



[CommsChat](#) RT [@SandyLindsay](#): [@CommsChat](#) thanks guys! Can I get a RT for [#raisingtheprofile](#) <http://t.co/VLo76sBk> student career chat? [#commschat](#) -9:04 PM Apr 23rd, 2012



[LauraToader](#) Please help me bring [#diversityPR](#) into my research by completing my survey on Twitter's impact on PRPros <http://t.co/FY7TSRmn> [#CommsChat](#) -9:04 PM Apr 23rd, 2012



[MGreer](#) [PR](#) Interesting conversation about diversity on [#commschat](#) but no mention of ageism yet. -9:04 PM Apr 23rd, 2012



[AbigailH](#) [@tyfaruki](#) [@tiggtag](#) work experience is extremely disruptive, expensive etc unless they are good/smart - business isn't charity [#commschat](#) -9:03 PM Apr 23rd, 2012



[tyfaruki](#) RT [@CIPR_UK](#): Hope everyone enjoyed wide-ranging [#commschat](#)! Props to [@CommsChat](#) for having us! Make sure u fly by <http://t.co/ZccBSgAu#CommsChat> -9:03 PM Apr 23rd, 2012



[cornucopuia](#) Thank you [#CommsChat](#) great to hear from so many with a real interest in the subject ! -9:02 PM Apr 23rd, 2012



[pnherdz](#) Thanks for the great chat. I'm excited 2B talking about this topic at [@PRSADetroit](#)'s MI Conf. I'll be thinking about this chat. [#commschat](#) -9:02 PM Apr 23rd, 2012



[Lyndsey Sara](#) RT [@cornucopuia](#): Major CIPR campaign is to make PR an attractive career to those communities who don't even consider PR as a job [#CommsChat](#) -9:02 PM Apr 23rd, 2012



[CommsChat](#) There will be a transcript up on <http://t.co/pkiNaITE> tomorrow, and details of next Monday's chat. [#commschat](#) -9:01 PM Apr 23rd, 2012



[SandyLindsay](#) [@CommsChat](#) thanks guys! Can I get a RT for [#raisingtheprofile](#) <http://t.co/Ca8OgyIf> student career chat? [#commschat](#) -9:01 PM Apr 23rd, 2012



[CommsChat](#) [@PRSADiversity](#) [@cornucopuia](#) thank you so much for joining us! Great chat tonight. [#commschat](#) -9:01 PM Apr 23rd, 2012



[AIHollTo](#) RT [@cornucopuia](#): Major CIPR campaign is to make PR an attractive career to

those communities who don't even consider PR as a job [#CommsChat](#) -9:01 PM Apr 23rd, 2012



[CommsChat](#) We're winding up now but please carry on using the tag if you want to!
[#commschat](#) -9:00 PM Apr 23rd, 2012



[PRSA Diversity](#) [@CommsChat](#) Thank you so much for having us participate in this lively discussion around [#DiversityPR](#). Have a wonderful week!
[#CommsChat](#) -9:00 PM Apr 23rd, 2012



[PRMDiversity](#) RT [@cornucopia](#): Major CIPR campaign is to make PR an attractive career to those communities who don't even consider PR as a job
[#CommsChat](#) -9:00 PM Apr 23rd, 2012



[PRSA Diversity](#) [@CIPR_UK](#) Happy to discuss this with you all after the chat or if we'd like to discuss on another [#commschat](#) at a later date. Thanks!
-9:00 PM Apr 23rd, 2012



[CommsChat](#) [@asadd](#) There'll be a transcript tomorrow!
[#commschat](#) -8:59 PM Apr 23rd, 2012



[CIPR_UK](#) Hope everyone enjoyed wide-ranging [#commschat](#)! Props to [@CommsChat](#) for having us! Make sure u fly by <http://t.co/ZccBSgAu>
[#CommsChat](#) -8:59 PM Apr 23rd, 2012



[AbigailH](#) [@CIPR_UK](#) not if that change isn't supported by the government eg: taxing childcare.
[#commschat](#) -8:59 PM Apr 23rd, 2012



[cornucopia](#) Last week key figures at an event made a public pledge that we shd work together. It it was a small step but still a step
[#CommsChat](#) -8:59 PM Apr 23rd, 2012



[asadd](#) Catching up on [#CommsChat](#) and diversity PR. looks like it was a good discussion this evening.
-8:58 PM Apr 23rd, 2012



[PRSA Diversity](#) RT [@cornucopia](#): We need to get the industry bodies, major agencies industry figures to work together to improve diversity in PR
[#CommsChat](#) -8:58 PM Apr 23rd, 2012



[CIPR_UK](#) Love [@PRSA Diversity](#)'s 'diversity of thought' initiative - 4 diff generations with 4 diff ways to work - [#discuss!](#)
[#commschat](#) [#CommsChat](#) -8:57 PM Apr 23rd, 2012



[emjaybonnie](#) RT [@cornucopia](#): Major CIPR campaign is to make PR an attractive career to those communities who don't even consider PR as a job
[#CommsChat](#) -8:57 PM Apr 23rd, 2012



[jgombita](#) Oops. With link [@AM_Bailey](#) A Society of

Difference: <http://t.co/toXm8oNw#commschat> -8:56 PM Apr 23rd, 2012



[CommsChat](#) MT [@CarolinaMadrid](#): Its also about *including* diverse audiences in all stages of your communications, beginning with research [#commschat](#) -8:56 PM Apr 23rd, 2012



[cornucopuia](#) Personally, we need to get the industry bodies, major agencies and industry figures to work together to improve diversity in PR [#CommsChat](#) -8:56 PM Apr 23rd, 2012



[pnherdz](#) RT [@cornucopuia](#): Major CIPR campaign is to make PR an attractive career to those communities who dont even consider PR as a job [#commschat](#) -8:56 PM Apr 23rd, 2012



[TerryFlynn](#) RT [@cornucopuia](#): Major CIPR campaign is to make PR an attractive career to those communities who don't even consider PR as a job [#CommsChat](#) -8:55 PM Apr 23rd, 2012



[CIPR_UK](#) RT [@cornucopuia](#): Major CIPR campaign is to make PR an attractive career to those communities who don't even consider PR as a job [#CommsChat](#) -8:55 PM Apr 23rd, 2012



[lyannatsakiris](#) RT [@cornucopuia](#): Major CIPR campaign is to make PR an attractive career to those communities who don't even consider PR as a job [#CommsChat](#) -8:55 PM Apr 23rd, 2012



[CarolinaMadrid](#) It's also about simply *including* diverse audiences in all stages of your communications programs, beginning with research [#commschat](#) -8:54 PM Apr 23rd, 2012



[AbigailH](#) [@tiggtag](#) it is about who is best qualified to do the job. Simple as. [#commschat](#) -8:54 PM Apr 23rd, 2012



[Koray_CIPR](#) RT [@cornucopuia](#): Major CIPR campaign is to make PR an attractive career to those communities who don't even consider PR as a job [#CommsChat](#) -8:54 PM Apr 23rd, 2012



[CommsChat](#) RT [@cornucopuia](#): Major CIPR campaign is to make PR an attractive career to those communities who don't even consider PR as a job [#CommsChat](#) -8:54 PM Apr 23rd, 2012



[cornucopuia](#) This would be one way to tackle BME under-representation [#CommsChat](#) -8:53 PM Apr 23rd, 2012



[si_francis](#) [#Commschat-ers](#) can comment on plans for new [@PRapprentices](#) content <http://t.co/wRYwT0kO> & recruitment <http://t.co/iy7s4mN4> - 8:53 PM Apr 23rd, 2012



[pnherdz](#) [@CarolinaMadrid](#) Yup! [#commschat](#) -8:53 PM Apr 23rd, 2012



[ECGreaves](#) [@jgombita](#) Ah. Enlightening! [#commschat](#) -8:53 PM Apr 23rd, 2012



[cornucopia](#) Major CIPR campaign is to make PR an attractive career to those communities who don't even consider PR as a job [#CommsChat](#) -8:52 PM Apr 23rd, 2012



[PRSADiversity](#) [@CommsChat](#) Our theme this year is "Differences Work" where we address topics like diversity of thought, innovation & creativity. [#Commschat](#) -8:52 PM Apr 23rd, 2012



[Brian M Carr](#) [@SandyLindsay](#), [@pnherdz](#) why discriminate ? Disability is made of two words dis & ability. A role in anything reqs 'ability' [#commschat](#) -8:52 PM Apr 23rd, 2012



[SandyLindsay](#) [@AJMRoss](#) may be good to have a [#commschat](#) about the returning mums report when it's out? -8:52 PM Apr 23rd, 2012



[CIPR](#) [CIPR_UK](#) [@AbigailH](#) to implement change and take a lead that other industries can follow 2/2 [#commschat](#) [#CommsChat](#) -8:52 PM Apr 23rd, 2012



[pnherdz](#) [@CommsChat](#) It's about focusing on diverse audiences with the same weight as we focus on others in communications plans. [#commschat](#) -8:51 PM Apr 23rd, 2012



[Social Madi](#) [@ECGreaves](#) Diversity of thought should include the intelligence of communication within diverse groups & cultural sensitivity [#commschat](#) -8:51 PM Apr 23rd, 2012



[CarolinaMadrid](#) Nice! That's Kenneth Barrett? <http://t.co/gyu93Std> RT [@pnherdz](#): [@CarolinaMadrid](#) So true. [@GM](#) just announced our new CDO today. [#commschat](#) -8:51 PM Apr 23rd, 2012



[PRSADiversity](#) [@CommsChat](#) The PRSA Diversity Committee is continues to educate & inform members about the benefits of a diverse profession. [#Commschat](#) -8:51 PM Apr 23rd, 2012



[commsnetwork](#) RT [@CIPR_UK](#): [@CommsChat](#) no practical reason why PR doesn't attract more ppl w/disabilities - issue is potentially attitudinal [#commschat](#) -8:51 PM Apr 23rd, 2012



[CIPR](#) [CIPR_UK](#) [@AbigailH](#) it's not, but for an industry of more that is more than 60% female there is a great opportunity 1/2 [#commschat](#) [#CommsChat](#) -8:51 PM Apr 23rd, 2012



[pnherdz](#) [@CommsChat](#) Def. a focus on including diversity in everything we do, not as a separate initiative from a small group w/in an org. [#commschat](#) -8:51 PM Apr 23rd, 2012



[CommsChat](#) [@tyfaruki](#) We'll bear that in mind for next time - only ten minutes left on this one and starting on definitions now unwise! [#commschat](#) -8:51 PM Apr 23rd, 2012



[AbigailH](#) And that doesn't make this issue ok. Quite the opposite. [#commschat](#) -8:50 PM Apr 23rd, 2012



[AM_Bailey](#) [@CommsChat](#) That's a real shame! :([#commschat](#) -8:50 PM Apr 23rd, 2012



[pnherdz](#) RT [@CommsChat](#): What initiatives are you looking to drive forward in 2012 and beyond? [#commschat](#) -8:50 PM Apr 23rd, 2012



[tiggtag](#) [@AbigailH](#) do you think that woman are well represented in the industry, more so than some other areas of work? [#commschat](#) -8:50 PM Apr 23rd, 2012



[LauraToader](#) RT [@Koray](#) _CIPR: Issues of race, gender,disability have to be examined in their own right.Very difficult 2 address them all under [#CommsChat](#)-8:50 PM Apr 23rd, 2012



[tyfaruki](#) Maybe there should be some clarification on definition for the topic of discussion. [@commschat](#) ? [#CommsChat](#) -8:49 PM Apr 23rd, 2012



[jgombita](#) [@CommsChat](#) dunno. Love the line: How do you deal with the elephant in a room? One bite at a time. No broad strokes biting, there. [#commschat](#) -8:49 PM Apr 23rd, 2012



[AbigailH](#) Also baffled at discussion why more women don't reach the top of PR in [#commschat](#)... it's not PR specific, but generic business/society -8:49 PM Apr 23rd, 2012



[carolina_lou](#) [@SandyLindsay](#) [@ajmross](#) [@tiggtag](#) I have a PR degree but it didnt teach me how to work in PR! But it encouraged work experience [#commschat](#) -8:49 PM Apr 23rd, 2012



[CommsChat](#) What initiatives are you looking to drive forward in 2012 and beyond? [#commschat](#) -8:49 PM Apr 23rd, 2012



[CommsChat](#) We've got about ten minutes left so I'd like to hear about future planning from [@cornucopuia](#) and [@prsadiversity](#) [#commschat](#) -8:48 PM Apr 23rd, 2012



[Social Madi](#) Agreed. RT [@ameredia](#) Passion and talent--regardless of any disability RT [@cornucopuia](#) Talent should win out... [#CommsChat](#) [#diversity](#) -8:48 PM Apr 23rd, 2012



[jgombita](#) FY [@AM_Bailey](#) think you'd appreciate this "A Society of Difference" (former GG Adrienne Clarkson) article in [@walrusmagazine](#) post [#commschat](#) -8:48 PM Apr 23rd, 2012



[pnherdz](#) RT [@Koray_CIPR](#): Issues of race, gender, disability have to be examined in their own right. Very difficult 2 address them all under [#commschat](#) -8:48 PM Apr 23rd, 2012



[ECGreaves](#) Has group agreed on operational definition of diversity? [@jgombita#commschat](#) -8:48 PM Apr 23rd, 2012



[Social Madi](#) Thank you! [@pnherdz](#) "It shouldn't." [#diversityPR](#) [#commschat](#) -8:47 PM Apr 23rd, 2012



[CIPR](#) [CIPR_UK](#) [@SpectorPR](#) check out resources on our [#diversityPR](#) pg - especially study on BME practitioners <http://t.co/LWVif48o> [#CommsChat](#) [#CommsChat](#) -8:46 PM Apr 23rd, 2012



[AbigailH](#) Surprised that 'inequality issues' focus seems to include gender in this evening's [#commschat](#) when just over 50% the population are women... -8:46 PM Apr 23rd, 2012



[CarolinaMadrid](#) [@SpectorPR](#) Agreed! Does [@PRSA](#), for example, have [#diversity](#) stats for attendance at national conference? [#commschat](#) -8:46 PM Apr 23rd, 2012



[reynoldsws](#) RT [@ECGreaves](#): The companies that thrive, attract best talent also embrace diversity. [#commschat](#) -8:46 PM Apr 23rd, 2012



[PRMDiversity](#) [#CommsChat](#) in the UK the state's access to work scheme funds 'reasonable adjustments' by 80-100% for disabled employees -8:46 PM Apr 23rd, 2012



[Koray_CIPR](#) Issues of race, gender, disability have to be examined in their own right. Very difficult to address them all under [#PRdiversity](#) [#CommsChat](#) -8:46 PM Apr 23rd, 2012



[pnherdz](#) [@ECGreaves](#) Diversity discussions should always include diversity of thought. It doesn't end with ethnicity & language. [#commschat](#) -8:46 PM Apr 23rd, 2012



[ameredia](#) [@cornucopuia](#) Passion and talent--regardless of any disability RT [@cornucopuia](#) Talent should win out... [#CommsChat](#) [#diversity](#) -8:46 PM Apr 23rd, 2012



[cornucopuia](#) The best person for the job should be the best person for the job. Our work is to reduce unconscious bias or plain discrimination [#CommsChat](#) -8:45 PM Apr 23rd, 2012



[CommsChat](#) [@jgombita](#) Sometimes it's useful to deal in broad strokes: there are lots of other chats we hold that focus on smaller subjects [#commschat](#) -8:45 PM Apr 23rd, 2012



[sarahawhittle](#) [@LauraToader](#) Not always the case. Where I work, majority of the SMT is female - encouraging to a young woman starting her career [#commschat](#)-8:45 PM Apr 23rd, 2012



[ECGreaves](#) The companies that thrive, attract best talent also embrace diversity. [#commschat](#) -8:45 PM Apr 23rd, 2012



[jgombita](#) [@ECGreaves](#) heck, everything else is fair game. Why not throw "diversity of thought" into the [#commschat](#) pool. :-) Sincerely, Diversity Diva -8:45 PM Apr 23rd, 2012



[pnherdz](#) But it still has weight. RT [@Social_Madi](#): What about competitive hiring? Do traits of [#diversity](#) weigh more than skills & exp? [#commschat](#) -8:45 PM Apr 23rd, 2012



[AM_Bailey](#) PR is about goodwill&understanding - need to be inclusive of ethnicity for better understand our clients' multicultural publics [#commschat](#) -8:44 PM Apr 23rd, 2012



[pnherdz](#) It shouldn't. RT [@Social_Madi](#): What about competitive hiring? Do traits of [#diversity](#) weigh more than skills & experience? [#commschat](#) -8:44 PM Apr 23rd, 2012



[jgombita](#) Thinking one hour and 124-character word restriction just a wee bit too small parametres for all of the "diversity" [#commschat](#) is tackling. -8:43 PM Apr 23rd, 2012



[SpectorPR](#) Does anyone have any reliable statistics on [#Diversity](#) in [#PR](#) to add? It would be very interesting [#commschat](#) [#DiversityPR](#) -8:43 PM Apr 23rd, 2012



[ECGreaves](#) [@jgombita](#) Diversity discussion seems to be focusing on one's physical identity rather than diversity of thought, true? [#commschat](#) -8:43 PM Apr 23rd, 2012



[pnherdz](#) [@CarolinaMadrid](#) So true. [@GM](#) just announced our new CDO

today. [#commschat](#) -8:43 PM Apr 23rd, 2012



[SandyLindsay @cornucopuia](#) our workspace is 100% accessible - we've never had an application. That's the other issue? [#commschat](#) -8:43 PM Apr 23rd, 2012



[si_francis](#) RT [@commsnetwork](#): PR in the UK is a 'closed' profession with no degree - apprenticeships could change that if we get them right [#CommsChat](#) -8:43 PM Apr 23rd, 2012



[pnherdz](#) [#PR](#) is a very intimidating profession. People w/ disabilities can work in PR, but I feel many don't feel it's an option for them. [#commschat](#) -8:42 PM Apr 23rd, 2012



[Social_Madi](#) What about competitive hiring? Do traits of [#diversity](#) weigh more than skills & experience? [#commschat](#) -8:42 PM Apr 23rd, 2012



[LauraToader](#) Strongly agree! RT [@AM_Bailey](#) A person's race/ethnicity is inconsequential if they are the best person for the job! [#CommsChat](#) -8:42 PM Apr 23rd, 2012



[cornucopuia](#) Talent should win out ... if the company is willing to invest in the individual i.e. making the building/workspace accessible [#CommsChat](#) -8:42 PM Apr 23rd, 2012



[CarolinaMadrid @AM_Bailey](#) A lot of companies are bringing in Chief Diversity Officers to incorporate diversity in all areas of its operations. [#commschat](#) -8:42 PM Apr 23rd, 2012



[CommsChat @AM_Bailey](#) Which is a great way to think: not often practiced by people hiring, however, or this conversation wouldn't happen [#commschat](#) -8:42 PM Apr 23rd, 2012



[elliscatherine](#) As long as s/he can effectively tell a story... RT [@CommsChat](#) Is PR an accessible profession for individuals with disabilities? [#commschat](#) -8:41 PM Apr 23rd, 2012



[SandyLindsay @cornucopuia](#) I agree - sadly we (society generally) are still years away from equality in the case of disability [#commschat](#) -8:41 PM Apr 23rd, 2012



[PRSADiversity](#) Disabilities are both physical & cognitive. In the new mobile, connected world, PR pros can help this target audience & clients. [#Commschat](#) -8:41 PM Apr 23rd, 2012



[AM_Bailey](#) A person's race/ethnicity is inconsequential if they are the best person for the job! [#commschat](#) -8:41 PM Apr 23rd, 2012



[jgombita @ECGreaves](#) I heart you, iron-nails-chewing legal woman.... [#commschat](#) -8:40 PM Apr 23rd, 2012



[cornucopia](#) I don't think many industries can be consider beacons of good practice when it comes to disability issues within the workforce [#CommsChat](#) -8:40 PM Apr 23rd, 2012



[jgombita](#) [@PRMDiversity](#) this chat is specifically about the PR industry...[#commschat](#) -8:39 PM Apr 23rd, 2012



[ECGreaves](#) [@jgombita](#) Sure. I've been chewing iron nails all day. Let me at 'em![#commschat](#) -8:39 PM Apr 23rd, 2012



[LauraToader](#) The only disability if you work in PR: inability to communicate and to think strategically. [#CommsChat](#) -8:39 PM Apr 23rd, 2012



[AM_Bailey](#) How do you monitor/prevent instances of positive discrimination because of race/ethnicity over skill/ability when recruiting? [#commschat](#) -8:39 PM Apr 23rd, 2012



[CommsChat](#) [@cornucopia](#) Any thoughts on PR and disabled individuals?[#commschat](#) -8:39 PM Apr 23rd, 2012



[CIPR](#) [CIPR_UK](#) [@CommsChat](#) no practical reason why PR doesn't attract more ppl w/disabilities - issue is potentially attitudinal [#commschat](#) -8:39 PM Apr 23rd, 2012



[CommsChat](#) As we pass the halfway mark, we'd also like to thank our sponsors[@kwdigital](#) [@cisionuk](#) [@mynewsdesk](#) [@wolfstarPR](#) [#commschat](#) -8:38 PM Apr 23rd, 2012



[jgombita](#) [@ECGreaves](#) will you be my legal representative in this [#commschat](#)? ;-)-8:38 PM Apr 23rd, 2012



[jgombita](#) [@dr_tindall](#) [@CommsChat](#) but, again, that is biz gender inequality. Nothing to do with a "business case" for "diversity" in PR. [#commschat](#) -8:37 PM Apr 23rd, 2012



[SandyLindsay](#) [@LauraToader](#) [@dr_tindall](#) depends which part of the prof. My Board has five women/one man. This isn't good either [#commschat](#) -8:37 PM Apr 23rd, 2012



[tyfaruki](#) I don't feel it is very accessible. ie - those living with ADHD usually have very creative minds yet stumble academically [#commschat](#) -8:37 PM Apr 23rd, 2012



[ECGreaves](#) Not alone RT [@jgombita](#) Am I alone in really disliking ethnic and/or religious diversity getting mixed in w GENDER equality?[#commschat](#) -8:37 PM Apr 23rd, 2012



[elliscatherine](#) I've always differentiated [#gender](#) as one's sexual preference over his/her biological characteristics [#CommsChat](#) [#diversity](#) -8:36 PM Apr 23rd, 2012



[jqombita](#) [@dr_tindall](#) [@CommsChat](#) OF COURSE there are pay inequities. Despite females dominating profession, men dominate management. [#commschat](#) -8:36 PM Apr 23rd, 2012



[CommsChat](#) [#commschat](#) RT [@dr_tindall](#): If you look at the lower levels, yes, men are outnumbered. But the [#s](#) switch at middle. -8:36 PM Apr 23rd, 2012



[dr_tindall](#) RT [@LauraToader](#): Although there are more women in PR, they still do not reach the top. [#CommsChat](#) -8:36 PM Apr 23rd, 2012



[jqombita](#) [@commsnetwork](#) you didn't hashtag comment with [#commschat](#). Probably two different battles. Or maybe lucky enough there's only one...or none. -8:35 PM Apr 23rd, 2012



[PRSADiversity](#) [@CommsChat](#) Great question! I think PR is an accessible profession, but we sometimes overlook target audiences w/ disabilities. [#commschat](#) -8:34 PM Apr 23rd, 2012



[PRMDiversity](#) [#CommsChat](#) gender diversity is valid because there is often under-representation in particular industries, companies, senior ranks, etc. -8:34 PM Apr 23rd, 2012



[AJMRoss](#) [@pnherdz](#) true, misconception that PR is an art too - it is a science! [#commschat](#) -8:34 PM Apr 23rd, 2012



[LauraToader](#) Although there are more women in PR, they still do not reach the top. [#CommsChat](#) -8:34 PM Apr 23rd, 2012



[commsnetwork](#) "[@cornucopuia](#): Edelman is changing how it hires staff by not concentrating on graduates [#CommsChat](#)" -8:34 PM Apr 23rd, 2012



[jqombita](#) [@ameredia](#) totally different concept. Already have ethnic/religious diversity without gender; mre than half of diversity is female [#commschat](#) -8:34 PM Apr 23rd, 2012



[pnherdz](#) However, PR skills can be taught on top of other backgrounds. I actually started in engineering b4 PR. [@AJMRoss](#) [#commschat](#) [#diversityPR](#) -8:33 PM Apr 23rd, 2012



[tyfaruki](#) Diversity will flourish by providing opportunities to all backgrounds rather than offering a career window just at degree level. [#commschat](#) -8:33 PM Apr 23rd, 2012



[CommsChat](#) Is PR an accessible profession for individuals with disabilities?#commschat -8:33 PM Apr 23rd, 2012



[pnherdz](#) Really? I know quite a few. [@AJMRoss](#): [@tiggtag](#) hardly know anyone in PR who has a PR or marketing degree!! [#commschat](#) [#diversityPR](#) -8:33 PM Apr 23rd, 2012



[CommsChat](#) Next topic takes on another issue when it comes to diversity in PR (and we're already halfway through the hour!)... [#commschat](#) -8:32 PM Apr 23rd, 2012



[CarolinaMadrid](#) Each diverse community has its own socioeconomic indicators - understanding those is part of understanding their culture [#commschat](#) -8:32 PM Apr 23rd, 2012



[jgombita](#) [@CommsChat](#) [@prsadiversity](#) if looking at female-male ratios in PR industry, it would be men who "supposedly" faced challenges. [#commschat](#) -8:32 PM Apr 23rd, 2012



[PRSA Diversity](#) [@CommsChat](#) Agreed. As it relates to an industry or even the profession with the number of female leaders of orgs & agencies. [#Commschat](#) -8:32 PM Apr 23rd, 2012



[SandyLindsay](#) Agreed! RT [@AJMRoss](#): [@tiggtag](#) hardly know anyone in PR who has a PR or marketing degree!! [#commschat](#) [#diversityPR](#) -8:32 PM Apr 23rd, 2012



[cornucopuia](#) But this particular question is about the gender issue [#CommsChat](#)-8:32 PM Apr 23rd, 2012



[CommsChat](#) RT [@ameredia](#): [@jgombita](#) different concepts, but not mutually exclusive. [#CommsChat](#) [#diversity](#) [#religion](#) [#gender](#) [#ethnicity](#) [#commschat](#) -8:31 PM Apr 23rd, 2012



[AJMRoss](#) [@tiggtag](#) hardly know anyone in PR who has a PR or marketing degree!![#commschat](#) [#diversityPR](#) -8:31 PM Apr 23rd, 2012



[jgombita](#) [@cornucopuia](#) please, please, please, do yourself a favour & NEVER refer to gender-equality issues as "low-hanging fruit." Yikes. [#commschat](#) -8:31 PM Apr 23rd, 2012



[ameredia](#) [@jgombita](#) different concepts, but not mutually exclusive. [#CommsChat#diversity](#) [#religion](#) [#gender](#) [#ethnicity](#) -8:31 PM Apr 23rd, 2012



[CatN101](#) [@cornucopuia](#) Agree. I worked in a small consultancy where this happened. Female staff made a fantastic contribution. [#commschat](#) -8:31 PM Apr 23rd, 2012



[PRMDiversity](#) [#CommsChat](#) be systematic e.g. what do diverse employees offer, what do diverse customers/consumers need, what does the law require, ... -8:31 PM Apr 23rd, 2012



[CommsChat](#) [@jqombita](#) [@prsadiversity](#) then I think including gender in that is valid [#commschat](#) -8:31 PM Apr 23rd, 2012



[CommsChat](#) [@jqombita](#) [@prsadiversity](#) Well if you define diversity as an accurate reflection of the population in an industry... [#commschat](#) -8:30 PM Apr 23rd, 2012



[pnherdz](#) Completely agree. RT [@AJMRoss](#): [@tyfaruki](#) thats why we must advocate a competence based approach to recruitment [#commschat](#) [#diversityPR](#) -8:30 PM Apr 23rd, 2012



[CIPR](#) [CIPR_UK](#) [@SandyLindsay](#) all about flexibility on both sides - we're looking to continue the study on a yearly basis to benchmark [#commschat](#) [#CommsChat](#) -8:30 PM Apr 23rd, 2012



[cornucopuia](#) [@jqombita](#) there are so many diversity issues that we looked at the low-hanging fruit to find principles which would help everyone [#CommsChat](#) -8:30 PM Apr 23rd, 2012



[PRSADiversity](#) [@jqombita](#) My thought of gender diversity and why I listed it would be more women in tech PR & the tech industry. [#Commschat](#) -8:30 PM Apr 23rd, 2012



[AM_Bailey](#) [@PipilaUSA](#) I think the internet/social media is the way forward. I'm using my blog <http://t.co/LOjfw2ya> to engage [#commschat](#) -8:30 PM Apr 23rd, 2012



[jqombita](#) [@PRSADiversity](#) [@PRSA](#) when more than 50 per cent of world's population is female, how can you define "gender" as [#diversity](#)?!?! [#commschat](#) -8:28 PM Apr 23rd, 2012



[PRSADiversity](#) I would have to agree with [@jqombita](#) Are we discussing gender equality in PR or diversity in PR as it relates to women? [#CommsChat](#) -8:28 PM Apr 23rd, 2012



[tiggtag](#) Best comms bods I've worked with didn't always have a marketing background, but were great innovators and believed in engagement [#commschat](#) -8:28 PM Apr 23rd, 2012



[cornucopuia](#) That's the practical side. The business side is it cost lots to hire and train in comparison to re-hiring experienced staff. [#CommsChat](#) -8:28 PM Apr 23rd, 2012



[AJMRoss @tyfaruki](#) that's why we must advocate a competence based approach to recruitment [#commschat](#) [#diversityPR](#) -8:28 PM Apr 23rd, 2012



[SandyLindsay @CIPR_UK](#) that will be really interesting. If the prof can help returning mums more it'll make a HUGE difference [#commschat](#) -8:28 PM Apr 23rd, 2012



[PRMDiversity #CommsChat](#) Full credit Edelman, they recognise one third of working population untapped by pr ind'y because don't have a degree - bonkers! -8:28 PM Apr 23rd, 2012



[AM_Bailey">@SpectorPR](#): Diversity is more than just culture and ethnicity. It is a mix of socioeconomic factors as well. [#commschat](#)" Well said! :) -8:27 PM Apr 23rd, 2012



[cornucopuia](#) flexible hours, support for women as they prepare to return, ability to work from home (good IT support) [#CommsChat](#) -8:26 PM Apr 23rd, 2012



[igombita](#) Am I alone in really disliking ethnic and/or religious diversity getting mixed in w GENDER equality? Two very different concepts. [#commschat](#) -8:26 PM Apr 23rd, 2012



[steve_falla](#) RT [@CIPR_UK](#): Looking fwd to publishing our study on return to work issues for mums in comms - Some top BP recommendations [#commschat#diversityPR](#) -8:26 PM Apr 23rd, 2012



[sarahawhittle](#) Following tonight's [#commschat](#) with interest. Fellow [#PR](#) people should check it out! -8:26 PM Apr 23rd, 2012



[Koray_CIPR @cornucopuia](#) exactly, which is why those candidates are far less 'connected' than other graduates [#commschat](#) -8:26 PM Apr 23rd, 2012



[CommsChat @cornucopuia](#) Absolutely - the post-partum brain drain is a crisis in all industries [#commschat](#) -8:26 PM Apr 23rd, 2012









[snephew25](#) Absolutely RT [@SpectorPR](#): Diversity is more than just culture and ethnicity. It is a mix of socioeconomic factors as well. [#commschat](#) -8:26 PM Apr 23rd, 2012












[tyfaruki](#) I feel both PR & marketing mislead many towards the profession and templates require reinventing to grab the right candidates. [#commschat](#) -8:25 PM Apr 23rd, 2012















[tiggtag](#) So true! > RT [@SpectorPR](#) Diversity is more than just culture and ethnicity. It is a mix of socioeconomic factors as well. [#commschat](#) -8:25 PM Apr 23rd, 2012







     
[CIPR_UK](#) Looking fwd to publishing our study on return to work issues for mums in comms - Some top BP recommendations [#commschat](#) [#diversityPR](#) -8:25 PM Apr 23rd, 2012







     
[CommsChat](#) [@CarolinaMadrid](#) Doesn't that raise problems when it comes to audiences with specific indicators eg investors? [#commschat](#) -8:25 PM Apr 23rd, 2012







     
[cornucopuia](#) Flexible approach is need to retain and re-employ women [#CommsChat](#) -8:25 PM Apr 23rd, 2012







     
[CommsChat](#) The Iceberg model of diversity (HT [@dr_tindall](#)): "All the ways we are different and similar --- both seen and unseen." [#commschat](#) -8:24 PM Apr 23rd, 2012







     
[PRSADiversity](#) We define [#diversity](#) in [@PRSA](#) as differences which could be race, socioeconomic, age, sexual orientation, disabilities, gender. [#commschat](#) -8:24 PM Apr 23rd, 2012







     
[CIPR_UK](#) Check out flagship apprenticeship scheme that [@cornucopuia](#) has just highlighted from Edelman <http://t.co/8TbagWmd> [#commschat](#) [#diversityPR](#) -8:24 PM Apr 23rd, 2012







     
[cornucopuia](#) CIPR will be publishing a survey on this in the coming weeks [#CommsChat](#) -8:23 PM Apr 23rd, 2012







     
[mollyhpierce](#) Tackling gender diversity in PR over on [#commschat](#) - some very interesting points coming out -8:23 PM Apr 23rd, 2012

     
[CarolinaMadrid](#) The logical case is that our [#PR](#) workforce should reflect the audiences it serves - in order to genuinely understand them. [#commschat](#) -8:23 PM Apr 23rd, 2012

     
[CommsChat](#) [@cornucopuia](#) I went to the launch of Taylor Bennett Foundation last year - great programme [#commschat](#) -8:23 PM Apr 23rd, 2012

     
[PRSADiversity](#) Agree as well. RT [@SpectorPR](#): Diversity is more than just culture and ethnicity. It is a mix of socioeconomic factors as well. [#commschat](#) -8:22 PM Apr 23rd, 2012

     
[dr_tindall](#) Diversity is both visible and invisible. I use and advocate the iceberg model approach to diversity: <http://t.co/GO7BaejM> [#commschat](#) -8:22 PM Apr 23rd, 2012

     
[SandyLindsay](#) [@commsnetwork](#) the [@PRCA_UK](#) is working on [#apprenticeships](#) in [#PR](#) - watch this space...! [#commschat](#) -8:22 PM Apr 23rd, 2012



[LauraToader](#) Agree! RT [@SpectorPR](#) Diversity is more than just culture and ethnicity. It is a mix of socioeconomic factors as well. [#CommsChat](#) -8:22 PM Apr 23rd, 2012



[Koray_CIPR](#) [@CommsChat](#) Because companies need to take a far more proactive approach to recruiting inexperienced ethnic minority candidates [#commschat](#) -8:22 PM Apr 23rd, 2012



[AJMRoss](#) [@sandylindsay](#) similar to large amount of press from Oxbridge - need 2 2b more representative of public who's interests they serve [#commschat](#) -8:22 PM Apr 23rd, 2012



[CommsChat](#) What steps need to be taken to tackle both the glass ceiling issue and return to work/re-employment for women? [#commschat](#) -8:22 PM Apr 23rd, 2012



[cornucopia](#) Taylor Bennett Foundation also recognises that interns aren't necessary going to 'top' universities but to inner city colleges [#CommsChat](#) -8:22 PM Apr 23rd, 2012



[commsnetwork](#) PR in the UK is a 'closed' profession with no degree - apprenticeships could change that if we get them right [#CommsChat](#) -8:21 PM Apr 23rd, 2012



[CommsChat](#) Our next topic tonight tackles gender equality as an element of [#diversityPR](#) [#commschat](#) -8:21 PM Apr 23rd, 2012



[pnherdz](#) Totally agree. RT [@SpectorPR](#): Diversity is more than just culture and ethnicity. It is a mix of socioeconomic factors as well. [#commschat](#) -8:21 PM Apr 23rd, 2012



[ameredia](#) Studies show that the industry is not [#diverse](#) enough <http://t.co/D0rezCOH> RT [@CommsChat](#) [@PRSadiversity](#) why is it taking so long? [#commschat](#) -8:21 PM Apr 23rd, 2012



[SpectorPR](#) Diversity is more than just culture and ethnicity. It is a mix of socioeconomic factors as well. [#commschat](#) -8:21 PM Apr 23rd, 2012



[cornucopia](#) Edelman is changing how it hires staff by not concentrating on graduates [#CommsChat](#) -8:20 PM Apr 23rd, 2012



[dr_tindall](#) [@cornucopia](#) A great example of moving beyond typical haunts is what we discussed in this panel: <http://t.co/wrj3ftrtX> [#commschat](#) -8:20 PM Apr 23rd, 2012



[igombita](#) [@johnnewbury](#) pssttt...don't tell others in [#commschat](#), but sometimes we (PR/communication) people use business terms to sound more important -8:20 PM Apr 23rd, 2012



[cornucopia](#) There is a business case and a logical case [#CommsChat](#) -8:20 PM Apr 23rd, 2012



[lottejones](#) Great [#commschat](#) going on right now with [@cornucopia](#) of the [@CIPR_UK](#) [#diversity](#) working group -8:18 PM Apr 23rd, 2012



[KSUPRSSA](#) RT [@PRSA](#): [#PRSA](#)'s Diversity Comm. ([@PRSA Diversity](#)) will discuss [#DiversityPR](#) at 3pm TODAY during [#CommsChat](#). Join the discussion! -8:18 PM Apr 23rd, 2012



[CommsChat](#) [@cornucopia](#) Are there schemes already in place that have started to do this successfully? [#commschat](#) -8:18 PM Apr 23rd, 2012



[igombita](#) A recognition that different cultures have unique strengths, too.... RT [@cornucopia](#): it's a cultural change [#CommsChat](#) -8:18 PM Apr 23rd, 2012



[johnnewbury](#) [@igombita](#) Ha, true indeed - I guess twitter is not the ideal place for semantics! [#commschat](#) -8:17 PM Apr 23rd, 2012



[CommsChat](#) RT [@SandyLindsay](#): Theres a case of right/wrong here too. Its not all £. PR changes communities and opinions for better/worse [#commschat](#) -8:17 PM Apr 23rd, 2012



[PRSADiversity](#) [@johnnewbury](#) I agree that it definitely is essential but there is still a case for it to be made & seen as a business imperative. [#Commschat](#) -8:17 PM Apr 23rd, 2012



[CIPR](#) [CIPR_UK](#) Some great case studies via [#BITC](#) on top brands business cases for diversity <http://t.co/vMInG5Wd> [#commschat](#) [#diversityPR](#) -8:16 PM Apr 23rd, 2012



[PRSADiversity](#) [@CommsChat](#) The publics we serve or the industry or advancing the industry. Behavior change requires universal acceptance. [#Commschat](#) -8:16 PM Apr 23rd, 2012



[cornucopia](#) To keep the industry relevant we need to improve the talent pool and this means we have to look beyond the 'usual' haunts [#commschat](#) -8:16 PM Apr 23rd, 2012



[cornucopia](#) it's a cultural change [#CommsChat](#) -8:15 PM Apr 23rd, 2012



[PRSA Diversity](#) [@CommsChat](#) Great question [@Commschat](#). If you look at the history of PR, change does not happen overnight in either [#commschat](#) -8:15 PM Apr 23rd, 2012



[johnnewbury](#) [@PRSA Diversity](#) - Business case suggests there is an element of choice or option, but PR adopting diversity is in fact essential [#commschat](#) -8:15 PM Apr 23rd, 2012



[PipilaUSA](#) What are ways to improve communication with someone who is younger than you? [@commschat](#) [#commschat](#) [@communicatomag](#) -8:15 PM Apr 23rd, 2012



[ameredia](#) take for example [#Hispanics](#) <http://t.co/rZNufX05> RT [@CIPR_UK](#) RT [@cornucopuia](#) ...we have communities with huge disposable wealth [#commschat](#) -8:15 PM Apr 23rd, 2012



[pnherdz](#) [@CommsChat](#) [@PRSA Diversity](#) It usually begins with a misunderstanding of what diversity is, and it's importance in an org. [#commschat](#) -8:15 PM Apr 23rd, 2012



[SandyLindsay](#) There's a case of right/wrong here too. It's not all £. PR changes communities and opinions for better/worse [#commschat](#) -8:14 PM Apr 23rd, 2012



[onsookim](#) RT [@PawanJMehra](#): Multicultural Americans will account for about \$3.6 trillion in purchasing power by 2015 (Selig Center) [#commschat](#) [#diversityPR](#) -8:14 PM Apr 23rd, 2012



[CarolinaMadrid](#) RT [@PawanJMehra](#): Multicultural Americans will account for about \$3.6 trillion in purchasing power by 2015 (Selig Center) [#commschat](#) [#diversityPR](#) -8:13 PM Apr 23rd, 2012



[CommsChat](#) [@PRSA Diversity](#) It does seem very simple put in those terms - so why is it taking so long to put into practice? [#commschat](#) -8:13 PM Apr 23rd, 2012



[PawanJMehra](#) Multicultural Americans will account for about \$3.6 trillion in purchasing power by 2015 (Selig Center) [#commschat](#) [#diversityPR](#) -8:13 PM Apr 23rd, 2012



[PRSA Diversity](#) Excellent RT [@dr_tindall](#): [@PRSA Diversity](#) Social scientists have seen a correlation between diversity & creativity in groups [#Commschat](#) -8:12 PM Apr 23rd, 2012



[CIPR_UK](#) "RT [@cornucopuia](#) PR, which helps business to engage, does not relect many of those communities" [#diversityPR](#) [#commschat](#) -8:12 PM Apr 23rd, 2012



[pnherdz](#) RT [@CatN101](#): It must be about understanding where people are coming from and so knowing how you can reach them [#commschat](#) -8:12 PM Apr 23rd, 2012



[CIPR](#) [CIPR_UK](#) "RT [@cornucopuia](#) Business case is that we have we have communities with huge disposable wealth we need to be engaged with" [#commschat](#) -8:11 PM Apr 23rd, 2012



[CommsChat](#) Looks like an interesting study MT [@dr_tindall](#): Correlation between diversity and creativity in groups: <http://t.co/ShpYBV3b> [#commschat](#) -8:11 PM Apr 23rd, 2012



[MGreer_PR](#) RT [@CIPR_UK](#): Why aren't you following [#commschat](#) right now? It's on [#diversityPR](#) with our very own Diversity Working Group chair [@cornucopuia](#) -8:11 PM Apr 23rd, 2012



[iqombita](#) Beautiful to see Canadian school children at museum/art gallery, etc. [@SandyLindsay](#). Rainbow of faces/feature all holding hands. [#commschat](#) -8:11 PM Apr 23rd, 2012



[cornucopuia](#) In the UK it is already £300bn [#commschat](#) -8:10 PM Apr 23rd, 2012



[CommsChat](#) RT [@cornucopuia](#) Open PR, which helps business to engage, does not select many of those communities [#commschat](#) -8:10 PM Apr 23rd, 2012



[dr_tindall](#) [@PRSA Diversity](#) Social scientists have seen a correlation between diversity and creativity in groups: <http://t.co/T7QCqeDf> [#commschat](#) -8:10 PM Apr 23rd, 2012



[cornucopuia](#) PRSA Strategist ((Fall 2005) said BME worth in the US wd hit \$1.7 trillion by 2010 [#commschat](#) -8:10 PM Apr 23rd, 2012



[PRSA Diversity](#) [@johnnewbury](#) A1. Interesting take John. Why wouldn't you call it a business case? I am curious to understand your thoughts. [#Commschat](#) -8:09 PM Apr 23rd, 2012



[CatN101](#) It must be about understanding where people are coming from and so knowing how you can reach them [#commschat](#) -8:09 PM Apr 23rd, 2012



[CommsChat](#) MT [@cornucopuia](#) Business case is that we have we have communities with huge disposable wealth we need to be engaged with [#commschat](#) -8:09 PM Apr 23rd, 2012



[AJMRoss](#) [@cornucopuia](#) remember to end your tweets with [#commschat](#)! -8:09 PM Apr 23rd, 2012



[igombita](#) [@johnnewbury](#) "business case" is fine [#wordsmith](#) 'ing. Although kind of white bread, eh? ;-)
[#commschat](#) -8:09 PM Apr 23rd, 2012



[CommsChat](#) [@cornucopuia](#) Make sure you use the [#commschat](#) tag so your tweets come up in stream -8:08 PM Apr 23rd, 2012



[PRSADiversity](#) A1. [#Diversity](#) in PR is key for our future success as practitioners. Being able to make [#differenceswork](#) leads to innovation. [#Commschat](#) -8:08 PM Apr 23rd, 2012



[SandyLindsay](#) [@igombita](#) completely agree. It's the case Scope (and other charities) have been putting for schools for years [#commschat](#) -8:08 PM Apr 23rd, 2012



[igombita](#) Prejudice born out of ignorance [@CommsChat](#). When you live cheek by jowl or are schooled together, it disappears. Familiarity. [#commschat](#) -8:07 PM Apr 23rd, 2012



[SandyLindsay](#) RT [@johnnewbury](#): I wouldn't call it a business case; surely it's a pre-requisite? Industry has to adapt to society. [#commschat](#) -8:07 PM Apr 23rd, 2012



[johnnewbury](#) I wouldn't call it a business case (for diversity within PR), surely it's a pre-requisite? Industry has to adapt to society. [#commschat](#) -8:06 PM Apr 23rd, 2012



[PRSADiversity](#) A1. There have been so many studies that show organizations with a diverse workforce outperform their peers. [#Differenceswork](#) [#Commschat](#) -8:06 PM Apr 23rd, 2012



[CommsChat](#) Can't wait to hear your thoughts on this one [@cornucopuia](#) and [@prsadiversity](#) [#commschat](#) -8:06 PM Apr 23rd, 2012



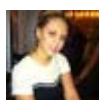
[onherdz](#) [@PRSADiversity](#) Thanks! I will join in! :) [#Commschat](#) -8:05 PM Apr 23rd, 2012



[igombita](#) LOL at your "the green room" reference [@SMSJOE](#), (Please don't hate me, but I'm attending [#commschat](#) today). Happy [#usguyschat](#)! c [@Ken_Rosen](#) -8:05 PM Apr 23rd, 2012



[BabyTrend](#) Communication is key in relationships [#CommsChat](#) [@commschat@communicatemaq](#) [@mollyhpierce](#) -8:05 PM Apr 23rd, 2012



[OliviaBunting](#) RT [@CIPR_UK](#): Why aren't you following [#commschat](#) right now? It's on [#diversityPR](#) with our very own Diversity Working Group chair [@cornucopuia](#) -8:05 PM Apr 23rd, 2012



[CatN101](#) Just got started - [#CommsChat](#) on diversity in PR [#in](#) -8:05 PM Apr 23rd, 2012



[CommsChat](#) For PR to be successful in the future the profession should reflect our diverse society. What is the business case for diversity? [#commschat](#) -8:03 PM Apr 23rd, 2012



[CIPR_UK](#) Why aren't you following [#commschat](#) right now? It's on [#diversityPR](#) with our very own Diversity Working Group chair [@cornucopuia](#) -8:03 PM Apr 23rd, 2012



[CommsChat](#) Remember to use the hashtag [#commschat](#) to join in! So let's kick off with topic no.1 ... [#commschat](#) -8:03 PM Apr 23rd, 2012



[PRSA Diversity @pnherdz](#) [#Commschat](#). Join the discussion. We just got started! -8:02 PM Apr 23rd, 2012



[CommsChat](#) We're going to be considering diversity in PR today and hope to hear some interesting viewpoints on the subject [#commschat](#) -8:02 PM Apr 23rd, 2012



[cornucopuia](#) Great to be here [#commschat](#) -8:02 PM Apr 23rd, 2012



[PRSA Diversity @pnherdz](#) The hashtags are [#Commschat](#) and [#DiversityPR](#) -8:01 PM Apr 23rd, 2012



[commsnetwork](#) CommsChat | [#CommsChat](#) topics for 23 April – Diversity in PR: <http://t.co/83gmDT1k> -8:01 PM Apr 23rd, 2012



[CommsChat](#) They'll be tweeting from [@cornucopuia](#) and [@prsadiversity](#) respectively. I'm Molly, editor of [@communicatemag](#) [#commschat](#) -8:01 PM Apr 23rd, 2012



[PRSA Diversity](#) Good afternoon & good evening all. I am Brandi Boatner ([@thinkbluepr](#)) vice chair of the PRSA Diversity Committee. [#Commschat#DiversityPR](#) -8:01 PM Apr 23rd, 2012



[CommsChat](#) And Brandi Boatner, who sits on the PRSA Diversity Committee [#commschat](#) -8:01 PM Apr 23rd, 2012



[CommsChat](#) Tonight we're delighted to be joined by [@cornucopuia](#), who chairs the CIPR Diversity Working Group [#commschat](#) -8:00 PM Apr 23rd, 2012



[CommsChat](#) Hi everyone! Time to get started... [#commschat](#) -8:00 PM Apr 23rd, 2012



[CarolinaMadrid](#) RT [@PRSA](#)[Diversity](#): Ready for a great discussion on the business case for diversity in PR with [#CommsChat](#). Kicking off now. [#DifferencesWork](#) -8:00 PM Apr 23rd, 2012



[PRSA](#)[Diversity](#) Ready for a great discussion on the business case for diversity in PR with [#CommsChat](#). Kicking off now. [#DifferencesWork](#) -7:59 PM Apr 23rd, 2012



[elliscatherine](#) 2 minutes [#CommsChat](#) [#DiversityPR](#) [@PRSA](#)[Diversity](#) -7:58 PM Apr 23rd, 2012



[tyfaruki](#) RT [@CIPR](#)[UK](#): Looking forward to [#commschat](#) about to kick off in 10 minutes with our very own [@cornucopia](#) on [#diversityPR](#) -7:57 PM Apr 23rd, 2012



[CarolinaMadrid](#) Hopping on the diversity in PR [#commschat](#) with [@prsadiversity](#) and [@cipr](#). [#multicultural](#) -7:56 PM Apr 23rd, 2012



[CommsChat](#) Five minutes to go before we chat about diversity with [Cornelius@cornucopia](#) and [Brandi @prsadiversity](#) [#commschat](#) -7:56 PM Apr 23rd, 2012



[jazzchappell](#) [@cornucopia](#) i very much like the sound of that! maybe even by the time i graduate from PR degree?! [#CommsChat](#) -7:55 PM Apr 23rd, 2012



[cornucopia](#) Hope everyone gets something from this evening's [#CommsChat](#) even if it is just that real change is getting closer -7:53 PM Apr 23rd, 2012



[ameredia](#) RT [@PRSA](#): [#CommsChat](#) with [@PRSA](#)[Diversity](#) starts in 7 mins (3pm ET). Join the discussion on [#DiversityPR](#) [#multicultural](#) -7:52 PM Apr 23rd, 2012



[CIPR](#)[UK](#) Looking forward to [#commschat](#) about to kick off in 10 minutes with our very own [@cornucopia](#) on [#diversityPR](#) -7:51 PM Apr 23rd, 2012



[johnnewbury](#) I think tonight's [#commschat](#) is going to be a big one - talking diversity in PR with [@cornucopia](#) and [@prsadiversity](#). Starts in 10 [#commschat](#) -7:49 PM Apr 23rd, 2012



[SandyLindsay](#) Think I might check out tonight's [#commschat](#) - looks interesting: <http://t.co/q5vLw7aY> -7:45 PM Apr 23rd, 2012



[LizFoggitt](#) RT [@mollyhpierce](#): In about 45 minutes I'll be over on the [#CommsChat](#) tag, talking about diversity in PR with [@cornucopuia](#) and [@prsadiversity](#) - should be good! - 7:43 PM Apr 23rd, 2012



[thecaitylady](#) Hoping to catch some of this!
RT [@prsa](#): [#CommsChat](#) with [@PRSA Diversity](#) starts in 30 mins (3pm ET). Join the discussion on [#DiversityPR](#) -7:42 PM Apr 23rd, 2012



[EaddyPerry](#) RT [@PRSA](#): Join [@PRSA Diversity](#) for [#CommsChat](#) discussion on [#DiversityPR](#) at 3pm ET TODAY <http://t.co/dntOAdky> -7:36 PM Apr 23rd, 2012



[onsookim](#) Looking forward to the [#CommsChat](#) for diversity 12:00(PT) -7:33 PM Apr 23rd, 2012



[CommsChat](#) Half an hour to go to [#commschat](#) ... read up on the topics for our chat on [#diversitypr](#) at <http://t.co/9Bp96Ox7> -7:31 PM Apr 23rd, 2012



[CommsChat](#) [@AJMRoss](#) [@cornucopuia](#) And don't forget to make sure you include the [#commschat](#) tag in all your tweets! -7:30 PM Apr 23rd, 2012



[PRSA](#) [#CommsChat](#) with [@PRSA Diversity](#) starts in 30 mins (3pm ET). Join the discussion on [#DiversityPR](#) -7:30 PM Apr 23rd, 2012



[PRSA Diversity](#) [#CommsChat](#) with [@PRSA Diversity](#) starts in 30 mins (3pm ET). Join the discussion on [#DiversityPR](#) -7:30 PM Apr 23rd, 2012



[swedishgurl](#) RT [@ThinkBluePR](#): Looking forward to the [#CommsChat](#) to discuss diversity in PR this afternoon with [@PRSA Diversity](#) [@PRSA](#) [@CIPR](#). [#DifferencesWork](#) [#Diversity](#) - 7:27 PM Apr 23rd, 2012



[dr_tindall](#) RT [@ThinkBluePR](#): Looking forward to the [#CommsChat](#) to discuss diversity in PR this afternoon with [@PRSA Diversity](#) [@PRSA](#) [@CIPR](#). [#DifferencesWork](#) [#Diversity](#) -7:26 PM Apr 23rd, 2012



[EUP PRSSA](#) RT [@PRSA](#): Join [@PRSA Diversity](#) for [#CommsChat](#) discussion on [#DiversityPR](#) at 3pm ET TODAY <http://t.co/dntOAdky> -7:26 PM Apr 23rd, 2012



[ThinkBluePR](#) Looking forward to the [#CommsChat](#) to discuss diversity in PR this afternoon with [@PRSA Diversity](#) [@PRSA](#) [@CIPR](#). [#DifferencesWork](#) [#Diversity](#) -7:26 PM Apr 23rd, 2012



[onsookim](#) Can't wait for the Diversity [#CommsChat](#) [#PRSA](#) -7:20 PM Apr 23rd, 2012



[onsookim](#) #미국취업 가끔은 미국뿐만 아니라 전세계 [#PR](#) 에 있어서 중요한 diversity(다양성)에 관한 SNS 채팅이 곧 시작 합니다 12:00(PT) [#CommsChat](#) -7:18 PM Apr 23rd, 2012



[AllthingsIC](#) RT [@CommsChat](#): We're kicking off at 8pm for [#CommsChat](#) tonight but that's UK time - for international times look at <http://t.co/Q7p7TqZi> -7:17 PM Apr 23rd, 2012



[mollyhpierce](#) In about 45 minutes I'll be over on the [#CommsChat](#) tag, talking about diversity in PR with [@cornucopuia](#) and [@prsadiversity](#) - should be good! -7:15 PM Apr 23rd, 2012



[ameredia](#) We're in! RT [@PRSA](#) Join [@PRSA](#) and [@PRSA](#) for [#CommsChat](#) discussion on [#DiversityPR](#) at 3pm ET TODAY <http://t.co/5bGldB4L> -7:15 PM Apr 23rd, 2012



[onsookim](#) RT [@PRSA](#): Join [@PRSA](#) and [@PRSA](#) for [#CommsChat](#) discussion on [#DiversityPR](#) at 3pm ET TODAY <http://t.co/yTNIHPsI> -7:14 PM Apr 23rd, 2012



[PRSA Diversity](#) RT [@YPNChicagoPRSA](#): Join [@PRSA](#) and [@PRSA](#) TODAY at 3 PM EST for [#CommsChat](#)! Topic is "Making the Business Case for Diversity" [#prsa](#)-7:11 PM Apr 23rd, 2012



[mynewsdesk_uk](#) Starting in just under an hour... RT [@CommsChat](#): Topics for [#CommsChat](#) on [#diversitypr](#) tonight are at <http://t.co/cXPdZMPH>. -7:07 PM Apr 23rd, 2012



[SpectorPR](#) Looking forward to joining [@PRSA](#) and [@PRSA](#) for [#CommsChat](#) discussion on [#DiversityPR](#) at 3pm ET TODAY <http://t.co/NCCCBOH2> [#PR](#) -7:07 PM Apr 23rd, 2012



[CommsChat](#) Just under an hour to [#commschat](#) with [@cornucopuia](#) and [@prsadiversity](#)! -7:06 PM Apr 23rd, 2012



[PRSA](#) Join [@PRSA](#) and [@PRSA](#) for [#CommsChat](#) discussion on [#DiversityPR](#) at 3pm ET TODAY <http://t.co/dntOAdky> -7:00 PM Apr 23rd, 2012



[cornucopuia](#) MT [@CIPR_UK](#): [#CommsChat](#) on [#DiversityPR](#) kicks off in just over an hour > an hour ??? Gotta run! -6:55 PM Apr 23rd, 2012