

FOCUS ON DIVERSITY:

Lowering the Barriers, Raising the Bar

PR

Coalition

2005 SUMMIT

FOCUS ON DIVERSITY: *Lowering the Barriers, Raising the Bar*

Preface

The Public Relations Coalition, a partnership of 23 major organizations representing all of the communications disciplines with more than 50,000 members, has agreed there is a need for a focused effort to improve diversity within the industry. Recognizing that there are barriers to achieving true diversity in the workplace, the Coalition is committed to addressing the challenge.

Consensus on issues of diversity was reached at a Summit January 19 in New York City. As part of the framework for the day, an excerpt from the Coalition's working definition of diversity was presented by Meta J. Mereday, chair of the Focus on Diversity Summit and vice president, programs of the National Black Public Relations Society. It reads:

“Diversity is not about exclusion, but about inclusion in all respects. It is not about taking away anyone's position of power, but to build on it for the future. For the purposes of the Summit, the primary diversity issues are the importance of building alliances and generating outreach to increase the number of women and people of color within the upper ranks of the public relations industry.”

At the conclusion of an intense day of discussion, the PR Coalition asked for a formal commitment from the leadership – CEOs and Chief Public Relations Officers – of agencies and corporate communications departments to step up their efforts on diversity, endorsing the ideas and action models developed at the Summit.

The PR Coalition is also committed to establishing metrics for measuring the progress of the profession as a whole in achieving greater diversity. The Coalition will conduct an annual progress report with a goal of showing improvement in diversity.

The discussions at the Summit are summarized in this white paper along with the most promising ideas for improving diversity, not only within the organizations that make up the Coalition but throughout the public relations profession. The strategies and action models that are contained in this report cover a wide range of recommendations from mission statements and diversity training to educational outreach and advocacy. There is no easy solution for improving diversity in the profession, but the Coalition is committed to building a resource library of best practices that all of its members can draw upon.

As part of this commitment, Coalition members have pledged to step up their focus on diversity and to promote, internally and externally, their successes in creating greater diversity. Although the PR Coalition is an alliance without staff or budget, it will work collectively to accumulate and share ideas, best practices and resources that all member organizations can draw on.

The PR Coalition Summit was an important milestone in that it brought together the industry's top leaders to collaboratively address the vital issue of diversity. More important, the Summit represents an opportunity to begin to create a model for action that can have a significant impact on our society.



James E. Murphy
PR Coalition Chair
May 1, 2005

“IT’S TIME TO DO THE RIGHT THING”

In a speech at Syracuse University in the early '60s, Martin Luther King, Jr. entitled his remarks, “It’s time to do the right thing.” As a champion of human rights and inclusiveness, Dr. King wanted the students and teachers in his audience to understand that there are times when we need to work together to correct inequities in our society. His message is as relevant today as it was then. For the public relations profession, it is time to do the right thing by taking the lead in addressing diversity in the profession and in business in general.

The PR Coalition Summit was a starting point for defining the challenge of diversity, bringing together different points of view and focusing on key areas where action is needed. The discussions that took place helped frame the challenge, underscoring the reality that while the PR profession had been working on diversity issues, there had not been enough progress.

Having a wide variety of perspectives and talents in the workforce is an imperative for doing business in today’s highly competitive and increasingly global marketplace. University of Maryland Professor James E. Grunig, who has done extensive research on the subject of diversity, said, “Organizations become more effective when they have incorporated diverse values and talents into their structure and culture.”

A member of one of the Coalition organizations, Grunig added, “Diversity is simply smart business. An organization needs to have as much diversity inside the organization as exists beyond the boundaries of the organization.”

The Summit conferees were in agreement that all in the PR industry as well as non-PR disciplines within an organization, the academic community, and trade or community-based organizations have key roles to play. And perhaps most important, there needs to be a top to bottom commitment to diversity.

Time Warner CEO Richard Parsons, one of the few African-American CEOs in *Fortune 500* companies, was quoted in *DiversityInc* magazine as saying, “One of the problems is that you talk to people about diversity and you find they want to do the right thing, but it doesn’t happen. They say, ‘We couldn’t find anybody who was qualified’ and you know they actually couldn’t because they didn’t know where to look – you can’t find them at the (country) club.”

Knowing where to look and knowing how to recruit and retain a diverse workforce are among the most critical steps in improving diversity. Diversity training, mentoring and organizational changes are also essential elements. And perhaps most important, those in leadership positions must become advocates for diversity.

It is the intent of this white paper to provide guidance, counsel and actionable ideas that the PR profession can use to step up their efforts on diversity while also setting an example that others can follow.

DIVERSITY IN PUBLIC RELATIONS: THE CURRENT ENVIRONMENT

To assess the state of diversity in the public relations and communications industry, Business Planning & Research International (The BPRI Group) conducted a survey in October, 2004 that involved 362 PR and communications professionals who are members of organizations that are part of the PR Coalition.

The respondents to the survey saw three themes as best defining diversity:

- **incorporating the ideas of others**
- **involving people of all races and cultures**
- **creating opportunities for people of all races and cultures**

Within this broad definition of diversity, there were four populations that stood out. Racial minorities were included in the definition by more than 90 percent of the respondents. But women, the disabled and gays and lesbians also were frequently mentioned. On the other hand, one in five does not include women in their definition of diversity. One in four does not include the disabled and one in three does not include gays and lesbians. Other groups that were mentioned include senior citizens and religious and ethnic minorities.

Nine out of 10 believe the industry needs to improve insofar as diversity applies to minorities and half believe more needs to be done on behalf of women. The areas where respondents thought diversity could be enhanced ranged from networking activities and recruitment practices to community outreach and advancement procedures.

One in four PR professionals believes diversity is not as important to their respective organizations as it should be. Sixty-eight percent of the organizations in the survey do not have a formal process in place to administer diversity; only 15 percent say it is a “top management” administration issue. Forty percent of the organizations have no programs to implement diversity. A like percentage has no formal or published policy on diversity. Finally, 90 percent of respondents believe diversity issues relating to recruitment could be made more effective.

To address the survey results and add anecdotal background, three panels were convened to examine where diversity stands in the corporate, agency and academic universes. The discussions and ensuing dialogue with the conferees produced a generally positive view of the subject, but at the same time a sense of urgency that more needs to be done.

The Corporate View

Starting in the 80s, many corporations began to place more emphasis on diversity, driven in part by the intense competition for talent but also by economic pressures, particularly with the spread of globalization. It became part of business strategies to be as forward-looking as possible and having a diverse workforce was seen as a way to be more competitive. Progress, however, was slow. Too often, diversity was viewed as a purely HR issue and was lumped in with the many programs that could be considered expendable in bad economic times.

Fortunately, there were enough champions of diversity to keep the movement going. Bryan Simmons, vice president of client and industry communications for IBM, said their CEO emphasized diversity and as a result the company was very focused on where the next wave of talent would come from. “We’ve seen steady progress,” Simmons said, “but we need new tactics and strategies to make it an enduring focus.”

Others on the panel had similar stories to tell. At Johnson & Johnson, an office of diversity was created with communications at the core of planning, policy and programs. “It was an enormous effort,” Bill Nielsen, former corporate vice president for public affairs and corporate communications, said. “It brought forth many ideas that have been implemented. It’s an agenda that is here to stay, but we still have a long way to go.”

Cheryl Procter-Rogers, regional corporate affairs director for Home Box Office, said communicators need to be champions of diversity, finding creative ways to influence the leadership. She listed the attributes of a successful, diversity-driven organization as having an involved CEO, an integrated diversity effort supported by every part of the organization, a communications function influenced by input from the outside, and an organization where everyone speaks with the same voice about diversity.

Charles Young, senior vice president-marketing and communications for Tyco International, was less sanguine. “There has been progress,” he said, “but I’m not sure it’s sustainable unless we have clarity of vision, a



(Clockwise from top left) James E. Murphy, Accenture; Meta J. Mereday, National Black Public Relations Society; Charles Young, Tyco International; Bryan Simmons, IBM

culture of accountability and a way to sustain diversity when the leadership changes.” Young said there is a need to influence external audiences as well as internal ones. He was the first to suggest that the agencies that report to corporate public relations need to have more diverse account teams.

Nielsen, who described himself as a proponent of agencies as partners, said agencies often don’t have the resources to build a diverse staff. It’s up to corporations to work with them, he said. Procter-Rogers added that if corporate communicators aren’t resourceful in attracting minorities, how can we expect others to do so?

When asked what strategies can best attract diverse talent, there was an outpouring of suggestions. When agencies say they can’t find diverse talent, tell them to expand their universe. Encourage your field people to form relationships with minority organizations. Use search firms that specialize in diversity. Reach out to schools and colleges where the minority students are. Have more interaction with faculty as well as students to make them aware of opportunities in the business world. Offer scholarships and intern positions to minorities. Use community-based organizations such as THE LAGRANT FOUNDATION to get networked into the talent pool.

But there was agreement that recruiting is just the first step. There has to be a intensive orientation program in place that will help the new hires feel a part of the corporate culture they are joining. They need to know: How does the company work? What are my chances for advancement? What kind of training will I receive to help me succeed? “It’s not just about bringing people in,” Nielsen said, “it’s about keeping them and providing opportunities to advance.”

Simmons said IBM not only has an orientation program, they also assign both a mentor and a peer to their diversity hires. “You have to stay on top of the situation,” he said, “if you want to retain good people.”

Finally, there was agreement among the panel members that it’s not a supply issue. The talent is out there. It’s a question of knowing where that diverse talent is and how to attract and keep them.

The Agency View

One in four of the respondents to the pre-summit survey on diversity in public relations were professionals working for public relations agencies. More than half (55 percent) said they were dissatisfied with the state of diversity in their field.

How can we change that perception, the agency panel was asked. It starts with recruiting, said Ellen Shedlarz, chief talent officer worldwide for Hill & Knowlton. “To stop hiring in your own likeness,” she said, “the recruiting team must be diverse.” Patrice Tanaka, principal, Patrice Tanaka & Company, agreed. “The people hiring minorities,” she said, “should be minorities. You also need to provide mentoring and role models that reflect diversity” if you want to attract the best people.

For Ed Moed, managing partner, Peppercom, a turning point in their approach to diversity came when a highly rated intern turned down a job offer and told him that it wasn’t a comfortable workplace fit. That led

Peppercom to develop new programs built around diversity, Moed said, and to take a different approach to finding people from different walks of life. That includes reaching out to schools with large minority populations and urging staff members to do more networking with schools and organizations they are associated with.

Donna Renella, vice president – talent for Weber Shandwick, said to provide a comfortable setting when interviewing applicants, it’s important that those doing the interviews are sensitive to cultural differences. It also helps, she said, when half of your senior executives are women or minorities. Others cited senior level minority managers as a big factor in retaining people.

For agencies, the challenges of recruiting are not unlike corporations, except in scale. The biggest challenge, Moed said, is finding talent for the mid-level jobs. “It’s a big jump from (an entry level job) to being a strategist.”

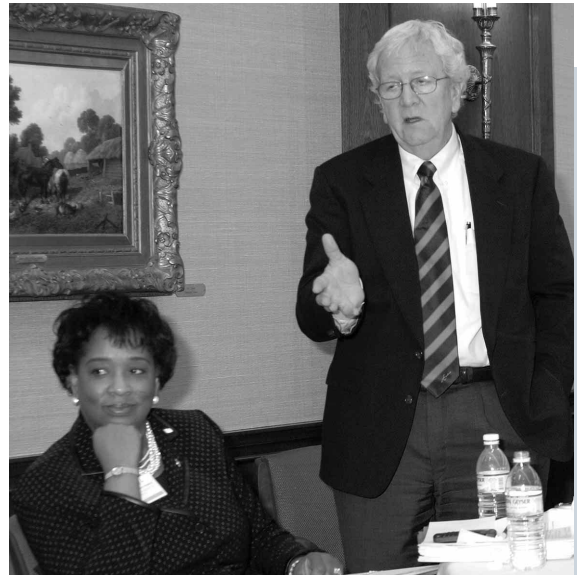
Once you have hired someone, how do you help him or her grow in the job? “Putting people in the right job is most important,” Shedlarz said. But then you need to provide opportunities for development and advancement.

Tanaka said her agency has knowledge-sharing programs with 12 to 20 workshops a year. They also have a professional development stipend so people can take advantage of outside programs. Finally, they collaborate with other agencies in order to pool training resources.

Shedlarz added that Hill & Knowlton also relies on partnering with other agencies on diversity training since nothing is available from other sources.

Moed said they train and develop 75 percent of their staff, bringing in people from the outside to fill the other jobs. “We need people,” he said, “who can help us in specific ways.”

All agreed that collaborations with corporate clients can make a difference. They have resources that agencies don’t have and can also create incentives for becoming more diverse. Leadership from the top of the corporate world, Tanaka said, would also help raise visibility for the entire PR industry on our efforts to address diversity issues. To be successful in encouraging more diversity, Renella said, you have to have a sustainable program.



*(Top) Cheryl Procter-Rogers, Home Box Office and Bill Nielsen, Johnson & Johnson
(Bottom from left to right) Ed Moed, Peppercom and Patrice Tanaka, Patrice Tanaka and Company*

The Education View

Academia represents the starting point for career choices. But it can also have an impact on increasing diversity in the public relations profession.

Lynn Appelbaum, chair and associate professor, Department of Media & Communication Arts at City College of New York, runs a program that helps students, mostly multi-cultural, learn about the public relations profession, gain the necessary skills and, most important, find jobs. “Most students haven’t been exposed to the corporate or agency environment,” Appelbaum said, “and need to know what the expectations are and how they can become good employees.”

Howard University offers a similar program, but with mixed results, according to Dr. Rochelle Ford, who is assistant professor and advertising and public relations sequence coordinator, Department of Journalism, John H. Johnson School of Communications. “There is a strong PR focus at Howard,” Ford said, “but you wouldn’t know it because not many students are being hired.” Nonetheless, she is very pleased that more agencies and corporations are beginning to look at Howard for talent.

Ford commented on one of the problems her students are encountering. “Every student is required to take an internship,” she said, “but the experience is not always positive. The culture (they encounter) makes them not want to return. As a result, many end up starting their own business.”

Judith T. Phair, president, Phair Advantage Communications, brought a unique view to the discussion. As incoming president of PRSA, she was able to share some of the experiences of that Coalition organization which has been a leader in promoting diversity. “Many young people don’t think of public relations as a career until well into their college education,” she said. “We need to start (promoting PR careers) at a younger age.” PRSA is doing that with their Career Academies that teach high school students about public relations. But more needs to be done, Phair said, and the public relations profession needs to be involved in this effort. “If we want the best and the brightest,” she said, “PR has to be a place that minorities want to come to (because they feel comfortable in a business setting).”

What is the discomfort that minority students feel? It takes various forms. “Students want to see someone who looks like them,” said Maria P. Russell, professor of public relations and director of New Initiatives in Public Relations Education, S. I. Newhouse School of Public Communications, Syracuse University. “Students relate to role models.”



Dr. Rochelle Ford, Howard University

Ford agreed that young people need someone they can talk to who understands their culture. She recommended the formation of ethnic affinity groups for mentoring new hires.

Taking students into a work environment is very important, Appelbaum said. Being exposed to professionals in a corporate setting, she said, “blows my students away.” They need a frame of reference and also need to hear multi-culturalists tell them what is required to make it in the corporate world.

The collective viewpoint for attracting more minorities to the profession was to start early in acquainting ethnic minorities with opportunities in public relations and exposing them to the corporate and agency worlds through internships and other means. To attract minority students, you have to think creatively. You also have to recognize that there is a geographic twist. What may work in urban environments won’t necessarily work in less urban locations.

“You have to prepare people to enter the public relations profession,” Appelbaum said, but once they are hired, you have to “help them succeed.”

MODELS FOR IMPROVING DIVERSITY: RECRUITING, MENTORING AND ADVOCATING

The plenary session that concluded the Summit produced a consensus and commitment from all Coalition members to step up their efforts on diversity. It also provided ideas and actions models for energizing that effort.

There were three areas – **Recruiting, Mentoring and Advocacy** – that were identified as key elements for improving ethnic and gender diversity in any organization. While there were specific recommendations for each area, it was recognized that they are interrelated and part of a process that can be adapted to meet the organization’s specific needs.

Recruiting: Throwing the Net Wider

Throughout the discussions on diversity, it was said repeatedly that, contrary to what some may think, there is not a shortage of qualified candidates. Candidates with the right skills are out there. And by using the right approach in recruiting and taking steps to create a workplace that is accepting of gender, race or ethnicity, high potential workers can be attracted to the public relations profession.

Here are steps that can improve recruitment practices and help create a more diverse workplace.

- 1. Make the recruiting of a more diverse workforce a top-down commitment and an integrated effort supported by every part of the organization.**

2. **Broaden the recruiting universe to include schools, colleges, community-based organizations and other professional groups that have large minority populations or outreach programs to minorities.**
3. **Encourage more corporate and agency interaction on minority recruitment. Corporations should insist on more diversity on their agency account teams.**
4. **Make sure the recruiting teams are diverse; train recruiters to be more sensitive to cultural differences.**
5. **Make use of role models – senior managers and new hires – when recruiting minorities.**
6. **Use search firms that specialize in diversity. Advertise in multi-cultural and diversity publications.**
7. **Offer intern positions to minority students as a way to acquaint them with careers at corporations or agencies.**

Mentoring: Sponsoring and Guiding the New Hire

Recruiting is the first step. Retaining the new hires comes next, and it requires a carefully thought out orientation program that will make a new person feel part of the organization and want to stay. It's not an easy task. People with different cultures, backgrounds and experiences bring different perspectives to the job, and they have to be addressed. But people of diverse backgrounds have much to offer and companies that are focused on diversity know that their transition into a new work environment can be successfully managed. Here are some recommended actions.

1. **Mentoring programs need support from top management who must lead by example.**
2. **Carefully match mentors and those to be mentored, based on the needs of both. Provide training and support groups for mentors, based on best practices, so they understand how the relationship should work.**
3. **Monitor the program; get regular assessments from both mentor and "mentee." Provide opportunity for either side to exit the program; reassign where necessary.**
4. **Form affinity groups to help mentor new hires.**

Advocacy: Support and Communicate

Diversity is an ongoing process that requires an organization to consistently communicate the importance of multiculturalism in the workplace. The communication must begin with a business strategy or mission linked to diversity that will help facilitate the dialogue that will build understanding and strengthen workplace relationships. To achieve the Coalition goal of ratcheting up the focus on diversity, PR professionals at all levels – corporate, agency and education – must become advocates for diversity, agree upon basic criteria for a positive

diversity approach throughout the profession and encourage corporate staffs, clients and agencies to follow this path to diversity. Here are some ways that can be done.

- 1. Communicate diversity as a business strategy. Explode myths about diversity such as fears about time, cost and negative impact.**
- 2. Reach out to high schools to expose students at an early age to PR as a career choice. Bring high school and college students into the business environment to learn about PR.**
- 3. PR Coalition organizations should make diversity part of their mission and appoint one Board member to focus on this subject.**
- 4. Build a sense of community using affinity groups, internal web sites and other vehicles to develop internal seminars that create a cross-cultural dialogue and exchange of views.**



Summit panel and audience

BUILDING A SUSTAINED FOCUS ON DIVERSITY

Diversity is part of the larger fabric of our society. “Make it clear,” Time Warner CEO Dick Parsons said, “that everybody can get invited (to the workforce) and then prosper once they’re here on the basis of what they bring to the party in terms of talent, sensibilities, initiative and performance.” In the end, everyone benefits.

Public relations and communications professionals have an important role to play in seeing that there is a sustained focus on diversity in American life. They can integrate the communications strategies that will produce positive outcomes in making their organizations more diverse. They can become advocates for diversity and influence others to follow. They can make a difference.

The ideas and initiatives in this white paper are directed at corporate leaders throughout America as well as the memberships of PR Coalition participating organizations, their agencies and clients. Together they create a framework for all leaders in the public relations industry to address the issue of diversity effectively.

RESOURCE GUIDE

During the Summit, attendees discussed three ways to help establish, maintain, and foster a more diverse community of PR professionals – through recruiting, mentoring, and advocacy. To further the process, examples of the tools they are using in these areas were assembled from feedback from Summit participants and through exchanges with leading corporations and institutions. The goal of this addendum is to bring about awareness of various programs, scholarships, and incentives that are available to attract and retain a more diverse pool of communications professionals.

■ Participant Mission Statements That Include Diversity

The Asian American Advertising and Public Relations Alliance

The Asian American Advertising and Public Relations Alliance (AAPRA) is a group of professionals in the communications industry, whose members represent a variety of talents across a broad range of communications disciplines from both corporations and agencies throughout the nation. AAPRA's mission is to link Asians working in the communications industry and provide these professionals with comprehensive information, skill-based resources, and connections to succeed in a highly competitive environment.

AAPRA holds numerous events throughout the year such as networking mixers, workshops and seminars, providing a forum for Asian professionals in the industry to join together. AAPRA also partners with a network of other multiethnic communications groups, organizations and professionals to provide its members with niche-specific insights and emerging trends from the advertising and public relations arenas.

National Black Public Relations Society

The National Black Public Relations Society was established to benefit top PR and affiliated services professionals. We aim to address the needs of the global society and to prepare future

PR professionals. Together, we will make a positive difference! NBPRS is your “one-stop” shop for top African American professionals in the following fields: public relations, public affairs, communications, media relations, community affairs, and government affairs.

The NBPRS' format covers major initiatives including: Career Development and Training, Program Enhancements, Chapter Mobilization, Networking and Scholarships. Through these initiatives, our mission is to address the challenges and emphasize the opportunities for the multifaceted constituency that we serve. Education, expansion and empowerment are key components to our mission and we are outlining our targets via this “success triad.”

THE LAGRANT FOUNDATION

THE LAGRANT FOUNDATION (TLF) is a nonprofit 501 (c)(3) organization whose mission is to increase the number of ethnic minorities in the fields of advertising, marketing and public relations by providing scholarships, career development workshops, professional development, mentors and internships to African Americans, American Indians/Native Americans, Asian Pacific Americans and Hispanics/Latinos. Their goal is to open the proverbial door for minorities by providing the necessary

resources and tools not commonly available to many minorities entering the fields of advertising, marketing, and public relations. Since its inception, TLF has given 60 scholarships totaling \$270,000, held eight career development workshops and placed nearly 40 students in quality internships around the country. Seeking to enhance the academic and professional development of undergraduate students pursuing careers in these fields, the activities of THE LAGRANT FOUNDATION are as follows:

- Scholarships
- Career Development
- Internship Programs
- Mentors
- Professional Development

Atlanta Public Schools

Our organization has a strategic goal to improve equity and diversity. We create and maintain a system-wide climate that supports and promotes an organizational culture that values equity and diversity. We consider every type of diversity important, from learning and leadership styles to gender and race. This has been one of the most difficult goals to clarify and identify measures that will truly move the organization forward. We use efforts such as community engagement, leadership training, and shared decision making to encourage diversity. We believe that the leaders are key to

understanding the need for diversity, and we have as session on diversity at our annual Leadership Retreat. With the redevelopment of Atlanta and the resulting change in demographics, we will expand our discussion and action over the next few years.

Jackie Robinson Foundation

Founded in 1973 by Rachel Robinson, the Jackie Robinson Foundation is a public, not-for-profit, national organization that awards four-year college scholarships to academically gifted students with financial need, enabling them to attend the college of their choice. JR Scholars also participate in the Foundation's unique comprehensive support system that includes leadership development, mentoring programs and career counseling. The graduation rate is 97% – the highest among comparable programs in the country. Support for JRF began with a grant from Unilever Home & Personal Care, NA (nee Cheseborough Ponds) in 1973. Since then more than 500 corporations, foundations, and individuals have partnered with JRF in the effort to impact young lives.

PRSA

The PRSA National Diversity Committee advances the objectives of and develops an inclusive society by reaching and involving members who represent a broad spectrum of ethnic, racial and sexual-orientation groups, and by providing professional development, knowledge and support to professionals of diverse race, gender, sexual orientation or ethnicity to help them succeed in public relations. The PRSA Diversity Committee objectives are as follows:

- Develop a one-year effort that will further diversity within the Society by providing tools, information and outreach to at least 50 percent of the Chapters to create a Society that truly reflects the diversity of the country.

- Expand inclusion of diverse speakers and topics related to multiculturalism or diversity in at least 20 percent of the professional development programs.
- Become a resource for diversity knowledge, education and awareness in the industry by working closely with industry and ethnic media.
- Partner with at least three other organizations with diverse professional memberships to provide member benefits or work jointly on industry programs

STRATEGIES: The program is best described as using a “building block” approach to achieving desired results:

- Building relationships with Chapters, Section, District and national leaders to embrace diversity and to expand the Diversity Committee mission.
- Building opportunities for members of diverse backgrounds by including them in key and visible roles throughout the Society.
- Building credibility for the effort through action and deliverables, including a tool kit, a teleconference to guide Chapters and continued dialogue with external sources.
- Building media exposure for PRSA's diversity initiative through opportunities in national, regional and local media in general market and ethnic media outlets to establish the Society as the source for diversity knowledge in public relations.

PRSA Foundation

Founded in 1990, the Public Relations Society of America Foundation is the philanthropic arm of the public relations profession. The mission of the Foundation is to foster, sponsor and conduct research, education and continuing education in public relations and to perform any acts, including the raising of funds necessary to carry out public relations research and education programs that address the value of

public relations to service the public good. Each year, the PRSA Foundation awards over \$16,000 in scholarships to undergraduate university students, including an essay competition awarding two scholarships in the amount of \$1,500 each to minority students. The Multicultural Affairs Scholarships assist and recognize young minority men and women for outstanding academic achievement and commitment to the practice of public relations.

Women Executives in Public Relations

Founded 58 years ago, Women Executives in Public Relations is the country's premier membership organization for accomplished women in the public relations and marketing communications fields. Members are highly respected for their professional accomplishments in diverse communications fields. WEPR membership provides an important career credential for PR practitioners. WEPR is the parent organization of The Foundation of WEPR, established in 1984 for educational and philanthropic purposes. The Foundation raises funds through tax-exempt contributions for scholarships to college undergraduate and graduate students who have demonstrated the potential and ability to succeed in public relations. It also conducts an annual competition for the best communications programs in social responsibility, in the profit and nonprofit sectors, and presents the winners with the Crystal Obelisk Award™ at a benefit luncheon.

RESOURCE GUIDE

■ Recruiting: *To secure the services; to enlist new members*

Arthur W. Page Society

The Arthur W. Page Society is focused on the issue of diversity in three distinct areas: membership, programming and recruitment. Specifically in the area of recruitment, the organization has established a “Pathways to Diversity” scholarship program, in partnership with THE LAGRANT FOUNDATION and Inroads, to support talented minority students who choose public relations and corporate communications as a career path. In the first year of the program, the Page Society set aside \$20,000 for scholarships, funded entirely by the Society. The scholarships were awarded in 2004. Later that year, the program was expanded with a doubling of the funds earmarked by the Society to \$40,000 and the addition of a matching gift component. Society members contributed \$40,000 to the effort, resulting in a total of \$80,000 in scholarship money to be awarded to deserving minority students enrolled in undergraduate PR and corporate communications degree programs in 2005.

Cantor Concern

The Cantor Concern is an executive recruitment firm that has a minority-recruiting database.

Council of PR Firms

To increase the talent pool and educate candidates about a career at a PR firm, the Council participates in career fairs, supports THE LAGRANT FOUNDATION’s education effort and promotes its members internship programs.

Heyman Associates

Heyman Associates, an international executive search firm specializing in corporate PR and marketing communications, regularly provides speakers on ways to create a more diverse PR team through relationships. The firm’s record of diversity placements is about 14 percent over the past 18 months. Heyman Associates maintains an active network and database of diversity candidates which is generated by regular participation in organizations such as the Black Public Relations Society of America and THE LAGRANT FOUNDATION, of which Bill Heyman is a board member.

Howard University

Reaching out to minority universities is a prime awareness resource for recruitment. Programs such as the Fox News-Howard University Internship provide a source for minorities interested in pursuing careers in communications. The Fox News-Howard University Internship Program has quickly become one of the most prestigious programs on the Howard campus. It is available to upper division students in the Howard University School of Communication.

Howard University also maintains an alumni database for mid- and senior level executive recruiting.

IBM

IBM provides training to create awareness of diversity within the company.

THE LAGRANT FOUNDATION

TLF annually provides 10 scholarships to undergraduate students who are attending accredited, four-year institutions and are pursuing careers in the fields of advertising, marketing or public relations.

PRSA

As an additional tool of the online Job Center, the Diversity PROs new skills area offers both candidates and employers the opportunity to identify special skills obtained through experience, special training or personal interests. Focusing on diversity specializations, Diversity PROs was created in response to the need and demand in public relations employment for a pool of candidates with diversity experience. This new part of the Job Center Web site helps employers identify individuals who have public relations experience, special training or personal interests and skills in the areas of multicultural communications and diversity. And it helps individuals with those talents alert employers that they are available for those positions that demand a background in diversity specializations. Diversity PROs also assists candidates in identifying prospective employers who are sensitive to specific needs.

■ **Mentoring:** *To perform as a trusted counselor or guide*

Atlanta Public Schools

APS has a mentoring program that is targeted toward:

- New Teachers who are assigned a mentor who has been trained to work with them during their first three years.
- Newly appointed principals are assigned a retired principal as a mentor. This allows more time for work-day visits and consultation. Each senior cabinet member is also assigned to each new principal. They handle the organizational support issues that a new principal may need to overcome.
- New senior cabinet members, who frequently come from outside the school district, are assigned a mentor from the senior cabinet. This person looks out for his/her peer and guides the person through the political landmines.

Howard University

Howard University has a program in place with Tine Warner-owned companies that involves seasoned professionals sharing their wisdom and skills with students. Most significantly it involves industry professionals invited by faculty members, to come on campus to interact with students in a classroom environment.

IBM

IBM has in-house mentoring programs, and encourages members of the executive community to participate and reach out to communication departments in historically black colleges.

THE LAGRANT FOUNDATION

The Foundation annually coordinates a career development workshop for its 10 scholarship recipients. The workshop provides the recipients with an opportunity to speak with industry profes-

sionals about their field of interest and specialty. TLF has recently begun holding workshops for student outside of its scholarship recipients. Workshops will be held in all the major markets nationwide. TLF also provides internships to scholarship recipients at selected advertising, public relations and marketing agencies, as well as, publishing companies, and communications-related businesses. Internships consist of ongoing, hands-on communications experience and training for at least a three-month period.

TLF enables scholarship recipients to team-up with mentors who provide them with opportunities for experience, exposure, guidance, and career development. The mentors are advertising, marketing, and public relations professionals who volunteer their time twice a month to meet in-person with the student and provide academic and professional guidance.

■ **Advocacy:** *The act or process of advocating or supporting a cause or proposal*

Atlanta Public Schools

Atlanta Public Schools shows support of Diversity through leadership training. With a five-year grant from the Wallace Foundation, the school system is working with an initiative called Project LEAD Atlanta. They are training new leaders, from teachers to administrators, in the principles of leadership. They conduct an annual leadership retreat that includes all levels of leadership from schools to central office. With the shortage of those willing to take the helm of a school or system, they are growing our own. The Wallace Foundation is funding several systems across the nation. Each system has its own approach to this program.

IBM

IBM just organized a diversity-networking group to address issues.

THE LAGRANT FOUNDATION

TLF also offers a program called Professional Development. This is a great example of follow through and support. Scholarship recipients receive an ongoing professional development until the student obtains a position in advertising, marketing, or public relations. Development includes, resume writing, interview skills, internship and job research skills, grammar review, writing skills, business etiquette, interpersonal skills, tips on company politics, professional appearance, and providing necessary materials such as a briefcase, business card holder, resume

folder, portfolio case and access to computer training.

National Black Public Relations Society

The National Black Public Relations Society will develop a special task force that will be responsible for the development and implementation of a directed diversity audit of public and government agencies and corporate communications/public relations departments to determine their 3-D (diversity due diligence) score. This task force will be comprised of leading authorities in diversity, public relations and business operations. NBPRS will rank the organizations on a ten point scoring format and salute those companies with exceptional programs at its national conference. The programs for these

RESOURCE GUIDE

Advocacy *(Continued from previous page)*

companies will be featured on the NBPRS Web site as benchmarks for others to follow. NBPRS will recommend model programs for those organizations that need to improve their score and implement a comprehensive diversity program. NBPRS will conduct the audit on an annual basis and provide semi-annual updates and feedback from members on current trends and industry highlights.

NBPRS will continue its efforts to develop strategic alliances with organizations with similar goals and objectives in an effort to reinforce the need for multicultural inclusion in public relations and to provide a much-needed voice for African-American public relations professionals. NBPRS will also welcome participation by other organizations as co-sponsors of events geared toward diversity training and awareness in multiple locations – in particular where chapters and affiliates exist – to take place prior to the national conference. This will help strengthen the local chapter/affiliate structure and promote the “24/7” relevance of diversity and the importance of a strong local presence and national connection.

PR Newswire

PR Newswire has an in-house Diversity Committee led by the COO.

This committee consists of 12 people who research and evaluate diversity within the organization. They initiate efforts and avenues to create diversity.

PRSA

www.diversity.prsa.org is a Web site within PRSA’s own site specifically providing members, Chapters, Districts and Sections information, knowledge and tools for their own diversity initiatives.

The Diversity Tool Kit is a members-only benefit that offers ideas for Chapters/Districts/Sections based on the success of Chapters which have already employed a tactical focus and achieved results in PRSA’s current diversity program. Chapters/Districts/Sections that already have a diversity committee, or are considering establishing one, are able to easily incorporate some of the suggestions outlined within the Diversity Tool Kit framework. It contains diversity-related research, materials, applicable tools, professional development opportunities as well as linkages with key organizations. The creation of the Diversity Tool Kit rests on two objectives: to educate members by providing them the resources needed to help manage their own Chapter/District/Section diversity initiatives and to influence the composition of their professional development and membership so that the diversity of its membership reflects and embraces the diversity of the profession.

The PRSA also offers several monetary awards to local chapters who advance their diversity initiative. The Award is given to a PRSA Chapter that embodies and demonstrates key values in diversity as outlined in Advancing Diversity’s Mission.

National School Public Relations Association

NSPRA offers Blue Ribbon Chapter Awards to NSPRA state chapters for efforts to work toward NSPRA’s mission, goals and objectives. Required efforts include:

- Yearly projects to support NSPRA goals
- NSPRA membership campaign
- Serve as public relations counsel to

the education community

- Broaden and expand the number and types of publics with which chapter interrelates
- **Promotion of racial minority membership and cultural diversity**
- Chapter programs which enhance NSPRA’s mission to assure lifelong learning by improving education through responsible communication and interpersonal relationships

Arthur W. Page Society

The Page Society’s Pathways to Diversity program is part of an industry-wide effort to create more diversity in the public relations profession. Debra Sanchez-Fair, who is co-chair of the Society’s Diversity Task Force, offers the following thought: “We are trying to encourage and even model a business approach that values inclusiveness and understanding. We believe that the best possible thinking, ideas and results can only come from a truly diverse work force that represents multiple backgrounds and nationalities.”

Cook Ross

Cook Ross facilitated the one day summit eliciting action items to form the basis of the white paper. They strongly feel that offering diversity within themselves as a service to clients is not only creative, but also progressive:

Many companies in America today look at diversity as a potential organizational “problem” to be avoided, or, after the fact, as a public relations emergency to be handled. Often they seek diversity training for self protection, as in “what are we obligated to do so as not to be sued for sexual harassment, race, age, or gender discrimination.” At Cook Ross, they see diversity

Advocacy (Continued from previous page)

not only as an issue of compliance and training, but as a business advantage. They believe that cultural competency can be learned and developed, and that it can lead to unprecedented growth and vastly improved productivity, morale, internal communication, leadership, and customer satisfaction. In helping organizations develop cultural competence, they empower employees with a set of new skills, enabling them to relate more positively to customers and each other.

Cook Ross can assist organizations through the following services:

- *Strategic Diversity Consulting*
ensuring that the complete ‘big picture’ is in mind when reshaping an organization’s culture
- *Diversity Marketing Consulting*
Creating a marketing plan, based on focus groups, surveys, and other market analyses methods, that WORKS in the new, ever-changing marketplace.
- *Recruiting Strategies and Training*
Redesigning recruiting efforts to ensure that the best resources are brought into an organization – and keeping them.
- *Diversity and Cultural Competency Trainings*
Identifying, preventing, and resolving bias regarding any area, including culture, gender, disability, age, sexual orientation, and family status.
- *Developing Diversity Metrics*
Putting the right metrics in place to encourage appropriate behaviors and measure diversity performance accurately.
- *Mentoring Programs*
Designing and building structured and informal mentoring programs, training both mentors and proteges in knowing how to get the most out of the relationship.
- *Sexual Harassment Training*
Guidance through the legal and financial ramifications of sexual harassment, and moving an organization toward a workplace that empowers people and enhances their work relationships, building cooperation and productivity.
- *Developing Cultural Competency for Global Business*
Training trainers themselves about the nuances of leading training programs in different countries and cultures, in order to be successful in multitudes of environments.

■ Additional Resources

PUBLICATIONS

African American Newswire
www.unityfirst.com/

Asian Journal
www.asianjournal.com/

Black Enterprise Magazine
www.blackenterprise.com/

The Network Journal
www.tnj.com/

Columbia Journalism Review
www.cjr.org/

DiversityInc Magazine (and DiversityInc.com)
www.diversityinc.com/

El Diario/La Prensa
www.eldiariomy.com/
www.laprensa.com/

Hispanic Business Magazine
www.hispanicbusiness.com/

Hispanic Magazine
www.hispanicmag.com/

Hispanic PR Wire
www.hispanicprwire.com/

Upscale
www.upscalemagazine.com/

ORGANIZATIONS

Asian Americans for Equality
www.aafe.org/

Asian American Net
www.asianamerican.net/

Hispanic Association on Corporate Responsibility
www.hacr.org/

Hispanic Magazine Monitor
www.hispmagmonitor.com/

Hispanic Marketing & Communications Association
www.hmca.org/

Hispanic Outlook
www.hispanicoutlook.com/

Executive Leadership Council
www.elcinfo.com/

NAACP
www.naacp.org/

National Association of Black Journalists
www.nabj.org/

Department of Interiors Workplace Diversity
www.doi.gov/diversity

National Hispanics Business Association
www.nhba.org/

National Minority Supplier Development Council
www.nmsdcus.org/

National Urban League
www.nul.org/

NBPRS
www.nbprs.org/

United States Hispanic Chamber of Commerce
www.usbcc.com/

100 Black Men
www.100blackmen.org/

100 Black Women
www.ncbw.org/

RESOURCE GUIDE

Additional Resources *(Continued from previous page)*

ADDITIONAL DIVERSITY READING:

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MODELS FOR DIVERSITY PROGRAMS

1. Coca Cola. (Accessed 2005). *Diversity*: <http://www2.coca-cola.com/our-company/ourdiversity.html/>
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DEFINITION OF DIVERSITY USED AT PR COALITION SUMMIT

The word “diversity” encompasses a variety of meanings and understandings depending on whom you ask and in what context. In the general market, diversity could mean the inclusion of all people, cultures, languages, thoughts, perspectives, et al into the overall structure that we call society. From a business standpoint, diversity means the inclusion and representation of people for diverse backgrounds, genders, ethnic, cultural, socio-economic and geographic spectrums in all areas of the business dynamic both internally and externally. It also means the inclusion of the visual representations, ethnic awareness and cultural spectrums in the external mediums that are used to transmit information and exchange ideas within the global environment to reflect all people and a wider variety of thoughts.

In the field of public relations, the emphasis on diversity is crucial because of the broad-based messages that PR Practitioners encourage their clients to pursue as they translate their community outreach and corporate goodwill. Without a broad-based representation that includes people of color, women, senior citizens, physically challenged individuals and others, the concepts and ideas that can best reflect our global environment are transmitted from a mindset that is narrow in scope and monoracial in structure thus minimizing the message and reducing its effectiveness in reach and authenticity. Thus, the “relations” are strained in the global market because the diverse “public” is not reflected or served in the message or by the messenger.

Diversity is not about exclusion, but about inclusion in all respects. It is not about taking away anyone’s position of power, but building on it for the future.

For the purposes of the Summit, the primary diversity issues are the importance of building alliances and generating outreach to increase the number of women and people of color within the upper ranks of the Public Relations industry. While women are making tremendous gains and advancing into senior level and leadership positions, there are still “ceiling” issues for all women. On the other hand, all minorities are still fighting the thicker “ceilings” that lie between the mid level and senior levels in management while attempts to “diversify:” these levels revert to archaic mindsets that still deem it necessary to “train” and “mentor” seasoned executives. Thus, the “spirit” of diversity in the present is lost in the “misperceptions” of the past reflected by the ongoing stereotypes and limited outreach and interaction.

Therefore, diversity truly transcends the notion that it is about color or gender, but of the mindset and the willingness to be open, to learn, and to grow. It is not a simple term to define or an issue that will have a singular solution.

— META J. MEREDAY
Summit Chair

PR COALITION DIVERSITY TRACKING SURVEY

This research study is directed at tracking diversity statistics in the public relation and related communications fields. It is the intent of the PR Coalition to gather this data annually from agency CEOs and senior corporate communications officers in the United States. The study is part of the commitment made at the Diversity Summit meeting in January, 2005 to step-up efforts to improve diversity in these fields.

It is being conducted pro-bono on behalf of the 23 member organization of the Coalition, representing over 50,000 professionals in the United States by BPRI, a WPP research firm. Questions and/or comments can be directed to James E. Murphy at 917-452-4598 or james.e.murphy@accenture.com.

Please answer a few questions about yourself:

Q1. What is your Geographic Location within the United States: (Check one)

- USA: Northeast USA: Central USA: Southwest
 USA: Southeast USA: Midwest USA: West Coast

Q2. What is your title? (Check one)

- CEO of PR Agency
 Head of Corporate Communications Department
 Other (Please specify) _____

Q3. What is the total size of your agency or organization (based on revenue in US Millions)?
(Enter number)

Q4. For respondent other than PR Agency CEOs: What is the size of your organization's annual budget?
(Enter number)

Q5. How many total employees do you supervise in your agency or department?
(Enter number)

- 0 – 250 501 – 1000 5,001 – 10,000
 251 – 500 1,001 – 5,000 > 10,000

Q6. Based on the total number of U.S. employees you supervise, what is the percentage representation for each gender? (Should equal 100%)
(Enter percent for each)

- Males _____ Females _____

Q7. Based on the total number of U.S. employees you supervise, what is the percentage representation for each of the ethnicities listed below? (Should equal 100%)
(Enter percent for each)

- White _____ Black or African American _____ Hispanic or Latino _____
 Asian _____ American Indian _____ Other (please specify) _____

Q8. Based on the total number of U.S. employees you supervise, what is the percentage representation for each of the populations listed below? (Should equal 100%)
(Enter percent for each)

Gays/Lesbians _____ Disabled _____ Workers over age 55 _____

Q9. Based on the total number of U.S. employees you supervise, what is the percentage representation at each level for minority employees? (Should equal 100%)
(Enter percent for each)

Senior Management _____ Managerial _____ Non-Managerial _____

Q10. Based on the total number of U.S. employees you supervise, what is the percentage representation at each level for female employees? (Should equal 100%)
(Enter percent for each)

Senior Management _____ Managerial _____ Non-Managerial _____

Q11. Based on the total number of U.S. employees you supervise, what is the percentage representation at each level for minority employees? (Should equal 100%)
(Enter percent for each)

Senior Management _____ Managerial _____ Non-Managerial _____

Q12. How diverse do you feel the PR industry is now as it pertains to minorities at all levels?
(Check one)

- The Public Relations industry is very diverse.
- The Public Relations industry needs some improvement.
- The Public Relations industry needs a lot of improvement.
- Not applicable / Don't know

Q13. How diverse do you feel the PR industry is now as it pertains to women at all levels?
(Check one)

- The Public Relations industry is very diverse.
- The Public Relations industry needs some improvement.
- The Public Relations industry needs a lot of improvement.
- Not applicable / Don't know

Q14. Which of the following areas do you think need improvement in the PR industry to enhance diversity?
(Check all that apply)

- Recruitment Practices Networking Activities Advancement Procedures
- Employee/Client Training Community Outreach Organizational Affiliations
- Attitudes towards Minorities and Women Raising entry level salaries
- Other (please specify) _____ Not applicable / Don't know

Thank you very much for your time and input.

PRE-SUMMIT RESEARCH

DIVERSITY IN THE PUBLIC RELATIONS AND COMMUNICATIONS INDUSTRY

A report prepared by the BPRI Group for the PR Coalition, October 2004. A copy of the full report can be obtained by contacting the Arthur W. Page Society, 212/400-7959.

INTRODUCTION

This report summarizes the findings and conclusions to emerge from a survey of 362 public relations and communications professionals regarding their views and opinions of the state of diversity in the public relations and communications industry as a whole, and within their own organization in particular.

The research was conducted by means of a self-completion questionnaire administered on the Web with invitations to participate sent to the membership of 19 professional organizations representing various facets of the public relations and communications industry.

The appendix to the report details the characteristics and profile of the 362 individuals participating in the research.

SUMMARY OF KEY FINDINGS AND CONCLUSIONS

WHAT IS DIVERSITY?

Three prime themes emerge from PR professionals' **definition of Diversity**:

- Incorporating the ideas of others
- Involving people of races and cultures
- Creating opportunities for people of all races and cultures

Three prime themes emerge for **why** PR professionals think **Diversity is important**:

- Good business practice
- Social involvement
- Social representation from communities within which business operates

Seventy-nine percent of PR professionals believe diversity issues are applied to recruitment processes; 54 percent believe they are applied to mentoring and training; and 48 percent say they are applied to career advancement.

The converse is that **1 in 5 PR professionals believe diversity issues are not applied to recruitment processes, and nearly 1 in 2 believe diversity is not applied to staff mentoring, training and career advancement.**

DIVERSITY IN THE PUBLIC RELATIONS INDUSTRY

- (a) Nearly **1 in 2 respondents are dissatisfied with the current state of diversity** in the public relations industry.
- (b) **Ninety percent of respondents believe the public relations industry needs to improve** in so far as diversity applies to **Minorities**; **50 percent believe the industry needs to improve** in so far as diversity applies to **Women**.
- (c) **Key areas of focus** within the public relations industry to enhance diversity are considered to be:
 - Networking activities
 - Recruitment practices
 - Organizational affiliations
 - Community outreach
 - Procedures for advancement

DIVERSITY IN THE PUBLIC RELATIONS ORGANIZATION

- (a) One in 4 PR professionals believe diversity is **currently not as important** to their employer organization as it should be.
- (b) One in 4 PR professionals have **sitting on their Executive Board** an individual who represents diversity.
- (c) In 68 percent of organizations there is **no formal process in place to administer Diversity**; in only 15 percent of organizations is it a “top management” administration issue.
- (d) One in 6 organizations have **sitting on an Education Task Force** an individual to represents diversity.
- (e) One in 2 organizations have **metrics in place** to measure the implementation of diversity.
- (f) Forty percent of organizations have **no programs to implement Diversity**. Key activities among the 60 percent who do are:
 - Multi-cultural events
 - Community outreach participation
 - Diversity/affinity groups
 - Recruitment focus on colleges/universities dominated by minorities/females
 - Student orientation events
- (g) Forty percent of organizations have **no formal or published policy** on diversity.
- (h) Sixty-two percent of PR professionals say their employer organization has **no comprehensive process** to ensure all employees are aware of the organization’s policy on diversity; only **2 in 5 organizations ensure individual employees** receive a written description of the organization’s diversity policy.
- (i) Seventy-five percent of PR professionals say their organization provides **no regular training for their staff on Diversity issues** and 1 in 4 have no plans to do so.
- (j) Ninety percent of respondents believe diversity issues in so far as they relate to recruitment at their organization could be made more effective.
- (k) **Key areas required to enhance Diversity in recruitment** are considered to be:
 - Improvements in outreach
 - Greater collaboration with minority and women organizations
 - Increased cultural awareness
 - Expanding opportunities for minorities and women
 - Increased levels of staff training and support

SUMMIT PROGRAM AGENDA

2005 PR COALITION SUMMIT – JANUARY 18-19, 2005

FOCUS ON DIVERSITY

Hosted by:

BusinessWeek

1221 Avenue of the Americas, New York, NY

DAY ONE — TUESDAY, JANUARY 18, 2005

6:00 P.M. **NETWORKING RECEPTION & DINNER**
50th Floor Ballroom
 Join us for an informal evening of introductions and discussion to “break the ice” with an impressive view of New York City.

DAY TWO — WEDNESDAY, JANUARY 19, 2005

7:15 A.M. **REGISTRATION SET UP**

7:30 A.M. **REGISTRATION/NETWORKING BREAKFAST**
50th Floor Ballroom

8:00 A.M. **OPENING REMARKS**
50th Floor Ballroom
James E. Murphy, *Global Managing Director – Marketing and Communications, Accenture and PR Coalition Chair*

Meta J. Mereday, *Vice President Programs and General Administration, National Black Public Relations Society and Chair, Summit Planning Team*

8:10 A.M. **DIVERSITY SURVEY RESULTS**
James E. Murphy for Jonathan Shingleton, *Chairman, BPRI Group*

8:30 A.M. **CORPORATE SESSION**
 Corporate America continues to identify ways to “walk the talk” regarding diversity. The Public Relations industry prides itself on being inclusive, but there are many underlying circumstances that reflect otherwise. How do you get from here to there? Leaders from major corporations will discuss their strategies, tactics and progress in making their own organizations more diverse and ensuring that a focus on diversity becomes a business imperative. Their advice on overcoming obstacles, measuring success and fostering a culture that embraces diversity will offer valuable perspective and ideas to use in creating your own model for action.

Panelists:

W.D. (Bill) Nielsen, *Former Corporate Vice President – Public Affairs & Corporate Communications, Johnson & Johnson*

Cheryl Procter-Rogers, *Regional Corporate Affairs Director, Home Box Office; incoming President, PRSA*

Bryan Simmons, *Vice President of Client and Industry Communications, IBM*

Charles Young, *Senior Vice President – Marketing And Communications, Tyco International*

Moderator: **Angela A. Buonocore**, *Vice President – Corporate Communications, The Pepsi Bottling Group*

9:30 A.M. **BREAK**

AGENDA (CONT.)

- 10:00 A.M. **AGENCY SESSION**
50th Floor Ballroom
Public Relations agencies hire professionals with experience in public relations and/or expertise relevant to the firm's clients. Ideally the firm's staff should represent ethnic and gender diversity as well. Hear from PR Agency executives how they seek to identify, train and retain an ethnically diversified work force. This session will address available opportunities and existing challenges with discussions that will target resources and programs designed to increase collaborations and access.
Panelists:
Donna Renella, *Vice President – Talent, Weber Shandwick*
Ed Moed, *Managing Partner, Peppercom*
Ellen Shedlarz, *Chief Talent Officer Worldwide, Hill & Knowlton*
Patrice Tanaka, *Principal, Patrice Tanaka & Company*
Moderator: **Kathy Cripps**, *President, Council of Public Relations Firms*
- 11:00 A.M. **EDUCATION SESSION**
50th Floor Ballroom
Academia often represents the starting point for establishing not only career objectives, but learning about stereotypes of all kinds. In this session, you will hear from educators, researchers, administrators and a PR consultant to educational institutions who will discuss how an educational environment and research impact upon diversity. They will demonstrate the need for building alliances between educational institutions and public/private sector entities to ensure the inclusion of a diverse workforce in the Public Relations industry and in the training of Public Relations professionals.
Panelists:
Lynn Appelbaum, *Chair and Associate Professor, Department of Media & Communication Arts, City College of New York.*
Dr. Rochelle Ford, *Assistant Professor & Advertising and Public Relations Sequence Coordinator, Department of Journalism, John H. Johnson School of Communications, Howard University*
Judith T. Phair, *President, PhairAdvantage Communications and President, PRSA*
Maria P. Russell, *Professor of Public Relations and Director of New Initiatives in Public Relations Education, S.I. Newhouse School of Public Communications, Syracuse University*
Moderator: **Della Britton Baeza**, *President & CEO, Jackie Robinson Foundation*
- 12:00 P.M. **WORKING LUNCH**
Meta J. Mereday – Morning session recap, discussion of business case and charge for afternoon break-outs
- 1:30 P.M. **CONCURRENT BREAKOUT SESSIONS:**
1. RECRUITING – *45th Floor: Empire Room*
Session Leaders: **Judith Harrison**, *Senior Vice President – Human Resources, Ruder Finn*
Leslie Traub, *Facilitator, Cook Ross, Inc.*
2. MENTORING – *45th Floor: Conference A*
Session Leaders: **William F. Doescher**, *President, The Doescher Group Ltd.*
James Rogers, *Facilitator, Cook Ross, Inc.*
3. ADVOCACY – *50th Floor Ballroom*
Session Leaders: **Douglas G. Pinkham**, *President, Public Affairs Council*
Udall De'oleo, *Facilitator, Cook Ross, Inc.*
- 2:30 P.M. **BREAK**
- 3:00 P.M. **FULL PLENARY** — Wrap-Up Session
Session Leader: **Leslie Traub**, *Facilitator, Cook Ross, Inc.*
- 4:30 P.M. **CLOSING REMARKS & ACKNOWLEDGEMENTS**
James E. Murphy

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