

OHIO UNIVERSITY SCRIPPS PRSSA:



make it **DIVERSE.**

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EXECUTIVE SUMMARY

According to Ohio University's 2018 Diversity and Inclusion Report, 84 percent of the undergraduate population identify as white, with black students accounting for 4.7 percent, multicultural students at 3.9 percent and Hispanic/Latino students at 2.6 percent (A1A). Ohio University is situated in Athens County, which according to U.S. Census data has a population that is 90.9 percent white (A2C). With this data, we embarked on this campaign knowing that we did not have many racially or ethnically diverse voices at our university, and it was important to seek out those voices and give them a platform to share their stories.

Before we started our campaign, we knew we needed a message, a thought or an idea that would propel the mission of the PRSA Foundation and "Diverse Voices: Profiles in Leadership" forward within the OHIO community and specifically within the Scripps College of Communication. Ohio University prides itself on promoting a feeling of inclusion and support, referring to students, faculty and staff as members of the "Bobcat Family." Scripps uses the phrase, "Make it known." to "embrace the diverse range of disciplines and objectives across our college"(A1C&A1E). Out of these two ideas came "make it DIVERSE," which emphasized the need for a more diverse field of communications students, faculty and staff within our university and the communications profession as a whole.

Our ultimate goal for this campaign was to bring attention to the lack of diversity and inclusion in the communications field. We reached this goal by launching a website and social media accounts that gave viewers information about the lack of diversity and inclusion in communications and told the stories of diverse individuals connected to our university. The efforts of our campaign culminated in a diversity panel that was attended by about 40 students and faculty and broadcasted live on Facebook to 125 viewers (A5A). Finally, we created the "make it DIVERSE" pledge that was taken by 75 students, faculty members and communications professionals who committed to supporting and furthering efforts to improve diversity and inclusion at Ohio University and in the communications field (A8).

Our events, social media campaigns and diversity pledge received attention from Ohio University administrators and the dean of the Scripps College of Communication. We firmly believe that these connections and their support will assist our campaign in leaving a lasting impact on the Ohio University community. Our campaign strived to "make it DIVERSE," and we believe in the next few years we can say we *made* it diverse.

SITUATION ANALYSIS

During our research, we discovered a lack of awareness at Ohio University about the mission and purpose of the PRSA Foundation. While 63.95 percent of the 147 survey respondents indicated they had heard of PRSA or the PRSA Foundation, only 38.1 percent of those same respondents were aware of the purpose and/or mission of the PRSA Foundation (A3C&A4A).

This campaign was executed with a very limited budget, so we focused on programming and resources that cost little to no money. We accomplished this by strategically partnering with related organizations on campus, ensuring that our online presence was extensive and influential, and utilizing the in-kind donations that we received. By drawing upon these resources, we amassed a following and gained support for our campaign.

RESEARCH

Our campaign explored multiple issues facing diversity and inclusion through both secondary and primary research. Each team member was assigned a specific area to research that related to the PRSA Foundation, diversity in communications, “Diverse Voices” or resources in Athens/Ohio University. We conducted secondary research to understand the issues we were tackling in our campaign on a deeper level.

Following the completion of our secondary research, we surveyed Scripps College of Communication students and faculty. It was necessary to conduct primary research in order to understand what our target audience knew about diversity and inclusion in the communications field, as well as their awareness of the PRSA Foundation and its mission.

SECONDARY RESEARCH (Background research, conducted from October 2018 to November 2018)

Our secondary research was split up into three different topics: the history of diversity in communications, the purpose of “Diverse Voices” and diverse resources at Ohio University. After completing this background research, we used three significant findings to guide our campaign:

- There is a lack of representation, support and mentorship for students and young professionals from diverse backgrounds. According to the Bureau of Labor Statistics, the PR industry is 10.7 percent African-American, 3.1 percent Asian-American and 3.1 percent Hispanic-American (A1B).
- “Diverse Voices” is an educational tool for students and professionals.
- There are several organizations in the Scripps College of Communication whose mission aligns with that of the PRSA Foundation.

PRIMARY RESEARCH (Qualtrics survey, distributed December 1, 2018 to January 2, 2019)(A3&A4)

We received a total of 147 responses to this survey that revealed:

- Only 18.47 percent of respondents felt their diverse background or identity was valued at Ohio University
- 36.05 percent of our survey respondents had never heard of the PRSA Foundation or PRSA, highlighting the client's lack of brand awareness within the communications school at Ohio University
- 100 percent of respondents had heard of at least one of the student organizations in the Scripps College of Communication
- 28 of the respondents indicated they wanted to know more about “Diverse Voices”

TARGET AUDIENCES AND KEY MESSAGES



TARGET AUDIENCES

Primary audience: Ohio University Scripps College of Communication students

Secondary audience: Ohio University faculty, staff and administration

KEY MESSAGES

"make it DIVERSE" - In the Scripps College of Communication, we "Make it Known." "make it DIVERSE" is a movement to spread awareness and bring light to the lack of diversity in the communications field. Our logo includes hands that represent the diverse world that we serve as communications professionals, with colors that visually represent the PRSA Foundation and "Diverse Voices."
How to make it DIVERSE - "Diverse Voices" outlined the lack of mentorship diverse groups face in the workplace, as well as a lack of educational programming. Students and faculty can help create a more diverse industry by pledging to be champions for diversity now and throughout their career.

The "Diversi-TEA" - Diversity tends to be a taboo subject, especially in a journalism school whose undergraduate student body is 81.55 percent white (A2B). We wanted to open up the discussion and "spill the tea" on diversity. "Spilling the tea" is a pop culture reference that means being open and honest about the truth, even if it makes others uncomfortable.

CHALLENGES AND OPPORTUNITIES



CHALLENGE 1: According to our survey, only 18.47 percent of respondents felt their diverse background or identity was valued at Ohio University (A3A).

OPPORTUNITY: Empower Bobcats to feel that their diverse background is valued by preparing a resource fair with different diverse student organizations in the Scripps College of Communication and highlighting their struggles through our "Diversi-TEA" campaign.

CHALLENGE 2: 36.05 percent of our survey respondents had never heard of the PRSA Foundation or PRSA, highlighting the client's lack of brand awareness within the communications school at Ohio University (A3C).

OPPORTUNITY: Spread awareness for the PRSA Foundation and its mission through creating social media content; painting Ohio University's graffiti wall with their tagline, "Rising talent. Raising diversity."; and highlighting the non-profit at our panel.

CAMPAIGN MISSION STATEMENT



We are five Ohio University students working to raise awareness and open discussion for the lack of diversity and inclusion in the communications profession through education, programming and events.

OBJECTIVES, STRATEGIES AND TACTICS

OBJECTIVE 1: Gain support from students, faculty and local professionals in spreading awareness about the lack of diversity and inclusion in the communications field.

STRATEGY 1: Hold events that educate and empower allies across the country.

RATIONALE: According to our survey, only 18.47 percent of respondents strongly agreed their diverse background or identity was valued at Ohio University (A3A). Additionally, only 22.64 percent of survey respondents strongly agreed Ohio University provides many diverse organizations and opportunities (A3A).

TACTIC 1: Present opportunities for Ohio University students, administrators and communication industry members to take our diversity pledge that asks participants to educate, support and find opportunities to promote diversity and inclusion in the communications field.

TACTIC 2: Hold a diversity panel to facilitate conversations between students, faculty and industry professionals and invite diverse student organizations to table at the event.

TACTIC 3: Ask Ohio University students to display their diverse backgrounds by putting handprints on our campus graffiti wall to promote the PRSA Foundation, Scripps PRSSA and "make it DIVERSE."

STRATEGY 2: Increase awareness of our mission to promote diversity and inclusion on Ohio University's campus.

RATIONALE: The majority of our survey respondents indicated they would like to see changes to Ohio University's approach to diversity and gave suggestions as to how diversity could improve on campus. Therefore, we knew it was important to promote and improve diversity and inclusion at Ohio University.

TACTIC 1: Publish blogs from public relations students and professionals with diverse experience and share how they overcame cultural barriers throughout their careers.

TACTIC 2: Write and send out a news release across the Scripps College of Communication and local media.

TACTIC 3: Share diversity statistics from the E.W. Scripps School of Journalism and outside communication resources in a social media campaign.

OBJECTIVE 2: Increase brand awareness of "Diverse Voices: Profiles in Leadership" and the PRSA Foundation.

STRATEGY 1: Develop and execute fundraising ideas for "Diverse Voices" and the PRSA Foundation.

RATIONALE: 65 percent of survey respondents indicated they were interested in learning more about the PRSA Foundation and "Diverse Voices" (A4B).

TACTIC 1: Create a Facebook fundraiser for the PRSA Foundation that clearly illustrates how donations will be used to improve diversity and inclusion in the communications field.

TACTIC 2: Distribute emails to survey respondents who indicated they wanted to know more about the PRSA Foundation and "Diverse Voices."

STRATEGY 2: Launch social media channels and share posts about the PRSA Foundation and "Diverse Voices."

RATIONALE: Our research indicated 36.05 percent of survey respondents had not heard of PRSA or the PRSA Foundation, giving us an opportunity to expand awareness of the brand on our campus and within our community (A3C).

TACTIC 1: Create social media posts highlighting diversity statistics in communications and other related content.

EVALUATION

STATUS OF OBJECTIVE 1: Exceeded: We effectively educated and gained support from students, faculty and local professionals in spreading awareness about the lack of diversity and inclusion in the communications field.

- We had 75 students, faculty members and communication professionals take our “make it DIVERSE” pledge and commit to supporting diversity and inclusion in the communications field (A8).
- We had five diverse, communication-based student organizations set up tables and share their message with students before our panel (A10).
- Our diversity panel featured the president of Ohio University’s chapter of the Association for Women in Communication, an Ohio University professor from a diverse background who teaches classes about diversity, the chair of Central Ohio PRSA's Diversity and Inclusion Committee and the President of General Motors Defense LLC, who was included in “Diverse Voices” (A9).
- We had 40 students and faculty, including the director of the E.W. Scripps School of Journalism, attend our diversity panel.
- We had 15 students contribute to our diversity wall and put their own diverse handprint on our campaign (A12D).
- Four communications students and professionals wrote blogs detailing their experience as diverse individuals within the field of communications. These blogs were then published on our website and distributed to our audience through social media channels (A7).
- We created a "Diversi-TEA" social media campaign that highlighted diversity gaps in the E.W. Scripps School of Journalism, which garnered a total of 1,440 impressions on Twitter, Facebook and Instagram (A12A&A12B).
- We highlighted Women in PR USA on a post on our social channels, which received a total of 1,969 impressions on Twitter, Facebook and Instagram (A5C).

STATUS OF OBJECTIVE 2: Achieved: We increased the brand awareness of the PRSA Foundation through fundraising efforts and social media campaigns.

- We raised \$30 for the PRSA Foundation through our Facebook fundraiser that was shared across all platforms (A5B).
- We reached out to the 28 survey respondents who indicated they wanted more information on “Diverse Voices” (A12C).
- We created multiplatform social media campaigns that highlighted the client and their message, and we tagged the PRSA Foundation in many of our social media posts to increase engagement. These posts and campaigns resulted in a grand total of 120,115 social media impressions (A5-A6).

MEDIA COVERAGE AND SOCIAL MEDIA EXPOSURE



Our team strategically targeted media outlets that would reach our audiences. We garnered earned media coverage from Compass Newsletter, Ohio University's online publication for students, parents, faculty and staff. Our diversity panel earned coverage from WOUB Public Media and aired the following day during the News at Noon program. The official Ohio University Twitter account, with 68,310 followers, shared several of our posts, which increased our reach exponentially. Additionally, several university administrators and student organizations shared our posts and events on social media. Two of these Ohio University administrators were Senior Associate Vice President & Dean of Students Jenny Hall-Jones and Vice President for Student Affairs Jason Pina, who are both important influencers on our campus.

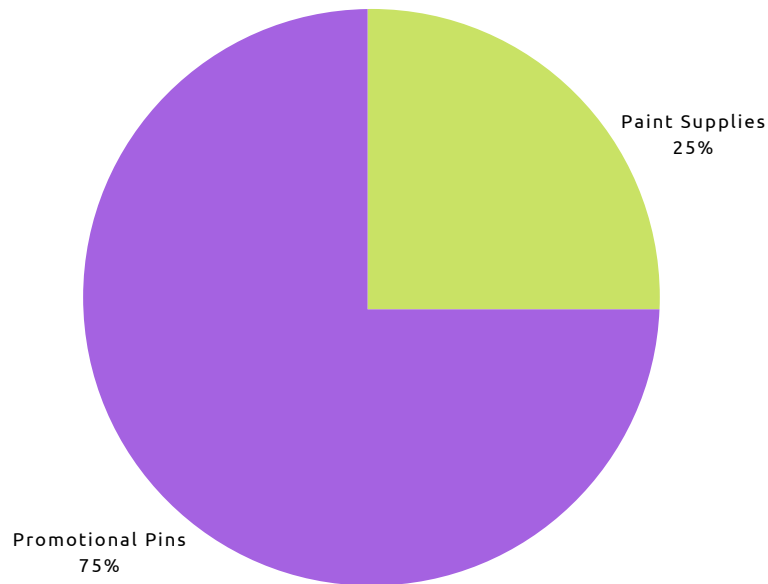


BUDGET

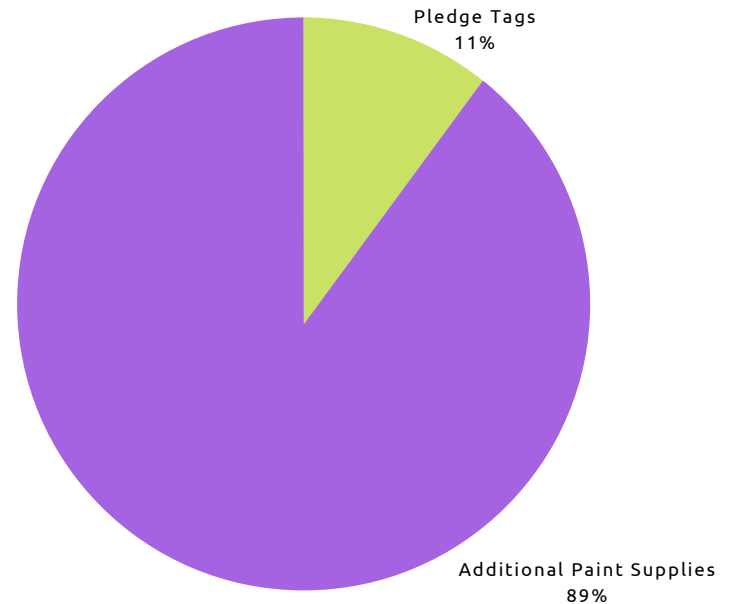


We operated on a very limited budget but used personal funds and in-kind donations to meet our needs. We received in-kind donations of \$44 for promotional pins and \$20 for paint. Our expenses were \$15 for additional painting supplies and \$2 for printing the “make it DIVERSE” pledge tags (A4C).

IN-KIND DONATIONS



PERSONAL EXPENSES



CONCLUSION

The “make it DIVERSE” campaign was successfully implemented at Ohio University and within the Scripps College of Communication from Feb. 11 to March 11. The campaign drew attention to the lack of diversity and inclusion in the communications field and at Ohio University, gaining tremendous support. We believe the messages of support and empowerment that were spread during the campaign have left a lasting impact on the OHIO community and will influence the future of the Scripps College of Communication.

IMPACT

Our “make it DIVERSE” campaign educated Ohio University students and faculty about the lack of diversity and inclusion in the communications field. This goal was achieved through the implementation of effective social media campaigns that garnered 120,115 impressions and by holding a diversity panel, which 40 members of the OHIO communications community attended. Additionally, we engaged these two audiences through our “make it DIVERSE” pledge, which was taken by 75 students, faculty and communications professionals.

LONGEVITY

“make it DIVERSE” positively impacted the Ohio University community by bringing awareness to the lack of diversity and inclusion in the communications field and encouraging our target audience to become champions of diversity. We met with Dr. Scott Titsworth, dean of the Scripps College of Communication. We proposed that Scripps continue our efforts by adding “make it DIVERSE” to the “Make it known.” messaging that Scripps already uses. After receiving positive feedback in this meeting, we believe our messaging will continue on at Ohio University. “make it DIVERSE” successfully educated and empowered the OHIO community.



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<https://www.thepostathens.com/article/2018/01/diversity-and-inclusion-report-ohio-university>

A1A

<https://www.bls.gov/cps/cpsaat11.htm>

A1B



A1C

OUR CADENCE

To embrace the diverse range of disciplines and objectives across our college, "Make it known" is often used as the final phrase of a three-beat cadence. The first two beats mark intent and approach, but beat three is always "Make it known."

A1E

OU's student body is still overwhelmingly white

About 84 percent of full-time undergraduate students identify as white, according to a breakdown of race and ethnicity at OU.

Meanwhile, black students account for under 4.7 percent of the university population, followed by multiracial students at 3.9 percent and Hispanic/Latino students at 2.6 percent.

Within the graduate student population, white students make up 61 percent of the student body, followed by international students at 22 percent.

A1D

Table 5. Undergraduate Student Populations, Academic year: 2017 – 2018

Show numbers of male, female, minority, white and international students enrolled in the unit, the percentages they represent of total journalism and mass communications enrollment, and the percentages these racial/ethnic groups represent of the total institutional enrollment. Use figures from the most recent academic year for which complete data are available.

Group	Male	Female	% of total in unit	% of total in institution
Black/African American	9	25	5.06	5.2
White	181	371	81.55	83.11
American Indian/Alaskan native	1	1	.3	.17
Asian American	2	8	1.49	1.06
Hispanic/Latino (any race)	7	14	3.13	2.97
Native Hawaiian/other Pacific Islander	2	0	.3	.06
Two or more races	6	24	4.46	3.86
Other race (unknown)	4	6	1.49	1.21
International students (any race)	8	3	1.64	2.36

A2B

Race and Hispanic Origin	
White alone, percent	90.9%
Black or African American alone, percent (a)	2.9%
American Indian and Alaska Native alone, percent (a)	0.4%
Asian alone, percent (a)	3.7%
Native Hawaiian and Other Pacific Islander alone, percent (a)	Z
Two or More Races, percent	2.2%
Hispanic or Latino, percent (b)	1.9%
White alone, not Hispanic or Latino, percent	89.4%

A2C

Q1 - Please indicate how strongly you agree or disagree with the statements below.

#	Field	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1	Ohio University provides many diverse organizations and opportunities	2.52% 4	2.52% 4	5.66% 9	5.03% 8	22.01% 35	39.62% 63	22.64% 36
2	Ohio University has a diverse population of students/faculty	3.16% 5	17.09% 27	17.09% 27	3.16% 5	29.75% 47	15.82% 25	13.92% 22
3	My diverse background or identity is valued at Ohio University	1.91% 3	3.82% 6	7.64% 12	22.93% 36	21.66% 34	23.57% 37	18.47% 29
4	Ohio University cares about diversity and inclusion	2.55% 4	1.91% 3	2.55% 4	5.73% 9	26.11% 41	34.39% 54	26.75% 42

A3A

Q11 - Have you heard of any of the following organizations? Check all that apply.

#	Field	Choice Count
1	Scripps Hispanic Network	13.61% 60
2	Scripps PRSSA	24.26% 107
3	SPJ	19.50% 86
4	APSE	7.26% 32
5	Association for Women in Communication	16.33% 72
6	Ohio University Association of Black Journalists	17.69% 78
7	Other (please specify)	1.36% 6
		441

A3B

Q13 - Have you heard of the Public Relations Society of America (PRSA) or the PRSA Foundation?

#	Field	Choice Count
1	Yes	63.95% 94
2	No	36.05% 53

A3C

Q14 - Are you aware of the purpose and/or mission of the PRSA Foundation?

#	Field	Choice Count
1	Definitely yes	13.61% 20
2	Probably yes	24.49% 36
3	Might or might not	10.88% 16
4	Probably not	25.17% 37
5	Definitely not	25.85% 38
		147

A4A

Q16 - If you would be interested in learning more about the book and connecting with some of the high-profile, diverse professionals featured in it, please enter your email below.

cf601315@ohio.edu	zennerstephen@gmail.com	np829215@ohio.edu	ac022317@ohio.edu
dq340715@ohio.edu	MC648014@ohio.edu	er399617@ohio.edu	kc816415@ohio.edu
ma857214@ohio.edu	fj206516@ohio.edu	jg148617@ohio.edu	kirksey@ohio.edu
youngn2@ohio.edu	Js181417@ohio.edu	bml79214@ohio.edu	rogus@ohio.edu
valeriasantizo@gmail.com	ed759715@ohio.edu	jr622415@ohio.edu	
jb517715@ohio.edu	jaydasmartin@gmail.com	ms153614@ohio.edu	
rc774117@ohio.edu	ls613717@ohio.edu		
g1739616@ohio.edu	ae665517@ohio.edu		
K1807917@ohio.edu	linscop1@ohio.edu		

A4B

Expenses:

Painting supplies	\$15
Printing	\$2

In-kind donations:

Pins	\$44
Paint	\$20

A4C



makeitdiverseou
Ohio University

...



Liked by **_livingmyjesslife** and **58 others**

makeitdiverseou Last night's Diversity Panel was a huge success! Our informative and educational panelists did a great job of sharing their experiences and advice with the crowd and showing us all how to **#makeitDIVERSE**. Check out these photos from tabling and the panel!

hannah__j_s Looks like an amazing event!

FEBRUARY 27

A6A

716
Post Reach

592
Engagements

14
Link Clicks

Posts ?

50+ posts published in the last 28 days.

MOST ENGAGING

RECENT

MOST ENGAGING POSTS



Thank you to everyone who attended and w...
February 26

Reach **162**
Engagements **71**



Mark your calendars, our Diversity Panel is...
February 18

Reach **357**
Engagements **49**



Today is the day! Our Diversity Panel is TO...
February 26

Reach **222**
Engagements **48**



Here's our finished result of our #makeit...
March 7

Reach **261**
Engagements **43**

A6B



make it DIVERSE  Feb 18 • 2 min

Growing Up in Appalachia

By Hannah Saunders Like several generations of ancestors, I was raised near Hocking Hills, Ohio. Rooted in an honest line of small business, military, and blue-collar work, my parents were the first of their families to attend college at the renowned Ohio University. I credit their...

15 views Write a comment 

A7A



make it DIVERSE  Feb 20 • 3 min

Diversity and Inclusion in PR is a Necessity

By Terry Edmonds A more than 40-year career as a public relations and speechwriting professional began upon my 1973 graduation from Baltimore's Morgan State University. I was a college sophomore the day Martin Luther King, Jr....

7 views Write a comment 

A7B



make it DIVERSE  Feb 18 • 2 min

Being Asian-American in E.W. Scripps School of Journalism

By Laila Riaz Growing up in Cleveland, Ohio, as a Pakistani-American, I always knew I was different from my classmates. This revelation did not occur to me until I started attending public school in the fourth grade. This...

12 views Write a comment 

A7C



make it DIVERSE  Feb 18 • 2 min

Growing our Chapter Through Diversity Initiatives

By Sadie Newman Scripps PRSSA prides itself in being an inclusive community of public relations loving pre-professionals. Throughout the years, Scripps PRSSA has implemented various strategies to build diversity within...

9 views Write a comment 

A7D

Join the Movement and Pledge to #makeitDIVERSE

Are you interested in taking our pledge? Visit our ["Take the Pledge!"](#) page and learn how you can support diversity and inclusion in the communications field. Be one of the first 100 pledges and receive your very own "make it DIVERSE" pin!

1. Natalie D'Apolito
2. Vivian Moussa
3. Jakob Warren
4. Makenna Goad
5. Kayla McNeal
6. Cassidy Selep
7. Devon Stephen
8. Sami Morsink
9. Katie Speice
10. Courtney Moser
11. Livi Wise
12. Margaret Mary Hicks
13. Natalie Butko
14. Olivia Ujlaki
15. Emily O'Flynn
16. Maura Anderson
17. Olivia Christiansen
18. Katherine Keber
19. Cade Fleming
20. Brigitte Meisse
21. Sadie Newman
22. Alyssa Murtaugh
23. Johnathen Sweeney
24. Jessica Rutkowski
25. Morgen Grossman
26. Casey George
27. Miles Baker
28. Anna Strayer
29. Francie Gordish
30. Sydney Menser
31. Andrew McCown
32. Hope Mueller
33. Ellie Rose
34. Rachel Cherry
35. Natalie Acosta
36. Greg Moeller
37. Karen Peters
38. Cami Post
39. Ian Dickens
40. Graci Book
41. Craig Davis
42. Abigail Kongos
43. Robert (Bob) Stewart
44. Rachel Gies
45. Kayla Rosengarten
46. Alex McCann
47. Sydney Davis
48. Kate Ansel
49. Haley Bender
50. Sierra Heilman
51. Hannah Schuller
52. Mary Puzder
53. Karly Zitello
54. Madison Foulkes
55. Grace Brezina
56. Adam Maslowski
57. Ailsa Heckscher
58. Alicia Shoults
59. Emily Gayton
60. Maggie Kaple
61. Alyssa Gormley
62. Kara Thornton
63. Kayla Ramsey
64. Jason B. Pina
65. Nerissa Young
66. Connor Mills
67. Emma Maddocks
68. Hannah Saunders
69. Tyler Johnson
70. Elena Golubovich
71. Hannah Pridemore
72. Alec Charron
73. Jenny Hall-Jones
74. DeMarje' Hogan
75. Tammy Andrews

JOIN THE SCRIPPS PRSSA BATEMAN TEAM FOR OUR

DIVERSITY PANEL

We are so excited to welcome you to our panel! Hear from professionals and learn more about diversity and inclusion in the communications field.

Tuesday, Feb. 26 | 7-8pm | Schoonover 145



Shanikka Flinn

Marketing and Public Relations Professional at Precise One Marketing



Natalie D'Apolito

President of The Association for Women in Communications, Ohio University Chapter



David Albritton

President of General Motors Defense LLC



Eddith Dashiell

Associate Director, Undergraduate Student Services at E.W. Scripps School of Journalism

JOIN US FOR OUR

DIVERSITY PANEL

TUESDAY, FEB. 26 | 7-8PM
SCHOONOVER 145



Hear from professionals in the communications field, including Associate Director of Undergraduate Student Services at E.W. Scripps School of Journalism

Eddith Dashiell

#makeitDIVERSE



JOIN US FOR OUR

DIVERSITY PANEL

TUESDAY, FEB. 26 | 7-8PM
SCHOONOVER 145



Hear from professionals in the communications field, including Marketing and Public Relations Professional at Precise One Marketing

Shanikka Flinn

#makeitDIVERSE



JOIN US FOR OUR

DIVERSITY PANEL

TUESDAY, FEB. 26 | 7-8PM
SCHOONOVER 145



Hear from professionals in the communications field, including Ohio University's President for Women in Communications

Natalie D'Apolito

#makeitDIVERSE



JOIN US FOR OUR

DIVERSITY PANEL

TUESDAY, FEB. 26 | 7-8PM
SCHOONOVER 145



Hear from professionals in the communications field, including President of General Motors Defense LLC

David Albritton

#makeitDIVERSE





FOR IMMEDIATE RELEASE

February 27, 2019

CONTACT: Haley Bender, 740-727-0068, hb476416@ohio.edu



Ohio University Students host panel to “make it DIVERSE.”

ATHENS, OH – Members of the Athens community and diversity experts from the communications field discussed the lack of diversity and inclusion in the communications industry during a panel at Ohio University's Schoonover Center Tuesday.

Speakers included Dr. Eddith Dashiell of the E.W. Scripps School of Journalism, Natalie D'Apolito of Ohio University's chapter of the Association for Women in Communications, David Albritton of General Motors Defense LLC and Shanikka Flinn of the Diversity and Inclusion Committee of PRSA of Central Ohio.

Ohio University strategic communication students organized the panel as a part of the “make it DIVERSE” campaign, which aims to engage a predominantly white faculty, administration and student body about diversity at a journalism school whose undergraduate student body is 81.55 percent white.

“Within our field of communications, there are not a lot of diverse people in executive or leadership positions,” Shanikka Flinn, PRSA of Central Ohio diversity and inclusion committee chair said. “We in communications represent the community as a whole, and the community as a whole is a melting pot.”

Students, professors and professionals were also invited to take the “make it DIVERSE” pledge, and committing to educate others about the lack of diversity and inclusion in the communications industry as well as support professionals, students and faculty from diverse backgrounds.

“We hope that this event equipped the attendees, both students and staff, with information on how to take actionable steps toward improving diversity and inclusion at Ohio University and in the communications field at large,” said Kate Ansel, “make it DIVERSE” campaign director. “In order to be champions for diversity and inclusion, we have to be willing to listen to these stories and figure out what changes we can make so we don't keep having the same conversations over and over again.”

The “make it DIVERSE” campaign was created by Ohio University's Bateman Competition team, who is competing in the premier national case study competition for public relations students. The competition is in partnership with the PRSA Foundation, is a non-profit organization whose mission is to promote diversity among communications professionals and companies so they can best serve the public good and address the needs of a diverse world.

The PRSA Foundation recently released “Diverse Voices: Profiles in Leadership,” a book designed to help communications leaders and professionals better understand the challenges faced by minorities in the field. The book, published in partnership with the Museum of Public Relations, features interviews with more than 40 multicultural corporate and PR agency leaders, including David Albritton, who attended the panel.

###



FOR IMMEDIATE RELEASE

February 22, 2019

CONTACT: Haley Bender, 740-727-0068, hb476416@ohio.edu

Diversity in Communications Panel Coming to Ohio University

ATHENS, OH – Members of the Athens community and diversity experts will discuss the lack of diversity and inclusion in the communications industry during a panel at Ohio University on Tuesday, February 26 at 7 p.m.

The panel is a part of the “make it DIVERSE” campaign, which aims to engage a predominantly white faculty, administration and student body about diversity, a topic the university has struggled with throughout its history.

Speakers include Dr. Eddith Dashiell of the E.W. Scripps School of Journalism, Natalie D'Apolito of Ohio University's chapter of the Association for Women in Communications, David Albritton of General Motors Defense LLC and Shanikka Flinn of the Diversity and Inclusion Committee of PRSA of Central Ohio.

Students, professors and professionals are also invited to take the “make it DIVERSE” pledge, and commit to educating others about the lack of diversity and inclusion in the communications industry as well as support professionals, students and faculty from diverse backgrounds.

The 2019 Bateman Competition Team from Ohio University's Scripps Public Relations Student Society of America (PRSSA) chapter organized the event as a part of the “make it DIVERSE” Campaign, on behalf of the PRSA Foundation. The PRSA Foundation is a non-profit organization whose mission is to promote diversity among communications professionals and companies so that they can best serve the public good and address the needs of a diverse world.

The PRSA Foundation released “Diverse Voices: Profiles in Leadership,” a book designed to help communications leaders and professionals better understand the challenges faced by minorities in the field. The book, published in partnership with the Museum of Public Relations in October of 2018, features interviews with more than 40 multicultural corporate and PR agency leaders, including David Albritton, who will speak at the panel.

WHAT: “make it DIVERSE” panel

WHO: Eddith Dashiell, Associate Director of Undergraduate Student Services of the E.W. Scripps School of Journalism

Natalie D'Apolito, President of Ohio University's Chapter of the Women in Communications

David Albritton, President of General Motors Defense LLC

Shanikka Flinn, Diversity and Inclusion Chair at PRSA of Central Ohio

WHEN: Tuesday, February 26th at 7 p.m.

WHERE: Ohio University, Schoonover Center 145, 20 E. Union St. Athens, Ohio 45701

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A12A

Good morning,

First, we want to thank you for taking our survey in December/January about diversity and inclusion on Ohio University's campus. We are emailing you today because you indicated an interest in learning more about "Diverse Voices: Profiles in Leadership," a book written and produced by the PRSA Foundation and developed in conjunction with the Museum of Public Relations which highlights the stories of 40 diverse PR Professionals from around the country.

PRSA Foundation produced this book as part of its Diverse Voices Initiative, the goal of which is to enact positive change and combat the diversity and inclusion challenges within communications. By following this link you'll be directed to a website where you can purchase the book and/or donate directly to the PRSA Foundation. All proceeds from the sales of the book will go directly to the PRSA Foundation and will help support grants/scholarships, research, awareness and advocacy initiatives.

If you decide to donate to the foundation or purchase a copy of the book, please input Ohio University Scripps PRSSA as the School/University where you heard about Diverse Voices.

Thank you again for participating in our research and providing your email to receive more information about the Diverse Voices initiative. We'll be reaching out again in the coming weeks to let you know more about events and programming we will be holding as part of our "make it DIVERSE" campaign.

Sincerely,
The Scripps PRSSA Bateman Team



A12B

A12C



A12D

A12

Three stylized handprints are arranged in a triangular pattern. The top-left handprint is green, the top-right is purple, and the bottom-center is blue. They are semi-transparent and overlap each other.

make it **DIVERSE.**