

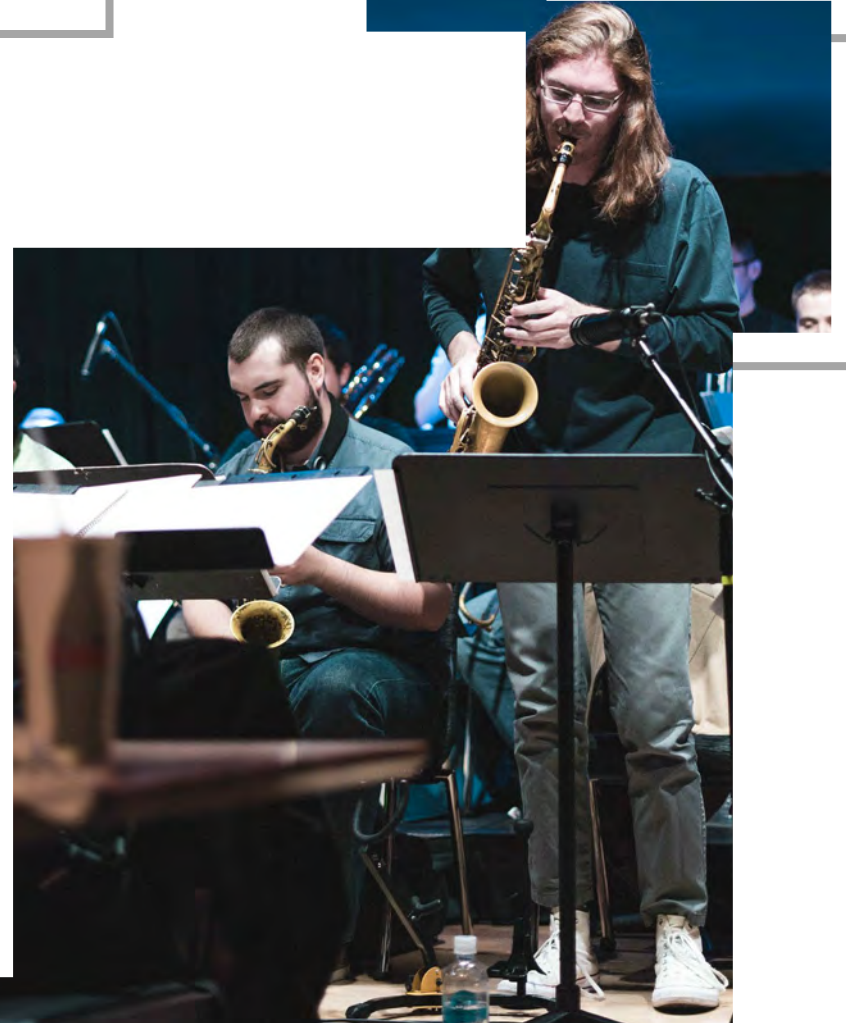
PSA:

STAFF HEADSHOTS

Please contact Gary Payne:
gary.payne@unt.edu | [940.565.2475](tel:940.565.2475)
to set up your staff photos

DSA Marketing will not be taking headshots for the website from this point forward.

We **WILL** be taking photo at events and programs, at your request. Please send in requests for photography at least two weeks in advance.





INCLUSION IN MARKETING

UNT DIVISION OF STUDENT AFFAIRS



Implicit Bias

“Implicit Bias describes when we have attitudes towards people or associate stereotypes with them without our conscious knowledge.”



PERCEPTION INSTITUTE
Research. Representation. Reality.



Check Your Biases

- Make sure you are considering UNT's population when you use photos/videos of students.
- Advertise to those who do not look like you.
- Bias is not only about race: consider ability, socioeconomic status, weight, height, etc.
- Are you only marketing to students/faculty/staff/alumni who are like yourself?

- Be harsh in your self-reflections

Authenticity is Important

DON'T CLAIM TO BE SOMETHING YOU ARE NOT

- If you don't have experience with a specific area or population, educate yourself.
- When in doubt, talk to your students, peers and supervisors... or the DSA MARCOM team.
- Changing biases is hard, it takes active reflection.



Language is Important


YOU ARE NOT JUST SHOWING,
YOU ARE ALSO TELLING

- Don't ever assume that everyone in a group has the same thoughts/feelings.
 - On that note: Don't ever assume.
- Don't use offensive language
 - If you have to question it, it is probably offensive so just don't use it.
- Caption photos and videos





 **BRADY BURNS**

 (940) 369-7255

 BRADY.BURNS@UNT.EDU

Thank you

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