

# **PRSA PITTSBURGH**

## **2021 Diversity & Inclusion Toolkit**

Modeled after [PRSA's Diversity & Inclusion Toolkit](#), PRSA Pittsburgh created this toolkit to assist local PR and communications professionals in developing relationships with diverse communities and committing to creating a future of equitable and inclusive opportunities for all in the region.

Information on the following pages will include a diverse, equitable and inclusive glossary of terms, a comprehensive list of diverse groups in the region and ways to cultivate diversity and inclusion in the workplace.

PRSA Pittsburgh's Diversity & Inclusion Toolkit is updated annually to ensure its contents are current and relevant.

### **TABLE OF CONTENTS**

*QUICK GLANCE (Click on each item to go directly to that section)*

<i><a href="#">Diversity &amp; Inclusion Pledge</a></i>	<b>1</b>
<i><a href="#">Terminology List</a></i>	<b>2</b>
<i><a href="#">AP Style for Diversity &amp; Inclusion</a></i>	<b>5</b>
<i><a href="#">Associations for Diverse Talent Sourcing and Recruiting</a></i>	<b>6</b>
<i><a href="#">Heritage Months</a></i>	<b>13</b>
<i><a href="#">Historically Black Colleges and Universities (HBCUs) in Pennsylvania</a></i>	<b>15</b>
<i><a href="#">50+ Ideas for Cultivating Diversity and Inclusion at Your Company</a></i>	<b>16</b>
<i><a href="#">Strategies to Mitigate Unconscious Bias</a></i>	<b>17</b>
<i><a href="#">Diverse Groups in Pittsburgh</a></i>	<b>18</b>
<i><a href="#">Contact</a></i>	<b>19</b>

## DIVERSITY & INCLUSION PLEDGE

*PRSA Pittsburgh encourages members of PRSA to print out the Diversity & Inclusion Pledge, sign it, commit to it and share it with colleagues in their workplace. The intent of the pledge is to advance diversity and inclusion in the communications and public relations profession.*

I sign this pledge to represent the commitment I am making to my profession and on behalf of the companies and organizations I represent. Diversity and inclusion are vital to the success of our profession, our members and the communities in which we live and work. It is essential and is our responsibility as members of PRSA to carry this forward. I will help build a diverse and inclusive workplace to create meaningful change not just in this industry, but in society as well. This pledge aims to push for positive change for inclusive workplaces and equal opportunities for people of all backgrounds, cultures and career levels.

Name:

Date:

## TERMINOLOGY LIST

**Ally:** A person who supports marginalized, silenced, or less privileged groups without actually being a member of those groups. This person will often directly or indirectly confront systems of oppression.

**At-Risk:** Individuals who are considered to have a higher probability of struggling academically or dropping out of school due to coming from social conditions that haven't prepared them adequately or serve as hurdles in their way to success. Some challenges that at-risk students may face include poverty, homelessness, serious health issues, domestic violence, transiency or learning disabilities.

**Biracial:** (adjective) of, relating to, or involving members of two races

**Bias Incident:** An intentional or unintentional act targeted at a person, group, or property expressing hostility on the basis of perceived or actual gender, race, religion, ethnicity, sexual orientation, or disability. Bias incidents may consist of name-calling, epithets, slurs, degrading language, graffiti, intimidation, coercion, or harassment directed toward the targeted person or group. Acts qualify as bias acts even when delivered with humorous intent or presented as a joke or a prank.

**Cisgender:** A term used to describe people whose gender identity matches the sex they were assigned at birth. Often abbreviated to cis.

**Corporate Social Responsibility:** (noun) Practicing good corporate citizenship by going beyond profit maximization to make a positive impact on communities and societies.

**Discrimination:** The intentional and often historical prejudicial treatment of individuals or groups of people using interpersonal, institutional or cultural means.

**Diversity:** The presence of difference between and among communities. This can include but is not limited to social identities.

**Emotional Tax:** The combination of being on guard to protect against bias, feeling different at work because of gender, race, and/or ethnicity, and the associated effects on health, well-being, and ability to thrive at work.

**Equality:** Treating everyone the same way, often while assuming that everyone also starts out on equal footing or with the same opportunities.

**Equity:** Working toward fair outcomes for people or groups by treating them in ways that address their unique advantages or barriers.

**Implicit Bias:** When subtle negative attitudes about groups of people (e.g. stereotypes) exist without conscious awareness. Nonetheless they are pervasive and everyone possesses them regardless of a person's good intentions. Implicit biases tend to manifest into negative, unjust, or harmful behaviors against individuals and groups.

**Inclusion:** The active, intentional and ongoing engagement within an organization to create a culture in which everyone is treated with respect and takes action to maximize the potential of all community members.

**Inclusive Excellence:** The recognition that a community or institution's success is dependent on how well it values, engages and includes the rich diversity of its staff and constituents.

**Intersectionality:** The intertwining of social identities such as gender, race, ethnicity, social class, religion, sexual orientation, and/or gender identity, which can result in unique experiences, opportunities, and barriers.

**Institutional oppression:** Policies and practices of institutions that marginalize or subordinate.

**Marginalized groups:** Sub-communities socially excluded from participating in the routine and mainstream activities of a society. They often are confined to the lower or peripheral edge of a society thereby lacking access to employment, affordable formal education, healthcare and social power, which often results in income discrepancies.

**Minority groups:** Categories of people who are differentiated from a social majority due to having less social power. They can sometimes be underrepresented in particular majors, careers or societies but can also be in majority numerically and yet lack social power or the ability to influence. Historically, minority is often associated with people of color (e.g. Asians, Latinos, and Blacks) but it actually can be applied to other identities like gender, sexuality and religion.

**Monoracial:** Of a single race (ethnicity).

**Multiracial:** composed of, involving, or representing various races

**Neurodiversity:** The concept that there is great diversity in how people's brains are wired and work, and that neurological differences should be valued in the same way we value any other human variation.

**Non-Binary (also known as Genderqueer):** A category for a fluid constellation of gender identities beyond the woman/man gender binary.

**Oppression:** Restricted access to resources and marginalization and isolation based on social group membership.

**People/Students of Color:** Refer to a large group of racially and ethnically diverse people/ students from various origins. Students who self-identify or are identified as Black/African-American, Asian/Pacific Islander, Native American/Alaska, Native/Indigenous, Chicano/Latina/o/x, Arab/Arab American or multiracial may be represented by this term. People of color is a term used mainly in the United States and Canada to represent persons whose ethnic/racial and cultural groups have been targets of racism and/or are excluded from privileges associated with whiteness.

**Privilege:** An unearned benefit or right granted to a person based on membership in a particular social group.

**Social Justice:** A belief that all people should have access to resources for sustaining a healthy existence.

**Socially constructed identity:** Created for the purposes of categorizing people; based on beliefs about groups of people, not biology. Including, but not limited to, race, class, gender, sexual orientation, ability, and religion.

**Subordinated or Target group:** Membership in a group that experiences oppression or marginalization in a mainstream society.

**Structural oppression:** Cumulative and compounding effects of societal factors.

**Unconscious Bias:** (noun) An implicit association, whether about people, places, or situations, which are often based on mistaken, inaccurate, or incomplete information and include the personal histories we bring to the situation.

**Work-Life Effectiveness:** (noun) A talent management strategy that focuses on doing the best work at the best time with the best talent. It helps businesses create flexibility, enhance agility, and drive mutually beneficial solutions for both employers and employees.

**Workplace Inclusion:** An atmosphere where all employees belong, contribute, and can thrive. Requires deliberate and intentional action.

## AP STYLE FOR DIVERSITY & INCLUSION

When writing copy, PRSA Pittsburgh recommends writing in [AP style \(Associated Press\)](#) and following their guidelines.

It is important to note that in June 2020, AP made the recommendation to capitalize the “b” in the term Black when referring to people in a racial, ethnic or cultural context.

Below is a list of inclusive language media style guides. These guides offer writing tips for engaging with diverse audiences:

- [National Association of Black Journalists Style Guide](#)
- [Asian American Journalists Association Handbook](#)
- [Native American Journalists Association Reporter’s Indigenous Terminology Guide](#)
- [Religion Newswriters Association’s Religion Stylebook](#)

# ASSOCIATIONS FOR DIVERSE TALENT SOURCING AND RECRUITING

## Associations and Organizations Representing Women

### [American Business Women's Association](#)

ABWA provides access to a diverse network of working women and women business owners. Job postings available: \$350 for 30-day single job post; \$975 for three pack of job posts for 30 days each, and \$1,495 for five pack of posts. Job posts average 314 views.

### [Anita Borg Institute for Women and Technology](#)

The Institute's online community provides corporate partners access to women technologists in more than 50 countries. Partners are listed on ABI websites, in press releases, and on annual reports, and have the opportunity to submit a Partner Spotlight story for the Institute's homepage.

### [Association for Women in Science](#)

AWIS helps corporations successfully integrate women into all levels of their workforce through professional development training and resources tailored specifically to help women in STEM succeed. As a corporate partner, companies have access to a professional network of women in STEM professions from around the country.

### [iRelaunch](#)

Return to work association with more than 25,000 members. Has national and international reach. Corporate partners can advertise job positions and promote their brand and commitment to diversity and inclusion.

### [Society of Women Engineers](#)

Membership of more than 35,000 women engineers and technologists. Corporations can tap into this talent pool through advertising, conference sponsorship, or posting jobs through SWE's career portal. Pricing varies. Many top US companies listed on site as corporate partners.

### [Lean In](#)

Nonprofit organization established by Facebook COO Sheryl Sandberg. The organization's online community has nearly 300,000 members, with more than 10,000 Lean-In Circles in 50 countries. Lean In has 900 corporate partners representing 20 industries. Becoming a partner is free and provides companies with access to best practice information and networking opportunities.

### [Corporate Women Directors International](#)

CWDI promotes increased participation of women in corporate boards internationally. Maintains a global network of women directors. Hosts roundtables on best practices related to building board diversity.

## **Associations and Organizations Representing Minority Populations**

### **Alliance for Board Diversity (ABD)**

Collaboration of four leadership organizations: Catalyst, The Executive Leadership Council (ELC), Hispanic Association on Corporate Responsibility (HACR), and Leadership Education for Asian Pacifics (LEAP). ABD provides referrals of qualified job candidates and maintains a database of qualified women and minorities who are potential candidates for board membership.

### **Association of ERGs and Councils**

The Association is a resource for ERGs and Councils and offers cutting edge, evidence-based tools, training, resources and solutions for members. Silver membership: 1-10 members, \$249 per member; Gold membership: 11-50 members, \$4,999/year; 51-100 members, \$9,979/year; Diamond partnership: unlimited # of members, \$18,000/year.

### **INROADS, Inc.**

Multicultural nonprofit whose mission is leadership development, career preparation and creating opportunity for talented, underserved youth. INROADS has placed students from diverse backgrounds in over 127,000 paid internships, graduated more than 25,000 alumni into professional and managerial positions, and 82% of graduating seniors served by INROADS accepted job offers from the companies that sponsored them.

### **The PhD Project**

The PhD Project is supported by numerous corporations, which enjoy many benefits through their affiliation, including access to a network of over 1,600 minority doctoral students, direct access to a member directory, and opportunities to post jobs.

### **National Diversity Council**

NDC is made up of state and regional councils, the National Women's Council, the Council for Corporate Responsibility, and the Healthcare Diversity Council. Corporate partners of the NDC are branded as diversity leaders at the national, regional, and state level. Other benefits include partnerships in all state and regional councils as well as opportunities to organize both national and local activities and programs relating to diversity and inclusion. There are four levels of partnership: Platinum, Red, White and Blue, each offering a variety of benefits.

## **African American/Black**

### **Executive Leadership Council (ELC)**

National organization comprised of current and former African-American CEOs and senior executives at Fortune 500 and equivalent companies. Corporate partnership offers companies the opportunity to promote their brand and leverage that they are aligned with ELC. ELC offers leadership development courses and seminars, and



conducts regional and national events. Corporations can sponsor events, which provides them access to talented global black executives that are ELC members.

#### [Corporate Board Initiative \(CBI\)](#)

CBI enhances the preparedness of black executives for service on corporate boards. It builds awareness, improves readiness, and enhances the visibility of ELC members who are interested in and actively pursuing board service. CBI programs offer opportunities for corporate participation and sponsorship, which in turn, provides access to executive level black talent.

#### [National Black MBA Association](#)

NBMBAA has over 9,000 members and represents more than 300 corporate partners. An array of corporate sponsorship is available. In addition, NBMBAA offers job posting opportunities: job posts are viewed an average of 226 times; the site has an average of 7,949 searchable resumes; and the job posting site gets an average of 12,983 monthly visits. Job postings range from a single 60-day post for \$295/1 to ten 60 day posts for \$1,500. For an additional fee, the association will disseminate posts through their social media network, or highlight the position as a ‘featured job.’

#### [National Society of Black Engineers \(NSBE\)](#)

The National Society of Black Engineers’ mission is to increase the number of African-American engineers who excel academically, succeed professionally and positively impact the community. With over 30,000 members around the world, NSBE is one of the largest student-governed organizations based in the United States. There are opportunities for corporate sponsorship and job postings.

#### [Information Technology Senior Management Forum \(ITSMF\)](#)

ITSMF's mission is to increase the representation of black professionals at senior levels in technology. By 2020, ITSMF will graduate 500 professionals through a series of development and career-advancing programs.

#### [United Negro College Fund \(UNCF\)](#)

The United Negro College Fund is the nation’s largest, oldest, most successful and most comprehensive minority higher-education assistance organization, with 37 historically Black colleges and universities as members. Member institutions educate more than 50,000 students each year and have produced more than 430,000 graduates with the help of UNCF.

#### [The Black EOE Journal](#)

One stop that offers participation and partnerships at more than 300 diversity-focused conferences that collectively represent millions of members. Provides information on best practices and opportunities to access and connect with a wide array of diverse job seekers.

## **Hispanic/Latino**

### **[Hispanic Association on Corporate Responsibility \(HACR\)](#)**

HACR represents 14 national Hispanic organizations and more than 46.6 million Hispanics in the US. Coalition Members work with more than 1,500 affiliate community-based organizations, including more than 450 institutions of higher learning and 400 publications with a combined circulation of more than 10 million. Corporations can become HACR members at two levels: Associate membership is \$15K per year, and Generations membership \$25K. Membership provides corporations with HACR 'certification' and access to a significant national talent pool of Hispanic individuals at all levels of experience.

### **[Hispanic Alliance for Career Enhancement \(HACE\)](#)**

With a national network of over 42,000 members, HACE provides corporate partners with access to Latino talent pipeline from high school students to executives. Corporate partners are recognized by Latino community as employers of choice. HACE charges \$350 for a single 60 day job posting; \$550 for two postings, and \$1,375 for five.

### **[Prospanica](#)**

Formerly the National Society of Hispanic MBAs, Prospanica serves 28 chapters and 6,000 members. The Association fosters Hispanic leadership through graduate management education and professional development. Corporates seeking Hispanic talent can post jobs on the organization's career site.

### **[New America Alliance](#)**

NAA provides opportunities for corporations to engage with successful American Latino business leaders and other professionals. In addition to NAA annual Wall Street Summit, corporate partners can participate in national and regional programs. Corporations that contribute \$25K or more annually can become part of the NAA Corporate Alliance Roundtable.

### **[Association of Latino Professionals in Finance and Accounting \(ALPFA\)](#)**

ALPFA is the leading professional association dedicated to developing the next generation of Latinos in accounting, finance and related professions via experiential leadership development and mentoring from senior corporate executives that work for ALPHA corporate partners.

### **[Congressional Hispanic Caucus Institute \(CHCI\)](#)**

The mission of the Congressional Hispanic Caucus Institute is to develop the next generation of Hispanic leaders and a pipeline of Latino talent. Corporations can become partners, which promotes brand as inclusive employer, and provides opportunity to develop and access to emerging Latino talent pool.

### [Hispanic Association of Colleges and Universities](#)

National organization representing the accredited colleges and universities in the US where Hispanic students constitute at least 25% of the total student enrollment, and 65% of Hispanics enrolled in higher education. Its intern program has placed 6,000 Hispanic college students.

### [National Hispanic Institute \(NHI\)](#)

The National Hispanic Institute targets top Hispanics in high school and college to develop the next level of Latino talent.

### [Society of Hispanic Engineers \(SHPE\)](#)

SHPE is a national organization of Hispanic professional engineers, with a strong network of professionals and student chapters throughout the US.

## **Asian American**

### [The Leadership Education for Asian Pacifics, Inc. \(LEAP\)](#)

LEAP is dedicated to developing the next generation of Asian and Pacific Islander (API) leaders. LEAP has numerous sponsorship opportunities for corporations.

### [Asian Women in Business](#)

Membership organization comprised of Asian professional women, business owners, and corporate leaders. Corporate sponsorship opportunities available that provide visibility for members.

### [National Association of Asian American Professionals](#)

Largest and fastest growing association of API professionals. NAAAP offers a diverse range of professional development programs and professional networking opportunities. Corporate sponsorship available providing opportunities to leverage brand and connect with API talent.

## **Native American**

### [American Indian Business Leaders \(AIBL\)](#)

American Indian Business Leaders is a nonprofit organization designed to support and promote the education and development of future Native American leaders.

### [American Indian College Fund](#)

The Fund disburses approximately 6,000 scholarships each year for American Indian students seeking to better their lives through higher education.

## **Associations and Organizations Representing the LGBTQ Community**

### [Human Rights Campaign \(HRC\)](#)

HRC is the largest national gay, lesbian, bisexual and transgender advocacy organization, with close to 600,000 members.

### [Out and Equal](#)

Out & Equal Workplace is the world's premier nonprofit organization dedicated to achieving lesbian, gay, bisexual, and transgender workplace equality through partnerships with Fortune 1000 companies and government agencies to provide executive leadership development and professional networking opportunities. The organization maintains LGBT Career Link, a database of LGBT job seekers. Corporations can post jobs through competitive subscription packages.

### [Reaching Out MBA](#)

Empowers and supports LGBT MBA students. Provides corporate sponsorship opportunities and access to LGBT recruitment events.

### [National Organization of Gay and Lesbian Scientists and Technical Professionals \(NOGLSTP\)](#)

NOGLSTP is comprised of gay, lesbian, bisexual, transgender people employed or interested in scientific or high technology fields. NOGLSTP is an affiliate of the American Association for the Advancement of Science and a participating professional society in the MentorNet Affiliated Partners Plus program.

### [Pride at Work](#)

Pride at Work is a nonprofit organization and an officially recognized constituency group of the American Federation of Labor & Congress of Industrial Organizations. The association organizes support between the organized labor movement and the LGBT community. In addition to national Pride at Work, more than 20 chapters organize at the state and local level around the country.

## **Associations and Organizations Representing Individuals with Disabilities**

### [Ability Jobs and Job Access](#)

Leading career website dedicated to employment of people with disabilities, with a resume bank of tens of thousands of job seekers with disabilities, from entry level candidates to PhD. Single 60-day job posting costs \$175, 30 day is \$125. Annual subscriptions are available, ranging from a five pack of job postings for \$800 and a 50 pack for \$4,500.

### [Disabled Person](#)

Job board for individuals with disabilities for over 15 years. Has over 250,000 active job posts of companies looking to hire people with disabilities. Organization works closely with nationally recognized disability organizations and state Vocational Rehabilitation agencies.

### [Job Accommodation Network \(JAN\)](#)

JAN provides free consulting services for all employers, regardless of the size of an employer's workforce. Services include one-on-one consultation about all aspects of job accommodations, including the accommodation process, accommodation ideas, product vendors, referral to other resources, and ADA compliance assistance.

### [Career and Job Resources for Disabled Americans Job-Seekers](#)

Companies can post their company profile and submit free job listings.

## **Veterans**

### [Hero2Hire](#)

Hero2Hired was launched by the Defense Department to connect employers and career ready veterans seeking jobs.

### [JOFDAV.com](#)

Database of resumes of disabled veterans looking for work.

### [RallyPoint](#)

RallyPoint was founded by two military veterans at Harvard Business School to connects members with career opportunities in the military and in the private sector.

## HERITAGE MONTHS

### **Black History Month**

February is Black History Month in the United States and Canada. Since 1976, the month has been designated to remember the contributions of people of the African diaspora.

### **Women's History Month**

March is Women's History Month. Started in 1987, Women's History Month recognizes all women for their valuable contributions to history and society.

### **National Disability Employment Awareness Month**

March is National Developmental Disabilities Awareness Month, which was established to increase awareness and understanding of issues affecting people with intellectual and developmental disabilities.

### **National Deaf History Month**

Begins on March 13 and runs through April 15. It is a celebration of contributions of the hard-of-hearing and the Deaf community to American society. It's a great time to recognize deaf champions, and increase awareness of the deaf community's rich history.

### **Asian Pacific American Heritage Month**

May is Asian Pacific American Heritage Month in the United States. The month of May was chosen to commemorate the immigration of the first Japanese to the United States on May 7, 1843, and to mark the anniversary of the completion of the transcontinental railroad on May 10, 1869. The majority of the workers who laid the tracks on the project were Chinese immigrants.

### **LGBTQ Pride Month**

June is Lesbian, Gay, Bisexual, and Transgender Pride Month, established to recognize the impact that gay, lesbian, bisexual and transgender individuals have had on the world. LGBT groups celebrate this special time with pride parades, picnics, parties, memorials for those lost to hate crimes and HIV/AIDS, and other group gatherings. The last Sunday in June is Gay Pride Day.

### **Hispanic Heritage Month**

Hispanic Heritage Month is observed from September 15 to October 15. This month corresponds with Mexican Independence Day, which is celebrated on September 16, and recognizes the revolution in 1810 that ended Spanish dictatorship.

### **Global Diversity Awareness Month**

October brings Global Diversity Awareness Month to remind us of the positive impact a diverse workforce of men and women can have on a society.

**National Disability Employment Awareness Month**

National Disability Employment Awareness Month was declared in 1988 by the United States Congress for the month of October to raise awareness of the employment needs and contributions of individuals with all types of disabilities.

**Native American Heritage Month**

November is National Native American Heritage Month, which celebrates the history and contributions of Native Americans.

## **HISTORICALLY BLACK COLLEGES AND UNIVERSITIES (HBCUs) IN PENNSYLVANIA**

The state of Pennsylvania has two HBCUs:

### **Cheyney University of Pennsylvania**

<https://cheyney.edu/>

### **Lincoln University**

<https://www.lincoln.edu/>

### **How to support HBCU students:**

*Help to diversify the industry by supporting minority candidates who aspire to a career in public relations by helping them develop industry familiarity and knowledge, relevant skills and a network of professional contacts.*

- Be generous in offering internship and/or mentorship opportunities. Even though your business or organization may not have a formal paid or unpaid internship program, be creative about offering exposure to a professional work environment.
- Have agency, corporate and other speakers come to campuses to help with LinkedIn profiles, professional social media presence and resume writing and interviewing.
- Set aside a fundraising event to support students with scholarships.
- Partner with students or student groups to drive diversity and inclusion initiatives locally, or to implement a new program or project for the community.



## **50+ IDEAS FOR CULTIVATING DIVERSITY AND INCLUSION AT YOUR COMPANY**

This article from the LinkedIn Talent Blog shares countless ways employers can invest in diversity and inclusion in the workplace. [Click here to see the list.](#)

## **DIVERSE GROUPS IN PITTSBURGH**

**African American Chamber of Commerce, Western Pennsylvania:**

<https://aaccwp.com/>

**The Black Political Empowerment Group:** <https://www.b-pep.net/>

**The Delta Foundation of Pittsburgh (LGBTQ):** <https://pittsburghpride.org/about/>

**OCA (Organization of Chinese Americans) Pittsburgh - Asian Pacific American:** <http://www.ocapghpa.org/>

**The Filipino-American Association of Pittsburgh:** <http://thefaap.org/wp/>

**Women and Girls Foundation of Southwestern Pennsylvania:**

<https://wgfpa.org/>

**Urban League of Greater Pittsburgh:** <http://ulpgh.org/>

**Pennsylvania Women Work:** <https://www.pawomenwork.org/>

**Muslim Women's Association of Pittsburgh:**

<http://www.mwaofpittsburgh.org/home.html>

**Pittsburgh Hires Veterans:** <https://pittsburghhiresveterans.org/>

**Strong Women Strong Girls (SWSG) Pittsburgh:**

<https://swsq.org/locations/pittsburgh/>

**Pittsburgh Black Media Federation:** <https://pbmf.org/>

**Women's Press Club of Pittsburgh:** <http://womenspressclub.weebly.com/>

**Vibrant Pittsburgh:** <http://vibrantpittsburgh.org/#gsc.tab=0>

## STRATEGIES TO MITIGATE UNCONSCIOUS BIAS

- Learn as much as possible about unconscious bias, and ways to combat it.
- Tell your story ... and listen to the stories of others.
- Avoid stereotypes and overgeneralizations.
- Separate feelings from facts.
- Have a diverse group of people around the decision-making table.
- Engage in self-reflection to uncover personal biases.
- Develop safe and brave spaces to discuss unconscious bias.
- Don't expect a quick fix.
- Practice empathy.

## CONTACT

If you have questions, comments or would like to submit a resource to this toolkit, please reach out to the PRSA Pittsburgh Diversity & Inclusion Chair for support. Please allow 2-3 business days for review.

### **Taylor Fife**

*2021 Diversity & Inclusion Chair*

[taylorfifemarketing@gmail.com](mailto:taylorfifemarketing@gmail.com)

Learn more about PRSA Pittsburgh's Diversity & Inclusion efforts by visiting the chapter's [D&I webpage](#).