

## "Diverse Voices: Profiles in Leadership"

### About the book:

For many years, there has been a struggle to improve diversity and inclusion within the communications profession. The challenges are widely known and have been affirmed by decades of research yielding consistent findings: The talent pool is small and disproportionate compared to demographics outside the profession, companies have difficulty keeping multicultural talent, and unconscious bias is all too prevalent.

"Diverse Voices: Profiles in Leadership" is designed to help communications leaders and professionals better understand the challenges faced by communications professionals of diverse backgrounds.

The book was developed by the PRSA Foundation and the Museum of Public Relations, with all proceeds going to the Foundation, an independent, 501(c)(3) charitable organization dedicated to advancing diversity and inclusion within the communications profession.

The book (\$39.00) will be available October 2018 and can be pre-ordered [here](#).

The need to improve diversity and inclusion is not just a moral one. Diversity enriches perspectives and strengthens the ability of communications teams to effectively engage with their publics in an increasingly connected global business and media environment.

The book features interviews with more than 40 corporate and PR agency leaders, and educators. These executives, many of whom have risen to the highest levels of the communications profession, share candid anecdotes detailing successes and challenges that they face during their career as well as tips and lessons for those entering the field.

"Diverse Voices" is a valuable resource not only for students and educators, but also for managers of all levels, in agencies, corporate communications departments and organizations. The purpose of the book is to help:

- Provide inspiration and guidance to students and early- to mid-career professionals and encourage more people of color to join and stay in the field.
- Guide employers on ways they can better support diverse professionals as they move up the career ladder, and maintain inclusive environments in which multicultural perspectives are embedded in the work as well as the culture.
- Provide ideas to organizations within the communications profession on how, collectively, we can do a better job attracting, retaining and advancing diverse professionals.

The book is supported by an industry-wide effort to help improve diversity and inclusion. Our partners include: The Public Relations Society of America, The Public Relations Student Society of America, Page, PR Council, Institute for Public Relations, The LAGRANT Foundation, the International Association for Measurement and Evaluation of Communication, the National Black Public Relations Society, Hispanic Public Relations Association, The Plank Center for Leadership in Public Relations, ICCO and The Society for New Communications Research of The Conference Board, among others.

## "Diverse Voices: Profiles in Leadership"

### About the Editors:



#### **Shelley Spector**

Shelley Spector is co-founder of the Museum of Public Relations, the industry's only collection of historical papers and artifacts in the world. She is also president of Spector & Associates, a corporate PR firm specializing in tech, defense and financial. She is co-author of "Public Relations for the Public Good", and has contributed to several textbooks and scholarly papers including the recent study of PR during the financial crisis, published in "PR Review," June 2018.



#### **Barry Spector**

Barry Spector is co-founder of the Museum of Public Relations, and partner of Spector & Associates. He has conducted oral histories over the last 30 years of some of the profession's leading practitioners, which have become part of the Museum's archive of original research material. He also produced and co-edited books on public relations through the Museum's publishing company, among whose titles are the re-release of "Courtier to the Crowd" and the autobiography, "Ofield Dukes: The Autobiography of a Public Relations Man."

The Museum of Public Relations is a 501(c)(3) educational institution chartered by the New York State Department of Education. As the world's only museum dedicated to the PR profession, it serves as the field's sole repository for papers, film, books and artifacts documenting the field's century-old history. It exhibits dozens of artifacts from pioneers such as Ivy Lee, Edward Bernays, Ofield Dukes, Muriel Fox and Arthur Page. Its website, which attracts nearly 6,000 unique visitors a month, houses a digital archive of oral histories, videos of Museum events and biographies of African-American PR pioneers as well as PR teaching materials used in classrooms around the world.

## "Diverse Voices" Profiles

The following people are featured in "Diverse Voices":

David Albritton, Executive Director, Product Development and International Communications, General Motors  
Armando Azarloza, President, Axis Agency  
Sheryl Battles, Vice President, Global Diversity, Inclusion & Engagement, Pitney Bowes Inc.  
Catherine Hernandez-Blades, Chief Brand and Communications Officer, Aflac  
Felicia Blow, Associate Vice President for Development and Campaign Director, Hampton University  
Brandi Boatner, Social & Influencer Communications Lead, Global Markets, IBM  
Rebecca Carriero, Communications Lead for Arts & Culture Programs, Bloomberg Philanthropies  
Jessica Casano-Antonellis, Vice President of Communications, Disney Streaming Services  
Andy Checo, Associate Vice President, Havas FORMULATIN  
Lisa Chen, Head of Internal Communications, Distribution and Go-to-Market, Google Cloud  
Terry Edmonds, Executive Speechwriter, IBM (former speechwriter for President William Jefferson Clinton)  
Lorenz Esguerra, EVP & General Manager, Weber Shandwick Minneapolis  
Mike Fernandez, Former U.S. Chief Executive Officer, Burson-Marsteller  
Rosanna Fiske, Vice President, Corporate Communications, Wells Fargo  
Neil Foote, President/CEO, Foote Communications  
Dr. Rochelle Ford, Dean of School of Communications, Elon University  
Del Galloway, Vice President of Communications, Wells Fargo  
Judith Harrison, Senior Vice President, Diversity & Inclusion, Weber Shandwick  
Marvin Hill, Corporate Communications Lead and National Communications Manager, Humana  
Dr. Denise Hill, Assistant Professor, Strategic Communications, Elon University  
Mr. Kim Hunter, Chairman & CEO, The LAGRANT Foundation  
Jon Iwata, Former Senior Vice President and Chief Brand Officer, IBM  
Damon Jones, Vice President, Global Communications & Advocacy, P&G  
Pallavi Kumar, Professor, School of Communication & Director, Public Communication Division, American University  
Brenden Lee, Sports Partnerships Communications, Twitter  
Emile Lee, Senior Vice President and Global Head of Communications, Dun & Bradstreet  
Andrew McCaskill, Senior Vice President, Global Communications & Multicultural Marketing, Nielsen  
Rosemary Mercedes Beepat, Chief Communications Officer, Univision  
Torod Neptune, Chief Communications Officer, Lenovo  
John Onoda, Senior Corporate Counselor, Gagen MacDonald  
Mike Paul, President, Reputation Doctor® LLC  
Veronica Potes, Director, Integrated Marketing, USA and SYFY Networks  
Cheryl Procter-Rogers, Senior Consultant, A Step Ahead  
Lisa Osborne Ross, President, Edelman D.C.  
Helen Shelton, Senior Partner, Finn Partners  
Michael Sneed, Executive Vice President, Global Corporate Affairs, and Chief Communications Officer, Johnson & Johnson  
Oscar Suris, Former Head of Corporate Communications, Wells Fargo  
Patrice Tanaka, Founder, Chief Joy Officer, Joyful Planet (formerly Padilla CRT)  
Micheline Tang, Director of Communications, King & Spalding  
Omar Torres, Public Relations & Communications Lead, Northrop Grumman  
Vanessa Wakeman, Corporate Executive Officer, The Wakeman Agency  
Charlene Wheelless, Principal Vice President, Global Corporate Affairs, Bechtel  
Nyree Wright, Principal, NW Consulting LLC

## Improving Diversity and Inclusion in Communications: What You Can Do

A common theme in "Diverse Voices" is the power of one individual to improve diversity and inclusion within their organization while making a positive impact in shaping the career of young, diverse students and professionals. Many of the individuals interviewed shared stories, tips and best practices on how to enact positive change and combat the diversity and inclusion challenges within communications.

### Here are some ways that you can make a difference:



- **Education and awareness** – Advocate for your organization to adopt/offer educational programming on increasing diversity and inclusion. Learning how to identify and address challenges like unconscious bias and unintentional racism can go a long way in fostering a more inclusive environment.



- **Create a dialogue** – Ironically, many organizations within the communications profession fail to talk about diversity and inclusion because it can be perceived as an uncomfortable subject. Work with your HR team to identify and engage a professional expert to help lead organized conversations or town hall events on how to improve diversity and support an inclusive mindset within your organization.



- **Hiring and retention practices** – Explore/suggest that your organization enhances its talent management policies to make diversity and inclusion an area of focus. Look beyond compliance and work with your HR team to audit your company's hiring and retention practices to ensure that they align with the best practices employed by organizations that are leaders in diversity and inclusion.

- o Potential Resources: Society for Human Resources Management ([shrm.org](http://shrm.org)); *Harvard Business Review* ([hbr.org](http://hbr.org))



- **Champion diverse talent** – Make an active effort to act as a mentor and/or sponsor to young, multicultural students and professionals. Acting as a mentor or a sponsor does not require an organized or formal program – taking the time to offer advice and be available as a resource can make a big difference in a young person's career journey. Serving as a champion and helping to ensure that diverse talent is recognized can make an even bigger difference.

## PRSA Foundation: Background

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### The Foundation

The PRSA Foundation is an independent, 501(c)(3) charitable organization that is committed to promoting diversity among public relations professionals and companies so that they can best serve the public good and address the needs of a diverse world.

The organization acts as a convener, helping to foster collaboration within the communications profession by bringing together the leading players in the industry in a unified effort to improve diversity and inclusion.

The PRSA Foundation's focus is on supporting programs that attract, assist and prepare young, multicultural adults to enter the public relations profession, and it works with employers and industry organizations to create workplace-based inclusion efforts to welcome, support and retain a diverse workforce.

Headquartered in New York City, the PRSA Foundation was chartered under section 403 of the New York State Corporation Law as a not-for-profit organization.

### Scholarships and Programs

The PRSA Foundation provides financial support to the next generation of professionals who will help the industry fulfill its role of serving the public good. By working with students at the high school and college levels, the organization's programs attract ethnic and racial minorities to careers in PR and help to make them "job-ready" to bring the PR perspective to the organizations they serve and to society. The PRSA Foundation has partnered with leading universities and diversity organizations to build this portfolio of programs.

### Research

The PRSA Foundation funds quantitative and qualitative research initiatives to gain insights into the experiences of students and young professionals from underserved populations, and to learn about best practices in recruiting and retaining minority employees.

### Paladin Awards

The Paladin Awards is the PRSA Foundation's signature event, with proceeds from the evening going to grants and scholarships designed to help jump-start the careers of promising students from diverse backgrounds, and provide mentoring and professional development for mid-level professionals.

Each year the PRSA Foundation honors a communications leader who has made an indelible impact on the pursuit of diversity and inclusion in the sector. Recipients of the Paladin Award have included Harold Burson, Lou Capozzi, Harris Diamond, Dan Edelman, Mike Fernandez, John Graham, Jon Iwata, Charlotte Otto, Marcia Silverman and Patrice Tanaka.

## Our Partners

"Diverse Voices: Profiles in Leadership" is supported by:



### Public Relations Society of America (PRSA)

PRSA is the nation's largest professional organization serving the communications community. The organization's mission is to make its members smarter, better prepared and more connected through all stages of their career through innovative programs that enhance their credibility and opportunities to connect with a strong network of more than 21,000 professionals. Learn more about PRSA at <https://www.prsa.org>.



### Public Relations Student Society of America (PRSSA)

Founded in 1967, the [Public Relations Student Society of America \(PRSSA\)](#) is the foremost organization for students interested in public relations and communications. PRSSA consists of more than 10,000 students and advisers organized in 300-plus Chapters in the United States, Argentina, Colombia and Peru. We are headquartered in New York City, and led by a National Committee of PRSSA and PRSA members. We have a rich history of support from our parent organization, the Public Relations Society of America (PRSA), which offers professional development, networking opportunities and news.



### The PR Council

Representing over 100 firms, the PR Council (PRC) is a U.S. membership-based industry association designed to empower the present and next generation of communications professionals, industry innovators and business leaders through education, events and industry resources. Visit [www.prcouncil.net](http://www.prcouncil.net) to learn more.



### IPR

The Institute for Public Relations is an independent, nonprofit research foundation focused on research that matters to the profession, providing timely insights and applied intelligence that professionals can put to immediate use. All research is available free at [www.instituteforpr.org](http://www.instituteforpr.org) and provides the basis for IPR's professional conferences and events.



### Page

[Page](#) is a global membership organization that unites the world's leading communications executives to strengthen the enterprise leadership role of the chief communications officer (CCO). We advance our mission through thought leadership, learning programs and networking experiences to connect the brightest industry minds to transform business for the better. With nearly 800 members in 25 countries, Page members represent a multitude of industries, PR agencies and advisory firms, nonprofits and NGOs, and academicians.



### The LAGRANT Foundation

Throughout 20 years of impact, [The LAGRANT Foundation \(TLF\)](#) has awarded \$2.38 million in scholarships to 511 ethnic minority undergraduate and graduate students across the nation, many of whom have gone on to achieve successful careers and high-ranking positions in the industry. TLF continues to increase the number of ethnic minorities in the industry by providing scholarships, career and professional development workshops, mentorships and internships/entry-level positions for career-ready individuals.



### SNCR

[The Society for New Communications Research of The Conference Board \(SNCR\)](#) is dedicated to the advanced study of the latest developments in new and emerging communications tools and technologies including digital, social media and mobile, and their effect on business, media, health, law, culture and society.



## Diverse Partners/Supporters

"Diverse Voices" wouldn't have been possible without support from the following:



### National Black Public Relations Society (NBPRS)

[The National Black Public Relations Society, Inc.](#) serves as an advocate for black professionals in the public relations, media relations, corporate communications, investor relations, government affairs, community relations and related fields. Through a network of members in affiliates around the country, the organization, founded in 1998, offers peer-to-peer support, mentorship, networking, job opportunities, internships and career advancement strategies for professionals engaged in corporate, government, agency, nonprofit and private practice.



### Hispanic Public Relations Association (HPRA)

Founded in 1984, the [Hispanic Public Relations Association \(HPRA\)](#) is the foremost organization of Hispanic public relations practitioners in the U.S. HPRA is dedicated to the recognition and advancement of Hispanics in public relations through year-round programs, professional development seminars and networking. The national organization aims to meet the professional needs of the growing number of Hispanic PR practitioners, independents and agencies. HPRA National, its Chapters and those Chapters in formation are paving the way for the next phase of growth and evolution in the PR industry, especially in the Hispanic market space.



### International Association for Measurement and Evaluation of Communication (AMEC)

[AMEC](#) (the International Association for Measurement and Evaluation of Communication) is the world's largest media intelligence and insights professional association, representing organizations and practitioners who provide media evaluation and communication research and analytics. AMEC currently has more than 160 members in 86 countries worldwide. Our industry role is to help educate the market and encourage best practice. Our mission is to educate and grow the market in each region for the benefit of our members through International Chapters (hubs) in Asia, Europe, North America and Latin America. AMEC's pioneering work in the field has included the development of the Barcelona Principles, Barcelona Principles 2.0 and most recently the launch of the AMEC Integrated Evaluation Framework.



### The Plank Center

[The Plank Center for Leadership in Public Relations](#) is the leading international resource for practitioners, educators and students who are passionate about advancing their careers and the public relations profession. Along with its pillars of leadership and mentorship, The Center is a catalyst for other professional organizations, to help identify and bridge gaps, and assist organizations seeking to adopt best-in-class practices in the area of diversity and inclusion



### The International Communications Consultancy Organisation

[The International Communications Consultancy Organisation \(ICCO\)](#) is the voice of public relations consultancies around the world. The ICCO membership comprises national trade associations representing 55 countries across the globe: from Europe, Africa, Asia, the Middle East, the Americas and Australasia. Collectively, these associations represent over 2,500 PR firms.