



Ronald O. Coleman



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## 2021 Annual Conference Session:

### What Authentic Allyship As Colleagues and Organizations Looks Like

- Have relationships with people and organizations BEFORE you need them. Be proactive, not reactive.
- Establish a relationship with key cultural media, both locally and nationally. They know their communities better than most and can serve as a valuable resource on issues related to their markets.
- Relationships are critical. It's important to authentically get to know people in different communities, including the key people - decision makers, the people of influence. When able, go to the key social, civic and community conferences and get to know people on a personal level.
- Value what Black consumers and employees bring to the table. Have the right people at the table to make sure your messages and programing are authentic. Have a diverse board of directors.
- Consumers know when you are just saying sorry or when you are truly trying to make a change.
- If you don't reach out to multicultural consumers and employees, where are you going to get your growth from? Based on the numbers and the demographics, that's where the growth is.
- Black Americans have more than \$1.3 trillion in buying power. Their spending over indexes in most product categories. You're not being strategic if you are not being inclusive in your outreach and engagement.
- Don't just throw money behind an issue. Encourage employees and leadership to roll up their sleeves and get involved in making change.
- Align yourself with a team or agency that has the insights that you do not. Listen to and trust their counsel.
- Don't do anything that gets you on the wrong side of #blacktwitter.

### Colleagues

- Listen to real life experiences of your Black colleagues and don't excuse the bad situations they share with you away. Don't question the realities and lived experiences of your Black colleagues.
- Have a diverse team...races, ages, religions, sexualities, etc.
- Get out of your comfort zone. Don't develop your campaigns from a single point of view.
- Have conversations with more people who don't look like you. Get comfortable with being uncomfortable.
- Invite culturally diverse people to the events you invite others to, and go to events of other groups too, where you are the "only one" to get a better understanding about how it feels and take away the insights shared in that predominate environment.
- Professional Development is important for everyone. Black PRSA (BPRS) also exists, in addition to the PRSA GA. Join and support both by attending meetings.

### Panelists

- Ronald O. Coleman, The Coca-Cola Company (retired) – [316comm@bellsouth.net](mailto:316comm@bellsouth.net)
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### Moderator

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