**PRSA Pittsburgh Diversity & Inclusion Checklist**

The Pittsburgh chapter of the Public Relations Society of America (PRSA) Diversity & Inclusion Committee's goal is to build awareness by increasing visibility of D&I standards, resources and best practices inclusive to groups of different racial, ethnic, religious, sexual orientation and gender backgrounds; as well as to those who are differently abled. We want to increase this visibility to underrepresented groups during all phases of their career.

To encourage an approach that reflects best practices in PRSA Pittsburgh's programs and initiatives, we've established a master list that supports D&I initiatives in four categories: 1) content, 2) audience appeal, 3) speaker/panelists and 4) impact. With these goals in mind, please remember our D&I goals are fundamental to the goal of this organization.

**Content**

**Does the event/program content:**

☐ Support our diversity and inclusion goal to build awareness by increasing visibility of D&I standards, resources and best practices inclusive to underrepresented groups?

☐ Address PRSA Pittsburgh's goal for Diversity and Inclusion?

☐ Include topic(s) relevant to those at all phases of their career?

☐ Appeal to a broad audience/groups? (i.e., groups of different racial, ethnic, religious, sexual orientation, and gender backgrounds; as well as those who are differently abled and those at all phases of their career.)

☐ Contain any "red flags" and/or breach topics that could be sensitive to minority groups?

☐ Objectives promote inclusive practices? Yes/No

**Audience**

☐ Does your event/program welcome the diverse groups mentioned above?

☐ Are your promotional materials indicative of a diverse organization?

☐ Have you shared your event/program with outside organizations that specifically support diverse groups? (For example: Black Public Relations Society, Manchester Bidwell Corporation)

**Speaker/Panelists**

☐ Is your speaker aware of PRSA Pittsburgh's D&I initiatives?

☐ Does your panel reflect the community we support? Think about:
  - ❏ Race
  - ❏ Ethnicity
  - ❏ Gender
  - ❏ LBGTQ status
  - ❏ Type of business

☐ Does your panel reflect those at all phases of their career?

☐ Is your speaker content inclusive of all groups represented in the PRSA Pittsburgh audience and/or public relations/communications community?

**Impact**

☐ Is there an opportunity to build bridges with another organization to support this program in the spirit of encouraging diversity and inclusion? (For example, hosting collaborative events, collaborative projects or support?)

☐ Have you considered the impact of your event in terms of outcomes that improve diversity and inclusion?

☐ Have you identified opportunities for collaboration with diverse organizations in the future?

If you have questions, please reach out to a member of the PRSA Pittsburgh D&I Committee for support. Please allow 2-3 business days for review.
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