



RACE &
ETHNICITY
EQUITY
ADVISORY BOARD

ANNUAL REPORT



ADVISORY BOARD MEMBERS

- Barbara Philips – Chair
- Emmanuel Ofosu-Appiah – Vice Chair
- Ann-Marie Blake
- Whitney Simon
- Sudha Singh
- Rajinder Mattu
- Anushka Mathew

PRCA BACKGROUND

Following the PRCA Governance Review in 2023, the PRCA Race and Ethnicity Equity Board (REEB) became a permanent Advisory Board under the new structure.

Founded in July 2020, REEB exists to create both immediate and long-term proportional racial equity within the PR and communications industry.

REEB is Chaired by Strategic Communications Consultant Barbara Phillips FPRCA. Its purpose is to ensure the PRCA – as well as the broader PR industry – adopts a best practice approach to ethnic and racial inclusion.

The Board is practically involved in bringing about change within the industry. It is made up of a wide range of practitioners who through both personal and professional experience are well placed to advise and guide members (individuals and organisations) on achieving race and ethnicity equity.

The Board is open to collaborate with like-minded groups who are working towards a similar outcome – within the PR and communications industry. It is within the Board's remit to utilise existing contacts and make initial approaches (through the Chair). The Board uses data and outputs from collaborative partners as part of its recommendations to members.

STRUCTURE

- Each Advisory Board will consist of between 8 and 15 members drawn from the Professional Members and Associate Members.
- The chair of an Advisory Board will be a Professional Member.
- The process to appoint members of the Advisory Boards will be devised by the Advisory Boards themselves and approved by the Nominations Committee.

TERMS

- Advisory Board members will serve for 3 years.

MEETINGS

- The Advisory Board should meet a minimum of twice a year.

PRCA PLANNED FOR 2024

PLANNED REFRESH - ETHNICITY PAY GAP

The first REEB EPG guide was issued in 2020, since then there has been some movement at a Government level, a sizable amount of lobbying and therefore increased possibility of success. There is recent evidence (EAIC Conference 2023) that industry leaders are now more aware of the significance of the EPG therefore an updated guide with improved resources and recommendations would keep REEB at the forefront of this movement. EPG is a primary focus for 2024

PRCA PLANNED FOR 2024

MENTAL WELLBEING

Mental well being is an important part in creating inclusive spaces and achieving racial equity. All disadvantaged and underrepresented groups require a resource help support their experiences. A positive attitude to mental well being benefits everyone.

MENTAL HEALTH WELLNESS FAIR 2024

To include workshops, opportunities to network, and engage with different communities.

PRCA PLANNED FOR 2024

REGIONAL OUTREACH

Quarterly events around the UK to boost PRCA and REEB membership. To lend support and give advance on all matters inclusion and racial equity. Working in line with PRCRA regional groups where possible. To include guest speakers and presentations on relevant topics. REEB Regional representatives to be explored

PRCA PLANNED FOR 2024

PRISM (PR, INCLUSION, SUPPORT AND MENTORING)

Now in its third year, the Public Relations, Inclusion, Support and Mentoring – or PRISM – is the mentoring programme brought to you by the PRCA's Race Ethnicity Equity Board (REEB).

Freely available to PR and communications professionals globally, PRISM offers a structured mentoring programme to practitioners across all sectors.

The programme has been created to provide meaningful support to Black, Asian and ethnically diverse professionals, with the aim of inspiring a generation of talent to finally progress to the highest levels of seniority.

How does it work?

Mentoring takes place over an initial six-month period and comprises six virtual or face-to-face meetings. All mentors will be required to attend a 90-minute training session before their pairing and all PRISM participants must abide by REEB's founding principles based on respect, sensitivity and confidentiality.

PRISM plans to hold its first in-person networking event in 2024.

PRCA PLANNED FOR 2024

BOARD AND C-SUITE REPRESENTATION

An area much discussed in the industry but with very little tangible change. in 2024 REEB plans to:

1. Launch an annual survey mapping the leadership of top 100 agencies and also in-house. Using existing data and complete further disaggregation. This will help us map the industry year on year for progress.
2. Commission a white paper in partnership with specialists within the recruitment industry offering guidance on best practice for increasing representation at Board level and in the C-suite starting with creating a pipeline, talent pool, recruitment practices, including interviews process etc.

PRCA PLANNED FOR 2024

BEHIND THE MASK

An in-depth study and analysis looking at the lived experiences of diverse men in PR from an international perspective.

Interviews with men from across the PR landscape with research partner .



PRCA FUTURE PLANS

- REEB independent board members to support PRCA members on areas across our work streams, whether getting started or progressing on their inclusion and equity journey.