



SYLLABUS – PUR4905 Diverse Voices – Spring 2020

Mondays period 4 (10:40-11:30) 3032 Weimer Hall

Professors:

Dr. Marcia DiStaso, APR, Associate Professor and Chair Public Relations Department

Email: mdistaso@ufl.edu Phone: 352-273-1220 Twitter: @mdistaso

Office hours – 2085 Weimer Hall: Thursdays 10:00–12:00 p.m. or by appointment

Professor Patrick Ford, Professional-in-Residence, Department of Public Relations

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Office Hours – 3115 Weimer Hall: Tuesdays 1:00–4:30 p.m. or by appointment

Professor Vanessa Wakeman, Professional-in-Residence, Department of Public Relations

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Office Hours – 3103 Weimer: Tuesdays 1:00–3:00 p.m. or by appointment

Professor Natalie Asorey, PR & Social Media Lecturer, Department of Public Relations

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Office Hours – 2066A Weimer Hall: Wednesdays 11:30 a.m.–1 p.m. or by appointment

Course Description

Diverse Voices in Communication is a unique one-credit course that assesses the vital role of diversity, equity and inclusion (D, E & I) in public relations. Understanding the diverse voices who have changed the face of leadership in public relations will help outline the obstacles to and benefits of increasing diversity and inclusion in the field. In this course you will gain insight and direction on ways to help create and support a diverse, equitable and inclusive work environment that produces the best possible results for any organization—corporate, government, association, agency or nonprofit.

Prerequisite: PUR3000

Course Format

This class is intended to be an interactive learning environment where sharing of opinions and ideas is encouraged. You must keep up with the reading assignments to fully understand issues and intelligently contribute to the classroom discussions. It is in your best interest to fully engage yourself because what you learn will help you make important decisions in the future.

Required Book

Diverse Voices: Profiles in Leadership Edited by Shelley & Barry Spector. It is available at [Amazon](#) or [PRSA Foundation](#).

Additional Readings as Assigned

Most weeks will have an additional reading, infographic, podcast or video that will serve as the prompt for that week's class discussion. Additionally, students are expected to regularly read industry news, examples include: [PRWeek](#), [The Holmes Report](#), [IPR Research Letter](#), and [PR News](#).

Course Objectives & Learning Outcomes

By the end of the course, students should:

- Explain business rationale for a diverse and inclusive workforce
- Analyze and explain the wide variety of D, E & I issues facing employees and employers
- Identify the challenges and opportunities in public relations from the various narratives of diverse leaders
- Become a turn-to D, E & I resource

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- understand and apply the principles and laws of freedom of speech and press for the US
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Course Evaluation

The evaluation of coursework will be based on the student's performance in four major areas, each of which constitutes a proportion of the final grade. Your grade will be calculated by the following:

Interview Assignment: 25%

This assignment will include an interview with an assigned PR professional that is used to write a blog post and presented in class during the last two weeks. Details will be distributed soon.

Twitter Posts: 25%

You must make a minimum of two tweets per week that are related to your assigned individuals from the text for the week or are about relevant D, E & I current news. Include links to articles and/or handles of people being quoted or referenced. To help ensure you receive full credit, please use the following hashtags with each tweet: #DiverseVoices #UFPRDE&I. Not required, but feel free to include our Twitter handles – @mdistaso @fordpat @VanessaWakeman @natalieasorey.

Video Reflection: 25%

This video reflection will give you an opportunity to reflect on what you have learned this semester. Details will be distributed soon. This is due on April 27.

Attendance & Participation: 25%

Attendance and active participation are mandatory. Absences count from the first class following drop/add. After due warning, the professor may prohibit further attendance and subsequently assign a lower or failing grade for excessive absences; more than two absences during the semester will be considered "excessive absences." You are responsible for notifying Dr. DiStaso before your absence and, if it is due to illness, provide a note from your medical provider. Requirements for assignments and other work in this course follow UF policies:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

The grading scale for the course is:

A 92-100%	C 72-77.99%
A- 90-91.99%	C- 70-71.99%
B+ 88-89.99%	D+ 68-69.99%
B 82-87.99.99%	D 62-67.99%
B- 80-81.99%	D- 60-61.99%
C+ 78-79.99%	E below 60.99%

Follows current UF policies (<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>).

Availability

Please feel free to speak with any of the professors at any time during the semester about any questions or concerns you have. Note the separate office hours for each professor and how we are all available by appointment as well. You can also reach us by email and we will try to get back to you within 24 hours.

Course Professionalism

Students are expected to conduct themselves in a professional manner at all times. Carefully consider how you participate and the assignments you submit. You can use humor and demonstrate creativity, but think ahead to how it will reflect on you. Use your best professional judgment. Projects should not contain nudity, profanity, illegal activities or situations that would put you or others in danger. Students are expected to arrive on time, not leave early, and wait for the class to end before packing to leave. Cell phones and other electronic devices may not be used during class. In the event of an emergency, notify me at the start of class. Laptops may be used for assignments or as a note-taking device. Surfing the Internet, checking or sending email or texts, playing games, and other online activities not related to class are strictly prohibited.

Online Course Administration — e-Learning in Canvas

<http://elearning.ufl.edu/> will be used to administer the course communication, materials, and grades.

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at gatorevals.aa.ufl.edu/public-results/.

University Honesty Policy

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (sccr.dso.ufl.edu/process/student-conduct-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TA in this class.

Campus Resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit umatter.ufl.edu/ to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit counseling.ufl.edu/ or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit shcc.ufl.edu/](http://visitshcc.ufl.edu/).

University Police Department: Visit police.ufl.edu/ or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.career.ufl.edu/.

Library Support: cms.uflib.ufl.edu/ask various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352392-6420. General study skills and tutoring. teachingcenter.ufl.edu/

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers. writing.ufl.edu/writing-studio/

Student Complaints On-Campus: sccr.dso.ufl.edu/policies/student-honor-codestudent-conduct-code/

Course Schedule and Readings

Jan. 6	Introductions
Jan. 13	READING: Diversity and Public Relations Practice
	BOOK: Foreword by Harold Burson Introduction Kim Hunter Torod Neptune
Jan. 20	Martin Luther King Jr. Day – No Class
Jan. 27	READING: What Should Inclusion Really Look Like In The Workplace?
	BOOK: Catherine Hernandez-Blades Andrew McCaskill Michael Sneed Rosanna Fiske Cheryl Procter-Rogers
Feb. 3	READING: The Difference Between Workplace Equity And Equality, And Why It Matters
	BOOK: Del Galloway Rochelle Tillery Larkin Ford Marvin Hill Patrice Tanaka
Feb. 10	READING: PRSA Foundation Survey Finds a Disconnect in How Employees vs. Employers Perceive the Importance of D&I in the Workplace
	BOOK: Jon Iwata Jessica Casano-Antonellis Emile Lee Nyree Wright
Feb. 17	READING: The Public Relations Industry Is Too White and the Solution Starts with Higher Education
	BOOK: David Albritton Judith Harrison Terry Edmonds Damon Jones
Feb. 24	BAD EXAMPLES: (1) Dolce & Gabbana Ad (With Chopsticks) Provokes Public Outrage in China (2) PepsiCo Says 'Lady Doritos' Not a Thing GOOD EXAMPLES: (1) Tylenol's #HowWeFamily Campaign Uses LGBT Couples To Portray Changing Face Of The Family (2) Heineken to Pepsi: Hold my beer
	BOOK: Sheryl Battles Lisa Chen Mike Fernandez Brenden Lee
March 2	Spring Break – No Class
March 9	VIDEO: Mind the Gap
	BOOK: Pallavi Kumar Denise Hill John Onoda Mike Paul

March 16	PODCAST: Eight Ways to Make Your D&I Efforts Less Talk and More Walk (Text of podcast also in link)
	BOOK: Armando Azarloza Brandi Boatner Helen Shelton Oscar Suris
March 23	READING: Diversity in Public Relations: Eight Things Communicators & Agencies Can Do Today to Make A Difference
	BOOK: Rebecca Carriero Neil Foote Micheline Tang Andy Checo
March 30	INFOGRAPHIC: Bridging the Divide
	BOOK: Lisa Osborne Ross Omar Torres Vanessa Wakeman Rosemary Mercedes
April 6	DUE: Interview Blog Post READING: PR Agencies Need to Be More Diverse and Inclusive. Here's How to Start
	BOOK: Veronica Potes Felicia Blow Lorenz Esguerra Charlene Wheelless
April 13	Interview Presentations
April 20	Interview Presentations
April 27	Video Reflection Due

** This syllabus is subject to change as appropriate and necessary. Updates will be posted on Canvas.*