

# PR effort to support Bridging Differences program at Tufts University

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# What is the climate on most college campuses?



- Often polarized and hyper partisan
- Culture of protest
- Freedom of speech vs. promotion of multiple points of view
- Intense political climate

# “Bridging Differences”

A university wide program to develop a strategy that will position Tufts to lead nationally and internationally in supporting and developing structures, processes, and skills to engage constructively across differences.

[Video](#)



# ...enter National Anthem protests



# Considerations for pitching

- Volatile political and social media environment
- Vetting the student athletes
- Finding the “right” reporter
- Getting the reporter to understand nuisance
  - In-person interview



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KEVIN CULLEN

# Differing viewpoints, different colors, same team



**Thanks for  
listening!**