PRSA Southeast District
Best Practices Call

March 11, 2020

Audio Dial-In: 929 436 2866

Meeting ID: 548 070 178
Today’s Topic - Invigorating Your Awards Program

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North Carolina Chapter
Partner & Client Services Director, Eckel and Vaughan, Raleigh, NC
### THE PROBLEM

- Lack of diversity in communications industry
- Lack of awareness among students

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<th>PR INDUSTRY</th>
<th>USA</th>
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- WHITE
- AFRICAN-AMERICAN
- HISPANIC
- ASIAN
+ Target students in high school
+ Raise awareness about creative/communications career opportunities
+ Offer a fully-immersive experience
+ Strengthen the talent pipeline
Started by the Triangle AdFed
2013-2016
1-2 students per agency
1-2 scholarships awarded

Find out more about the AAF-RDU Summer Internship Program by visiting www.aaf-rdu.org
WWDYCT 2.0

+ One-week immersive internship
+ Team-based approach to problem solving
+ Stipend for all participants
RECRUITMENT:
WE’RE LOOKING FOR STUDENTS WHO ARE...

+ Writers
+ Social media savvy
+ Artists
+ Effective communicators
+ Photographers / Videographers
How can we more effectively market WWDYCT to your peers in 2020?

- Agencies provide support/guidance
- Teams have freedom to respond in accordance with their strengths (e.g. video, social media, ads, posters, presentations, etc.)
- Report ideas back to WWDYCT for potential future use
Saturday | June 15 | 9am - 12pm

9:00    Breakfast
9:15    Welcome
9:20    Meet & Greet: agency partners, students, parents
9:35    Agency intros
10:00   Student intros, ice-breaker
10:30   BREAK
10:40   Successful Intern Tips
11:00   Personal Branding
11:20   Candice Kelly (former participant)
11:30   What to Expect
11:45   LUNCH
June 17 - 21

+ Students will work Monday through Friday
  9 AM - 2 PM (may vary, depending on agency preferences)
+ Students work on challenge
+ Agencies provide professional development opportunities
+ On Friday, students present challenge ideas to agency (families are welcome)
PROFESSIONAL DEVELOPMENT

- Mentors (guest speakers, coworkers, agency partners) to provide perspective on career opportunities in our industry
  - Creative team
  - Web developer
  - Social media manager
  - Video producer
- Agency’s approach to solving problems
- The role of the creative brief
- How to use LinkedIn
- Resume & interview workshop
+ Attend Saturday kickoff if possible
+ Space to work
+ Computer if needed
+ Guidance on the challenge
+ Professional development
+ Host families on Friday
+ $100 stipend for each student
+ Report team’s ideas back to WWDUCT
+ Have fun!
LEARN MORE

Visit our website at www.WWDYCT.org.
Matt Ferraguto
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QUESTIONS?
Upcoming Chapter Events

March 12: South Carolina, Midlands Happy Hour
March 18: North Carolina, Experience v. The Consumer: How Brands Win
March 19: Tar Heel, When your company has a big change to communicate
March 25: Charlotte, Emotionally Intelligent Storytelling
March 27: Tri-Cities, Bristol Motor Speedway
March 31: Nashville, Celebrate Women’s History Month
PRSA Charlotte Communications Symposium

Thursday, April 23
CPCC Harris Campus, Charlotte, NC

“When ‘It’ Hits the Fan: 5 Steps to effective crisis Communications”
Gerard Braud
Braud Communications

“Calculating the ROI on your communications”
Angela Sinickas
Sinickas Communications, Inc.
Upcoming Webinar

Tuesday, March 31 2 p.m. ET

“Business Continuity”

• Your District IS a Business—Treat It Like One
• Registering with State Business Entity and Why It’s Important
• Adopting Formal Policies in Writing and Ensuring They’re Used, Reviewed, and Passed Along
• Locating and Properly Storing Vital Documents and Records (Bylaws, EIN, Minutes, Financial Statements, Account Passwords, etc.)
• Business Insurance—What It Is and Why/When You Need It
• Q&A
Assembly Delegate Webinar

Wednesday, April 29 3 p.m. ET

“New Professionals”

• What skills are most prevalent among the new professionals you work with? What skills are they lacking?
• What types of programs do you find results in the most engagement with the new generation of communication professionals?
• What is the one thing new professionals in your market want most out of their membership with PRSA?
• Do you offer any leadership training for new professionals? How interested are they in taking on an active leadership role within your Chapter? Section? District?
Call for Entries Deadline: Sunday, March 15
Never miss a Best Practice Call

prsasoutheast.org

Best Practice Calls
The Southeast District hosts a Best Practice call every month for Chapter leadership — as a way of sharing expertise and brilliant ideas.

If you miss a call, you can always catch up on YouTube or via our podcast.

January 2020 – PRSA Southeast District Nuts & Bolts

- Slides
- YouTube replay
- Audio-only replay

RECENT EPISODES
- Diversity & Inclusion with Shanta Baraka Akintonde
- Interview with Gayland Stansell, APR, PRSA Chair
- Best Practices in Sponsorships
- Introduction to Best Practice Calls/Southeast District – January 2020
- Best Practices in Engaging with PRSA Student Chapters

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Southeast District PRSA

Alabama | Georgia | North Carolina | South Carolina | Tennessee
PRSA is conducting a survey to gain more insights on our industry and the needs of our members in the future. Your opinion matters to us!

Please click here to complete this short survey.

Thank you,
PRSA Member Services

To change communications preferences or opt out of future PRSA emails, manage your settings online.

Unsubscribe from all PRSA e-mail communications.
Next Month:

April 8, 2020 2pm ET/1pm CT