

Diversity and Inclusion in Public Relations

How to make PR inclusive

By: Alejandra Balbuena

Diversity and Inclusion are currently a very hot topic in Public Relations. After the summer of 2020, PR as well as many other industries were put to the test. Could they put their money where their mouth was? I think that diversity and inclusion should not have been a trend that we started now, it should have been put into motion years ago. There needs to be an [understanding that diversity, inclusion, and equity are not the same thing](#). Diversity is all the ways in which people differ, it's used in reference to race, ethnicity, and gender, but there are broader elements such as age, sexual orientation, and religion. Inclusion is creating environments in which any individual or group can be and feel welcomed, respected, supported, and valued to fully participate. This means not having microaggressions or implicit biases lurking. Equity is the fair treatment, access, opportunity, and advancement for all people, while at the same time striving to identify and eliminate barriers. It is important to note how crucial these definitions are if you truly want to implement them into your PR profession.

The Wheel of D&I



The Diversity and Inclusion Wheel is a tool for PR practitioners. It is made to make sure professionals put forth a diverse team so that they may have a diverse campaign put together. Every layer in the outer wheel does not have to be used but it's there to spark conversation within the team. Diversity and Inclusion need to be at the front of the mind so that it can be conscious. Many people suffer from implicit biases, so using the wheel can help erase those biases from campaigns. There are [4 steps](#) you can take in an exercise to use the wheel properly.

TARES Test

As stated before, we're in a new world. A great tool that can be used to focus on diversity and inclusion is the TARES test. It's used for ethical conundrums and can help the PR pro make the best ethical decision. [TARES breaks down](#) to truthfulness, authenticity, respect, equity, and social responsibility. Following these steps can help ensure that campaigns, as well as companies, maintain an ethical work environment and experience. The 5 points each list questions that must be answered in order to determine the impact of the action, which help keep track of the process for the PR pros.

D&I Statements

Another crucial tool of diversity and inclusion is [public statements by brands and companies](#) detailing their mission and their promise to D&I. A lot of companies started putting these statements on their websites so they could be easily accessed by future employees and customers. Executive communication also falls under diversity and inclusion statement tools because these are sent to all the employees or made public on the website as well. Statements like these are important for the brand because it shows the public that they are committed to diversity and inclusion. It sends a strong message that a lot of companies needed to boost their image after many events last year.

Diversity and Inclusion are crucial to the growth of the PR profession. There is no reason why PR pros should fall behind the curb and lose the chance to be part of the change that is occurring in our society. These strategies are not difficult to follow through, the hard work is that the people have to face their own problems in the industry so that a new day may dawn.

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About the author:

Alejandra Balbuena is a new public relations professional. Currently, you can find her studying journalism with a concentration in public relations with minors in Spanish and social sciences at the University of North Texas. She graduates in May of 2021.

Citations:

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