



HUNTER:
DIVERSITY IN ACTION NEWSLETTER

FEBRUARY

**CELEBRATING BLACK
HISTORY MONTH!**

We believe the celebration of the Black community and Black history in the United States is a year-round effort, however this February we are dedicating this issue to the Black excellence in public relations and communications. Read on to learn more about how HUNTER is honoring Black History Month through events, client work, education and more.

HUNTERS CELEBRATE BLACK HISTORY MONTH



FIFTY YEARS OF HIP HOP FASHION

As an agency outing, we will be visiting The Museum at FIT exhibition *Fresh, Fly, and Fabulous: Fifty Years of Hip Hop Style* to learn more about the themes that have carried through hip hop style over the last five decades - from the expression of Black Pride, to the centrality of outerwear and denim, and the influence of sports, and of course, celebrity style.

"DOING DIVERSITY" IN INFLUENCER MARKETING

The HUNTER Action Group, BIPOC ERG, and the agency's social and influencer specialists will host an in-depth discussion around how to build equitable and authentically "diverse" influencer campaigns. As more and more clients are asking to diversify marketing tactics by tapping into Black and POC creators, how can we navigate performance vs. authenticity? How can our teams meet client needs while being culturally sensitive? What can the future of influencer marketing look like?

WORK THAT MATTERS

As part of its purpose-driven platform, #CÎROCStands, CÎROC Vodka is amplifying and celebrating the impactful and influential voices of women in the Broadcast Journalism industry ahead of the highly anticipated Super Bowl LVII in partnership with the largest organization dedicated to supporting Black journalists, **National Association of Black Journalists**.



As an official vodka sponsor of the NFL, the brand is heading to Arizona to co-host an intimate panel discussion featuring Award-Winning Journalist and Author Elaine Welteroth, Journalist MJ Acosta-Ruiz, Broadcast Journalist Cari Champion and NABJ member, On-air Host & Reporter, Kelsey Nicole Nelson that explore their inspirational stories and toasts to their success.

To further amplify their stories, CÎROC tapped Complex to spotlight MJ Acosta-Ruiz and Cari Champion in an exclusive editorial article and social content series that explores their journeys in-depth.

RESOURCE

Black Public Relations Society of New York (BPRS-NY) is a knowledge, resource, and opportunity network for African American communications professionals, entrepreneurs, and students. Follow the link to get more information about membership and upcoming events!

EMPLOYEE SPOTLIGHT

What inspired you to start your career in social media?

From a young age, I was exposed to the social media world. I grew up learning many social platforms and realized the power of social expression. In college, I attended a predominantly white institution and noticed the lack of diversity within my major and the public relations field. To me, a lack of diversity meant a lack of African American and POC voices being heard in the media. This motivated me to one day be able to amplify African American voices through the power of social media.



Sasha Boyd, Social Media Coordinator

Afrofuturism is the reimagining of a future filled with arts, science and technology seen through a black lens. What comes to mind when you hear 'Black Futures'? How does it make you feel?

When I think of Black Futures, I think about generations. There are generations of African American leaders who have overcome many obstacles to emphasize the importance of Black Futures and vocalize the significance of diversity in settings where this issue is brushed under the rug. It makes me feel passionate. As an African American woman, it is important to me that I continue to strive for success and use my intelligence to support the path of Black excellence in the workspace for African Americans.