



Observe Diversity & Inclusion Month 2017 in August

During PRSA's **Diversity & Inclusion Month**, join National Diversity & Inclusion (D&I) efforts across the country to raise awareness about D&I in public relations, and inform your members and community about the importance of a diverse and inclusive workforce in our industry. Here are some ways to help you promote awareness:

- Develop a diversity & inclusion article for your chapter, district or section newsletter, website, or blog and share it with other partner organizations.
- Join PRSA's D&I webinar, "**Diversity and Inclusion: A Business Imperative**," on August 3 at 3:00 PM (EDT) with our guest presenter, Angela Chitkara, PR Track Director at the City College of New York, who will co-present with Brad MacAfee, CEO and senior partner of Porter Novelli, and Helen Shelton, senior partner at Finn Partners.
- Reach out to other organizations to collaborate on efforts for a bigger, better impact. Use the newly updated D&I Toolkit as a source of information.
- Join the PRSA Diversity & Inclusion Committee's Twitter Chat on August 24 at 3 pm ET. Don't forget to follow [@PRSA Diversity](#) and use #PRSA Diversity in your August social media posts.
- Appoint a diversity champion in your chapter and begin using the D&I Toolkit and new checklist to assess your chapter's D&I efforts. To access the toolkit, click [here](#). If you would like to be appointed a D&I chapter liaison, please contact either [Y'Anad Burrell](#) or [Aerial Ellis](#), chapter liaison co-chairs to be added to our listserv.
- Share our Facebook and Twitter messages among your chapter, district or section, or promote them in your individual social media networks using one of our new infocards.
 - *To promote the webinar:*
 - August is #PR Diversity Month at @PRSA! Join @AngelaChitkara, @macafee & @HelenCShelton for a #webinar on 8/3 at 3p ET: <http://bit.ly/2tC7sEe>
 - Diversity and Inclusion are an imperative for #PR pros, but why? Learn at our next @PR Diversity webinar: <http://bit.ly/2tC7sEe> #PRSA

- FREE to #PRSA members: JOIN the "Diversity and Inclusion as a Business Imperative" webinar on 8/3: <http://bit.ly/2tC7sEe> #PRDiversity
- JOIN #PRSA's Diversity Month webinar: Diversity and Inclusion as a Business Imperative on 8/3 @ 3 pm ET <http://bit.ly/2tC7sEe> #PRDiversity
- *To promote the Twitter chat:*
 - Join us! #PRDiversity Twitter chat for #DiversityMonth exploring D&I in PR 8/24 3p ET
 - In honor of #DiversityMonth join #PRDiversity Twitter chat w/ @PRSA Diversity @PRSSA @PRSAFoundation 8/24 3p ET
 - Let's talk diversity! Join @PRSA Diversity during #PRDiversity month 8/24 3p ET
- To receive promotional images for the Twitter chat or infocards, please email [Ana Toro](mailto:Ana.Toro@prsa.org).
- Work with your local universities, **PRSSA chapters** and advisers to conduct a D&I presentation for students.
- Revisit your chapter's website and include messaging or a section on diversity. Perhaps you can highlight some of the work the chapter has conducted on D&I.
- Encourage your members to write an article or blog post focused on D&I. If you would like to contribute a blog article to PRSAY®, email [Olga Mayoral-Wilson](mailto:Olga.Mayoral-Wilson@prsa.org), APR, Fellow PRSA.
- Conduct a FacebookLive event in your chapter, district or section tied to a D&I theme.
- As part of this month's events, plan a diversity roundtable or invite a member who can showcase best practices on D&I.
- Reach out to the **PRSA D&I Committee** and invite a committee member as guest speaker to your local event.