

PLANNING GUIDE FOR CALLS TO ACTION BY BLACK INDUSTRY VOICES		
ACTIONS	METRICS/TIMING	STATUS
Make a specific, measurable, and public commitment to improve Black representation at all levels of agency staffing, especially Senior and Leadership positions; PRC strongly recommends committing to hiring at least one senior Black professional by the end of 2021, *, **		
Track and publicly report workforce diversity data on an annual basis to create accountability for the agency and the industry*		
Audit agency policies and culture to ensure the environment we work in is more equitable and inclusive to a diversity of backgrounds and perspectives*		
Provide extensive bias training to HR employees and all levels of management		
Extend agency outreach to a more diverse representation of colleges, universities, and art schools*		
Expand residencies and internship programs to candidates with transferable skills who may not have taken a traditional educational path toward [public relations, marketing and] advertising; <i>PRC would like input about diversifying away from 4-year degree programs to improve diversity</i>		
Create, fund, and support Employee Resource Groups (ERGs) for Black employees		
Invest in management and leadership training, as well as mentorship, sponsorship, and other career development programs for Black employees*		
Require all leadership to be active participants in company Diversity & Inclusion initiatives and tie success in those initiatives to bonus compensation*		
Create a Diversity & Inclusion committee made up of Black and NBPOC employees to help shape diversity & inclusion policy and monitor its progress		
Establish a diversity review panel to stem the spread of stereotypes in creative work and ensure offensive or culturally insensitive work is never published		
Introduce a wage equity plan to ensure that Black women, Black men and people of color are being compensated fairly; <i>PRC strongly condemns pay inequalities of any kind in our industry</i>		

*Action suggested by Mike Paul, industry advocate

* *Action required by Diversity Action Alliance Commitment, which we will be encouraging members to sign. The DAA is a coalition of Public Relations and communications leaders joining forces to accelerate progress in the achievement of meaningful and tangible results in diversity, equity and inclusion across our profession.