

## RACE IN THE CLASSROOM

Sponsored by the Institute for Public Relations and PRSA Educators Academy

Session 2: Addressing Race in the PR Classroom: Best Practices, Strategies & Tools



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### RESOURCES SHARED BY ATTENDEES

**Title:** Tools for Radical Inclusivity in the Classroom

**Source:** Crowd-sourced Google Doc

**Link:** [https://docs.google.com/document/d/1EaLouDg7YbPCoZ\\_ZnzbERN8ZF7lpgTkBO9zrUTLafyM/edit?usp=sharing](https://docs.google.com/document/d/1EaLouDg7YbPCoZ_ZnzbERN8ZF7lpgTkBO9zrUTLafyM/edit?usp=sharing)

(Shared by Natalie Asorey)

**Title:** Academics for Black Survival and Wellness

**Link:** <https://www.academics4blacklives.com/>

**Description:** Academics for Black Survival and Wellness was organized by a group of Black counseling psychologists and their colleagues who practice Black allyship.

(Shared by Natalie Asorey)

**Title:** Corporate Personhood And The Corporate Responsibility To Race

**Source:** Journal of Business Ethics

**Link:** [https://www.researchgate.net/publication/325002725\\_Corporate\\_Personhood\\_and\\_the\\_Corporate\\_Responsibility\\_to\\_Race](https://www.researchgate.net/publication/325002725_Corporate_Personhood_and_the_Corporate_Responsibility_to_Race)

**Author:** Nneka Logan

(Shared by Nneka Logan)

**Title:** The Starbucks Race Together Initiative: Analyzing A Public Relations Campaign With Critical Race Theory

**Source:** Public Relations Inquiry

**Link:** <https://journals.sagepub.com/doi/abs/10.1177/2046147X15626969>

**Author:** Nneka Logan

(Shared by Nneka Logan)

**Source:** Ben and Jerry's

**Link:** Racial Justice webpage: <https://www.benjerry.com/values/issues-we-care-about/racial-justice>

**Link:** Home webpage featuring "Dismantle White Supremacy:" <https://www.benjerry.com/>

(Shared by Nneka Logan)

**Title:** AT&T CEO: 'Tolerance Is for Cowards' in Speech on Racial Tensions

**Source:** Wall Street Journal

**Date:** Sept 30, 2016

**Link:** <https://www.youtube.com/watch?v=4K0fm0bAV6Q>

(Shared by Nneka Logan)

**Title:** Randall Stephenson says he's glad his Black Lives Matter speech started conversations | Code 2018

**Source:** Recode

**Date:** May 30, 2018

**Link:** <https://www.youtube.com/watch?v=XSmOX-k4nbc>

(Shared by Nneka Logan)

**Title:** Understanding 'Race' In/And Public Relations: Where Do We Start and Where Should We Go?

**Authors:** Debashish Munshi & Lee Edwards

**Date:** Sept 27, 2011

**Link:** <https://www.tandfonline.com/doi/abs/10.1080/1062726X.2011.605976>

(Shared by Karen Russell)

**Source:** The Broom Center

**Description:** Collected list of works by Black mass comm scholars. She's collected more than 130 at last count.

**Date:** ready to release by mid-summer so educators can use it to update syllabi

**Link:** [https://docs.google.com/spreadsheets/d/12AXMuNRWbevwxq1u25I6xA\\_G\\_yMMI1J9A\\_lbubJSnD8/edit](https://docs.google.com/spreadsheets/d/12AXMuNRWbevwxq1u25I6xA_G_yMMI1J9A_lbubJSnD8/edit)

(Shared by Stephanie Mahin)

**Title:** Anti-Racist Educator Questionnaire And Rubric

**Description:** It was created by folks in theology but the goal is to facilitate growth for educators to become allies, and eventually accomplices for anti-racist work. It requires some self-work.

**Link:** <https://docs.google.com/document/d/1OT1-wV7ulYFpxQ3HAoo-7IID5Ap6s-MNEYwe3RRJGBo/edit>

(Shared by Stephanie Mahin)

**Title:** Anti-Racist Pedagogy Guide: Methods and Challenges

**Resource:** USC Libraries Research Guides

**Link:** <https://libguides.usc.edu/c.php?g=744325&p=5908931>

(Shared by Stephanie Mahin)

**Title:** Diverse Voices: Profiles in Leadership

**Source:** PRSA Foundation and The PR Museum

**Link:** <https://www.diverseleadership.net>

**Title:** Challenging The Dialogic Promise: How Ben & Jerry's Support For Black Lives Matter Fosters Dissensus On Social Media

**Authors:** Erica Ciszek, and Nneka Logan

**Source:** Journal of Public Relations Research

**Link:** [https://www.researchgate.net/publication/326907767\\_Challenging\\_the\\_dialogic\\_promise\\_how\\_Ben\\_Jerry%27s\\_support\\_for\\_Black\\_Lives\\_Matter\\_fosters\\_dissensus\\_on\\_social\\_media](https://www.researchgate.net/publication/326907767_Challenging_the_dialogic_promise_how_Ben_Jerry%27s_support_for_Black_Lives_Matter_fosters_dissensus_on_social_media)

**Title:** Race & Privilege: A Social Experiment | Regardless Of Race | CNA Insider

**Source:** CNA Insider

**Date:** Aug 13, 2016

**Link:** <https://www.youtube.com/watch?v=F2hvibGdg4w>

(Shared by Jacqueline Lambiase)

**Title:** Privilege Walk Activity

**Source:** Dolores Huerta Foundation for Community Organizing

**Link:** <http://doloreshuerta.org/wp-content/uploads/2020/04/privilege-walk.pdf>

(Shared by Gina Luttrell)

**Title:** Why I Don't Facilitate Privilege Walks Anymore And What I Do Instead

**Author:** Meg Bolger

**Date:** Feb 16, 2018

**Source:** Medium

**Link:** <https://medium.com/@MegB/why-i-dont-won-t-facilitate-privilege-walks-anymore-and-what-i-do-instead-380c95490e10>

(Shared by Elizabeth Dickinson)

**Source:** Knapsack Institute

**Description:** An Intensive Three-Day Summer Institute Focused on Social Justice Pedagogy

**Link:** <https://www.uccs.edu/knapsack/>

(Shared by Tim Penning )

**Title:** Biography: Ida B. Well Bernett

**Source:** National Women's History Museum

**Link:** <https://www.womenshistory.org/education-resources/biographies/ida-b-wells-barnett>

**Description:** Her anti-lying campaign predated Bernays.

(Shared by Jinx Broussard and mentioned by Stepahnie Mahin)

**Title:** Black PR Pioneers

**Source:** PR Museum

**Link:** <https://www.prmuseum.org/black-pr-pioneers>

(Shared By Carolyn Casertano)

**Assignment Example:** Diverse Voices in the History of PR

**Author:** Arien Rozelle, St. John Fisher College

**Link to PDF:** [https://instituteforpr.org/wp-content/uploads/Diverse-Voices-In-the-History-of-PR\\_Rozelle.pdf](https://instituteforpr.org/wp-content/uploads/Diverse-Voices-In-the-History-of-PR_Rozelle.pdf)

(Shared by Arien Rozelle)

**Title:** Hidden Figures of PR: Putting a Long-Overdue Spotlight on African American PR Practitioners

**Source:** Plank Center

**Date:** May 4, 2017

**Webinar:** <http://plankcenter.ua.edu/resources/webinars/hidden-figures-in-public-relations-putting-a-long-overdue-spotlight-on-african-american-pr-pioneers/>

**PowerPoint:** <https://www.slideshare.net/plankcenter/hidden-figures-of-pr-putting-a-longoverdue-spotlight-on-african-american-pr-practitioners>

(Shared by Stehphynie Perkins)

**Resource Center:** The Museum of PR

**Link:** <https://www.prmuseum.org/>

(Shared by Erica Cisek)

**Title:** Denise Hill Podcast: Hidden Figures in Public Relations History

**Source:** Journalism History

**Date:** April 16, 2019

**Link:** <https://journalism-history.org/2019/04/16/hill-podcast-hidden-figures-in-public-relations-history/>

**Resource Center:** The Broom Speakers Bureau

**Link:** [https://docs.google.com/forms/d/e/1FAIpQLScpx7tC8O\\_46ge59Y2Yni3lC5gGwnLpPqP1Alf5CbLeOlGZXQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLScpx7tC8O_46ge59Y2Yni3lC5gGwnLpPqP1Alf5CbLeOlGZXQ/viewform)

**Description:** We're working with David Brown to find PR professionals from communities of color interested in guest speaking to PR classes. Will be a searchable database for PR professors  
(Shared by Kaye Sweetser)

**Resource Center:** PRSA Speakers Bureau

**Link:** <https://www.prsa.org/home/get-involved/speakers-bureau>

(Shared by Tony D'Angelo)

**Resource Center:** National Black PR Society Affiliate Chapters

**Link:** <https://nbprs.org/nbprs-affiliate-chapters/>

(Shared by Hilary Fussell Sisco)

**Resource Center:** Public Relations Division of AEJMC – Speakers Bureau

**Link:** <https://aejmc.us/prd/prd-speakers-bureau/>

**Password:** bernays

(Shared by Melissa Janoske)