



Sistas of Media

An event honoring black women in the media profession
#ProgressU

By: Cierra C. Johnson

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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 PRogressSU, 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 faced by 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 Sistas of Media.

Sistas 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

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

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

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

Sistas of Media

PANELIST



Eboni Britt



Jennifer Sanders



Shelvia Dancy

Sistas of Media

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, facility, 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 gifs 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



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Sistas of Media
Top Words

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

Mya Pfeifer
@MyaPfeifer

"If you tell me no, that's fine. Someone is going to say yes and you're not going to stop me." - @SheliaDancy

#SistasOfMedia



Mya Pfeifer
@MyaPfeifer

3m



8



Mya Pfeifer
@MyaPfeifer

3m

"You have to be fearless in what you are pursuing" - @BritteJoy
#SistasOfMedia

Sistas of Media

APPENDIX

Sistas of Media in the MEDIA

Rachel Richards · Feb 28 · 3 min read

Sistas of Media - Newhouse Speaks



Phoebe Velez · Feb 28 · 2 min read

"So Take a Seat:" Sistas of Media

Nacy Woods

I had the pleasure of attending "Sistas of Media: an Evening Honoring Black Women in Media," a Newhouse Speaks Event hosted by the Public Relations Department. The event started with a question from the moderator, Cierra C. Johnson, regarding challenges faced by the panel as black women in media. Jennifer Sanders, Morning Anchor for WYSR-TV, began by saying that she is the only person of color in her newsroom. Eboni Britt, Executive Director of Marketing Strategy at SU, spoke about microaggressions, recalling the time someone went as far as asking her her middle initial - J - stood for Jemima. Britt also mentioned that "the higher up you climb, the less diversity you see." She spoke of her experiences in climbing the ladder, and how she would look around and see nobody who looked like her as she got higher and higher up. Sanders mentioned that there is a clear lack of diversity, both in front of and behind the camera.

[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.

Jennifer Sanders
Morning Anchor,
WYSR-TV
Cierra C. Johnson
Moderator/Coordinator
Syracuse University
Eboni Britt
Executive Director Marketing Strategy,
Syracuse University
Prof. Shelia Dancy
Professor,
Syracuse University
Syracuse University
S.I. Newhouse School of Public Communications

(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 Shelia 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 women 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 Shelia 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. Shelia 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
Syracuse University

Eboni Britt
Executive Director Marketing Strategy,
Syracuse University

Prof. Shelia Dancy
Professor,
Syracuse University

Jennifer Sanders
Morning Anchor,
WSYR-TV

Syracuse University
S.I. Newhouse School of Public Communications

6:30PM-7:30PM | Panel/ Q&A
7:30PM-8PM | Networking Mixer
#SistasofMedia | #PRogressSU

Sistas of Media