



Sistas of Media

An event honoring black women in the media profession
#ProgressSU

By: Cierra C. Johnson

TABLE OF CONTENTS

| | |
|-------------|-------------------|
| PAGE 1..... | EXECUTIVE SUMMARY |
| PAGE 2..... | GOALS |
| PAGE 3..... | OBJECTIVES |
| PAGE 4..... | PANELIST |
| PAGE 5..... | PESO MODEL |
| PAGE 6..... | EVALUATION |
| PAGE 7..... | APPENDIX |
| PAGE 8..... | APPENDIX |
| PAGE 9..... | APPENDIX |



EXECUTIVE SUMMARY

To celebrate Black History Month, the Public Relations department hosted 'Sistas of Media' honoring black women in media. Part of the long-running series PProgressSU, guest panelists discussed challenges and opportunities for black women in the media profession.

The event took place on February 25, 2020, and was standing-room-only. Promotion on-campus consisted of hanging posters in heavily-trafficked areas in efforts to bring attention to the event.

The target audience for this event was public relations undergraduate, graduate students, and staff and faculty.

Eboni Britt of Syracuse University shared her experiences of working at an agency and the university; Jennifer Sanders of WSYR-TV spoke to her experiences working in Broadcast News; Prof. Shelvia Dancy of Syracuse University shared her expertise of working in higher education.



GOALS

1. Start the conversation regarding the opportunities and challenges black women working in the media industry.
2. Continue the conversation regarding the state of the media industry in regards to black women on Twitter.
3. Encourage students, faculty, and community members to attend Sistās of Media.

Sistās of Media

1. To effectively plan a panel discussion of black women working locally in various fields within the media profession, on February 25, 2020.

Strategy: Promote Sistas of Media via Twitter in order to gain a new audience while maintaining the existing audience from PRogressSU

Tactics:

- Create a pitch deck to present to Dr. Luttrell
- Research potential panelists
- Meet with Dr. Luttrell to walk through the planning and execution process
- Book the I-3 Center as the venue for the event
- Create flyers to be placed inside of Newhouse and posted on social media
- Promote Sistas of Media on Twitter

2. To have 70 uses of the #SistasOfMedia by the end of the event

Strategy: Promote the conversation using the hashtag

Tactics:

- Use #SistasOfMedia on Twitter
- Display the hashtag during the event

3. To fill the I-3 Center in Newhouse with 40 attendees

Strategy: Utilize traditional word of mouth, visual graphics, and social media to promote the event

Tactics:

- Post the flyer in heavy traffic areas within Newhouse
- Post the flyer on Instagram and Twitter
- Verbally announce the events in various classes
- Encourage professors to share the event with students

4. To have at least five blogs written about the event

Strategy: Hold a Q&A and Networking Mixer after the event, allowing students to ask direct questions

Tactics:

- Promote the Q&A and Networking Mixer along with the event
- Encourage students to ask questions

OBJECTIVES

Sistas of Media

PANELIST



Eboni Britt



Jennifer Sanders



Shelvia Dancy

PESO...

PAID

Paid media was not utilized in the promotion of this event.

EARNED

Earned media took place in the form of guestblogging about the event and live-tweeting during the event.

SHARED

Shared media was heavily relied upon with this campaign. Before and during the event, students, faculty, and community members tweeted and promoted the event using the hashtag #SistasOfMedia.

OWNED

Owned media was the primary tactic used to promote Sistas of Media. Twitter and Instagram were the main platforms used to share content. Promotion graphics were posted regularly to Twitter and Instagram.

EVALUATION

Objective 1: The Sistas of Media event was planned and executed successfully. The three panelists were confirmed a week prior to the event and received Newhouse gifts at the conclusion of the discussion. Many students and faculty members raved about the success of the event and mentioned how needed this conversation was for the Syracuse University community. Posters were hung in heavily-trafficked areas within the Newhouse complex, as well as posted on social media.

Objective 2: Between February 19, 2020 and February 25, 2020 there were over 200 tweets using #SistasOfMedia. This goal was met by encouraging participants to share the conversation as it was happening but to also continue the conversation after it ended.

Objective 3: In total there were about 50 attendees at the event. The I-3 Center was left to the standing room only. This goal was exceeded because of the uniqueness of the event and the promotion that was done on social media.

Objective 4: In total, there was 10 blogs written about Sistas Of Media and topic of black women working in the media profession.

APPENDIX

Sistas of Media in SOCIAL MEDIA



Sistas of Media
Top Words

sanders important center tell workplace
#newhousespeaks event permission
woman professor
worth importance career #progresssu students
newhouse dreams great away
energy black seat media field color panelists
time sit
#sistasofmedia
advice
talking dream britt eboni decide talent women prof inspiring
looking job #progeessu jennifer experience dancy sistas
tonight look diversity table



Sistas of Media

APPENDIX

Sistas of Media in the MEDIA



[Click to read full article](#)

Rachel Richards · Feb 28 · 3 min read

Sistas of Media - Newhouse Speaks

Newhouse
Public Relations Department
PRESENTS

Sistas of Media

An evening honoring black women in media
Tuesday February, 25, 2020 | 6:30 p.m. - 8:00 p.m.

Cierra C. Johnson
Moderator/Coordinator
Syracuse University
S.J. Newhouse School of Public Communications

Eboni Britt
Executive Director Marketing Strategy,
Syracuse University

Prof. Shervia Dancy
Professor,
Syracuse University

Jennifer Sanders
Morning Anchor,
WYSR-TV

I-3 Center
Newhouse 3, Room 432
6:30PM-7:30PM | Panel/ Q&A
7:30PM-8PM | Networking Mixer
#SistasOfMedia | @ProgressSU

(Sistas Of Media Newhouse Event)
Source: [SU Globalists](#)

As a Syracuse University Newhouse student, I had the opportunity to attend *Sistas of Media*, a panel presented by the Public Relations department that featured three women of color who work in different aspects of the field. The three women included Jennifer Sanders, the Morning Anchor for Channel 9 News, Eboni Britt, who currently serves as the Executive Director of Marketing Strategy for SU, and Shervia Dancy who is a professor at the Newhouse School of Public Communications. Each of these women brought different pieces of information and advice to the panel, but there was a common theme throughout the event: being a woman of color in the communications industry meant needed to stand out, and not in a negative way.

[Click to read the full article](#)

krhausle · Feb 28 · 2 min read

Newhouse Speaks: Sistas of Media

image source: https://twitter.com/wu_bingjie/status/1232449597387112449

On Tuesday evening, I had the privilege of attending a speaker event for the purpose of honoring black women in media. The event, called “Sistas of Media”, was put on by the Newhouse Public Relations Department, featuring three incredible guest panelists who detailed their successes and struggles in their professions.

Each woman provided valuable insight on what it's like to navigate the communications field as a black person, and though I am not a woman of color—and though I benefit from white privilege—these women had many pearls of wisdom that are applicable to anybody's life and career endeavors. Here are three important takeaways that all communications students should apply from here on out.

[Click to read the full article](#)

UNCATEGORIZED

#SISTASOFMEDIA: A NEWHOUSE SPEAKS EVENT ON THE IMPORTANCE OF DIVERSITY IN COMMUNICATIONS

FEBRUARY 27, 2020 BY KATHERINE RYAN

Cierra Johnson, Jen Sanders, Eboni Britt, and Shervia Dancy pose for a picture after a successful and powerful panel discussion.
Picture courtesy of Kelly Gaggin, found on twitter, @kcools12.

On Tuesday, February 25, 2020, I attended the #SistasOfMedia speaker event in the I-3 Center of Newhouse at Syracuse University. Walking over from practice only five minutes before the event was scheduled to begin, I had no idea what to expect I just knew there would be snacks and I hadn't eaten dinner yet. Instead, I was blown away with the powerful women who presented and the messages they delivered to myself and my peers. Even the snacks were way better than I could have imagined, I mean seriously the cupcakes were to die for.

[Click to read the full article](#)

Sistas of Media

APPENDIX

Sistas of Media Promotion

Newhouse

PUBLIC RELATIONS DEPARTMENT PRESENTS:

Sistas of Media



Cierra C. Johnson
MODERATOR
GRAD '20

Eboni Britt
PANELIST
SYRACUSE UNIVERSITY

Prof. Shelvia Dancy
PANELIST
SYRACUSE UNIVERSITY

Jennifer Sanders
PANELIST
WSYR-TV

To celebrate Black History Month, the Public Relations department will host 'Sistas of Media' honoring black women in media. Part of the long-running series PROgressSU, guest panelists will discuss challenges and opportunities for black women in the media profession. A brief networking mixer with food and refreshments will follow. The event is coordinated and hosted by Cierra Johnson, public relations M.S. student with support from Dr. Regina Luttrell.

Tuesday, Feb. 25, 6:30 p.m.
I-3 Center
Newhouse 3, Room 432
6:30 p.m. - 7:30 p.m. | Panel & Q&A
7:30 p.m. - 8:00 p.m. | Networking

Follow the conversation with:
#SistasofMedia
#PROgressSU

For more information, or if you require accommodations, please contact Elizabeth Feeley at eafeeley@syr.edu or (315) 443-7401.

Syracuse University
S.I. Newhouse School of Public Communications
newhouse.syr.edu

Newhouse

Public Relations Department
PRESENTS

Sistas of Media

An evening honoring black women in media
Tuesday February, 25, 2020 | 6:30 p.m. - 8:00 p.m.



Cierra C. Johnson
Moderator/Coordinator

Eboni Britt
Executive Director Marketing Strategy,
Syracuse University

Prof. Shelvia Dancy
Professor,
Syracuse University

Jennifer Sanders
Morning Anchor,
WSYR-TV

I-3 Center
Newhouse 3, Room 432
6:30PM-7:30PM | Panel/ Q&A
7:30PM-8PM | Networking Mixer
#SistasofMedia | #PROgressSU

Syracuse University
S.I. Newhouse School of Public Communications

Sistas of Media