

RACE IN THE CLASSROOM

Sponsored by the Institute for Public Relations and PRSA Educators Academy

Session 1: Understanding Race in the PR Classroom: Pervasive Issues in PR Education



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RESOURCES SHARED BY ATTENDEES

Title: *Virtual Roundtable: MLK Advisor Dr. Clarence B. Jones on Racism, Protests, and the Path Ahead*

Source: Communications Network

Link: <https://www.comnetwork.org/events/virtual-roundtable-mlk-advisor-dr-clarence-b-jones-on-racism-protests-and-the-path-ahead/>

Date: June 2, 2020

(Shared by Jesper Fessmann)

Title: Change Agent: The Journal of the Communications Network

Source: Communications Network

Link: <https://changeagent2019.comnetwork.org>

(Shared by Jesper Fessmann)

Title: #HashtagActivism: Networks of Race and Gender Justice

Authors: Sarah J. Jackson, Moya Bailey, and Brooke Foucault Welles

Source: MIT Press

Link: <https://direct.mit.edu/books/book/4597/HashtagActivismNetworks-of-Race-and-Gender-Justice?guestAccessKey=307382b0-2aba-4c06-89fe-9c202bdc96aa>

Date: 2020

(Shared by Jesper Fessmann)

Title: Barriers, Borders, and Boundaries: Exploring Why There Are So Few African-American Males in the Public Relations Profession

Author: Charles Wallington

Source: PR Journal

Link: [https://prjournal.instituteforpr.org/wp-content/uploads/Wallington_Final1 - Edited PRJJune2020.pdf](https://prjournal.instituteforpr.org/wp-content/uploads/Wallington_Final1_Edited_PRJJune2020.pdf)

Date: June 2020

(Shared by Erica Ciszek)

Title: Mass Communication Research by Black Scholars

Source: Broom Center

Link: https://docs.google.com/spreadsheets/d/12AXMuNRWbevqw1u25I6xA_G_yMMI1J9A_lbubJSnD8/edit#gid=0

Date: 2020

(Shared by Steve Ryan)

Title: African-American students' perceptions of public relations education and practice: Implications for minority recruitment

Authors: Kenon A. Brown, Candace White, Damion Waymer

Link: <https://www.sciencedirect.com/science/article/abs/pii/S0363811111001494>

(Shared by Natalie Tindall)

Title: Where Do We Go From Here: Chaos or Community

Author: Dr. Martin Luther King, Jr.

Link: <https://www.amazon.com/Where-Do-We-Here-Community/dp/0807000671>

(Shared by David Brown)

Title: PR Women with Influence: Breaking through the Ethical and Leadership Challenges

Date: *Coming Soon!*

Author: Juan Meng and Marlene Neill

Description: The book includes survey and interview data based on the experiences of women of color. More than half of the women we interviewed were women of color. They discuss the challenges they faced in their path to leadership and how they have overcome them.

(Shared by Marlene Neill)

Title: Racial and Gender-Based Differences in the Collegiate Development of Public Relations Majors: Implications for Underrepresented Recruitment and Retention

Author: Kenon Brown, Damion Waymer and Ziyuan Zhou

Date: January 31, 2019

Link: <https://aejmc.us/jpre/2019/01/31/racial-and-gender-based-differences-in-the-collegiate-development-of-public-relations-majors-implications-for-underrepresented-recruitment-and-retention/>

(Shared by Emily Kinsky)

Title: What It's Like to be Black in PR (Video)

Source: PR Week US

Link: <https://www.youtube.com/watch?v=gsd4Y47tsgM>

(Shared by Erica Ciszek)

Title: Learning about Diversity Worldwide: How a Social Media Writing Assignment Provides Students with Multicultural Perspectives

Author: Arhlene A. Flowers

Source: AEJMC

Link: <https://aejmc.us/jpre/2020/01/21/learning-about-diversity-worldwide-how-a-social-media-writing-assignment-provides-students-with-multicultural-perspectives/>

(Shared by Emily Kinsky)

Title: Diverse Voices: Profiles in Leadership

Source: PRSA Foundation

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

(Shared by David Brown)

Title: Read the Twitter hashtag - #Blackintheivory

Source: Twitter

Description: to see the racist actions/prejudice actions/errors others have made in higher education

(Shared by Lauren Bullock)

Title: Radical Hope: A Teaching Manifesto

Author: Kevin Gannon

Link: <https://www.amazon.com/Radical-Hope-Teaching-Manifesto-Education/dp/1949199517>

(Shared by Natalie Tindall)

Title: Teaching to Transgress: Education as the Practice of Freedom

Author: Bell Hooks

Link: <https://www.amazon.com/Teaching-Transgress-Education-Practice-Translation/dp/0415908086>

(Shared by Natalie Tindall)

Title: White Fragility: Why It's So Hard for White People to Talk About Race

Author: Robin DiAngelo

Link: <https://www.amazon.com/White-Fragility-People-About-Racism/dp/0807047414>

(Shared by David Brown)

Title: Evicted: Poverty and Profit in the American City

Author: Matthew Desmond

Link: <https://www.goodreads.com/book/show/25852784-evicted>

(Shared by David Brown)

Title: Exploring Diversity and Client Work in Public Relations Education

Author: Katie Place and Antoaneta M. Vanc

Source: AEJMC

Link: <https://aejmc.us/jpre/2016/12/14/exploring-diversity-and-client-work-in-public-relations-education/>

(Shared by Emily Kinsky)

Title: Essay: Why Power Can't Control the Voice

Author: David Brown

Source: WHY

Link: <https://why.org/articles/who-has-power-and-whats-their-purpose-reflections-on-a-silent-prayer/>

(Shared by David Brown)

Resource: The Communications Network

Description: A meeting place for the CCOs of the major foundations

Link: <https://www.comnetwork.org/>

(Shared by Jasper Fessman)

Resource: Radical Communications Network

Description: Founded by Shanelle Mathews, former Communications Director for Black Lives Matter

Link: <https://www.radcommsnetwork.org/>

(Shared by Jasper Fessman)

Resource: National Association for Multicultural Education (NAME)

Link: https://www.nameorg.org/mcp_journal.php

(Shared by Hsin Yen Yang)

Resource: Journal of Public Interest Communications

Link: <https://journals.flvc.org/jpic>

(Shared by Emily Kinsky)

Resource: Journal of Public Relations Education

Date: Coming Soon!

Title: Resource of articles by BIPOC scholars

Link: <https://aejmc.us/jpre/>

(Shared by Emily Kinsky)

Topic: High School Recruitment

Resource: Media and Leadership Academy at the University of Georgia

Link: <https://www.ugagspa.org/academy>

(Shared by Karen Russell)

Topic: High School Recruitment

Resource: AdPR Academy: Advancing Diversity at University of Georgia

Link: <https://adpracademy.uga.edu/index.html>

(Shared by Karen Russell)

Topic: High School Recruitment

Resource: Summer Scholars at Clemson University

Link: <https://www.clemson.edu/summer/summer-scholars/>

(Shared by Karen Russell)

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

Link: <https://www.tandfonline.com/doi/abs/10.1080/1062726X.2018.1498342>

(Shared by Julia Fraustino)

Title: Tweeting a Social Movement: Black Lives Matter and Its use of Twitter to Share Information, Build Community, and Promote Action

Authors: Candice Edrington and Nicole Lee

Link: https://journals.flvc.org/jpic/article/view/106120?fbclid=IwAR2yTblvsBaQwPcRyK4pcWHz4FJ2_X7WAmINUOkqwU9KjAy_WUd_HEUosVY

(Shared by Stephanie Madden)

Title: What CEOs Said About George Floyd's Death

Authors: Inti Pacheco and Stephanie Stamm

Source: Wall Street Journal

Date: June 5, 2020

Link: <https://www.wsj.com/articles/what-executives-said-about-george-floyds-death-11591364538>

(Shared by Tom Kelleher)

NOTE: Natalie Tindall is continuing to collect resources. If you would like to share or reach out her email address is ntindall@lamar.edu or connect on Twitter at [@dr_tindall](https://twitter.com/dr_tindall).