



HUNTER:
DIVERSITY IN ACTION NEWSLETTER

MARCH

**CELEBRATING WOMEN'S
HISTORY MONTH**

This month at HUNTER we are celebrating women's contributions to history, culture, and society. This includes activists, business owners, entrepreneurs, caretakers, colleagues, friends, family, and members of our communities. They are women who define and redefine womanhood every day and inspire us to achieve beyond our dreams, learn to care for one another, and fight for what's right.

And as we celebrate International Women's Day (March 8th), read on to learn about monumental women who have courageously forged their own paths and continue to uplift those around them.

PR WOMEN WHO CHANGED HISTORY



[Click here](#) to watch The Museum of Public Relations' panel on Women Who Changed History- featuring HUNTER CEO, Grace Leong, and founder, Barbara Hunter as guests!

From the beginnings of the suffrage movement, through Civil Rights, through the fight for gender equality, these pioneers gave voice to these issues, and made the rest of the country care.

WORDS THAT MATTER – INTERSECTIONALITY

The term intersectionality was first coined in 1989 by law professor and civil rights activist, [Kimberlé Crenshaw](#). She dissected the work related to progress in feminist and antiracist policies and noted they exclude Black women because they faced overlapping discrimination that is unique to them - they are not just women, and they are not just Black.

According to [intersectionaljustice.org](#), "the concept of intersectionality describes the ways in which systems of inequality based on gender, race, ethnicity, sexual orientation, gender identity, disability, class, and other forms of discrimination "intersect" to create unique dynamics and effects. For example, when a Muslim woman wearing the Hijab is being discriminated, it would be impossible to dissociate her female from her Muslim identity and to isolate the dimension(s) causing her discrimination."



In relation to Women's History Month, intersectionality reminds us that there is not just one way to be a woman. For example, we can honor the women who have fought to build a world where all gender-oppressed people can thrive. Women like [Fannie Lou Hamer](#), [Grace Lee Boggs](#), [Miss Major](#), [Sylvia Rivera](#), [Marsha P. Johnson](#), [Yuri Kochiyama](#), and [Ceyenne Doroshow](#) who have been at the forefront of revolutionary movements for Black people, Indigenous people, other people of color, migrants, domestic workers, LGBTQIA+ folks, disabled people, and more.

WORK THAT MATTERS - MRS.T'S "ALL-STAR MOM" CAMPAIGN

Moms continue to show they are real life superheroes juggling it all, and they deserve to be recognized. In the program's third year, client Mrs. T's tapped HUNTER to salute 'All-Star Moms' by offering opportunities for them to experience moments of self-care so they can recharge and be stronger for their family. The All-Star Moms Recharging Room campaign offers encouragement and tips for moms to unwind and connect with their mom squad to indulge in some "me time" via earned, owned and paid channels.



We partnered with an actress with an eye for design, JoAnna Garcia Swisher, to give moms tips on how to create their own Recharging Room and one lucky winner will win a \$20,000 dream room makeover designed by JoAnna (and of course, plenty of pierogies)! *US Weekly, Morning Honey, Yahoo! Life, Southern Living, Parade* and more have recently covered the program thanks to its relatable messaging! You can nominate a mom in your life at www.mrstspierogies.com/allstarmoms through March 28.

HUNTER SPOTLIGHTS



Jaylan Ochoa, Senior Vice President

Are there any women in your life that have helped advance your career?

I've always been very fortunate to have women leading me in my career. The first person that I can remember was my colleague Dejha who I worked with at my first PR job and took me under her wing when I had no clue what I was even getting into. And then there's women here at HUNTER like Gigi Russo [Chief Growth Officer] who took a chance on a young Latina living in Miami with zero big agency experience and hired me, and Dom Benigno [Managing Director, Wine + Spirits] who has given me the space to grow and confidence to lead new accounts.

Do you have any advice for women who are starting their careers in PR?

One of the biggest things that I've carried with me through the years is the importance of having a voice at the table and using it. It's not just enough to have a seat at the table anymore. So, when you're in meetings, brainstorming, networking events, etc. feel confident enough to be vocal, share ideas and make decisions—allow your voice to be heard! Not only does that give you the platform, but it may also give other women at the table the confidence to speak up!

Do you feel there are any stereotypes about women in the workplace that need to be discussed?

So many! But the first that comes to mind, is around women (and even more so women of color) being too emotional to make sound decisions. Many times, I've gotten the "crazy Latina" stereotype, and while I do believe I'm passionate, it doesn't necessarily mean it's going to affect the decisions I make negatively or based off emotion. There's still a lot of work to be done to dismantle stereotypes, but over the years I've learned to just let people believe the things they want to, and let the work speak for itself.



*Radhika Popat, HUNTER: London
Senior Account Director*

Are there any women in your life that have helped advance your career?

Yes, a lady called Lucie who was my very first line manager when I entered the world of PR. She took me under her wing, taught me a lot and was a huge advocate for me, which in turn helped me advance. I will always be very grateful to her, and I still put the things she taught me into practice today. I also must give my mum a shout out! She has always encouraged me and supported my career decisions, even when she didn't quite understand what PR was (I think, well I hope she does now).

Do you have any advice for women who are starting their careers in PR?

Yes, take credit and accept praise! Always remember how brilliant you are and that you can achieve absolutely anything.