



HUNTER:

DIVERSITY IN ACTION NEWSLETTER

FEBRUARY

**CELEBRATING BLACK
HISTORY MONTH!**

Black History Month was initiated by historian and journalist Dr. Carter G. Woodson in 1926. Often referred to as the "Father of Black History," Dr. Woodson sought to create a cultural moment to celebrate the contributions of Black leaders as well as preserve African American history. Nearly a decade later, and its significance remains the same.

We kick off this month's newsletter by acknowledging some of the Black trailblazers in our communications profession.

Additionally, from a #BetterTogether movie viewing to pop-culture trivia, check out the many ways HUNTER is celebrating Black history and culture, as well as educational resources and a look at how client Amazon is supporting Black-owned businesses.

Also this month, February 10th marks the start of [Chinese New Year](#) as we usher in the Year of the Dragon. For our community spotlight, two HUNTERs share their favorite Lunar New Year Traditions.

BLACK PIONEERS IN PR



Joseph V. Baker was a man of many firsts. Using his journalistic beginnings as a springboard (Baker was the first African-American to write for *The Philadelphia Inquirer*), in 1934, he founded the first Black-owned public relations firm in the US. Employing practitioners of color, Baker's agency marketed household brands to diverse audiences, with an impressive client roster including the Gillette Corporation, Procter & Gamble, and Western Union. In 1958, the Philadelphia chapter of PRSA unanimously elected Baker president, its first black chief.

In 1957, **Inez Kaiser** made history as the first Black woman to establish a PR firm in the US, founding Inez Kaiser & Associates in Kansas City, which developed to earn national acclaim. Continuously setting new milestones, Kaiser became the first Black woman to join the PRSA. Additionally, she initiated Del Sprites, a program dedicated to supporting underprivileged Black high school girls in their pursuit of higher education. A fun fact: Inez had a love for culinary arts and authored a soul food cookbook that helped bring beloved Black dishes to new audiences.



Moss Kendrix revolutionized how advertising in the US portrayed African Americans. As historian Brenna Greer notes, Kendrix "visually redefined African Americans as 'true Americans' by depicting them as sought-after, enthusiastic consumers." He created ads in which Black Americans were portrayed in the same scenarios as white Americans, countering racist depictions often seen in marketing campaigns. Additionally, Kendrix helped found the National Association of Market Developers to provide a support network for people of color in PR.

Barbara Harris is best known as the first female Anglican bishop, yet prior to her ordination as a priest, she enjoyed a lengthy and successful career in public relations. Harris was in fact a member of Joseph V. Baker Associates working closely with Baker. Recognized for her ability to utilize her PR background for advocacy, Harris actively participated in the Civil Rights Movement. She played a crucial role in registering black voters in Mississippi and was a staunch supporter of women's rights. Furthermore, she led campaigns to involve women in the Anglican clergy.



AGENCY EVENTS



Cinema + Culture: Drumline

Movie Night! We will be screening of the 2000s classic Drumline. The movie revolves around the journey of a young drummer, portrayed by Nick Cannon, who enrolls in a marching band at a Historically Black College/University (HBCU). Following the film and catering by local minority-owned business The Soul Spot, we will have a short discussion on the historical importance of marching bands within the Black community. [View this brief PBS documentary](#) for the historical context of the 'Music Behind Drumline.'

Black History Month Trivia w/ Staff Entertainment Committee

We will be putting our knowledge of Black history and pop culture to the test with some friendly (and slightly competitive) team trivia, a fun way to learn more about pivotal changemakers of the past and culture-makers of the present.

Visit to the Brooklyn Museum

The celebration doesn't end in February! In March, we are taking a field trip to the Brooklyn Museum for a gallery viewing. On display is the exhibition [Giants](#), a curated selection of over 100 works by Black art stars from Alicia Keys and Swizz Beatz's personal collection.



DEI RESOURCES



SOMETHING TO ATTEND: The Museum of Public Relations is delving into the question: *Where are all the Black Men in PR?* Despite the overall increase in diversity in the industry, we still observe a lack of representation among Black men in the profession. Join for a discussion with a focus on developing strategies to attract more Black men into the industry. Find virtual and in-person details [HERE](#).

SOMETHING TO COOK: Food is a great gateway to better immerse yourself in culture. Parade has compiled a list of authentic soul food recipes created by Black chefs. Give them a try [HERE](#).



SOMETHING TO EXPLORE: The National Museum of African American History & Culture has curated a digital toolkit so you can virtually explore their upcoming exhibits depicting the 'humanity, innovation and vision' of African American artists. View [HERE](#).

WORK THAT MATTERS



Client Amazon continues its mission to support marketplace diversity. Black-owned businesses offer a wide selection of unique products in Amazon's store, and the brand is empowering customers to shop with purpose and support the Black community. Amazon has created a "Black is Remarkable" [hub](#) and Buy Black [store](#) where customers can shop for products and discover inspirational Black-owned stories. HUNTER is helping promote Black-owned businesses on Amazon and Amazon's work to support them through earned media outreach to consumer, business, and retail trade outlets. Check out four ways to celebrate and support Black-owned businesses on Amazon [HERE](#).

COMMUNITY SPOTLIGHTS

“How Do You Celebrate Lunar New Year?”



LIV REN

“My family has always celebrated Lunar New Year with food! We moved from China to the U.S. when I was five years old, and since our town in Ohio didn’t have a large Asian population, we developed our own traditions to celebrate at home.

We usually make dumplings from scratch, including the wrappers and different fillings. Dumplings are considered good luck, since they’re shaped like [ingots](#), which were the currency in ancient China. We also make a dessert called “[tang yuan](#),” which are glutinous rice balls (similar to mochi) filled with a sweet red bean, peanut or black sesame paste and served in a syrupy soup. This dish symbolizes family reunion and togetherness. Finally, we always pick up some mandarin oranges, which are another symbol of good luck and prosperity. Pro tip: If you’re invited to any Lunar New Year celebrations, always bring the host some mandarin oranges!

Now that we live in New York, we usually stop by the Lunar New Year parade in Chinatown, which takes place on Feb. 25 this year, to see the traditional lion/dragon dance, drummers, and firecrackers! Lunar New Year is traditionally a 15-day celebration, so there will be events around New York throughout February that I encourage everyone to check out!”



ALICE TURNER

“I was born and grew up in Malaysia, as well as Singapore and Hong Kong. The Malay and Chinese cultures and traditions are very much part of me and Chinese New Year was by far the most anticipated and lively of the celebrations, and the one my family continues to celebrate today.

As a child in the Far East, Chinese New Year was the most stimulating of the holidays as the streets were always so chaotic and alive with the sounds of dragon dances and fire-crackers, and visually magnificent with hanging red and gold lanterns everywhere. As children, we just loved being gifted the little red envelopes called ang paos which contained money – a tradition our very own Grace Leong [HUNTER CEO] continues today. Oranges were also given as gifts and considered auspicious because of their gold color, representing prosperity.

This holiday, most importantly, brings families together and we would always be invited into the homes of lifelong friends to enjoy very special 10-12 course feasts. The last dish always being the most important: the longevity noodles for a long, healthy life. The longer the noodle, the longer the life!

Every Lunar New Year, I continue to feel that child-like excitement. I still send ang pao to the delight of my nephews and nieces, and eat long life noodles (to my delight) and bring friends to soak up the atmosphere on the streets of NYC's Chinatown which is as authentic an experience as the one I describe above.
