Central Ohio Chapter D&I Case Study Presented September 15, 2018 by:

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Situation

Founded 1950



Situation

Three-year Plan: Nondiscriminati on

 John Palmer, APR, Chapter President assigned a Task Force



Situation

2016 – primary and secondary research:

- Other chapters
- Focus Groups



Situation

2017 – implement programs



2016-2017

<u>Goal</u>: Create Public-Facing, Dynamic Chapter with Opportunities to Lead and Serve at All Levels, Open and Inclusive to ALL.

Objectives:

- Raise awareness among members
- Raise awareness in community
- Increase diversity in chapter
- Increase diversity of APRs



Strategies & Tactics:

- Revise Chapter Bylaws to include D&I
- Create Board-level committee
- Focused mentorship
- D&I chapter activities



Strategies & Tactics:

Revise Chapter Bylaws to include D&I



Rational for change:

In 2015 PRSA changed the name of the "Diversity" initiative/committee to "Diversity and Inclusion" – this proposed Bylaw change maintains our chapter's commitment to nondiscrimination and further aligns our chapter with national's language.

To update our chapter's description of what constitutes nondiscrimination and diversity and inclusion to be the most encompassing possible.

To state our aspiration in positive language.

The GLAAD Media Reference Guide indicates: The term 'sexual preference' is typically used to suggest that being lesbian, gay or bisexual is a choice and therefore can and should be 'cured.' Sexual orientation is the accurate description of an individual's enduring physical, romantic and/or emotional attraction to members of the same and/or opposite sex and is inclusive of lesbians, gay men, bisexuals, as well as straight men and women (see AP & New York Times Style)."

Source: GLAAD Media Reference Guide, Terms to Avoid, retrieved from: http://www.glaad.org/publications/reference

"The Chapter shall in all deliberations and procedures subscribe to a policy of non-discrimination, diversity and inclusion, which covers characteristics, identities and their intersectionality including: race, creed, religion, disability, gender, gender identity, age, color, national origin, culture, sexual orientation and diversity of thought. These characteristics are defining attributes that impact how we approach our work, connect with others and move through the world. Everyone has at least one thing in common; we are different. Non-discrimination, diversity and inclusion are proactive behaviors that embrace and celebrate those differences."

Adapted from: San Francisco chapter's D&I statement.

Strategies & Tactics:

- Create Board-level committee
- Focused mentorship
- D&I chapter activities



Activities:

D&I Programs/Communication

- ICON16 "Proudly Said: Writing & Speaking for LGBTQ Inclusion"
- PRSA Health Academy 2017

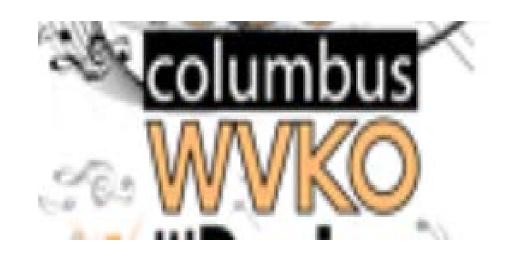


Activities:

D&I Programs/Com munication

WVKO Radio –
 two programs

"Love Thy Neighbor"



Activities:

D&I APR Preparation Course

- Seven-week APR Prep Course
- Six KSAs
- Final session portfolio review
- University professors taught
- Publicized: Twitter/FB/website
- 100% satisfaction rate



Activities:

D&I Programs/Communication

 July 2017 Columbus CEO Magazine – "D&I as Business Imperative" publicizing August 2017 D&I lunch



Activities:

D&I August 2017 Luncheon Program

- Topic: Diversity & Inclusion: It's not Just HR, It's PR, Too
- Sponsorship
- Publicity: Twitter/FB/website/Media (blogs & radio)
- Diverse Panel
- Well-attended; great comments



Activities:

D&I Programs/Communicat ion

 PRSay (Aug. 2017) – "Implicit Bias"



Activities:

D&I Programs/Communication

- PRSay August 2017
- PRSA Tactics (Oct. 2017) – "AP Style: They as Singular, Gender-Neutral Pronoun"



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in limited car Diversity ingular and/or gender-neutral pronoun.

Breaking Down the AP Stylebook's New Rules on rewording u Genderossible and always is pratigust 11, 2017 arity is a top priority; gender-neutral use of a
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2017: National D&I Honorable Mention Award



Questions?

