



# HONORING BLACK HERITAGE

FEBRUARY 2025

As we celebrate Black History Month at HUNTER, we recognize and honor the Black pioneers whose vision, creativity and groundbreaking contributions have shaped the public relations industry.

This month's newsletter features a lineup of Black History Month events at the agency that provide meaningful opportunities to come together, learn and celebrate.

In our "Expanding Our Understanding" section, we provide key definitions that deepen cultural awareness and enhance our ability to create inclusive, impactful work.

Finally, in our Community Spotlight, we highlight client CÎROC's Commitment to representation, showcasing the brand's dedication to amplifying diverse voices and driving meaningful change.

## PIONEER IN PR

*Honoring Black Trailblazers*

Black pioneers have helped to transform the public relations industry with their vision, ingenuity, and dedication to amplifying diverse voices. Their contributions continue to shape how we tell stories,

ensuring campaigns resonate with audience's past, present, and future.

These leaders remind us that representation in public relations isn't just important – it's essential. Their impact continues to pave the way for a more inclusive and dynamic industry.

To learn more about the trailblazers who have shaped Black PR and their lasting influence on the industry, explore <https://www.prmuseum.org/black-pr-pioneers>.

# BLACK HISTORY MONTH EVENTS

*How HUNTER is Celebrating*

We're celebrating Black culture, history, and innovation with a series of events throughout February. A look at what's ahead:

## February 5 – Whitney Museum Visit

Experience the [Edges of Ailey](#) exhibition, a powerful tribute to the life and legacy of **Alvin Ailey**. This immersive exhibit showcases a mix of visual art, live performances and archival materials.

## February 6 – Museum of PR Panel

HUNTER is sponsoring the upcoming Museum of Public Relations thought-provoking discussion on How Communicators Can Bend the Long Arc of History Back Toward Social Justice. Register for the live stream [HERE](#) or catch a recording of the event available throughout the month.



## February 19 – Movie Night

A popular event at the agency, our Black History Movie Night combines a viewing experience with trivia to test our knowledge of Black culture. Stay tuned for this month's pick!

## EXPANDING OUR UNDERSTANDING

Building a shared language fosters meaningful dialogue and strengthens our commitment to inclusivity. This section highlights key concepts that shape Black culture and the PR/marketing industry:

### Afrofuturism

**Definition:** A cultural movement that blends African heritage, technology and imagination to envision a future rooted in Black excellence.

**Why It Matters:** Afrofuturism inspires creativity and innovation in storytelling, offering new ways to celebrate Black culture in PR and marketing.

### African American Vernacular English (AAVE)

**Definition:** is a linguistic system with distinct grammar, vocabulary, and pronunciation patterns, primarily spoken by Black Americans. It has deep historical roots and continues to influence mainstream language and culture.

**Why It Matters:** In PR, understanding AAVE ensures respectful and accurate representation of Black voices in communications. Misuse or appropriation can lead to inauthentic messaging and potential backlash, while thoughtful engagement fosters inclusivity and cultural awareness in brand storytelling.

# COMMUNITY SPOTLIGHT

## *CÎROC Elevates Black Creatives with The Blue Dot Creative Residency*

CÎROC Ultra-Premium Vodka has long been a champion of increasing Black representation in culture, and the brand is deepening its commitment with the launch of The Blue Dot Creative Residency (BDCR), a program designed to transform creative passions into fully realized productions.

Following its launch in December, BDCR selected two visionary storytellers as its inaugural members: actor [Woody McClain](#) and actress, writer, director,

and Color Farm Media co-founder [Erika Alexander](#). These trailblazers are set to bring groundbreaking projects to life through the residency.



### **Celebrating Stories at Sundance**

In honor of creativity in storytelling, HUNTER partnered with CÎROC to host “Addressing the Creator’s Dilemma,” a thought-provoking panel at Sundance featuring [Imani Ellis](#), [Michael Ealy](#), [Jharrel Jermon](#), [David Oyelowo](#), and BDCR’s own Woody McClain. The discussion explored the challenges and triumphs of navigating the creative journey.

Following the panel, Woody McClain participated in the first-ever BDCR working session, an intimate environment designed to provide creative freedom and support. The session allowed Woody to refine his ideas alongside his creative collaborator, shaping the vision for his upcoming project. The day wrapped with a well-earned adventure on the Park City slopes, embracing the perfect balance of inspiration and rejuvenation.



### **Apply for The Blue Dot Creative Residency**

CÎROC is accepting applications for the inaugural BDCR class, offering funding, resources and mentorship to help bring bold, original passion projects to life.

We encourage you to share with your friends and family to apply now at [www.ciroc.com](http://www.ciroc.com) before February 24, 2025, to be part of this transformative program.