



News Release

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION:

Jacht Agency

Jemalyn Griffin, Faculty Director

jgriffin6@unl.edu

(858) 397-8767 (mobile)

JACHT AGENCY CELEBRATES DIVERSITY AND INCLUSION THROUGH ANCHOR WEEK ACTIVITIES

LINCOLN, Neb. – Jacht Agency is proud to announce Anchor Week, a week-long celebration of diversity and inclusion throughout the agency. Diversity and inclusion have always been strong pillars of Jacht, and this week gives students the opportunity to recognize that among their peers. Anchor Week will take place the week of Nov. 2 through Nov. 6, 2020.

“Anchor Week is important to Jacht because it represents what anchors us – our dedication to inclusivity. Without diversity of thought, work ethic and background, we wouldn't champion the vivacious work culture that we do,” says Brennan Splichal, an Account Executive serving on the Diversity & Inclusion committee.

One highlight of the week will be a presentation and training session from Dr. D.A. Graham on how to achieve social justice through nonviolent communication. Visiting from Kansas City, Dr. Graham is a Professor of Communications, professional trainer and a conflict coach.

Other events throughout the week include a mini Husker Dialogues session to allow students to engage in meaningful conversations with one another and a social hour to continue the conversation.

Jacht Agency is a full-service, student-run advertising agency through the College of Journalism and Mass Communications. It provides students with real-world experience that builds on classroom instruction by giving students opportunities to work with various clients in an advertising agency setting. Jacht offers many creative services, including strategic branding, integrated marketing communications, campaign concepts, videography, photography, social media strategy, content creation, print design and public relations.

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