

Lamar chair to speak at 2018 Plank Center Summit

Natalie Tindall will be a featured panelist for the Plank Center's Diversity and Inclusion Summit in Chicago

BEAUMONT, TX - Natalie T. J. Tindall, chair of the Department of Communication and Media, will be speak at The Plank Center for the Leadership in Public Relations' Diversity and Inclusion Summit in Chicago on Oct 26, 2018.

The public relations industry's problem with diversity is not a new topic for Tindall, who has spent much time thinking about the issue as chair for the PRSA Diversity Committee and a member of The Plank Center Subcommittee on Diversity and Inclusion.

"Some people have a certain image of what a worker looks like, or what a professional looks like. You can be judged based on what region you come from, what school you graduated from, even what your name sounds like," said Tindall. "This sets our industry back and continues to perpetuate a problem. Public relations is about listening to people and building bridges. How can we hope to do that when we can't even do it in our profession".

Tindall was hired as the Department of Communication and Media chair in September 2016 and works to bring the department into the future. Even in her upcoming trip to Chicago she is thinking of what she can bring back to Lamar.

"In my time there I hope I might be able to find a high level CEO to come talk at Lamar," said Tindall, "I am always looking for additional expertise. New ideas and thoughts to add to the curriculum."

The Plank Center for Leadership in Public Relations' Diversity and Inclusion Summit offers the opportunity to network and hear from industry professionals, educators and students from underrepresented groups. The summit helps to educate attendees on the limits of diversity and inclusion in the industry, and on ways to implement strategic programs to grow, mentor and retain populations within the field.

"We all bring a different perspective to the conversation, and it is a tough one to have. But sometimes the best thing we can do is be honest and forthright about our privilege," said Tindall.

For more information contact communication@lamar.edu.

About the Department of Communication and Media: The Department of Communication and Media at Lamar University produces students that are knowledgeable and ready to succeed in a

world with more ways to communicate than ever before. Whether it is broadcasting, corporate communications, advertising, film studies or journalism, we offer a challenging and exciting curriculum to help our students build the skills they need to thrive in the modern media landscape. Students will not only build a strong theoretical foundation but also gain hands-on experience with state-of-the-art equipment. Our knowledgeable faculty of industry professionals help guide students to a rewarding career once they graduate.

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