

# Central Ohio Chapter D&I Case Study

**Presented September 15, 2018**

**by:**

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# Central Ohio Chapter D&I Case Study

## Situation

Founded 1950



# Central Ohio Chapter D&I Case Study

## Situation

Three-year Plan:  
Nondiscriminati  
on

- John Palmer, APR, Chapter President assigned a Task Force



# Central Ohio Chapter D&I Case Study

## Situation

2016 – primary  
and secondary  
research:

- Other chapters
- Focus Groups



# Central Ohio Chapter D&I Case Study

## Situation

- 2017 –  
implement  
programs



# Central Ohio Chapter D&I Case Study

**2016—2017**

**Goal:** 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



# Central Ohio Chapter D&I Case Study

## Strategies & Tactics:

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



# Central Ohio Chapter D&I Case Study

## Strategies & Tactics:

- Revise Chapter Bylaws to include D&I





# Central Ohio Chapter D&I Case Study

## **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>

# Central Ohio Chapter D&I Case Study

“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.

# Central Ohio Chapter D&I Case Study

## Strategies & Tactics:

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



# Central Ohio Chapter Case Study

## Activities:

D&I  
Programs/Communication

- ICON16 – “Proudly Said: Writing & Speaking for LGBTQ Inclusion”
- PRSA Health Academy 2017



# Central Ohio Chapter Case Study

## Activities:

D&I

Programs/Communication

- WVKO Radio – two programs

“Love Thy Neighbor”



# Central Ohio Chapter Case Study

## 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



# Central Ohio Chapter Case Study

## Activities:

D&I  
Programs/Communication

- July 2017 Columbus CEO Magazine – “D&I as Business Imperative” publicizing August 2017 D&I lunch

The logo for Columbus CEO features the word "COLUMBUS" in a bold, black, sans-serif font, followed by "CEO" in a bold, red, sans-serif font. The text is set against a white background with a thin grey horizontal line above it.

# Central Ohio Chapter Case Study

## 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





# Central Ohio Chapter Case Study

## Activities:

D&I

Programs/Communication

- PRSay (Aug. 2017) –  
“Implicit Bias”



Diversity - Thought Leadership

Face Implicit Bias to Create a More  
Diverse PR Profession

# Central Ohio Chapter Case Study

## Activities:

D&I  
Programs/Communication

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



# 2017: National D&I Honorable Mention Award



# Questions?

