it will not be recorded to maintain confidentiality.

This webinar series is bound to enlighten and inform participants about the significant role we as communicators can play in addressing some of the most pressing issues facing our communities today. I'm certain you'll be inspired to action!



Jo Ann LeSage Nelson, APR, Fellow PRSA
Chair
2021 Professional Development Committee

Webinar Series Schedule

Tuesday, Oct. 26
3-4:15 p.m. ET

Equipping PR Pros for Civil Discourse

Tuesday, Nov. 2
3-4:15 p.m. ET

Empowering Communicators and Consumers
Through Corporate Civic Engagement

Tuesday, Nov. 9
3-4:15 p.m. ET

Understanding and Mitigating Unconscious Bias

Tuesday, Nov. 16
3-4:15 p.m. ET

A Communicator's Strategic and Tactical Guide
to Disinformation and Digital Protection

For more information and to register, please visit prsa.org/V4EWebSeries.

At the conclusion of the webinar series, participants who have registered for the webinar series (all four webinars), will be given the opportunity to share their conclusions and lessons learned via eight brief essay questions related directly to the series' learning objectives and to how those skills learned can be personally applied to their professional careers and personal lives. Members of the PRSA Professional Development Committee will review the responses and provide feedback. After successfully completing the brief essay questions and receiving the formal feedback, each participant will receive a digital badge of completion to showcase their achievement.

Pricing	Early Bird (All 4 Webinars) <i>Ends Oct. 12</i>	Regular (All 4 Webinars)	Individual Webinar
PRSA Members	\$135	\$155	\$45
PRSSA Members	\$45	\$55	\$15
Nonmembers	-	\$355	\$95

Learn as a Group: Special Rates are available for groups of five or more. Please contact PRSA for more details.

Equipping PR Pros for Civil Discourse

Tuesday, Oct. 26 | 3-4:15 p.m. EDT

One could argue that this country has never experienced a time when true equity-based civil discourse existed. But that's changing quickly and communicators must be prepared.

Driven by a complex mix of social activism, political brinkmanship, new media economics, self publishing technologies, personal and corporate branding, and a generational desire to change the status quo, our society has reached a point where every voice expects to be heard and each of those voices has the power to exert influence, some with great impact.

Many use this power to affect positive change, but some do not. How can communicators prepare themselves to respond when their brand has the opportunity to share its voice in public discourse or defend itself from others?

By the end of this webinar, participants will be able to:

- Understand the drivers leading to true civil discourse.
- Ensure external communications – websites, social media, advertising, etc. – optimally reflect your brand's position on important social matters.
- Employ “bridge-builders” to find common ground with diverse publics.
- Develop proactive communications to move from division to discourse.
- Define a civil discourse plan and understand how it differs from a crisis communications plan.

Fred Cook

Chairman Emeritus of Golin

Director

USC Annenberg Center for Public Relations

Empowering Communicators and Consumers Through Corporate Civic Engagement

Tuesday, Nov. 2 | 3-4:15 p.m. EDT

Hyperpolarization is pitting Americans against each other in ways previously unimaginable. Trust in politicians, institutions, and the media are at all-time lows and corporations have been caught in the middle. Companies must address these issues to give consumers confidence their dollars are supporting organizations that are good corporate citizens. This begins with corporate civic engagement.

Civic engagement is evolving rapidly, requiring new strategies for companies, both large and small, to serve as a catalyst for constructive change.

By the end of this webinar, participants will be able to:

- Determine new communication leadership strategies for aligning organizational goals and objectives.
- Apply appropriate ways for organizational leadership to engage with community stakeholders and policymakers.
- Build an effective grassroots advocacy strategy, including the tools available to professional communicators to implement a successful grassroots campaign.

Brian Clancy

Chief Civic Engagement Officer
The Bridge Alliance

Sarah Bonk

Founder and CEO
Business for America

Kristin Hansen

Executive Director
Civic Health Project

Tara Leweling

VP Corp Comms and
Sustainability
Allstate

Mizell Stewart III

VP News Performance, Talent
& Partnerships
Gannett/USA Today Network

Janelle McClure

Associate Director of
Government Affairs
Best Buy

Amy Waggoner

Salesforce Vice President
US State and Local Government Affairs

Understanding and Mitigating Unconscious Bias

Tuesday, Nov. 9 | 3–4:15 p.m. EDT

What factors shape how you see the world? What factors shape how the world sees you? This interactive workshop will explore the neuroscientific processes that guide our automatic associations, the patterns of socialization that reinforce snap judgments, and strategies for recognizing and mitigating implicit assumptions.

Through dynamic exercises and group dialogue, participants will grapple with internalized assumptions and acquire personal and organizational tools for creating a bias-conscious work environment. Participants in this session can expect to:

- **LEARN** about unconscious bias, system one and system two thinking, and the human tendency to default to pattern-thinking.
- **EXPLORE** how our own context and socialization shape how bias shows up in our work.
- **PRACTICE** metacognition and other strategies for mitigating unconscious bias.
- **COMMIT** to continued learning and action to bring bias-awareness into our professional practice.

Avi Edelman

Associate Director of Multicultural Affairs and Diversity Education
Columbia University

**This session will not be recorded.*

A Communicator's Strategic and Tactical Guide to Disinformation and Digital Protection

Tuesday, Nov. 16 | 3–4:15 p.m. EDT

As PRSA's Code of Ethics states, our role as professional communicators is to "adhere to the highest standards of accuracy and truth in advancing the interests of those we represent and in communicating with the public." How do we combat the abundance of disinformation and misinformation that assaults us online, in the media, and in personal conversation every day? How do we help others spot information that is simply misleading or incorrect and that which is deliberately or covertly false and being spread to influence opinion?

By the end of this webinar, participants will be able to:

- Discern what to look for and types of sources and situations where these occur.
- Exercise the role of PR and the communications professionals in fighting disinformation, including tactical steps to take.
- Anticipate for misinformation issues and get ahead of potential issues.
- Effectively combat and manage misinformation moving forward.

Jim O'Leary

U.S. COO and U.S. Corporate Chair
Edelman

Bob Pearson

Founder & Chair, The Next Practices Group
CEO, The Bliss Group
Chair, Next Security Group

Vivian Schiller

Executive Director
Aspen Digital

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Voices4Everyone supports a national conversation building mutual understanding, trust, and civic engagement through more inclusive civil discourse.

[voices4everyone.prsa.org](https://www.voices4everyone.prsa.org)