



ENCLOSURES FOR BLACK EXCELLENCE AWARD

1. One-page letter of recommendation from a PRSA member or an individual associated with the communications profession (corporate, agency, government, higher education or nonprofit).
2. 500-word personal essay or a video on why diversity matters to the public relations industry and the significance of having a diverse workforce in the public relations industry.

In addition, discuss one of these topics below in your essay:

- What is the role of communications professionals in helping companies and the city do better when it comes to racial equality?
- What Black communications role models do you look up to in this industry and why?
- What recent multicultural communication efforts have helped to bridge the gap between the community and your college/university or new place of employment?

Submit entries to: renaissance@prsa-pgh.org

Note, there is no entry fee for awards honoring individual/organization nominations.