

PRSA



**voices 4
everyone**
PLAYBOOK

Turning Public Relations Strategies Into Action

ABOUT

Voices4Everyone (V4E) is an evergreen PRSA program aligned with the organization's strategic plan and aimed at sparking a national conversation around diversity and inclusion, disinformation, civic engagement and civility. The intent of V4E is to create, nurture and facilitate an atmosphere aligned with the Code of Ethics that supports truthful, accurate and honest communications and leverages the strategic expertise, counselor and influencer abilities of communications professionals to imagine environments where public relations and informed decision-making can thrive. [Learn more.](#)



TAKING ACTION

All PRSA members and leaders are encouraged to participate and continually ACT:



Amplify assets and messages to support a healthy information environment with robust dialogue and expertise.



Connect initiatives with your publics to build positive, conversive relationships and establish critical thought leadership.



Take action; implementing content to self-educate, learn, grow, engage and share as a trusted adviser in the national conversation.



Top15

things your Chapter/Section/District can do:

1. Add the Voices4everyone.prsa.org link to your website
2. Create professional development programs based on the V4E four pillars.
3. Engage with the V4E Task Force to leverage expertise for programming and development.
4. Hold a “V4E Moment” prior to meetings to discuss a related topic of issue.
5. Consider honors and awards based on addressing diversity & inclusion, disinformation, civility, and civic engagement.
6. Develop a task force or committee based on each pillar.
 - Engage with the V4E task force for added impact and expertise.
7. Identify or develop subject matter experts on related topics.
8. Develop thought leadership content on each topic. Submit concepts, articles and ideas to V4E Task Force at V4E@prsa.org.
9. Share V4E content on your social platforms and with news organizations.
10. Engage with local/industry groups, organizations or government entities around each topic.
11. Offer workshops and training for local/industry nonprofits or government entities.
12. Engage with PRSSA and/or local Chapters and universities on related issues.
13. Consider research opportunities on each issue.
14. Develop and promote Twitter Lists.
15. Organize ACT Out Days.

Top10

things individual members/professionals can do:

1. Take a professional development course on each topic.
2. Review and share content, programs and games on social media.
3. Read and share thought leadership materials.
4. Read and share related research.
5. Write and share a thought leadership piece.
6. Counsel clients, organizational leaders and co-workers on the importance of the four pillars.
7. Volunteer.
8. Submit concepts and ideas to V4E Task Force at V4E@prsa.org.
9. Get involved in PRSA and V4E.
10. Amplify V4E in your communities.

ACT Out!

Participate in designated PRSA V4E ACT Out monthly activities.

DIVERSITY & INCLUSION



Strategic messages for the V4E D&I Initiative:

- D&I efforts begin with YOU. As communicators and PR professionals, the language we use can be the first step a company takes toward inclusion.
- D&I work is a lifelong journey. There is no final destination.
- Diversity is a fact; inclusion is a choice. We learn by doing, failing and then doing better.

ACT Out! Monthly Activities:

- ACT Out - Schedule a day of reflection and test your cultural competencies.
- ACT Out - Take an unconscious bias course/training.
- ACT Out - Show you care by celebrating diversity and inclusion.

8 things

Chapters can do to quickly activate V4E D&I Initiative discussions:

1. Distribute D&I Toolkit to members.
2. Select a D&I Liaison.
3. Create D&I Statement for Chapter.
4. Offer unconscious bias training in partnership with PRSA.
5. Promote and join PRSA Diverse Dialogue webinars hosted by the D&I Committee.
6. Using the PRSA D&I Calendar, create programming, articles, and thought leadership posts, focusing on at least one highlight every month.
7. Continue promotion to members of [Advancing Your Communication Strategy in DEI Certificate Program](#).
8. Create direct links to V4E from Chapter sites and/or include at the end of all postings/blogs incorporating D&I. Example: “For more information about D&I resources specific to PR professionals, visit the [D&I section at Voices4Everyone](#).”



5 things

individual members can do to get involved in the V4E D&I Initiative personally and professionally:

1. Create your own D&I statement either for your team or yourself.
(Reference [Toolkit for example.](#))
2. Sign up for [Advancing Your Communication Strategy in D&I Certificate Program.](#)
3. Quick reads to get up to speed (articles).
 - [Understanding racial microaggressions.](#)
 - [Taking the “invisible” out of invisible illnesses.](#)
 - [The moral obligation to know our veterans.](#)
 - [Who gets to be afraid in America.](#)
4. Listen to learn (podcasts).
 - [1619](#) (The New York Times).
 - [About Race.](#)
 - [Code Switch](#) (NPR).
 - [Intersectionality Matters!](#) hosted by Kimberlé Crenshaw.
 - [Momentum: A Race Forward](#) podcast.
 - [Pod For The Cause](#) (from The Leadership Conference on Civil and Human Rights).
 - [Pod Save the People](#) (Crooked Media).
 - [Seeing White.](#)
 - [The Accessible Stall.](#)
 - [Native American Calling.](#)
 - [Asian Enough.](#)
 - [“The Negro in American Culture,”](#) a group discussion. (Baldwin, Hughes, Hansberry, Capouya, Kazin)
5. Diversify your playlists (music).
 - [Native Voices: NAMA Live](#) – A collection of folk anthems and singer-songwriter gems from NAMA winners.
 - [Bollywood Top 50](#) – Get on top of Bollywood’s newest and all-time best hit songs.
 - [Persian Essentials](#) – The immortal essentials of the Irani diaspora.
 - [All the Aloha: Native Hawaii](#) – From slack-key masters to songwriting royals, Native Hawaiians have been behind the islands’ most memorable music.
 - [This Is Superfly](#) – All of the essentials from Japanese rock star Superfly.
 - [NPR CodeSwitch Playlist](#) – Songs that Code Switch guests say are getting them through tumultuous moments.
 - [Black Lives Matter Playlist](#) – Songs of empowerment and pride.
 - [Black, Queer and Proud](#) – Discover the multifaceted creativity of the black queer community.
 - [Pride Classics](#) – The revolutionaries, the allies and the just plain fabulous: These flawless tracks are beyond perfect for Pride.

Strategic messages for the V4E Disinformation Initiative:

- Public relations professionals — who are uniquely qualified to address disinformation — must shift from defense to offense, fulfill their ethical obligation and help consumers of news and information make better decisions both online and off.
- Flattening the curve and slowing the spread of disinformation is essential to our economy, democracy and the effectiveness of all public relations efforts.
- The management battle against disinformation is never-ending.

ACT Out! Monthly Activities:

- ACT Out – Before you share social media, take a pause, check your sources and fact-check information.
- ACT Out – Take a media literacy course.

7 things

Chapters and members can do to quickly activate V4E Disinformation Initiative discussions:

1. Take and share a media literacy course.
2. Play and share an inoculation game.
3. Hold a roundtable discussion on disinformation.
4. Identify local partners — schools, libraries, government agencies— to help prevent and battle disinformation.
5. Write and pitch thought leadership content to local media outlets.
6. Become familiar with online tools that can evaluate the accuracy of information.
7. Learn more about attitude inoculation, pre-bunking and debunking.
 - Three short videos that explain inoculation and pre-bunking:
 - [Video 1](#)
 - [Video 2](#)
 - [Video 3](#)
 - [Debunking Handbook](#)
 - [Media Manipulation Casebook](#)



Strategic messages for the V4E Civility Initiative:

- The magnitude of the incivility problem in American society and the negative toll it takes on every aspect of our daily lives literally begs for the intervention of public relations professionals. No other profession has the opportunity to reach, and expertise to deliver, guidance and positive examples at scale and bring our collective experience, insight and influence to bear on fostering more effective and inclusive civil discourse in all corners of society.
- Embracing civility is not about promoting politeness or stifling disagreement, nor is it focused on discourse within the public relations sector.
- Declining norms of civil engagement have been a growing problem for at least the last decade. While political polarization has unquestionably been a contributing factor, it is society that ultimately bears responsibility for weakened norms of discourse. And it is at society that any corrective response must be aimed.

ACT Out! Monthly Activities:

- ACT Out – Participate in pay-it-forward acts of kindness.
- ACT Out – Learn about the 2021 Bateman Case Study Competition and participate in “Cooking Convos” civility pledge.
- ACT Out – Take a civility training course.
- ACT Out – Facilitate a civility training course.

14 things

Chapters and members can do to quickly activate V4E Civility Initiative discussions:

1. Recognize local leaders and institutions who stand out as role models of civility and effective civil discourse.
2. Check out the 2021 PRSSA Bateman Competition civility campaigns and adopt one as a program for your Chapter's new professionals.
3. Offer to lead roundtable discussions combatting incivility for local libraries, community organizations and business groups.
4. Offer to visit schools to teach children and teens about what they can do to encourage civility at home, at school and in their sports and other activities.
5. Develop or seek out professional development opportunities on civility and effective civil discourse for members.
6. Invite a V4E Task Force member to present to your Chapter, and invite local business and community leaders to attend.
7. Let V4E know about civility-focused initiatives taking place in your area.
8. Identify local partners — schools, civic organizations, chambers of commerce, government bodies — to join the fight against incivility.
9. Write and pitch opinion pieces and expert content on civility and the need for more effective civil discourse for your local media outlet.
10. Review and share the Civility Task Force White Paper.
11. View the presentation on civility at PRSA ICON 2021.
12. Build your civility insight.
 - [Civility and Civil Discourse: Indispensable Attributes of Civilization](#)
 - [Civility as a Professional Imperative](#)
 - [Weber Shandwick: Civility in America 2019](#)
 - [Harvard Business Review – An Antidote to Incivility](#)
13. View the Civility in a Time of Crisis training sessions, part of the Great Lakes Civility Project hosted by PRSSA Bateman Competition sponsor Delta Dental of Michigan.

strategic messages for the V4E Civic Engagement Initiative:

- Encourage public relations professionals to use their capabilities and share experiences and creative skills to serve the public good through civic activism and outreach support.
- Improve the communities and governments where they work and live through education, advocacy, outreach and other pro bono support.
- Leverage public relations' capabilities, experiences and creative skills to serve the public good through civic activism and outreach support.

ACT Out! Monthly Events:

- ACT Out – Schedule a volunteer day for you and your colleagues.
- ACT Out – Explore more civic engagement opportunities.
- ACT Out – Consider donating your services pro-bono for local organizations.

12 things

Chapters and members can do to quickly activate V4E Civic Engagement Initiative aspects:

1. Distribute the Civic Engagement Toolkit to members.
2. Hold a public relations/communications pro-bono “hackathon” to support local nonprofits and community groups. (For CE TF only as an example: impactdaymsp.com)
3. Publish a list on the Chapter’s website about local opportunities and other resources on how to get involved with local opportunities to engage and give back.
4. Invite local leaders to a Chapter event to speak on the needs within the community and use as a call to action.
5. Select a civic engagement liaison to help curate and identify ongoing opportunities in the community and recognize PR professionals who are sharing their expertise in the community.
6. Recognize local leaders and institutions who stand out as role models of civic engagement.
7. Publish opinion pieces and expert content on civic engagement and the need for more engagement in your local community.
8. Search for local and virtual civic engagement opportunities provided on the [Get Involved](#) section of the V4E website and commit to at least one opportunity in the next 30 days.
9. Read and share the thought leadership and editorial resources on the Civic Engagement section of the V4E website.
10. Explore the resources published by the Brookings Institute for *[“The bucket list for involved citizens: Seventy-six things you can do to boost civic engagement.”](#)*
11. Offer to speak at a local Chapter and/or a local community group on the imperative for increased civic engagement, and what people can do to take action and make an impact.
12. Share how your involvement working in the community has impacted yourself and others through your social channels.



V4E is a strategic, evergreen community brain trust within PRSA; a positive space to address critical issues impacting the Society. A catalyst for creating social change, V4E offers a robust marketplace of ideas empowering PRSA thought leadership, and underscoring the role, value, and power of public relations for advancing and serving the public good.

Share your strategic work with the V4E Task Force.
[V4E Content Contributor Form](#)

Contact the V4E Task Force to share ideas and offer expertise at

V4E@prsa.org