

## RACE IN THE PR CLASSROOM

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[Allies on the DE&I Journey](#)



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### RESOURCES SHARED BY ATTENDEES

**Title:** Still a lily-white field of women: The state of workforce diversity in public relations practice and research.

**Source:** Public Relations Review

**Link:** <https://instituteforpr.org/54091-2/>

**Date:** 2017

(Shared by Luke Capizzo)

**Title:** Toward an intersectionality theory of public relations

**Source:** The Sage Handbook of Public Relations

**Link:**

[https://scholar.google.com/citations?view\\_op=view\\_citation&hl=en&user=d3CuWM8AAAAJ&citation\\_for\\_view=d3CuWM8AAAAJ:Y0pCki6q\\_DkC](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=d3CuWM8AAAAJ&citation_for_view=d3CuWM8AAAAJ:Y0pCki6q_DkC)

**Date:** 2010

(Shared by Luke Capizzo)

**Title:** Coming out to tell our stories: Using queer theory to understand the career experiences of gay men in public relations

**Source:** . Journal of Public Relations Research

**Link:** <https://www.tandfonline.com/doi/abs/10.1080/1062726x.2012.723279>

**Date:** 2012

(Shared by Luke Capizzo)

**Title:** Bridging the gap: Mapping the relationship between activism and public relations

**Source:** Public Relations Review

**Link:** <https://www.sciencedirect.com/science/article/pii/S0363811115000624>

**Date:** 2015

(Shared by Luke Capizzo)

**Title:** Public relations, activism and identity: A cultural-economic examination of contemporary LGBT activism

**Source:** Public Relations Review

**Link:** <https://www.sciencedirect.com/science/article/pii/S0363811117301583>

**Date:** 2017

(Shared by Luke Capizzo)

**Title:** Queering PR: Directions in theory and research for public relations scholarship

**Source:** Journal of Public Relations Research

**Link:** <https://www.tandfonline.com/doi/abs/10.1080/1062726X.2018.1440354>

**Date:** 2018

(Shared by Luke Capizzo)

**Title:** Corporate personhood and the corporate responsibility to race

**Source:** Journal of Business Ethics

**Link:**

[https://www.academia.edu/43225893/Corporate\\_Personhood\\_and\\_the\\_Corporate\\_Responsibility\\_to\\_Race](https://www.academia.edu/43225893/Corporate_Personhood_and_the_Corporate_Responsibility_to_Race)

**Date:** 2019

(Shared by Luke Capizzo)

**Title:** Breaking Down Barriers of the Past and Moving Toward Authentic DEI Adoption

**Source:** Public Relations for Social Responsibility

**Link:** <https://www.emerald.com/insight/content/doi/10.1108/978-1-80043-167-620211001/full/html>

**Date:** 2021

(Shared by Luke Capizzo)

**Title:** 4 steps for adopting a 'diversity first' practice in PR

**Source:** PR Daily

**Link:** <https://www.prdaily.com/4-steps-for-adopting-a-diversity-first-practice-in-pr/>

**Date:** 2020

(Shared by Adrienne Wallace)

**Title:** How to Prioritize Diversity and Inclusion In Your Communications

**Source:** Spin Sucks

**Link:** <https://spinsucks.com/communication/diversity-and-inclusion-communications>

**Date:** 2020

(Shared by Adrienne Wallace)

**Title:** The Communicator's Guide to Research, Analysis, and Evaluation

**Source:** Institute for Public Relations

**Link:** <https://instituteforpr.org/communicators-guide-research-2021/>

**Date:** 2021

(Shared by Sarah Jackson)

**Title:** 5 tips for recruiting and retaining diverse PR talent

**Source:** PR Daily

**Link:** <https://www.prdaily.com/5-tips-for-recruiting-and-retaining-diverse-pr-talent/>

**Date:** 2019

(Shared by Candace Parrish)

**Title:** “If it’s a woman’s issue, I pay attention to it”: Gendered and Intersectional Complications in The Heart Truth Media Campaign

**Source:** PRism Journal

**Link:**

[https://scholarworks.gsu.edu/cgi/viewcontent.cgi?article=1017&context=communication\\_facpub](https://scholarworks.gsu.edu/cgi/viewcontent.cgi?article=1017&context=communication_facpub)

**Date:** 2010

(Shared by Katie Place)

**Title:** Complications in Segmenting Campaign Publics: Women of Color Explain Their Problems, Involvement, and Constraints in Reading Heart Disease Communication

**Source:** Howard Journal of Communications

**Link:** <https://www.tandfonline.com/doi/full/10.1080/10646175.2011.590407>

**Date:** 2011

(Shared by Katie Place)

**Title:** Not light, But Fire: How to Lead Meaningful Race Conversations in the Classroom

**Source:** Matthew R. Kay

**Link:** <https://www.amazon.com/Not-Light-but-Fire-Conversations/dp/1625310986>

**Date:** 2021

(Shared by Katie Place)