



#Not30But365

2019 Public Relations Student Society of America Bateman Case Study Competition

Temple University PRSSA Bateman Competition Team

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Executive Summary

About 90 percent of the public relations industry identifies as white (A-27). It was in this moment we knew we were about to address some tough questions within our public relations community. Our Bateman Case Study team looked to find sustainable solutions for the very industry that we will soon inherit.

The need for more diversity and inclusion in the field is not a problem to be fixed. Rather it is an opportunity for talent of all backgrounds and experiences to be celebrated and be given a voice. This holds especially true for communicators who are tasked with successfully sharing the stories of others, ensuring purposeful messaging.

As the future of the public relations field, it is our responsibility to understand this while helping others to do the same.

When issues do not appear to directly affect you, how much do you care? We sought to correct this line of thinking through our campaign with the basis of education, imploring all students to reflect and think about the adversity they have faced. When minority communities are excluded from the field, they are unfairly told how they should be advocated for rather than forging opportunities with them. Diversity and inclusion may improve innovation and business performance, but above all else, they are moral imperatives that the students of today must welcome.

Though the implementation of our campaign -- as required by the competition rules -- is limited to 30 days, we know that diversity and inclusiveness is a goal that must be pursued every day and in every facet of the public relations field. This led to the creation of our campaign hashtag, #Not30But365. Over the course of these 30 days, we have connected with local and national audiences and most importantly, our peers. The public relations faculty at our school, the Klein College of Media and Communication, have learned about the resources needed to make every classroom a safe space to embrace diversity. Diverse Voices, a book profiling 40 diverse PR practitioners, has been made accessible in our library. Students have written personal action statements, dedicating themselves to make diversity and inclusion happen. Communications specialists across Philadelphia have helped us found a book club that will allow students to forge a network with diverse professionals. Our efforts have been guided by one goal: to create change that lasts.

Our campaign has come to a close, but for us, it is only the beginning. In order to pursue diversity and inclusion, we know that it's critical to understand both of these complex issues. With that in mind, we began with secondary research to gain the insight of experts already examining these issues in the field. With that as a foundation, we conducted a series of primary research activities to understand the perspective of our target audience for the campaign tactics we sought to pursue.

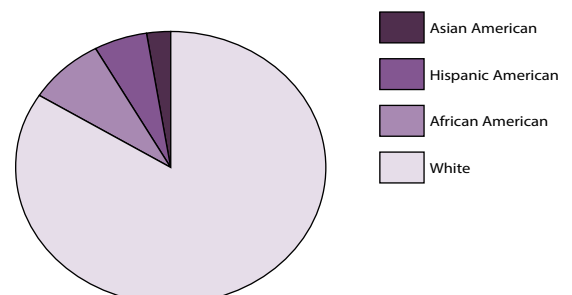


Research

Secondary Research

Through secondary research, we were able to gain insight on the campaign goal that centered around diversity and inclusion within college campuses and more specifically, the communications and public relations field.

We researched, reviewed and vetted several articles and found one titled, "PR Agencies Need to Be More Diverse and Inclusive. Here's How to Start." by Dr. Angela Chitkara in the Harvard Business Review as the most insightful (A-27). Dr. Chitkara's article shared statistics from last year within the public relations field which stated that 87.9% of the industry identifies as white, leaving 8.3% who identify as African American, 2.6% Asian American and 5.7% Hispanic American (A-29). This reinforced what we already knew about the lack of diversity within the field.



Primary Research

Conducting our own research was very important, since many of our elements were specific to our campus. Diversity and inclusion is not a one size fits all issue, just as it will not have a one size fits all solution. Our primary research guided us in what tactics to develop for our campus.

Survey, distributed November 6, 2018 (A-17 to A-19)

We administered a survey to Temple's Introduction to Public Relations class to gauge the opinions of students who have been newly exposed to the field. Additionally, this course has 150 students in attendance, providing us with a significant sample size.

The survey responses revealed the following:

- Students were generally unaware of what the communications field is actually like.
- Respondents were not fully aware of the diverse makeup of offices, or even agencies as a whole.
- The students' impressions of the public relations field is based mainly off of their experience within class.
- Diversity is not something which is traditionally built into public relations curriculum.

Focus Groups held between September and November (A-5 to A-8)

We held four focus groups from September through November. These focus groups each gave us a deeper understanding of demographics we wanted to observe.

Introduction to Public Relations Class (A-8):

This is the first class that truly introduces students to the major and the field. We wanted to see what students' views and experiences were when it came to diversity in a more detailed way, something that can't be achieved from a survey.

This revealed the following:

- Participants felt there was a need for more diversity in the public relations field at large, as well as at Temple University.
- Participants expressed that having a professor of color that brings up diversity within their course exposed them to the issue.
- Participants agreed if they hadn't learned about it in class, they would not be aware of the lack of diversity in the field.

Temple University Black Public Relations Society (TUBPRS) (A-6):

Temple is the only university in the country with a student chapter of the Black Public Relations Society. It gives students with similar backgrounds a place to gather and talk about things that they wouldn't be able to in other settings like PRSSA, internships or class.

The focus group consisted of four executive board members, two seniors and two juniors.

This focus group revealed the following:

- Participants expressed a feeling of marginalization from organizations like PRSSA.
- Participants felt excluded within the public relations and communications departments at Temple University.
- Participants felt there needs to be more recognition of them as an organization from the school.

Temple University Public Relations Student Society of America (TUPRSSA) (A-5):

Temple PRSSA is the student arm of the Public Relations Society of America (PRSA), which also links them to the PRSA Foundation.

We chose to conduct a focus group with their executive board because of its connection with PRSA and involvement with the PR department at Temple. The focus group consisted of executive board members who have all had experience in PRSSA for at least a year prior to their executive board role, as well as previous internships.

This focus group revealed the following:

- Participants expressed concern when it came to inclusion within the student organization as it relates to members.
- There was also a general consensus between the participants that there was a recognized lack of diversity within the communications and PR industry.

Diversity Town Hall (A-7):

A Diversity Town Hall was called within the Department of Advertising and Public Relations which was inspired by the AEJMC (Association for Education in Journalism and Mass Communication) Diversity and Equity Award Klein College of Communications received prior to the 2018-19 school year. The town hall provided students the ability to openly talk about issues with faculty members and Dean David Boardman, and gave students a chance to hear what steps the department was taking to increase diversity and inclusion.

We gathered our findings from the town hall, as follows:

- Students didn't feel comfortable in their classes speaking up about their experiences, because they didn't think their professors or fellow students would understand where they are coming from as persons of color.
- Many concluded that if there was a professor that looked like them, they would be more inclined to speak openly.
- We also learned students find it hard for them to find allies or people that can understand their experiences. This is why organizations like TUBPRS are so important, but when it comes to organizations like PRSSA, they felt less included.

In-Depth Interviews conducted between September and November (A-2 to A-3)

These interviews gave us an opportunity to gain insight on diverse, and often underrepresented, individuals within our Temple community.

Public Relations Student | Thatcher Williams (A-2):

Thatcher is a Junior PR Major, who identifies as gay and African American. In his IDI, Thatcher shared his personal journey of getting involved with the field of PR at a young age. He was excited to begin his public relations career at Temple, but became disappointed as he continued his coursework. He expressed his issue came from the lack of diversity within the classroom, something that shocked him since diversity was one of the reasons he chose to attend Temple compared to other schools he was looking at.

Assistant Vice President of IDEAL | Dr. Tiffenia Archie (A-3):

Dr. Tiffenia Archie is the Assistant VP of Institutional Diversity, Equity, Advocacy and Leadership office (IDEAL). She identifies as a Muslim-American woman and is one of the city's leading experts on diversity and inclusion. Through our interviews, we were able to learn about all the resources IDEAL has for students and faculty, including diversity module/training, diversity peer program, safe zone training and more. Despite these great resources being in place for all schools within Temple, Dr. Archie expressed that not all students and faculty know what the IDEAL office has to offer.

Target Audience

With this research as a backdrop, we identified the following groups as our target audiences:

- Temple University's Department of Advertising and Public Relations students and faculty
- Temple University affiliated Public Relations organizations, clubs and classes
- Philadelphia's Public Relations Community

Key Messaging

Why #Not30But365?

During the start of this campaign process our team knew we needed this to have an impact not only during implementation period, but well beyond that. This hashtag #Not30But365 highlights this notion of elevating diverse voices and promoting inclusion not only for a month, but every day of the year. We strategically created this slogan for our campaign because of our 30-day implementation period, the fact that the implementation period began in Black History Month and finished in Women's History Month and finally because it does not directly mention the term "diversity". Our research shows that unless one considers themselves to be diverse, one will often write off anything that is labeled as "diverse" because they feel it does not apply to them. In order to develop an effective campaign, we knew that we had to grab the attention of our audience and redefine diversity for them.

Education

Through our research we learned that the terms diversity and inclusion were often used interchangeably as if the two concepts were the same. To spark a dialogue about these important yet delicate and distinctive topics requires educating each other on the difference between diversity and inclusion. Diversity is being invited to the party, inclusion is being asked to dance. Along with this, diversity is not limited to race or ethnicity; diversity embodies far more than that. Diversity is recognizing our individual differences, which includes race, gender, sexual orientation, age, religion, socioeconomic status and many other attributes.

Challenges & Opportunities

Challenge One: There are few mentorship programs linking aspiring professionals of color with established leaders of color in the field.

Opportunity: Our team created a Diverse Voices Book Club comprised of students studying public relations and

professionals working in the field. In order to join the book club, there is a fee associated for professionals which provides Diverse Voices to the students and a contribution to the PRSA Foundation. To ensure the longevity of this program, Temple's PRSSA will adopt this into their current mentorship program. (A-50)

Challenge Two: During the last full week of the implementation period, Temple University students were on Spring Break.

Opportunity: Throughout Spring Break we used our various social media platforms to our advantage to promote our Diverse Voices Book Club. Each day a picture was posted with one of the founding members of the book club with a short overview of their current job and position. Since Temple was on Spring Break our team crafted the hashtag #NoBreakForDiversity, to promote our daily postings. (A-49 to A-50)

Challenge Three: Individuals may not engage in the conversation unless they feel that it directly affects them.

Opportunity: Our research showed that many students were unaware of the lack of diversity within the communications field. Through our primary research, we determined that while many students understood this was an issue they felt it was not their place to join the conversation. During our implementation period, we developed a "Hidden Figures of PR" presentation and presented it to our two introductory-level public relations classes. The presentation enabled the students to get a broader view of the history of diversity in shaping our field. Along with educating students about these important hidden figures, it was also our hope for these students who felt they did not belong in the conversation to join as an ally.

Objectives, Strategies & Tactics

Objective One: Develop sale ideas for the Diverse Voices: Profiles in Leadership book and/or fundraising ideas for the PRSA Foundation. All proceeds will help support grants/scholarships, research, awareness and advocacy initiatives funded by the PRSA Foundation.

Strategy I: Optimize our connections both within the Temple community and greater Philadelphia area to raise awareness and sales of the Diverse Voices: Profiles in Leadership book, as well as funds for the PRSA Foundation.

Tactic A: Reach out to recent alumni for contributions.

Tactic B: Connect with Philadelphia professionals to become "founders" of a Diverse Voices Book Club, with a starting contribution of their choice.

Tactic C: Ask Temple's Office of Institutional Diversity, Equity, Advocacy and Leadership (IDEAL) to make a contribution of their choice.

Objective Two: Provide useful information about the diversity and inclusion challenge in the communications profession to interested students and faculty.

Strategy I: Directly connect with students and educators in classroom and campus settings by sparking a conversation about the diversity and inclusion opportunity. According to our primary research, the majority of Temple public relations students know little about the lack of diversity in the field. This is supported by the absence of diverse figures in the major's curriculum (A-22 and A-25).

Tactic A: Present to students in the Introduction to Public Relations and Public Relations Theory classes about the existence and impact of African American and Latinx professionals as "hidden figures" who have changed the field on March 1 (A-65).

Tactic B: Facilitate a discussion between Public Relations faculty and Temple's Office of Institutional Diversity, Equity, Advocacy and Leadership (IDEAL) to better prepare educators to talk about diversity on Feb. 15 (A-62).

Tactic C: Place copies of Diverse Voices in Temple's Paley Library, allowing all students to access the lessons and stories featured in the book (A-57 and A-66).



Strategy II: Post and write about the diversity opportunity and the rich network of Public Relations “hidden figures” in Philadelphia. Our high traction on social media at our campaign’s start showed that students turn to platforms such as Instagram and Twitter as educational tools (A-46 through A-48).

Tactic A: Distribute a press release detailing our campaign to student media outlets (A-51).

Tactic B: Secure a placement with the Temple News that educates all students in our community about diversity’s role in the PR field (A-39).

Tactic C: Host information about the diversity and inclusion opportunity on the websites of Temple’s PRSSA chapter and PRowl Public Relations, Temple’s nationally-affiliated firm (A-37 and A-38).

Tactic D: Launch #NoBreakForDiversity, a social media campaign featuring charter members of the Diverse Voices Book Club who are Philadelphia PR “hidden figures” and allies during our spring break from March 4 to March 11 (A-49 and A-50).

Objective Three: Educate all on the diminished pool of diverse talent in the communications profession.

Strategy I: Create an open forum discussion between diverse professionals with diverse students seeking to gain knowledge about the communications field. Our primary research showed that when students are able to visualize themselves in the field through another person of color they are more likely to enter the profession.

Tactic A: Collaborate with Temple University Black Public Relations Society (TUBPRS) to promote their event Similar Faces in Corporate Spaces on February 21, 2019. (A-67)

Tactic B: Provide attendees of each event the opportunity to write a personal action statement. This personal action statement is centered around the idea of propelling talks of diversity and inclusion into action. (A-53)

Strategy II: By utilizing earned media, we spread campaign messages and engaged key audiences and stakeholders resulting in an estimated quarter of a million impressions.

Tactic A: Post pictures from each event highlighting most important takeaways on our various social media platforms.

Tactic B: Take a photo of each attendee with their personal action statement on a whiteboard with the hashtag #Not30But365. (A-52 and A-53)

Tactic C: Work in collaboration with multiple news outlets within the Philadelphia area and beyond. These news outlets included the following: PPRA (Philadelphia Public Relations Association), Al Día (Philadelphia's largest Spanish language media outlet), WHYY (a leading public media organization), WURD Radio Station (Pennsylvania’s only black-owned talk radio station) and lastly Insight into Diversity (a national magazine centered around advancing the conversations of diversity). (A-30 through A-36)

Objective Four: The final goal we aimed to achieve was the support of all stakeholders: students, faculty and local human resources professionals in this challenge.

Strategy I: Utilizing multiple outlets to not only spread our message, but also to educate the goals behind our campaign to the community. Through our research we discovered although a person may not be very informed, there was interest in learning what they can do themselves to become more educated about diversity. (A-17 through A-19)

- Tactic A:** Meeting and working closely with Temple's Office of Institutional Diversity, Equity, Advocacy and Leadership (IDEAL) as a resource to educate students and faculty about diverse and inclusive practices in the classroom, on campus and in life. (A-3 and A-62)
- Tactic B:** Going beyond the 30 days of our campaign to plant seeds through our Diverse Voices Book Club by pairing diverse professionals with students studying PR for a mentorship program. (A-50)

Strategy II: Applying the findings from our research to spark an active change within Temple University's community. We were able to use our data to implement techniques that will continue to make a positive impact within our college community.

- Tactic A:** Coincidentally, there was an active faculty search for a PR professor within our college during our implementation. Our IDEAL Office made a presentation to faculty about a range of resources available to faculty -- including attracting qualified candidates of color. A scholar of color was hired and the practices introduced will be part of our department's search practices in the future. (A-62)
- Tactic B:** To encourage supplier diversity, we were able to connect a minority-owned film and marketing company to become certified in doing business with the University.

Evaluation

Objective one: **Exceeded!**

Our first goal encompassed book sales for Diverse Voices and fundraising for the PRSA Foundation. Obviously a book is something that you don't buy more than once, so our personal goal was to create a solution in which people would continue to interact with the book and the Foundation well after our campaign. We accomplished this by angling the Diverse Voices book as the first resource of its kind, and reaching out to our connections within the community to simultaneously raise awareness and funds for the PRSA Foundation, as well as book sales for Diverse Voices: Profiles in Leadership.

- According to verified contributions, we confirmed a total of \$1,500 raised, and 7 books sold through local outreach.
- We founded and organized the Diverse Voices Book Club, which will be in partnership with the Temple PRSSA Chapter, making it a sustainable solution. This book club gives Philadelphia professionals a chance to interact with students on a different level, discussing and connecting the book back to their personal and professional lives. Each professional made a contribution of their choice to become "founders" or the club. As the club continues to grow, so will the contributions to the PRSA Foundation and book sales.

Objective two: **Exceeded!**

Our second goal centered on educating students and faculty about diversity and inclusion (and the lack of it) in the public relations field. Since our research found that those who do not consider themselves directly affected by this lack of diversity were more likely to be unaware of this issue, we knew that making students and faculty more aware and engaged in the issue needed to serve as the basis of our entire campaign. This would be accomplished through both face-to-face interactions and an unwavering presence across multiple media outlets on campus, in the community and throughout the Greater Philadelphia area.

- We presented our Hidden Figures in PR presentation to hundreds of students. Of the students who attended these presentations, 83.1 percent said their view of diversity had changed (A-21 and A-24) and 91.6 percent said they were interested in attending similar events and presentations (A-23 and A-26).
- Due to the facilitated discussion between Temple's Office of Institutional Diversity, Equity, Advocacy and Leadership (IDEAL) and our PR faculty, faculty members are interested in becoming safe-zoned trained in order to better facilitate classroom discussions around challenging topics like diversity.
- Our campaign was featured in The Temple News, our university's distinguished newspaper. This receives an average circulation of 8,000 (A-39 and A-44).
- In our #NoBreak For Diversity social media campaign, we featured seven distinguished diverse public relations professionals and allies who are prominent in Philadelphia on each day of our Spring Break. (A-49 and A-50).

Objective three: **Exceeded!**

The third objective focused on educating all audiences on the diverse talent in the communications profession. Our research had shown that when students can see themselves excelling in the public relations field it is due to someone that looks like them succeeding in the field. We wanted to collaborate with various organizations to ensure that these students would be given the opportunity to envision this career in public relations for themselves.

- Our team worked closely with TUBPRS to promote the event Similar Faces in Corporate Spaces where diverse professionals were able to share their voices with current students.
- With the permission of two professors, we were able to conduct “classroom visits” to two large lecture sized rooms filled with public relations students to educate them on not only the “hidden figures” of public relations, but also the “new mothers and fathers” of PR as well. (A-54 and A-55)
- Stationed at each event was a life-sized poster of Diverse Voices where students and professionals were able to write down personal action statements to hold themselves accountable to ensure this conversation would be put into action. (A-52)
- At each event our team was taking pictures and videos to ensure that those interested, but unable to attend were able to see what had occurred. (A-46)
- Being afforded the opportunity to work with multiple media outlets in the fourth largest media market in the nation allowed for us to spread our message, educate and reach a greater audience than we had ever hoped for. (A-41 through A-45)

Objective four: **Exceeded!**

Our final goal we set out to achieve the support of all potential stakeholders involved with this challenge. We knew we had to connect with our target audience before the implementation period to make sure we had a meaningful, honest campaign. Our team spent hours working with PR students, faculty, and professionals before the campaign began to see how to create and achieve realistic goals within 30 days. Through the connections we made within our time conducting research and already existing contacts, we were able to gain various forms of support from our stakeholders. We worked closely with students, faculty and professionals alike to grow relationships, spread awareness of this issue and to have our message resonate with as many people as possible.

- Introducing a mentorship program that pairs a student studying in Klein with one of the Diverse Voices Book Club professionals. With this program, we will offer students the chance to see someone they can identify with in the profession, as well as providing tools and resources. Building these connections will grow relationships and set many students up for access to internships, jobs, etc. (A-58)
- Holding the training session with Dr. Archie from Temple’s IDEAL Office during the active search for a full-time professor in the Public Relations Department. Through instances where there is a chance to be educated, changes can be made. Our new professor will help bring unique practices to the classroom, which will help students and the department moving forward. (A-62)

Earned Media Coverage (A-30 to A-40)

Our campaign received national, regional and hyperlocal media coverage in a variety of formats such as print/online, broadcast including television and radio segments and social media. Our media coverage including both readership and broadcast viewership resulted in about 250,000+ total impressions.

Traditional Media outlets:

- Al Día article (Philadelphia’s largest LatinX publication)
- W.U.R.D. radio interview (Pennsylvania’s only black-owned talk radio station)
- WHYY article (NPR affiliate)
- The Temple News article
- INSIGHT Into Diversity article
- PRowl Public Relations article
- Temple University PRSSA Chapter online feature
- 3 various Philadelphia Public Relations Association guest-blog posts

Social Media (A-41 to A-48)

Social media played a huge role throughout our campaign. Over our 30-day implementation period, we earned over 20,000 impressions between Instagram and Twitter on our platforms alone. We strategically used Instagram and Twitter because we recognized that our key audiences primarily interact and communicate through these two social media platforms.



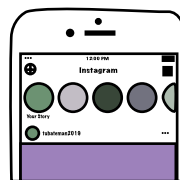
Instagram:

- 163 followers
- 6,848 impressions
- 4,294 reach
- 757 engagement
- 730 likes



Twitter:

- 62 followers
- 15,973 impressions
- 1,073 engagements
- 3.6% engagement rate
- 50 retweets
- 165 likes



Instagram Stories:

- 3,665 impressions
- 3,079 reach

Notable outlets that featured us on their social media:

- Al Día tweet
- W.U.R.D. tweet
- WHYY News tweet
- The Temple News tweet
- Temple University tweet
- Temple University Klein College of Media & Communication Instagram story reposts and tweets
- Temple University Black Public Relations Society Instagram story highlight
- Repost from the PR Museum on Instagram stories

Budget (A-59 to A-60)

We are proud of having a very cost-efficient campaign. Altogether we spent a total of \$72 of our \$300 budget.

Itemized Expenses

Introduction to Public Relations Focus Group (A-59)

Cost

\$20

In-Kind Donations

Diverse Voices personal action statement poster from a Temple University student organization (A-60)

Cost

\$52

Conclusion

Our campaign successfully sparked a conversation at large with the Temple University community and the larger Philadelphia community. By creating a campaign grounded in opportunities for diversity rather than deficits, we ignited a dialogue and educated our peers about the importance of diversity and inclusion within the public relations field.


Impact

The impact we have made throughout our implementation period has been substantial. We have reached an online audience of nearly 250,000 just through the articles published about our campaign, made over 20,000 impressions on our social media platforms and directly impacted some of the most influential leaders in Philadelphia's public relations field as charter members of the Diverse Voices Book Club. We have impacted the future generations of the public relations industry through educating Temple University's faculty about facilitating uncomfortable and important conversations regarding diversity in their classrooms and directly spoke to these students who will soon enter the field during our presentations about the rich diverse history of the industry. Our campaign may have had an end-date, but our impact will last for many years to come.

Longevity

Although our events exceeded our expectations, we want to be clear that diversity and inclusion initiatives are an ongoing journey. We in no way believe that our campaign has solved these important social issues. The basis of our #Not30But365 campaign is that diversity deserves more than 30 days of our attention. With the implementation of our Diverse Voices Book Club being adopted into Temple's PRSSA mentorship program, we are confident this is only the beginning of a more inclusive shift in the public relations field.





Temple University's PRSSA Bateman Competition Team 2019

Appendix



Primary Research

A-1: We crafted discussion guides for each aspect of our qualitative research. This approach allowed each of our conversations (in-depth interviews, focus groups and triad) to be more constructive and engaging. Additionally, we recorded these conversations at the participants' discretion in order to better understand their insights.

In-Depth Interviews

A-2: Thatcher Williams, Public Relations Student

- [IDI Discussion Guide](#)
- [Audio](#)

A-3: Dr. Tiffenia Archie, Assistant Vice President of Temple's Office of Institutional Diversity, Equity, Advocacy and Leadership (IDEAL)

- [IDI Discussion Guide](#)

A-4: Frank Bowman, Director of Enrollment Management of Klein College of Media and Communication

- [IDI Discussion Guide](#)
- [Audio](#)

Focus Groups

A-5: Temple University's Public Relations Student Society of America Executive Board

- [Focus Group Discussion Guide](#)
- [Audio - Part I](#)
- [Audio - Part II](#)

A-6: Temple University's Black Public Relations Society Executive Board

- [Focus Group Discussion Guide](#)

A-7: Diversity Town Hall

- [Discussion Guide](#)

Triad

A-8: This session was intended to be a focus group. However based on participation, it became a triad with two female students from the class both in their first year of study at Temple. One was a woman of color and the other was white.

A-9: Introduction to Public Relations Fall 2018 Students

- [Focus Group Discussion Guide](#)
- [Audio](#)

Surveys

A-10: Here Are All The Black People Survey

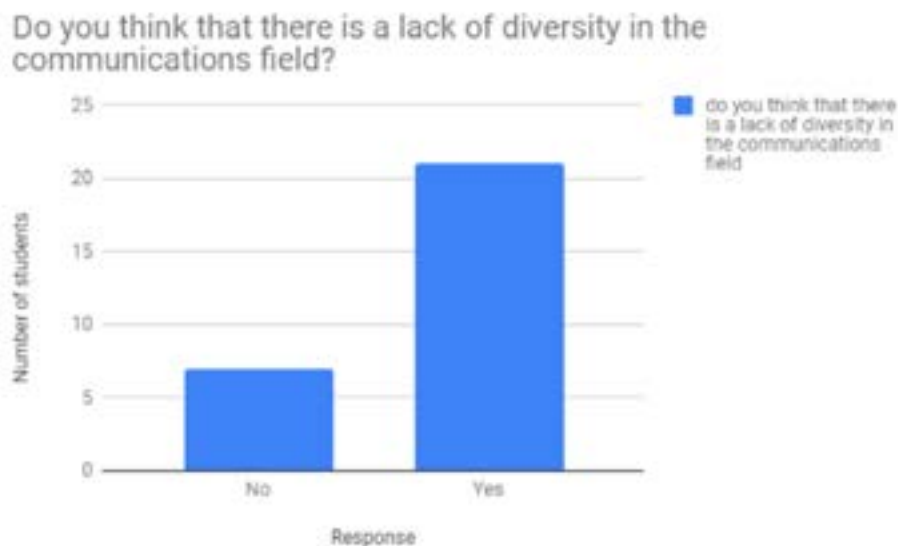
Here Are All The Black People (HAATBP) is a multicultural career fair held in New York City that is centered around the need for diversity and inclusion in the communications and advertising industry. More than 50 Temple students had the opportunity to attend HAATBP on October 5, 2018. Most of the students -- who were overwhelmingly African American -- were seniors, followed by juniors, sophomores and freshmen, with female students outnumbering the men. We administered surveys on the way to the event (pre) and on the way back (post). We found that most students were aware of the lack of diversity and inclusion in the public relations field, considered Temple University to be somewhat or very diverse and that their perceptions of the industry had changed after attending HAATBP.

Pre-Survey

A-11: Demographic Information

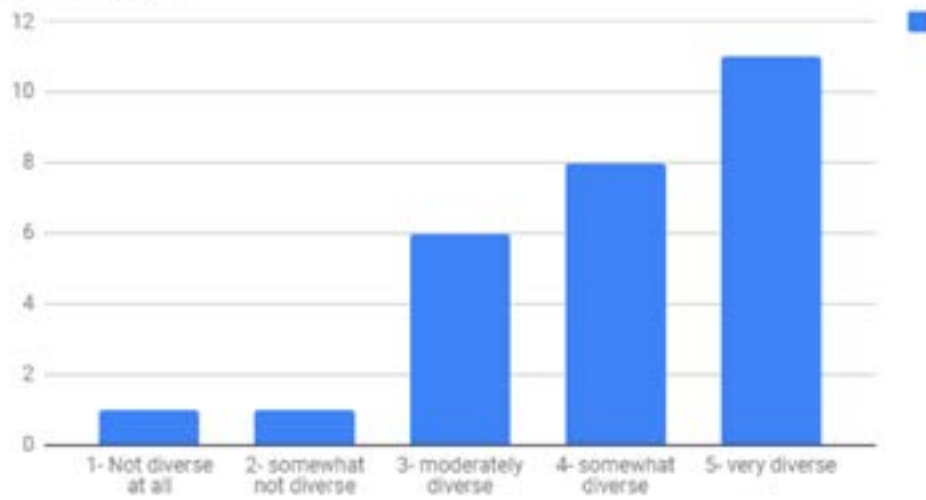
- 28 total attendees
- 2, freshmen, 1 sophomore, 8 juniors, 17 seniors
- 22 female, 6 male
- 25 students identified as people of color, including African American, Asian, Latinx and Hispanic

A-12:

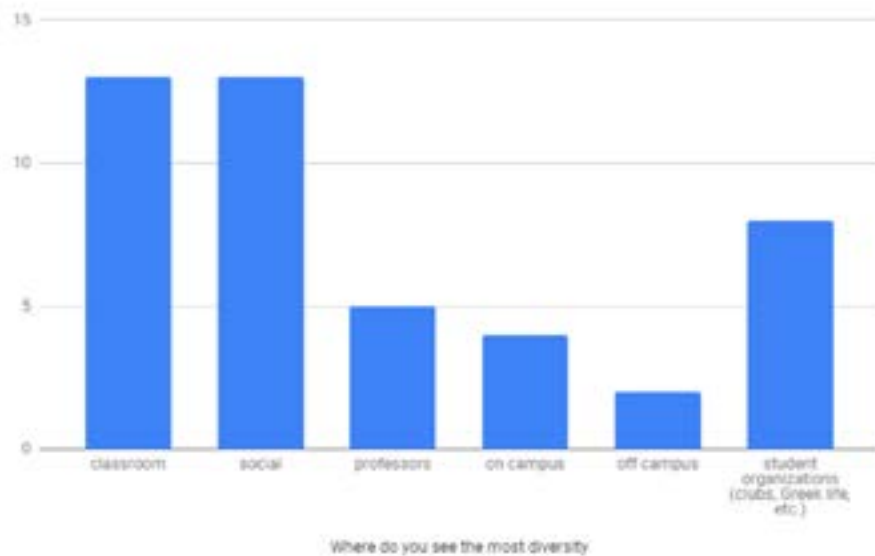


A-13:

On a scale from 1-5, how diverse do you think Temple University is?



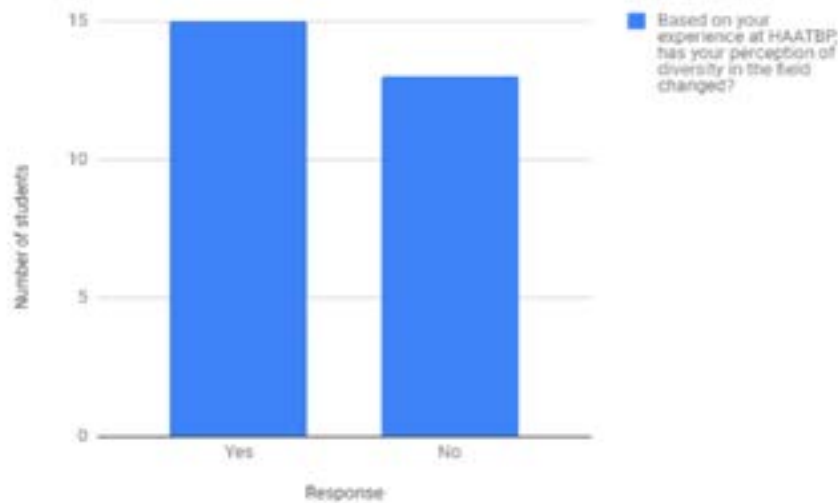
A-14:



Post-Survey

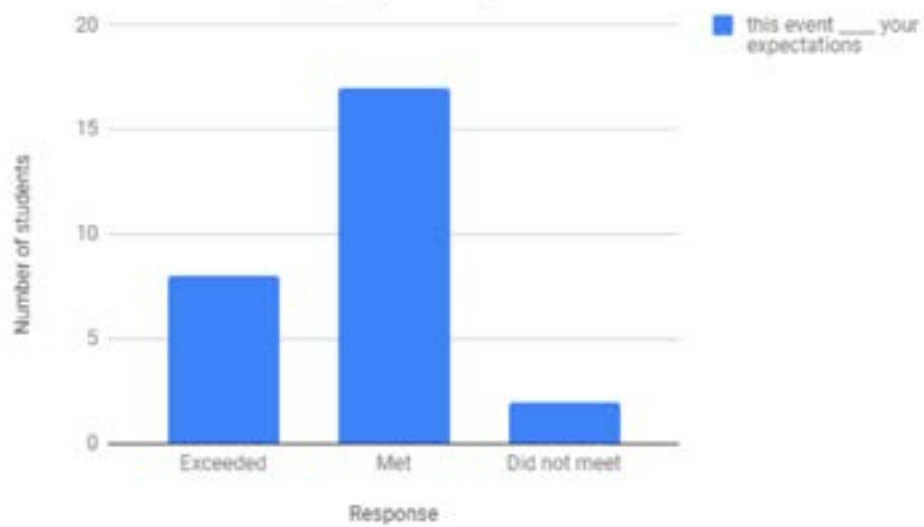
A-15:

Count of Based on your experience at HAATBP, has your perception of diversity in the field changed?



A-16:

Count of this event ____ your expectations



A-17: Introduction to Public Relations - Fall 2018

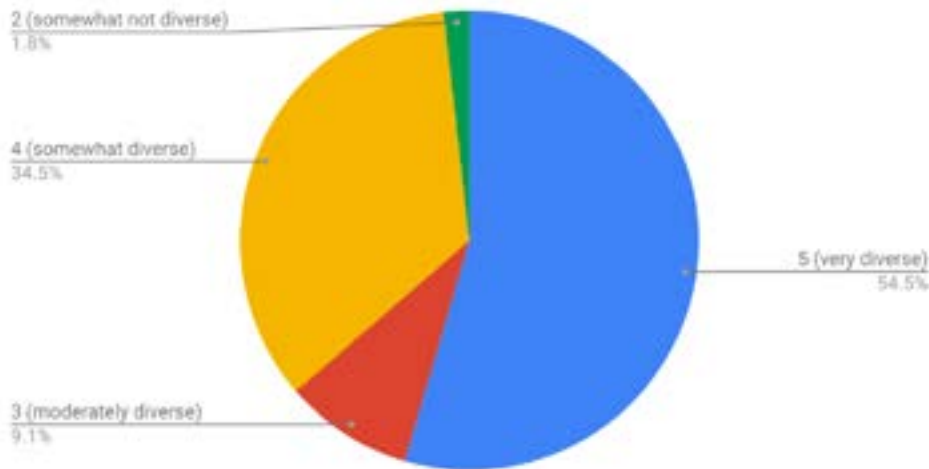
We administered a survey to Temple's Introduction to Public Relations class to gauge the opinions of students who have been newly exposed to the field. Additionally, this course has 150 students in attendance, providing us with a significant sample size.

A-18: Demographic information

- 55 Respondents
 - 18 freshmen, 19 sophomore, 11 juniors, 7 seniors
 - Of that, 15 transfer students
 - Majority (67.3%) identified as Caucasian
 - 9.1% identified as Asian
 - 9.1% identified as African American
 - 3.6% identified as Hispanic
 - 1.8% identified as LatinX
 - Remaining identified as "Other"

A-19:

On a scale from 1-5, how diverse do you think Temple University is?

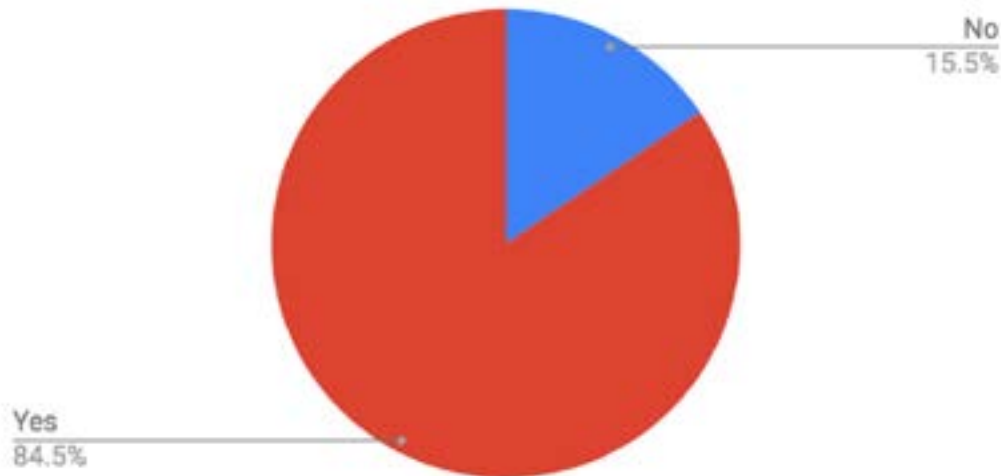


A-20: Introduction to Public Relations Survey

In conjunction with our 'Hidden Figures' class presentation, we surveyed students to better understand our impact. We presented to and surveyed the Introduction to Public Relations and Public Relations Theory classes in order to target younger students.

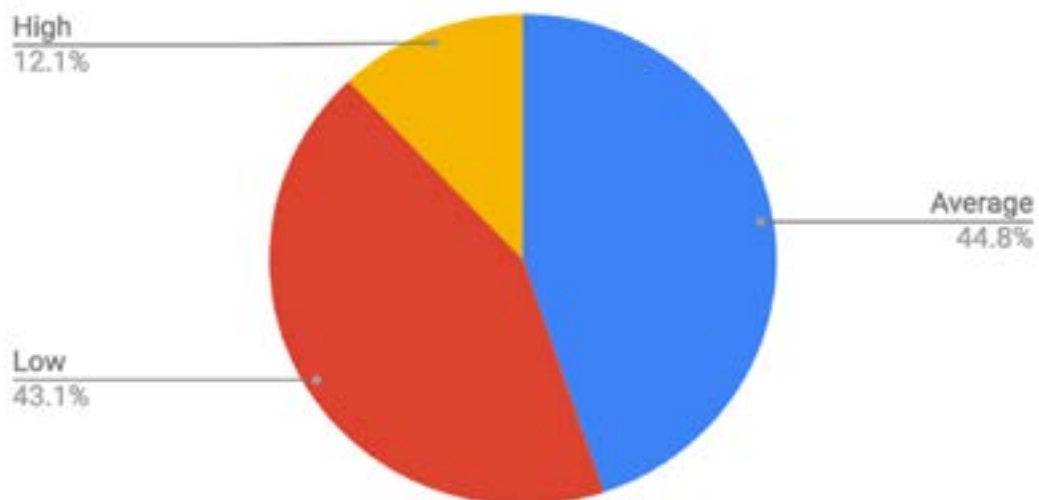
A-21:

Was your view of diversity and inclusion changed after this presentation?



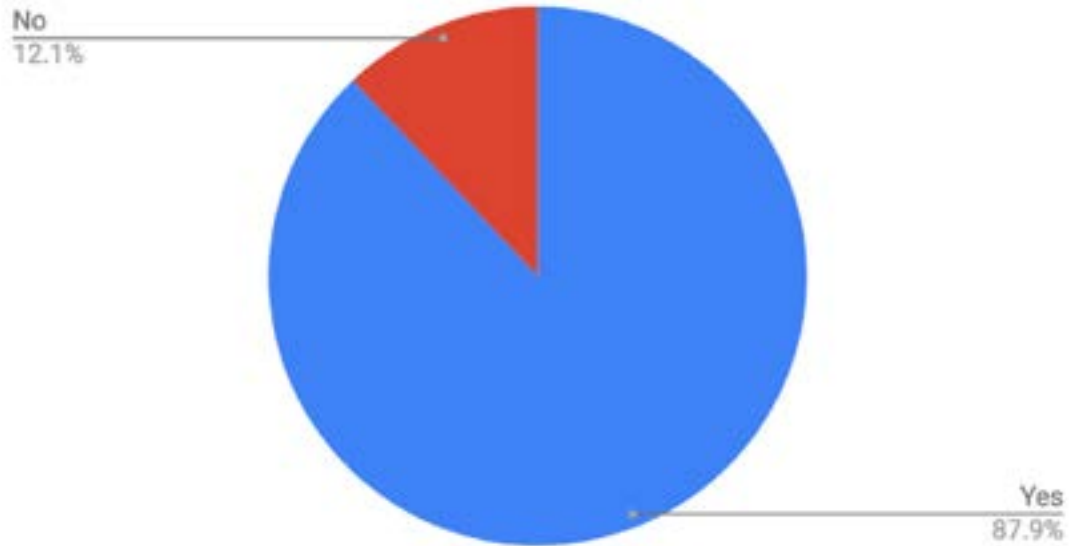
A-22:

My knowledge on this topic was __ before this presentation



A-23:

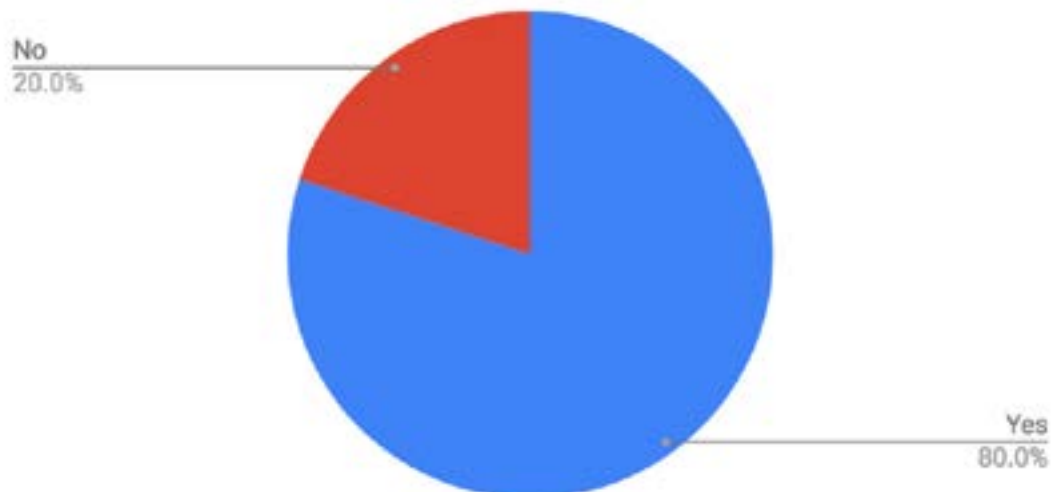
Based on this presentation, would you be interested to attend future events centered around diversity and inclusion?



Public Relations Theory Survey

A-24:

Was your view of diversity and inclusion changed after this presentation?



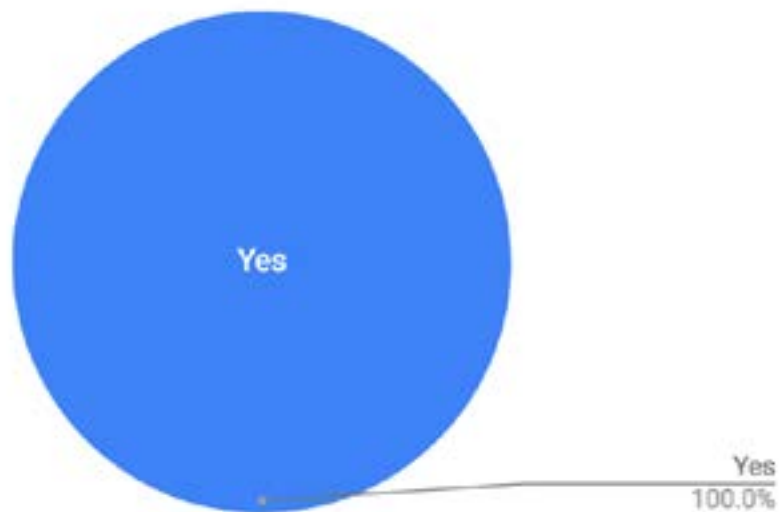
A-25:

My knowledge on this topic was __ before this presentation.



A-26:

Based on this presentation, would you be interested to attend future events centered around diversity and inclusion?



Secondary Research

A-27: [PR Agencies Need to Be More Diverse and Inclusive. Here's How to Start.](#)

- The Harvard Business Review (April 2018) by Dr. Angela Chitkara

A-28: [Does Diversity Matter for PR Students at the “Diversity University?”: A Quantitative Study Examining How Public Relations Students View Diversity at Temple](#)

- Doctoral research (2018) by Professor David Brown

A-29: [Labor Force Statistics from the Current Population Survey](#)

- Bureau of Labor Statistics (2018)

Media

General Market

A-30: PPRA Blog: Feb. 13, 2019. [Campaign Overview Blog Post.](#)

A-31: AL DÍA: Feb. 13, 2019. UVM: 29,812. Article shared 444 times. [Temple University Students Launch Diversity Campaign.](#)

A-32: WURD: Feb. 18, 2019. Daily average accesses: 23,391.

A-33: PPRA Blog: Feb. 21, 2019. [Company Diversity Needs to be More than Checking a Box.](#)

A-34: WHYY: March 1, 2019. UVM: 144,631. [Making Diversity Happen from the Classroom to the Corner Suite.](#)

A-35: PPRA Blog: March 6, 2019. [Diversity and Inclusion Start with Students: A Campaign Reflection.](#)

A-36: INSIGHT into Diversity: March 14, 2019. UVM: 20,000. [The Bateman Competition Asks Bright Minds to Solve Big Issues \(Page 58\).](#)

Temple University Media

A-37: Temple PRSSA: Feb. 11, 2019. [Press Release.](#)

A-38: PRowl Public Relations: Feb. 11, 2019. [Press Release.](#)

A-39: The Temple News: March 12, 2019. UVM: 8,000. [Klein Students Enter Competition to Promote Diversity.](#)

A-40: Temple Update: March 21, 2019. [Temple University Public Relations Enters Bateman Competition.](#)

Social Media

Earned Social Media

A-41: Al Día [tweet about article](#): 10.3K followers

A-42: WURD [tweet about our segment](#): 11.7K followers

A-43: WHYY News [tweet about article](#): 33K followers

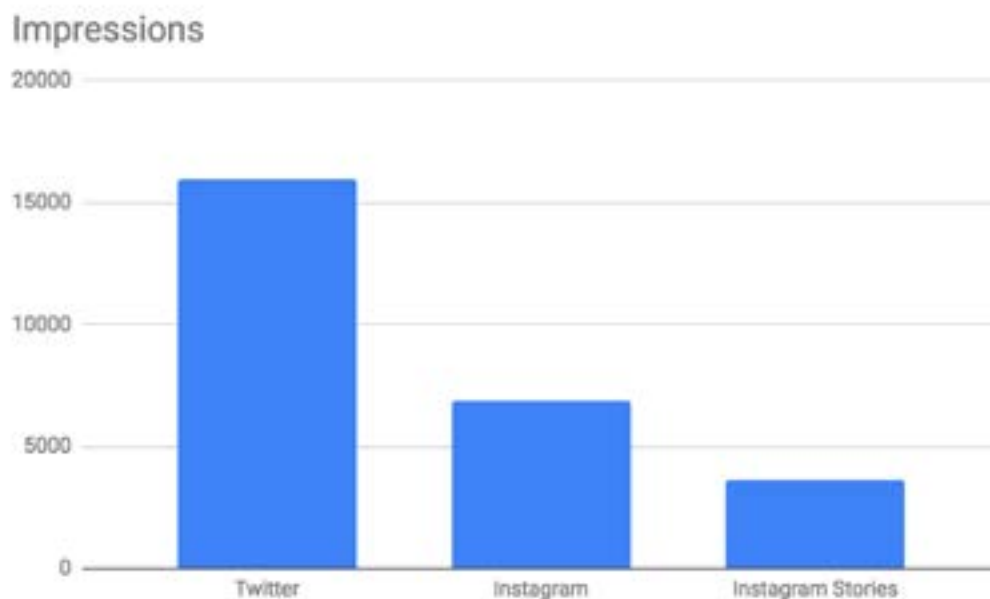
A-44: The Temple News [tweet about article](#): 11.5K followers

A-45: TUBPRS [Instagram Story Highlight](#): 364 followers

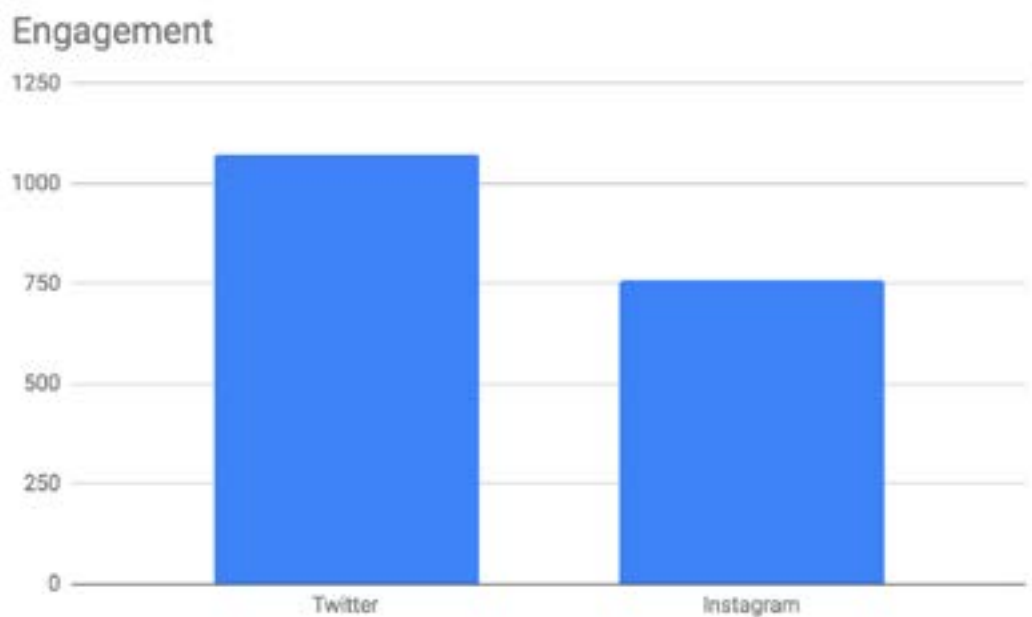
Social Analytics

A-46: Click here for all of our social analytics → [Complete Social Analytics Spreadsheet](#)

A-47:



A-48:



A-49: #NoBreakForDiversity Social Media Campaign

Since the last week of our implementation period was during Temple's spring break, we decided to take advantage of the time off by featuring charter members of the Diverse Voices Book Club. Each featured person is either a diverse professional or ally who has made a name for themselves in the Philadelphia PR community. Posts were made to both our Instagram account and our Instagram Story.

A-50: Click here to meet the members of the Diverse Voices Book Club →

[#NoBreakForDiversity Instagram Story](#)

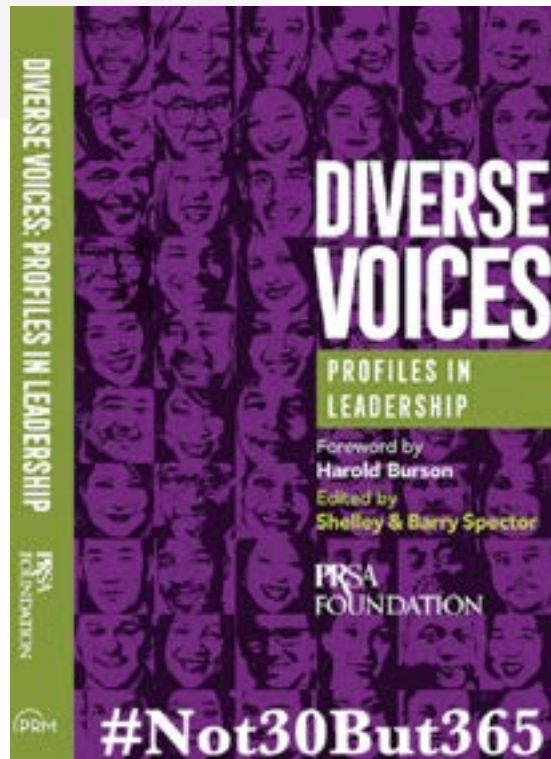
Implementation Materials

A-51: Press Release

[Temple Students Use Black History Month to Launch Campaign Focusing on Diversity in Philly's PR Community](#)

A-52: Diverse Voices Personal Action Statement Poster

Throughout the duration of our campaign and our #NoBreakForDiversity launch on social media, we featured a poster that looked like the cover of Diverse Voices: Profiles in Leadership. This included our campaign's hashtag #NotJust30But365. Attendees and featured guests were encouraged to write personal action statements about how they can make a difference in improving diversity and inclusion in the field. These personal action statements are included in a video below.



A-53: Click here to read our personal action statements → [Personal Action Statements Video](#)

A-54 'Hidden Figures' Class Presentation

Adapted and used with permission from Dr. Denise Hill of Elon University, this presentation was originally delivered at the PRSSA 2018 Conference. It takes the students through some of the recognized titans of the industry (who happen to be white and male) and then introduces lesser known pioneers of color who practiced public relations during the same time but got less recognition. It invites students to learn more about diverse historical figures at the Museum of Public Relations in NYC.

A-55: Click here to view our 'Hidden Figures' class presentation → ['Hidden Figures' Class Presentation](#)

A-56: Twitter and Instagram Icon: @TUBateman2019



A-57: Diverse Voices: Profiles in Leadership - Temple University's Paley Library

- [Circulating Copies](#)
- [Reserve Copies](#)

A-58: Click here to view our Diverse Voices Book Club donors → [Founding Donors](#)

Budget

A-59: Itemized Expenses

Intro to PR triad participant compensation

- \$20.00

- Oct. 28, 2018

Total Expenses: \$20.00

A-60: In-Kind Donations

Diverse Voices personal action statement poster from a Temple student organization

- \$52.00

- Feb. 11, 2019

Total In-Kind Donations: \$52.00

Campaign Photographs



A-61: Bateman Team members with Jensen Toussant from Al Día News (March 12).



A-62: Dr. Archie from Temple IDEAL speaks about the diversity resources available on campus to the PR faculty (Feb. 15).



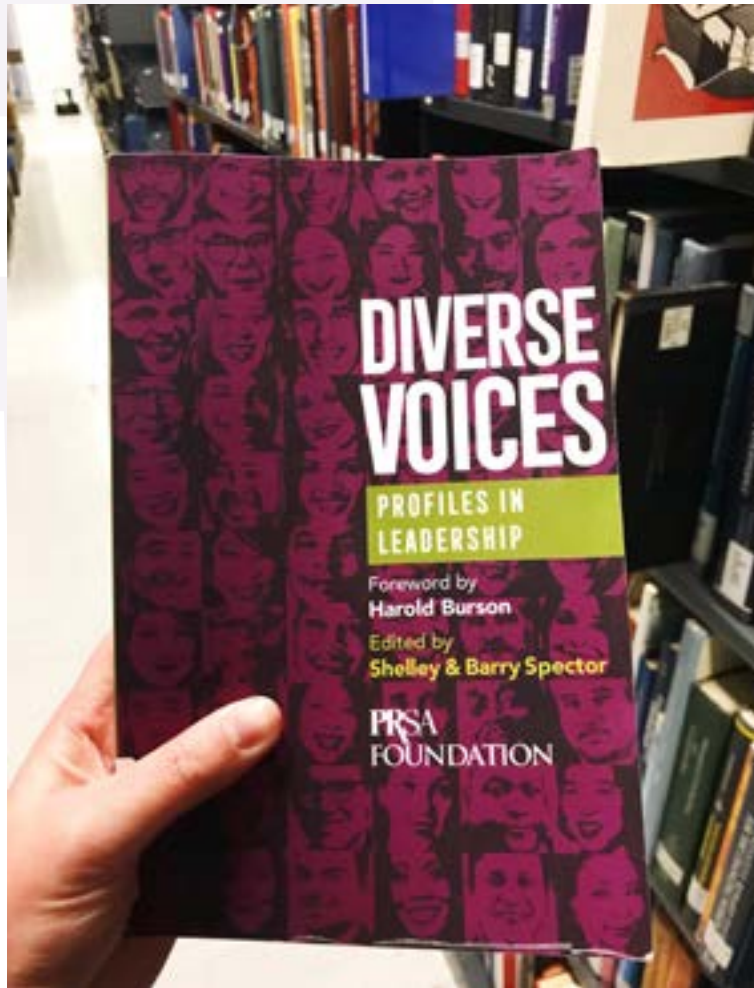
A-63: Members of the Bateman Team speak about our campaign on WURD, Pennsylvania's only black owned and operated talk radio station (Feb. 18).



A-64: The team and Professor Brown interview with Kelsey Landis, the editor-in-chief of INSIGHT Into Diversity Magazine, for a feature in the April edition highlighting diversity efforts in media and communication schools across the country (Feb. 21).



A-65: Professor Brown presents 'Hidden Figures in Public Relations' to the Introduction to Public Relations and Public Relations Theory classes (Feb. 28 and March 1).



A-66: Diverse Voices: Profiles in Leadership is put into circulation at Temple's Paley Library (March 4).



A-67: TUBPRS Similar Faces in Corporate Faces event on February 21, 2019.