

PR Pro - DE&I, Allyship + Moscow Mules with Jasmin Jiménez

SPEAKERS

Lexie Smith, Jasmin Jiménez

Lexie Smith

Hey guys Lexie here, travel enthusiast, lover of puns, pizza and wine connoisseur and founder of THEPRBAR inc., and you're tuning in to the Pitchin' and Sippin' Podcast, from behind the scenes interviews with the media to honest conversations with other PR pros to a look at inspiring brands and entrepreneurs that are rocking the world of PR. In this podcast, we talk tips while taking sips, and talking about all the things that make those in the world of PR tick. Let's get started. Today's guest is one of the most inspirational and kind human beings that I've ever met. Jasmin Jiménez embodies true grace, empathy, integrity, and represents what every comms professional and leader should strive to become. Jasmin is a full-time publicist for PPG, a global manufacturer of paints, coatings and specialty materials, before PPG Jasmin was a publicist for Ancestry, the leading family history and at home DNA company. She has also worked at Edelman, the largest PR agency in the world, and she began her career by working in boutique agencies. Currently, Jasmin is also a Johns Hopkins University graduate student, and she's pursuing a Master's of Science Degree in organizational leadership, she plans to use her degree to become a Chief Diversity, Equity and Inclusion officer. In the episode to follow, Jasmin invites us to dive into the world of DE&I and allyship, shares with us how 2020 not only impacted her heart, but her life and future career trajectory. We touch on the importance of doing the right thing, and how to pitch DE&I and allyship, stories appropriately and authentically. This conversation is truly powerful. And to wrap things up, we share a long overdue virtual cheers with one of her personal favorite cocktails. Let's get started. So I did some math this morning and Jasmin and I have been friends for about 11 years now. It all started back at the University of Oregon. When we both joined the same sorority, shout out go Kappa, I quickly realized she is probably one of the nicest human beings on the planet. And I forced her to be my friend. So Jasmin, I wish that we were recording this in person so I can give you a huge hug in real life. But Welcome. I'm so happy to have you here today.

Jasmin Jiménez

Thank you. That's like the nicest intro I've ever been given. So I have a lot to live up to. And I'm so excited to be here. I was mentioning to Lexie right before this podcast that I feel like she has the stamina and the motivation of like seven different publicists. So yeah, I'm very inspired by your work since we've graduated from school and always knew that you were really destined for like huge thing so very honored to be here.

Lexie Smith

Well, no, I'm blushing. Stop. I'm supposed to make you blush. Okay. Well, thank you. But everyone listening, just wait till you hear all about Jasmin. I could say the same. I will say the same about you.

But before we get into the the kind of work side of things. I'd love to hear what you're doing outside of work these days. I also know that you've had a huge life milestone that I think is worth highlighting if you're comfortable.

Jasmin Jiménez

Of course. Yes. So I'm recently engaged. Thank you, too. My fiance's name is Paul. I currently live in Pittsburgh, Pennsylvania, we actually made the move to Pittsburgh from Silicon Valley in August 2019. Because Paul is accepted into a really awesome Ph. D program for pharmaceutical. So we are out here for five years, which is great, and that I can touch on my career as well. But big life events, planning a wedding during a pandemic. It's a very serious game. But I'm taking a lot of helpful feedback from previous brides and we just couldn't be more excited. Honestly.

Lexie Smith

Well talk about a power couple. I didn't realize he was that's why you guys were out there. I mean, I'm sure I saw that in an Instagram post at some point. But PhD That's incredible.

Jasmin Jiménez

You know, he's the brains of our relationship.

Lexie Smith

I would say it goes both ways.

Jasmin Jiménez

I think so too, in a different way, in a sciency way.

Lexie Smith

I get it. My husband's an engineer. So we have very different brains but where we have our own pros and cons.

Jasmin Jiménez

Yes, you're the very organized, creative stuff. And he's maybe more than mathematical sciency side?

Lexie Smith

Yes, he's the over analyzer. It's a good balance, for sure. Okay, so let's talk about those brains. Alright, so let's go back. Let's rewind back to post UO. Let's talk through your career in PR, and let's work our way up to what you're doing today.

Jasmin Jiménez

Yes. So once I graduated from the University of Oregon, I received my Bachelor of Arts degree in journalism, and advertising graduated 2014. I don't know if you remember this Lexie, but it was like pouring that day on graduation.

Lexie Smith

I don't know if you remember this. I moved to LA after my last final. So I was already working during graduation, which I regret, by the way, fully regret. So

Jasmin Jiménez

that's actually right. I do actually recall this, now that you've mentioned it. So graduated in 2014. I did the classic post grad thing travelled around Europe, with just a backpack for a month. And then I came back to California, specifically the Central Valley, where my parents live. And I started working at a very small marketing boutique in town in Turlock, California. And that's really where I had my first taste and exposure into PR. And now mind you, those clients were pretty tiny compared to the giants that I represented later and represent today. And that's where I got my first taste. And eventually, I thought, I'm not, I don't think my career trajectory is to say interlock in my hometown, I would like to, you know, move forward and go live in a metropolitan city and represent some big names and get that experience under my belt and make a difference in whatever way I can. So I applied for a position at Spark PR. They're a midsize agency representing tech companies. They're based in San Francisco. So I worked on consumer and enterprise clients at Spark PR. And then eventually, about almost two years later, into my job at Spark PR, I thought, I kind of want to just see if I could get hired at the biggest agency in the world. Like I want to give that a try. So the largest agency is Edelman as Lexie, fully know as they have the highest grossing income the most employees in the world and represent brands like Nike, Heineken, The North Face, like just to name a few. So I applied for an account executive position, and to my great surprise, and I got the job. So I made that transition. And I started working just a few blocks over for more Spark PR. Was one of my biggest clients, I'm not sure if you're familiar, Lexie, it's DowDuPont, they are a huge construction and buildings company. And that was my biggest client at that point. And then eventually, I don't know if you've heard the same thing, Lexie, from other people. Once you're in an agency and you really get all that experience under your belt, you're moving 100 miles a minute, working your rear end off, I remember one time at Edelman, I secured a Bloomberg interview on my bus on the way to work and the reporter said, Hey, like, I'm super happy to meet with your CEO like thanks for reaching out. Let's chat in 15 minutes and I'm wearing heels on my bus and I booked it for like a mile just like ran and made it to my office, got there in time, had like two minutes to spare to quickly you know, do the quick skinny the briefing of your CEO. And then the the reporter came on and it was a good interview, but you are doing and hustling and and conquering all that you can in your early years. And then at Edelman about my closing out on my second year, I thought well, I kind of want to go to, you know, a tech Silicon Valley powerhouse, like I want to work in house now. And so I applied to Ancestry, which is I don't I'm pretty sure a lot of your listeners are familiar. They're the family history and consumer genomics giant. And so I applied for a publicist role I was offered the position I made a really bittersweet decision to leave Edelman but it really you know, my advice to anyone would be just listen to your gut. If something seems like a good career move, give it a try. There are no wrong answers. Just try things out. So I went to Ancestry and could not have been happier, did quite a bit of travel back to Salt Lake City and Silicon Valley. So traveling back and forth quite a bit for work. We're actually Ancestry is actually based in Salt Lake City. And so it was just a very incredible experience. And I thought, I loved everything about an agency as I reflect, and I'm introspective and just looking back at my experiences, but for me, I've really enjoyed working in house. And the differences are pretty interesting. So in house, I do feel like I'm an even bigger valued partner. And I really get to provide the direction to the agencies that we hire, to work with us. And so on the opposite side and an agency you really are taking all your direction, you know, from the folks that you're

representing. And, and sometimes you get some say, and and you get to provide counsel and advice. But here, I feel like I really get to help call more of the shots. And so I feel like I have more creative say over everything. And so now fast forward, as I mentioned before, my boy, fiance, I keep catching myself saying boyfriend, but it is fiance, and he'll kind of dig me for that.

Lexie Smith

I called my husband, my boyfriend the other day. And I'm like, oops, I regressed a couple of stages. So you're good

Jasmin Jiménez

He correct you when you accidentally say it?

Lexie Smith

I like said it and I was like that was weird, because he hasn't even been boyfriend for like three or four years. So anyways, I correct myself,

Jasmin Jiménez

but I'm still in the bad habit. Um, and so we moved out to Pittsburgh. So I very quickly after that, actually, we moved out to Pittsburgh in August 2019, I was actually still working with Ancestry at the time, which was really neat. We don't have any other ancestry employees in the state of Pennsylvania. So they really, you know, cut me on really nice deal and saying, hey, like, we know, you're moving. Could you keep working for us in the meantime, and so here I am in Pittsburgh, and I currently work for PPG. Now, if you've never heard of PPG, that's okay, that's not a problem. But there is a very good chance that you actually touch something that we work on in your everyday life. So PPG is a global paints and coatings manufacturer, we were actually founded 138 years ago, we have 47,000. I know it's kind of like when you hear those numbers, you think woof like, I don't know, anything that old on the on the west coast, um, you know, and so PPG has 47,000 employees globally. And my job as a publicist is 75% of my time is allocated to external comms, and then 25%, the remaining 25 is meant for internal communications. So I kind of wear two different hats every single day. But circling back to what we do, I can't share exact specific brands that we paint or that we coat but I can say, some pretty cool examples include luxury cars, cookware, airplanes, mugs that keep what's really hot or very cold, add golf balls, we coat passports, buildings, huge landmarks that you would instantly recognize on the street, we paint and co all these incredible, different examples. So like I mentioned before, it's probably very likely. I feel like I am a huge PPG girl. And so I can give you one very quick example. So if you like that you could potentially smear or accidentally get one on your wall and you like that you can wash that off easily. Or maybe wipe Mayonnaise like off a screen of one of your smart devices. That's because PPG made it possible. I'm enjoying all my time here and I feel like I have quite a bit of, you know, responsibility and as Lexie, Lexie will probably mention later as well. I have a very strong affinity for diversity, equity and inclusion. And do working on a few more initiatives in house for PPG.

Lexie Smith

Hey, guys Lexie here, interrupting the show really quick to drop a note. Did you know that in a study produced by Nielsen, it was reported that PR is almost 90% more effective than advertising? Well, it is. I swear Google it. So if you've been enjoying learning about all things, Pitchin' and Sippin', I wanted to

give you an official invite to visit my website, theprbarinc.com spelled t h e p r b a r i n c .com to learn even more about how you might be able to work with yours truly to increase your influence, impact and revenue with PR. If you're not sure where to start on the site, consider booking a free consultation. All right, I'm done. Back to the show. I know that you spearheaded your company's first ever antiracism campaign last year, and it was wildly successful. So let's start by talking through that campaign.

Jasmin Jiménez

So yeah, so last year, um, what I think everyone likes me and all your listeners were would agree that like, the best word that we could apply to 2020 would probably be turbulent. So it was a year with a lot of ups and downs, mostly downs is what I personally feel like as a diverse person. So as we all saw, by the viral video of, you know, George Floyd, and I want to be very specific about the word I use to describe what happened to George Floyd. And please don't make any sort of misunderstanding this black American was murdered, and we saw the video go viral. And then the same similar situation happened to Ahmaud Arbery, as well. And the interesting and depressing and disturbing part of these videos, aside from what we saw in the videos is that so many people, you know, we're so surprised by these videos. And then I think, for diverse people, for African Americans, for Hispanic Americans, that actually is not anything new. And that is the sad part. We know what it feels like to live in a country that doesn't always value minorities. And so the only thing I can really say about these two incidents is yes, they were viral, but they're not anything new. And I also want to call out, we're living in an increasingly digital world. And so these things are just now getting really caught on camera, but they're not new, like I mentioned, and several, after, you know, Floyd's murder, we at PPG have a vice president, his name is Jaime Irick. He is the Vice President of US and Canada for architectural coatings. And right after Floyd was murdered, he sent an email to his 6000 employees. And in the email, he really talked about his experience growing up as a black man in America, one, on his experience, you know, being a black vice president in a very white corporate America. And he also made it even more personal by describing the fact that his family was deeply involved in the civil rights movement as well. So this email was very refreshing 6000 employees got it, you know, it was probably forwarded to other employees. Like I mentioned before, we have 47,000. But he oversees 6000. So that email was very refreshing. And I remember opening that email and just being blown away by the authenticity of it all. And you know, I don't want to get too emotional about it. But it was very touching, because I don't see these things in corporate America very often. And so we decided to my comms team, and I decided to use Jamie as a spokesperson for an anti racism campaign. One of the most important things that you should consider, and I'll talk about this a little later, too, when pitching DE&I stories is that you should always speak to what you know, certain Jamie was speaking from his personal experience. He is a veteran, he went to Harvard, he is the vice president. He has all this experience all these anecdotes about what it's like to be him. And we pitched his story out to you know, CNBC, and Forbes and the Society for Human Resources, otherwise known as SHRM. And we just got incredible responses saying we would love to speak to Jamie about his experience, living and working in corporate America and what leadership can do now in the age of George Floyd. And how we want to know from his perspective, being a successful VP, what people can do differently, even people that are in leadership positions, so that really was setting the stage for what we did. And the response was huge. We got covered in Forbes, a bunch of different trade organizations that are specific to the paint coatings industry, and quite a bit of interest in the Human Resources trade industry as well. So I think we just blew it out and did a wonderful job. And I think why it resonated resonated with so many people. It's

because it was actually authentic. It was very real. Yes, it was super timely, but it was very real and we I know being done. diverse person working on this communications team, that it meant the world for me to spread Jamie's message and really articulate like what diverse people need today. So that campaign was very successful. Our CEO and Chairman Michael McGarry has been so proud of the work that we've been accomplishing lately. And I am extremely excited to see, you know, a change in the winds in corporate, not only corporate America, but where we're heading as a society in 2021 and beyond.

Lexie Smith

Okay, so I have a lot to unpack there. First off, kudos. Um, one quick definition I want to point out for anyone that might not know, can you quickly what is a trade publication? Yeah, that's

Jasmin Jiménez

a great question. So we so for PPG, we consider a trade publication to be more of a niche publication that writes specifically to your audience. So for me, one of our top publications would be coatings world, they write specifically about industry news, in my specific sector. So that's what I would refer to as a trade publication

Lexie Smith

Perfect. So for anyone listening, you can have trade publications in tech in fashion, and, you know, restaurants, it's something that's kind of within your niche, just wanted to clarify that. Kind of on that note, it's it's so clear how passionate you are about the DE&I space. And I know that the actions and the things that took place in 2020 really moved you towards making a significant action that is going to affect your future career and really your life trajectory. So for those who have no idea what I'm insinuating right now, which is everyone, can you please catch everyone up to speed on what it is that you did and what you're actively doing

Jasmin Jiménez

pretty soon after, I also want to call out just as a, I could not watch Floyd's video, I personally couldn't. I saw images of it I but I couldn't bring myself to watch it. And I was, you know, around that time just staying up at night and truly staring at the ceiling when I should have been sleeping. And I truly felt as though I was feeling in slow motion, my heart breaking into a million pieces. And it was a very slow and gradual thing. It almost felt like watching molasses like drip off a spoon. But I just felt like my heart was not in a good place. And I thought you know, there aren't a lot of diverse people. In you know, working in corporate America, I don't know what it is I can do with my life to make a difference. But I know my heart is hurting. And so I you know, my parents are immigrants, they came from Mexico, my dad is from Jalisco, Mexico, he came to the US when he was 13 years old. My mom very much raised her siblings, she is Mexican American went back and forth from the US to Mexico. And they are both bilingual. We speak Spanglish in our house when I'm home on the on the west coast. And, you know, I was kind of laying up staying up at night and just thinking like I I need to, like actually do something with my life. I love everything that I do. But I need to find something complimentary to calms, that I could make someone's life easier. And I don't mind devoting my life to doing something super proactive and helpful. I just need to know that there's a small chance that like a child of an immigrant will have an easier time than I did growing up. And so I know, Lexie, could speak to this as well. And it's it's kind of a problem all over the US and I'm not saying you know if there's lack of representation in a certain space that those

people are racist or discriminatory in any way, I think Lexie could you know, probably agree with me it's just basic math, I think I was like one of two, you know, Latina, maybe just in our sorority just as an example. So we don't see a lot and so I you know, I stayed up at night and I thought I was thinking over this and like kind of just like not turning anything into positive action besides like donating to the ACLU and, and helping with different causes like privately but I thought I want to do something like in front of people that like will create a more equitable society, I want to go back to school to get a degree that will help me become a Chief Diversity, Equity and Inclusion officer in like, you know, the long term. So I started looking at different programs across the country and realized I really want to be working while I'm going to school because I'm not crazy enough. So I applied to Actually, I got a list of schools together, I want to get this order correctly, I got a list of schools together. And I just outlined my top 10 schools. And I started with the hardest schools at the top. And I put Johns Hopkins at the top. And I thought this is just very aspirational. And it's going out there, but I have nothing to lose. And I'm gonna try and I have a lot to offer. So I applied to Johns Hopkins, that was actually my first school that I applied to the first school I heard back from and the first school I've ever committed to for grad school. So I actually didn't apply to other schools, I said, I got the one I wanted, let's move, let's hustle. And so now I'm currently at school at Johns Hopkins, and I'm getting my master's degree in organizational leadership. I'm very excited, everything that we're learning right now really has to do with virtue theory and how to be a better leader. And all these lessons that I'm already learning, just mind you, after my first month, at school are really going to tie back nicely one into the comms education I currently have, but two, they will help me to create a more equitable workforce for whatever company I'm working for. Hopefully, that's PPG. And I can you know, keep working in all things, you know, I for PPG, um, but I think once we have more representation that creates this beautiful ripple effect, where children who are immigrants, black, brown, what have you can actually see someone in a position of authority and think, hey, like, that's actually attainable, like I could do that if I wanted to. And that's kind of the what correlates to my goal as well, on top of like, creating really equitable policies and initiatives for a company, but I want people to see me specifically children of color to see me and think I can do that, too. You know, growing up, we did not have a lot of money. And we my parents got married very young, my mom, they were married, I want to make that very clear in case my mom is listening to this podcast, they were married. They had, you know, two babies, they only wanted two kids. And they worked night shifts, they...My mom is currently earning her PhD. So things are going well. But I'm saying things start off very hard when you don't look like the status quo. And I think I want to rock the status quo and have kids already when they're young, the same age I was and I was looking up and I only saw representation in like, Eva Longoria on Desperate Housewives. And that was like it that that that is my ultimate goal now and I hope I'm gonna get the schooling for it. And I think Lexie one, you know, I really want to give a nice kudos to the University of Oregon as well, because one of my professors in school in the J school said, and I'll never forget this, and I share it in almost any way I possibly can. I think it was Deb Morrison that specifically said, you know, you can teach someone to pitch. You can teach someone to write, you can enroll someone in like a Toastmasters class, but you can't teach anyone to actually care. And I remember hearing that and thinking yeah, like caring is like a very powerful tool in your toolbox, even if you're a publicist, and entrepreneur, just anything. So I've always carried that with me. So I've shifted my career trajectory slightly, to do something that I know is meaningful, and that I can meet, you know, any goal for DE&I and I'm not afraid, because I care. And you either got it or you don't. And so I have it in spades. And I'm excited to utilize all my ideas. And I'm all this to say we have a lot of work to do in the United States, but I'm happy to put the work on my shoulders and do as much

as I can. Even if that means I'm going to bed every single night just so exhausted. I don't mind. I just need to know that the chances will be better for someone who's younger and you know, tan or black or however you know, whatever word you want to use.

Lexie Smith

To say that you are inspiring would be the understatement of the century. I mean, I hope your mom is listening to this and your dad because I mean, you can't be more proud of someone mom and dad kudos. Not only did you raise an incredible professional, I can speak from a personal front Jasmin is a wonderful being so Hi mom. Just wanted to give that shout out. But no, I think it's unbelievable. everything that you've done and I know like for the past How long has it been eight, six. 70 whatever since we graduated, I've had to kind of watch it from afar virtually. But ah, Jasmin like honored to know you, my friend, I truly, truly am.

Jasmin Jiménez

Thank you. That means that means the world to me. And I think to, as you probably noticed, to Lexie just being in PR and in comms and providing counsel every day, you're also monitoring and keeping a pulse on every basically every new station. I'm very sure that you are. And what I've been seeing lately is a huge uptick in diversity stories. And I've seen some people get it correct, from my perspective. And I've seen some people really, or brands, or entrepreneurs, you know, just spokespeople just completely missed the mark. For example, I've you know, I've seen a lot of social chatter. And I've seen articles where people who clearly haven't taken the time to be introspective, and have transparent conversations with diverse people act like spokes people on a very sensitive topic. I want to be very clear to who I am. My dad is full blooded Spanish, he is a Spaniard, my...but he grew up in Mexico, if my mom is Mexican, also spent so much of her life just physically living in Mexico. So although I am Latina, I can't speak for the entire entire Hispanic community. I'm just not capable of that. And I can't speak for my own Hispanic experience living in the US and what's what's been iffy in the last year is just really seeing people you know, whether they're in you know, articles, or they're posting on social, what have you speaking without first understanding and without first listening.

Lexie Smith

Okay, so on that note, Jasmin, I'd love to hear any tips, Do's, Don'ts or advice that you have on how to appropriately and authentically pitch diversity focused stories

Jasmin Jiménez

I love that question. And so first, I would start by saying, if you are thinking about pitching some type of DE&I related story, I would first tell you to ask yourself like, what is it that you want to say? Are you actually contributing to anything to the broader DE&I conversation? And have you done the work? Have you done the research? Have you done you know, these informal listening sessions I would count what Lexie and I are doing or you know, what my boyfriend and I do and we talked about DE&I is like informal sessions, which, you know, gain empathy and will help the white population understand like, what someone's experiences. So I have seen, like I mentioned, I've seen a lot of stories in the last year were someone who happens to be Caucasian is trying to, you know, insert themselves into the conversation. And, and I don't know what they're, you know, you can't be sure what someone's intentions are. But I see, you know, people getting it incorrect. And maybe trying to act like a

spokesperson for a diverse community when they themselves aren't diverse. And so they can't speak for that experience just yet. So I think in order to pitch the do's, so in order to pitch like very authentic stories, it starts right there with the word authentic, be authentic, do not talk about what you don't know. I've seen stories, just as an example, for listeners, I've seen stories that are like, Hey, I'm the spokesperson for some brand. I myself, I'm not diverse, but I have a black friend, that's not the way to go. That's just like missing the mark and speaking to what you think you know, but have no insights to it. So don't speak to what you don't know. Or do speak to what you do now. I would also say, really ask yourself, if I'm not contributing anything, and if I don't have a full, you know, or a better understanding of what's going on, I'm just actually not going to pitch something. However, I want to be really clear, that doesn't mean you can't have a voice. I think everyone should be privately and publicly inclusive. So if you're an entrepreneur, and you feel very passionate and you agree with as an example, a post that the ACLU had on Instagram, that is okay, if you repost that post for me, that is okay. That is fine. And that's a form of communication as well but showing where your interests lie and that is fine. But I do want people to consider what they are saying And, you know, really follow up and have transparent conversations with diverse people before you do any of talking externally, as Lexie knows, and like I know, at any communicator knows your reputation, especially in your early years as a brand is really, you know, carries a lot of weight. So it's not just about your brand, but it's also about doing the right thing. If you don't have something to say, really take a step back. Look at your network, who are you associating yourself with? Who are you talking to? Where are you getting your information from? Are you looking at different studies from the Kinsey and Harvard and the Chicago University? Where are you looking at getting your information? And then you can proceed in that way. I think the best thing that we can be right now as a society, or white Americans can do right now is to really focus on allyship and listening to diverse parties and saying, like, what do you need, what is a unique need, that you have a net that I can help you with? And I think that all ties back to doing and like not doing something in terms of like media outrage. So really consider your messaging, but do the right thing as well. And think things through and don't act as a spokesperson, if you if you don't have any of that knowledge.

Lexie Smith

So I'll ask kind of one more question in this in this category. And then we'll go to kind of the classic pitching insipid podcast wrap up. And this is pulled from exactly what you just said. And Jasmin, I'd like to ask you and on behalf of my audience, what do you need? What is something that we can do to to service you? And what your all your greater mission?

Jasmin Jiménez

Yes, I... Wow, that was at that makes my heart so happy. Lexi, what do I need right now, I would love it actually. And again, I'm not a spokesperson in any formal or informal way for any type of community, or diverse set of people. What I've been seeing lately in the news, and Lexie, I'm sure you've been saying it too. And so of your listeners, is that there's been a huge uptick in Asian American discriminatory act. And, you know, this doesn't speak specifically to my ethnicity, or my ancestors in any way, shape, or form. But I would love it, if we could encourage and empower one another to pay attention to what is happening to Asian Americans right now, in this country, we are seeing, you know, a rise in attacks. A lot of attacks have been done on elderly people, you know, who can't defend themselves. So I would encourage people, even if it's not directly supporting me, this is a minority. And from in my eyes, and my understanding, I feel like when you appreciate and value one minority, it's somehow in my opinion,

makes me feel better, it makes me feel like we're noticing minorities, and I would also like people to pay attention to the Black Lives Matter Movement. I feel like they have made it more possible for us to pay attention to other minorities while still speaking their truth and communicating what they need. But they really have made it possible for Hispanics and Asian Americans to say like, yeah, like African Americans have it really hard. These other groups, you know, are dealing with other but similar frustrations. And what I'm really seeing lately is, you know, diverse sets of people getting together and being unified and saying, these are all problems and let's work on every single individual group and address their specific needs. So that's that that would be how I feel like I could be helped, even if it's not directly impacting me.

Lexie Smith

Yeah. And I would say that falls into the category of doing the right thing, we should be doing those that really shouldn't be such an such an ask, but thank you for voicing that. And I know what you are, even though you keep saying you're not a formal spokesperson, well, you really should be your phenomenal like major, major on a professional and personal note, kudos to how well spoken you are and how, Oh, girl crush over here, Jasmin forever.

Jasmin Jiménez

I want to piggyback on something you just said, Lexie about doing the right thing. And I know I said on the podcast too. So one of the things that we've been learning and in grad school and the specific course that I'm in that's about ethics and leadership and responsibility. Um, we really view like a moral character is someone who habitually does and reaches for the right thing. So I would love, you know, listeners to really think about that. What are you doing on a daily basis to seek and execute the good to get the good? What are you doing. And so what we do, you can be very buttoned up at work and very polished. But if you go home, and you know, at work, you're doing all the right things, and you're valuing diverse perspectives, and you're being as inclusive as possible because you're at work. But if you go home, and you are rude to a diverse employee, at a grocery store, who you are in private is who you are in real life. So I want people to keep that in mind, if you're only doing it for show. That is not a healthy way to approach DE&I. But if you're doing it authentically, and are being very introspective, that's a great step in the right direction. And I also want to say one last thing, because I feel like it's very important. There is no science to DE&I. There's no exact science that exists to my knowledge at all. And so we, you know, I'm gonna mess up, my neighbors gonna mess up my fiance is gonna mess up from time to time, you know, maybe putting your foot in your mouth or saying something that's not technically correct. But I think the important thing to focus on here is that we're all on our own journeys. And as long as you're willing to learn and grow and have transparent discussions about race, and what different communities need, I think that's exactly what we should be doing and highly encourage people to, you know, do as much reading as they can and not just for one new source.

Lexie Smith

Yeah, no, thank you, Jasmin. And kind of as promised, I do have one more question for you. So this is called the Pitchin' and Sippin' Podcast, so what can we find you sipping? Do you have a favorite beverage? alcoholic or non alcoholic? Yes,

Jasmin Jiménez

I am a big Moscow Mule fan.

Lexie Smith

Oh, that's my mom and I his favorite letter like mother daughter drink?

Jasmin Jiménez

Yes. And it's so refreshing. And I feel like you could I drink it during the winter. Even if it's just like super cold like it is outside. I can truly see snow from my window. But I would totally go for a Moscow Mule after work.

Lexie Smith

And a proper mug, right?

Jasmin Jiménez

Yes, no, I do. Yeah, I have two

Lexie Smith

Amazing. So before I let you go back to literally changing the world. Where can people go? If they want to learn more from you connect with you? What's the best place to send them?

Jasmin Jiménez

Yes. I love that question. One of the things. I've been a speaker at the University of Oregon for a PR class at the University of San Jose State, the University of San Francisco and San Francisco State and I constantly tell those students I don't care if you have a question at two in the morning about you know, PR or what have you or about your career development, like reach out to me. If you have a question about DE&I or communications please reach out to me on my LinkedIn my headshot is the the headshot I use on LinkedIn as well as so I think you'll be able to find me pretty quickly but Jasmin Jiménez and look me up on LinkedIn. I don't mind if it's just you know, we've never reached out before and we've never communicated please send me a message and I'm, I'm happy to chat.

Lexie Smith

Amazing. Well Jasmin, thank you for just being you for being on the show. And for everything you shared with us today. It was truly I had goose bumps about 25 million times and I know we have so much more to catch up on but but just truly Thank you

Jasmin Jiménez

You're welcome and thank you for being you know very open to having these big conversations and i and i really think every person that I talk to you about race because it's not the easiest thing ever and you know some people like yourself are just more happy and willing to do it some struggle a little bit more so I'm always just overwhelmingly appreciative.

Lexie Smith

Well thank you so much and and cheers my friend.

Jasmin Jiménez

Cheers.

Lexie Smith

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