

***“PIRATES, PENGUINS, and STEELERS UNITE
for INCLUSION and EQUITY in PITTSBURGH”***

***Black Political Empowerment Project (B-PEP),
Greater Pittsburgh Coalition Against Violence (CAV), and
Corporate Equity & Inclusion Roundtable (CEIR)***

Tuesday, February 28, 2023 – 5:30 pm

***Press Conference at Acrisure Stadium regarding the 3 Major Pittsburgh
Sports Teams adopting the B-PEP/CEIR “PLAYBOOK”***

Tim Stevens statement

Chairman CEO, The Black Political Empowerment Project (B-PEP),

Co-convener, Greater Pittsburgh Coalition Against Violence (CAV) and

Facilitator, Corporate Equity & Inclusion Roundtable

Sometimes when there is a negative occurrence in our lives, such an occurrence provides us all with an opportunity to take the negative and create positive opportunities for the future. Well, that is the case for the Pittsburgh Region. In 2010 the Pittsburgh Region was listed as fortieth in the entire nation regarding the conditions of the Black working poor and Black children. We in Pittsburgh often point to our many number one and top ten ratings over the years, for which we have a great sense of pride, but in this instance, our entire Pittsburgh Region’s rating was what I call a ‘reverse number one. We were, in fact – dead last! Members of the Black Political Empowerment Project (B-PEP) and our Greater Pittsburgh Coalition Against Violence (CAV) found this rating was unacceptable, and we launched the Corporate Equity & Inclusion Roundtable (CEIR) in 2011, and by May 2013, we hosted our first CEIR Conference at Duquesne, where we had Art Rooney, II, President of the Pittsburgh Steelers, as one of our keynote speakers. He also gave us permission to utilize the ‘Rooney Rule” name in our work of attempting to expand diversity, equity, and inclusion throughout the Pittsburgh Region, except ‘our’ definition would be much more expansive than the original, which focused on getting Blacks as head coaches and later hiring Blacks into the top echelon of coaching. Our CEIR “Comprehensive Rooney Rule – with Results” requests all employers in our Pittsburgh Region to consider the employment of Africans for all available job opportunities, from entry-level jobs to the “C Suite”, and to consider African Americans for all contractual opportunities. Our theory is simple if all employers in our region adopt and committedly implement “The Comprehensive Rooney Rule – With Results,” the living conditions, across the board, throughout the Black communities of our region will be greatly improved, and the violence which continues to negatively impact our communities will subside through time, hopefully substantially! CEIR was created out of the work of the Greater Pittsburgh Coalition Against Violence.

Our CEIR Playbook, aimed at creating diversity, equity, and inclusion, provides a roadmap for action as to how to fully implement a new, meaningful, effective, and truly sustained level of diversity, equity, and

inclusion within every workplace. The PLAYBOOK also calls for the use of “Ban the Box,” which provides the opportunity for persons with criminal backgrounds to create what I call new “foregrounds”, meaning a true opportunity for those who choose, to start their lives anew! The City of Pittsburgh and Allegheny County adopted Ban the Box, some time ago. B-PEP, the Greater Pittsburgh Coalition Against Violence, and the Corporate Equity & Inclusion Roundtable (CEIR) urge all employers to do the same.

What we are asking every area employer to do is to identify an “implementation team” who would be charged with reviewing, in detail, the B-PEP/CEIR PLAYBOOK and identifying who within their organization should be responsible for assessing and implementing specific sections of the PLAYBOOK and be charged with creating a timeline for results. The Black Political Empowerment Project (B-PEP), and the Corporate Equity, and Inclusion Roundtable (CEIR) are pleased that Pittsburgh’s three sports franchises have confirmed their intent to make full use of the CEIR PLAYBOOK as they move forward with their diversity, equity, and inclusion (DEI) initiatives. The National Football League (NFL), Major League Baseball (MLB), and the National Hockey League (NHL) recognize the importance of creating and sustaining environments that are welcoming and supportive for all. We have included in our media packet, an overview of the DEI commitments of these three major sports. Recent events, locally and nationally, highlight the need for authentic, meaningful leadership in eliminating race-based disparities that contribute to severe economic disparities, educational inequality, and, most alarmingly, physical injury and death. Today stands as a transformational moment in time when Pittsburgh’s three major professional sports franchises boldly recertify their unshakeable commitment to supporting full human rights for all. Professional football, baseball, and hockey are core to the identity of Western Pennsylvania. B-PEP, the Greater Pittsburgh Coalition Against Violence, and CEIR are pleased that the Pittsburgh Professional Sports community acknowledges and accepts the core recommendations of the PLAYBOOK. The CEI Roundtable is committed to partnering, fully supporting, and assuring accountability for region-wide civil and human rights for all.

We thank our sports team partners for being with us tonight to personally share their commitments to this important work. We will now hear from the President of the Pittsburgh Steelers, Art Rooney, II, who was the first leader of the major local sports teams to accept our request to adopt and implement the CEIR PLAYBOOK. He is out of town, but he wanted to share his personal comments with regard to this important work.

Tracey McCants Lewis

Chief People Officer and General Counsel
Pittsburgh Penguins

The Pittsburgh Penguins are committed to advancing the strategies and practices of The Corporate Equity & Inclusion Roundtable (CEIR) along with the other major Pittsburgh sports teams. The CEIR Playbook provides the game plan to guide our declaration to be an organization that promotes diversity, equity, and inclusion efforts that are both welcoming and belonging. We are working to provide opportunities for African Americans in the Region. We want to ensure the inclusion and retention of African American talent in our workforce as well as provide economic opportunities with African American suppliers, vendors, and business partners.

Travis Williams

President Pittsburgh Pirates

Diversity, equity, and inclusion are important to our culture at the Pittsburgh Pirates, starting with Bob Nutting, Ben Cherington, and myself. We know that without the right type of support, it can be harder to keep the momentum going forward. While most of the DE&I efforts we have previously implemented and continue to implement are aligned with the CEIR Playbook, it has become a helpful tool for our organization to measure where we are with these initiatives and determine where we can commit to growing and improving. We applaud Tim Stevens and B-PEP for their efforts to provide this type of tool to businesses throughout the Pittsburgh region.

Art Rooney II

President Pittsburgh Steelers

“The Pittsburgh Steelers are excited to stand alongside the Black Political Empowerment Project’s

Corporate Equity & Inclusion Roundtable as they spearhead the announcement of the adoption and implementation of the CEIR PLAYBOOK by all three major sports teams in Pittsburgh. In Pittsburgh, CEIR has expanded the National Football League’s “Rooney Rule” rule for African Americans to be considered for all positions of employment from entry-level jobs to the “C Suite”, as well as being considered for all contractual opportunities throughout the Pittsburgh Region.

The CEIR “PLAYBOOK” gives the Pittsburgh Steelers and all entities in the Pittsburgh Region a ‘step-by-step game plan for action’ to accomplish meaningful diversity, equity, and inclusion throughout their organizations. As President of the Pittsburgh Steelers, I am proud to support this initiative and share it with other owners throughout the league.”

Tricina Cash

Executive Vice President

Eastern Minority Supplier Development Council EMSDC Supplier Diversity and Development Initiative "EMSDC Launches Collaborative Program to Promote Diversity and Economic Growth in Sports and Minority-Owned Businesses" Pittsburgh, PA - The Eastern Minority Supplier Development Council (EMSDC) is excited to announce the launch of its Sports Engagement Initiative. This new initiative seeks to strengthen connections between professional and collegiate sports teams and minority-owned businesses, promoting workforce and supplier diversity and driving economic growth in underserved communities. This innovative program will seek to be a collaborative effort that will impact the world of professional and collegiate sports and minority businesses.

The initiative will strengthen the connection between professional and collegiate sports teams and minority-owned businesses, promoting a more inclusive and diverse business landscape. Through this initiative, professional and collegiate sports teams can amplify their commitment to workforce and supplier diversity. In addition, by investing in and growing these businesses, sports teams can give back to their communities and help drive economic growth. The EMSDC Sports Engagement Initiative reflects the representative leagues, such as the NFL and MLB's commitment to supplier diversity at the national level. EMSDC's Minority Business Certification, recognized nationally and internationally by corporate buyers, is a primary pillar of the organization.

EMSDC aims to create a more inclusive and equitable supply chain for all, providing corporations access to a diverse pool of suppliers while helping minority-owned suppliers grow and succeed.

We are proud to have the support of many local organizations, which includes our partnerships with the Corporate Equity and Inclusion Roundtable (CEIR) and Vibrant Pittsburgh, the Pittsburgh Steelers, the Pirates, and our corporate memberships with the Pittsburgh Penguins, and many other public and private sector organization as well as the City of Pittsburgh, Allegheny County, and other surrounding municipalities.

Shayla Holmes, CEIR Executive Assistant and incoming B-PEP/CAV Youth Peace Summit Coordinator– spoke passionately about the power of the CEIR PLAYBOOK, with its emphasis on “Ban the Box” which allows young people, and others, who have had difficulties in the past, including criminal histories, to have opportunities for a new start in life. She shared a warm personal story about a friend from childhood who totally turned his life around and now is a public speaker sharing his life's story with young people to inspire them to confront their negative pasts and to be ready to take on positive new challenges and opportunities.

Tim Stevens's Closing Comments

For the Tuesday, February 28, 2023, Press Conference on the 3 Pittsburgh Sports Teams adopting and implementing the B-PEP/CEIR Playbook

I'd like to thank the members of our CEIR Working Group who, over the years, crafted the CEIR PLAYBOOK, and have stayed the course in our collective efforts to make a difference in the Pittsburgh Region with regard to attempting to create more meaningful, effective, and sustained diversity, equity, and inclusion throughout the Pittsburgh Region for African Americans. We are thankful to the members of our Black Political Empowerment Project (B-PEP) for showing their continuous support for all our initiatives. We are especially grateful to Blayre Holmes, Director of Community Relations for the Steelers, for her help in coordinating the logistics here at Acrisure Stadium, and for arranging for Steeler President Art Rooney, II to share his thoughts

with us on this historic occasion by video. We thank our three major sports teams for coming through for us and for adopting and beginning the implementation of our B-PEP/CEIR PLAYBOOK. We thank our program participants, including David Morehouse, Steeler Senior Advisor to the President, Tracey McCants Lewis, Chief People Officer and General Counsel for the Penguins, Delvina L. Morrow, Vice President, Community Affairs & DEI for the Pittsburgh Penguins, Nayli Russo-Long, Vice President of Strategies for the Pittsburgh Pirates, and Travis Williams, President, of Pittsburgh Pirates, had the idea of having all three of the Pittsburgh sports teams hold a joint press conference to announce the collective adoption of the B-PEP/CEIR PLAYBOOK.

We appreciate too the contributions of CEIR partners, Tricina Cash, Executive Vice President of the Eastern Minority Supplier Development Council (EMSDC), and B-PEP/CAV's own CEIR Executive Assistant and incoming Youth Peace Summit Coordinator, Shayla Holmes. I am personally thankful to Ron Porter who researched the program addendum which identified the diversity commitments of the three major national sports leagues.

Going forward, we will be working on two videos for CEIR. Both videos will be based on key contents of the CEIR Playbook, but one will be created for the Pittsburgh Region, we are looking forward to having assistance in that task from our friends at the Allegheny Conference on Community Development for the distribution of the video and the PLAYBOOK to their members. We are thankful to Nayli Russo of the Pirates for bringing in her video team to video tonight's event and to work with the CEIR team to create the CEIR video for the Pittsburgh Region. CEIR Working Group member, Russell Bynum, of Bynums Marketing & Communications, Inc., is working closely with me on some language changes for the "National Edition" of the CEIR Playbook, and assisting with selecting sections from the Playbook for both the Pittsburgh Region's video and the video which will be sent to owners of the NFL franchises.

Pittsburgh President Art Rooney, II pledged sometime ago to assist with the video that will be shared with the NFL teams, along with the CEIR PLAYBOOK. Through that video, B-PEP/CEIR will be able to have some impact on the nation.

We thank everyone for being with us tonight. It is our hope that this historic night will lay the foundation for an explosion in meaningful and effective diversity, equity, and inclusion throughout the Pittsburgh Region for years to come.

PITTSBURGH POST-GAZETTE Article of February 28, 2023
<https://www.post-gazette.com/sports/2023/02/28/penguins-pirates-steelers-bpep-pittsburgh-diversity-equity-inclusion/stories/202302280126>

STATEMENTS OF COMMITMENTS TO CIVIL AND HUMAN RIGHTS FROM THE NHL, THE NFL AND THE MLB

The statements below are taken from the websites of the National Hockey League, National Football League, and Major League Baseball. These statements affirm their bold commitment to the full civil and human rights of all citizens. The Corporate Equity and Inclusion Roundtable is proud to stand with Pittsburgh's sports franchises as they blaze an inclusive path to the future.

NATIONAL HOCKEY LEAGUE

The National Hockey League is intentionally seeking a greater diversity of experiences throughout hockey, whether you are in it to play, work, or watch.

Since January 2020, the League Office and all 32 NHL Clubs have pursued with new urgency a variety of initiatives to make our game more welcoming, inclusive, accessible, and socially conscious. The information in "Accelerating Diversity & Inclusion: NHL Report on Strategies, Initiatives, and Progress" benchmarks the League's approach to D & I over the past few years with qualitative and quantitative data, following a "7 Dimensions" framework that shows the work underway across leadership, education, employment, marketing, partnerships, participation, and community engagement.

NATIONAL FOOTBALL LEAGUE

To cultivate an organization and community representing a wide variety of individuals at all levels, all of whom respect, honor, and celebrate the broad range of human differences among us, while also embracing the commonalities we share, and to provide each individual with the opportunity to achieve his or her full potential as organizational goals are pursued. The overall objective of the diversity effort is to create a culturally progressive and socially reflective organization that represents, supports, and celebrates diversity at all levels. The NFL strives to be a model of diversity and inclusion. The NFL defines diversity as the respect and appreciation of race, skin color, gender, nationality, religion, sexual orientation, gender identity, physical abilities, age, parental status, work, and behavioral styles. Accordingly, it is the goal of the NFL to honor and celebrate the broad range of human differences among us, while also embracing the commonalities we share, and providing each individual with the opportunity to achieve his or her full potential as organizational goals are pursued. To achieve organizational success, each individual must take ownership of the diversity initiative.

MAJOR LEAGUE BASEBALL

We offer our condolences to the families of George Floyd, Ahmaud Arbery, Breonna Taylor and all the families that have lost loved ones due to senseless killing and injustice.

To be clear, our game has **zero tolerance** for **racism and racial injustice**.

The reality that the Black community lives in fear or anxiety over racial discrimination, prejudice or violence is **unacceptable**.

Addressing this issue requires action both within our sport and society. MLB is committed to engaging our communities to invoke change. We will take the necessary time, effort and collaboration to address symptoms of **systemic racism, prejudice and injustice**, but will be equally as focused on the root of the problem.

