

PUR4932 Diverse Voices: Spring 2021 Syllabus

Professor: Nyree Wright (office hours: Tuesdays 2:00 to 4:00 p.m. or by appointment)

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Background on me: www.nyreewright.com

Meeting times VIA ZOOM: T | Period 6-7 (12:50 pm – 2:45 pm) R | Period 6 (12:50 – 1:40 pm)

Zoom class link: <https://ufl.zoom.us/j/7733741414>

Credits: 3

Prerequisite: PUR3000

Course Description

Diverse Voices in Communication is a unique three-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.

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 and Tasks 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](#), [Business Insider](#) and [PR News](#). *Due to the nature of the ever-evolving public relations media landscape, the syllabus may be updated with timely content and it is the responsibility of the student to keep abreast of the edits/changes that are posted on Canvas.*

Course Objectives & Learning Outcomes

By the end of the course, students should:

- Understand leadership development in public relations by examining chapters the text
- Identify the challenges and opportunities in public relations from the various narratives of diverse leaders
- Reflect on the path to leadership and history of D, E & I in public relations
- Question what is addressed in the book and what is still left to be explored.
- Explain business rationale for a diverse and inclusive workforce
- Analyze and explain the wide variety of D, E & I issues facing employees and employers

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:

In-Class Attendance & Participation: 30%

Attendance and active participation are mandatory and are required to be visible on camera during class. 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 unexcused absences during the semester will be considered "excessive absences." You are responsible for notifying Professor Wright *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>

In-Class Assignments: 25%

The class will include current/relevant readings, videos, podcasts et al. and there will be written assignments for some of them. You are required to complete these assignments at the direction of the instructor.

Interview Assignment: Blog Post and Presentation to Class: 25%

This assignment will include an interview with an assigned PR professional that should be used to:

- 1) write a blog post
- 2) create a visual 7 to 10-minute presentation to present in class during the last two weeks.
Further details provided shortly after the middle of the semester.

Video Reflection: 20%

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 December 8, 2020.

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 me during the semester about any questions or concerns you have during my office hours or by appointment as well. (You can also reach me by email and I'll do my best to get back to you within 24 hours.)

Commitment to Diversity, Equity & Inclusion

I'm committed to creating an environment of inclusion which respects and affirms the fundamental dignity, value, and distinctiveness of all individuals and their perspectives. My teaching will reflect the understanding of the complexity of identity and the increasing mutuality of our global community. I believe it is part of my responsibility to help promote and maintain a community of compassion, embracing the rich depths of diversity, while facilitating opportunities for equity and inclusion.

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 via Zoom, not leave early, and wait for the class to end before signing off. 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/

DATE	CLASS
TUES 1/12/21	Welcome & Introductions
THURS 1/14/21	DUE: <ul style="list-style-type: none"> • READING – Diversity and Public Relations Practice
TUES 1/19/21	DUE: <ul style="list-style-type: none"> • BOOK – Introduction Foreword by Harold Burson Kim Hunter Torod Neptune • READING – What Should Inclusion Really Look Like in the Workplace?
THURS 1/21/21	DUE: <ul style="list-style-type: none"> • BOOK – Catherine Hernandez-Blades Andrew McCaskill Michael Sneed Rosanna Fiske Cheryl Procter-Rogers
TUES 1/26/21	DUE: <ul style="list-style-type: none"> • BOOK – Del Galloway Rochelle Tillery Larkin Ford Marvin Hill Patrice Tanaka • READING – PRSA Foundation Survey Finds a Disconnect in How Employees vs. Employers Perceive the Importance of D&I in the Workplace
THURS 1/28/21	IN-CLASS ASSIGNMENT
TUES 2/2/21	DUE: <ul style="list-style-type: none"> • BOOK – Jon Iwata Jessica Casano-Antonellis Emile Lee Nyree Wright • READING: The Public Relations Industry Is Too White and the Solution Starts with Higher Education
THURS 2/4/21	GUEST SPEAKER 1
TUES 2/9/21	DUE: <ul style="list-style-type: none"> • BOOK – David Albritton Judith Harrison Terry Edmonds Damon Jones • READINGS – PR Gone Wrong: <ul style="list-style-type: none"> (1) Gucci Apologizes (2) Trader Joes Criticized Getting it Right: <ul style="list-style-type: none"> (1) Aunt Jemima (2) Uncle Ben's

THURS 2/11/21	GUEST SPEAKER 1
TUES 2/16/21	<p>DUE:</p> <ul style="list-style-type: none"> • BOOK – Lisa Osborne Ross Omar Torres Vanessa Wakeman Rosemary Mercedes • READING – PR Agencies Need to Be More Diverse and Inclusive. Here's How to Start
THURS 2/18/21	IN-CLASS ASSIGNMENT
TUES 2/23/21	<p>DUE:</p> <ul style="list-style-type: none"> • BOOK – Pallavi Kumar Denise Hill John Onoda Mike Paul • PODCAST – Eight Ways to Make Your D&I Efforts Less Talk and More Walk (text of podcast also in link)
THURS 2/25/21	GUEST SPEAKER 2
TUES 3/2/21	<p>DUE:</p> <ul style="list-style-type: none"> • BOOK – Rebecca Carriero Neil Foote Micheline Tang Andy Checo • VIDEO: Mind the Gap
THURS 3/3/21	GUEST SPEAKER 3
TUES 3/9/21	<p>DUE:</p> <ul style="list-style-type: none"> • BOOK – Veronica Potes Felicia Blow Lorenz Esguerra Charlene Wheelless • PODCAST – The Power of Empathy and Community
THURS 3/11/21	IN-CLASS ASSIGNMENT
TUES 3/16/21	TBD
THURS 3/18/21	GUEST SPEAKER 4
TUES 3/23/21	<p>DUE:</p> <ul style="list-style-type: none"> • BOOK: Sheryl Battles Lisa Chen Mike Fernandez Brenden Lee • PODCAST: PAN CEO Phil Ardone on Making Diversity a Priority
THURS 3/25/21	GUEST SPEAKER 5
TUES 3/30/21	TBD

THURS 4/1/21	IN-CLASS ASSIGNMENT
TUES 4/6/21	<p>DUE:</p> <ul style="list-style-type: none"> • BOOK – <ul style="list-style-type: none"> Armando Azarloza Brandi Boatner Helen Shelton Oscar Suris • READING – : Diversity in Public Relations: Eight Things Communicators & Agencies Can Do Today to Make A Difference
THURS 4/8/21	<p>GUEST SPEAKER 6</p> <p>DUE: Interview Blog Post</p>
TUES 4/13/21	DUE: Interview Presentations to Class (Part A)
THURS 4/15/21	DUE: Interview Presentations to Class (Part B)