**Name:** Dr. Rochelle R. Daniel

**Name of Assignment:** Understanding Diversity and Inclusion Communication

**Description of Assignment:** The assignment includes three-steps designed to help students in my public relations writing course think critically about how important it is for public relations professionals to communicate effectively across diverse publics. Step 1 includes developing a list of 10 diverse publics that the marketing office of our university (Bowie State University) communicates to on behalf of the university. Step 2 includes identifying and summarizing five contemporary examples of organizational marketing or public relations messages that received public backlash. Step 3 includes writing a diversity and inclusion statement and goals for BSU’s marketing department to commit to when communicating messages.

**Name of Institution:** Bowie State University

(Handout #1)

**Understanding Diversity and Inclusion Communication**

**3-Step Writing Assignment**

The purpose of public relations is to build mutually beneficial and satisfactory relationships between organizations and their publics. Therefore, public relations professionals must understand how to communicate effectively (via social media, email, newsletter, press release, etc.) with a diverse population so that they can build stronger relationships with their organizations publics (PRSSA Diversity and Inclusion, 2019).

It can be challenging to communicate across diverse publics because the English language encompasses “colloquialisms and metaphors”. . . “But some of these words and phrases can be hurtful to people of certain ethnicities, religions or other groups.” (“Diversity Toolkit,” 2017). Understanding how to communicate effectively with diverse populations also means that public relations professionals must be able to use language to make their organizations publics feel valued and that they have the opportunity to participate fully in the organization as appropriate.

**The following three-step assignment is designed to help you think critically about how important it is for public relations professionals to communicate effectively across diverse publics. Please type the assignment in double space, 12 pt font, Times News Roman.**

**Step 1:** Peruse the Bowie State University website and social media to identify 10 diverse publics/audiences that the University Relations and Marketing Office communicates to on behalf of the university. Develop a list of the 10 diverse publics/audiences.

**Step 2:** Based on your understanding about the 10 diverse publics/audiences on your list, identify 5 contemporary examples of marketing or public relations messages for which specific organizations have received backlash from their publics. The examples should relate to at least 5 of the diverse publics on your list. Write a summary description of each example.

**Step 3**: Review the attached news release distributed by PRSA Philadelphia which expresses their commitment to diversity and inclusion as well as goals for doing so. The news release should guide you in completing this final step of the assignment. Write a diversity and inclusion statement (3-5 sentence paragraph) for BSU’s University and Relations Marketing office to express their commitment to diversity and inclusion. Also, write three goals they could commit to when creating communications materials and messages. Please do not write a news release.

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| (Handout #2)

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| **SAMPLE NEWS RELEASE OBTAINED VIA EMAIL FROM PRSA PHILADELPHIA 6/12/2019**

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| **Philly PR Organizations Partner onFormal Commitment to Diversity, Inclusion**June 5, 2019 (PHILADELPHIA) – The Philadelphia Public Relations Association (PPRA) and the Philadelphia Chapter of the Public Relations Society of America (PRSA Philadelphia) are pledging their commitment to diversity and inclusion formally, publicly and together. The organizations believe cultivating a diverse and inclusive environment is a long-term commitment to the future of the public relations profession.Diversity is a broad concept that includes race, ethnicity, gender, religion/beliefs, age, disability, sexual orientation and gender identity, marital status, veteran status, parental status, socioeconomic status, professional background and other unique attributes."As a leading professional organization, PRSA Philadelphia has the responsibility to make sure that we reflect our diverse membership and create opportunities for all to be involved," said Martha A. Gaston, APR, PRSA Philadelphia President. "We are pleased to partner with PPRA on this important Diversity and Inclusion Commitment to the public relations and communications community in the Philadelphia region." "Being more inclusive is something that is important to the Philadelphia Public Relations Association and our members," said Nina Scimenes, PPRA President. “We are proud to have worked hand-in-hand with PRSA to solidify this commitment and put it into action through the programs and services we offer.”Inclusion is the harnessing of diversity so everyone is valued and has the opportunity to fully participate and succeed in the profession.The board members of both PRSA Philadelphia and PPRA will pursue diverse and inclusive environments for programs and special events.As of June 1, each organization commits to the following goals when planning programs and special events, executing membership recruitment and retention campaigns, creating communications materials and beyond:* **Venues** - Securing space that is compliant with the Americans with Disabilities Act, accessible via public transportation and is welcoming to all people.
* **Speakers** - When securing speakers for programs or special events - especially for roundtable or panel discussions featuring multiple people - be sure to keep in mind a healthy balance of diversity.
* **Menus** - Will take dietary restrictions into consideration when planning event menus and will provide attendees an opportunity to make a special request when registering for an event or program.
* **Communications** - When creating messaging on behalf of the organization - from social media posts to newsletters to news releases - be mindful of using language and images that are culturally sensitive and appropriate.

Moving forward, each association will continuously strive to be as inclusive as possible by weaving diversity into the fabric of its day-to-day operations. ###About the Philadelphia Public Relations Association (PPRA):Founded in 1945, PPRA is the premier association for public relations professionals in the Greater Philadelphia area. With nearly 345 active members representing a diverse cross section of businesses and non-profit organizations—including arts and culture, film and television, education, government, healthcare, law, sports, science and technology, philanthropy, tourism and hospitality, and much more—PPRA is one of the region’s pre-eminent professional development organizations. To learn more about PPRA, visit [www.ppra.net](https://urldefense.proofpoint.com/v2/url?u=https-3A__philly.us20.list-2Dmanage.com_track_click-3Fu-3Dc75ca34608bef149a785e7b99-26id-3Dde24db7631-26e-3D11f024d009&d=DwMGaQ&c=ZiMMLwcK1Y0gJjbWwMP8EkDRBmripxV4M6aASFu8qIg&r=epRWP0inShBra5NAlli1W0h1toGaLo3UAC3LMyayYs4&m=vMmvTuqzmQLtvUusLCyuaBut4Ix8-Ha_AtZCMFsRrtQ&s=Nylo5plsX9TsgUZMeuHeugqWFSZJfTwsrz0X21nHS_0&e=).About the Philadelphia Chapter of the Public Relations Society of America (PRSA Philadelphia):The Philadelphia Chapter is the fifth largest chapter of the Public Relations Society of America. We provide opportunities for professional development, mentoring, networking and continuous learning in all strategic communication disciplines to 430 members across Greater Philadelphia. PRSA Philadelphia supports PR and communications professionals in all stages of their career and offers a myriad of resources, including the region’s preeminent PR job bank, the exclusive opportunity to earn the APR professional accreditation, professional development and networking events, and volunteer opportunities. To learn more about PRSA Philadelphia, visit [www.philly.org](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.philly.org&d=DwMGaQ&c=ZiMMLwcK1Y0gJjbWwMP8EkDRBmripxV4M6aASFu8qIg&r=epRWP0inShBra5NAlli1W0h1toGaLo3UAC3LMyayYs4&m=vMmvTuqzmQLtvUusLCyuaBut4Ix8-Ha_AtZCMFsRrtQ&s=AzsLom82DEBB7iQScQ7rF5cHQNyEjiHtk0JxZ57IBtA&e=). |

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