# PUR 3211– DIVERSE VOICES – FALL 2024

Course number: 27152
Tuesdays, 7:20 p.m. – 8:10 p.m. on Zoom
Zoom: https://ufl.zoom.us/j/98255629974?pwd=9nX9EYxIphnUZ7UagWoqQzRzZC1wo1.1
Prerequisite: PUR3000 with a C or better

Instructor: Robyn Hankerson-Printemps
Email: rohank@ufl.edu
Virtual Office Hours: By Appointment

## Required Texts

*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 Description

Diverse Voices is a one-credit course that assesses the vital role of diversity, equity and inclusion (DEI) in public relations. Public relations professionals play a key role in telling stories that shape the perceptions of stakeholder groups. In this course you will gain insight and direction on ways to help create and support a diverse, equitable and inclusive work environment. We will explore the ways in which emotional intelligence and cultural competency impact your ability to make decisions that reflect the core principles of DEI. Understanding the journeys of the leaders of color who have changed the face of leadership in public relations will help outline the obstacles to and benefits of DEI in the field.

## Course Learning Objectives

Upon completing this course, students will:

- Use and apply the terms diversity, equity, inclusion and access correctly
- Understand the practical application of DEI principles to public relations and communications, and the role of the public relations professional in support of these principles
- Identify and analyze the challenges and opportunities in public relations from the various narratives of diverse leaders
- Understand the current climate towards DEI in the public relations sector
- Begin to develop a competency for inclusive language and communication

### *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:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work

## Key Course Policies

**Late or Missed Work:**

Deadlines for each assignment will be given and students are expected to meet them. Late assignments will automatically lose a full letter grade for each week it is late (e.g. B to a C). Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness; however, you need to notify me before the deadline is missed, not after the fact.

**Attendance:**

This course focuses on class participation and group discussion. Your attendance is an important aspect of this course. Excessive absences will harm your grade. You are responsible for notifying me in advance of the cause of your absence and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please go here.

**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 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 me.

I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment or exam but may be higher depending on the severity of the violation.

**Students Requiring Accommodations:**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

**Course Evaluation:**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations here. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students here.

**AI Policy for Student Work**

In this class I want you to produce all your own work without generative AI's assistance. It is important for me to be able to ascertain what you know and can produce unaided on your own. The use of generative AI for your assignments in this class is a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work and if evidence is found that your work is AI generated I will submit your assignment as violating the honor code.

## Grading and Assignments

**Grading:**

Students will be graded based on their performance in four major areas, each of which constitutes a proportion of the final grade. Your grade will be calculated by the following:

*Company Assessment: 25%*

Teams will work together to assess a company's DEI initiatives. Groups will complete a SWOT analysis and present to the class how companies are creating a diverse, equitable and inclusive culture, as well as the opportunities that exist to better address DEI. Companies and groups will be assigned. Details will be distributed soon.

*LinkedIn Post: 25%*

You must make one LinkedIn post reflecting on what you learned this semester. The post must include a learning from one of the leaders featured in *Diverse Voices: Profiles in Leadership* Edited by Shelley and Barry Spector and at least one link to a relevant article. This post should be made during Week 16 and must include the following hashtag in order to receive full credit: #DiverseVoices. It is not required, but you may also tag Robyn Hankerson-Printemps, UF Public Relations Department and any people being quoted or referenced, where possible.

*Participation: 25%*

Active participation is required in weekly discussions in class or via the discussion board. You will be graded on how thoughtfully you participate and contribute to class discussions. Details will be distributed soon.

*Attendance: 25%*

You are expected to attend class. Attendance will be taken during each class.

Grading follows current UF grading policies. *The grading scale for the course is as follows*:

| A | 94.0 – 100% | C | 74.0 –76.99% |
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| A- | 90.0 – 93.99% | C- | 70.0 –73.99% |
| B+ | 87.0 – 89.99% | D+ | 67.0 – 69.99% |
| B | 84.0 – 86.99% | D | 64.0 – 66.99% |
| B- | 80.0 – 83.99% | D- | 60.0 – 63.99% |
| C+ | 77.0 –79.99% | E | below 60% |

## Tentative Course Schedule*

| Week 1 | Classes start August 22 – No class meeting |
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| **Week 2**<br>August 27 | **Welcome & Introductions**<br>Read: Diversity, Equity & Inclusion Vocabulary Quiz<br>Book: Forward by Harold Burson |
| **Week 3**<br>September 3 | **Diversity + PR**<br>Read: Making the Case for Diversity in Marketing and PR<br>Read: Diversity and Public Relations Practice<br><br>Book: Kim L. Hunter, Michael Sneed |
| **Week 4**<br>September 10 | **Equity vs. Equality**<br>Read: Equity vs. Equality: What's the Difference? Here's How Experts Explain It<br><br>Book: Rosanna Fiske, Nyree Wright, David Albritton |
| **Week 5**<br>September 17 | **What is Inclusion?**<br>Read: What Should Inclusion Really Look Like in the Workplace?<br><br>Book: Del Galloway, Patrice Tanaka, Felicia Blow |
| **Week 6**<br>September 24 | **DEI + Public Relations**<br>Read: Yes, PR Has a Racism Problem. And we All Need to Act<br><br>Book: Torod Neptune, Rochelle Tillery Larkin Ford, Lisa Chen |
| **Week 7**<br>October 1 | **DEI + (Social) Media**<br>Read: "Lady Doritos"? Pepsi Wants a Do-Over<br>View: Tylenol #HowWeFamily<br>Read: A "Big Brother" Alliance Could Make History. Not Everyone is Thrilled<br><br>Book: Andrew McCaskill, Catherine Hernandez-Blades, Brenden Lee |
| **Week 8**<br>October 8 | **DEI + Workplace**<br>Read: 12 Ways Companies are Boosting Their DEI<br>Book: Mike Fernandez, Terry Edmonds, Vanessa Wakeman |

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| **Week 9**<br>October 15 | **Group 1 Presentation** |
| **Week 10**<br>October 22 | **Group 2 Presentation** |
| **Week 11**<br>October 29 | **Group 3 Presentation** |
| **Week 12**<br>November 5 | **Group 4 Presentation** |
| **Week 13**<br>November 12 | **Group 5 Presentation** |
| **Week 14**<br>November 19 | **Group 6 Presentation** |
| **Week 15**<br>November 26 | **No class – Thanksgiving Break** |
| **Week 16**<br>December 3 | **Due: LinkedIn Post**<br>**Classes end: December 4** |

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

**Standard UF Policy Information and Links**

**Software Use:**

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use.  Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator.  Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.  We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

**Student Privacy:**

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please go here.

**In-Class Recording:**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021 Honor Code and Student Conduct Code.

## 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 U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

**Counseling and Wellness Center:** Visit the Counseling and Wellness Center website 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 the Student Health Care Center website.

**University Police Department:** Visit UF Police Department website 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; Visit the UF Health Emergency Room and Trauma Center website.

## Academic Resources:

**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.

**Library Support:** 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 352- 392-6420. General study skills and tutoring.

**Writing Studio:** 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

**Student Complaints On-Campus***:* Visit the Student Honor Code and Student Conduct Code webpage for more information.

**On-Line Students Complaints***:* View the Distance Learning Student Complaint Process.