

# **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



**Matt Ferraguto**  
**North Carolina Chapter**  
**Partner & Client Services Director, Eckel and Vaughan, Raleigh, NC**

Matt Ferraguto  
Eckel & Vaughan  
@EckelVaughan



What We Do You Can Too

SEP RSA - MARCH 2020

## THE PROBLEM

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

PR  
INDUSTRY

87.9%

7.8%

3.7%

3.2%

USA

61%

13%

18%

06%

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



THE IDEA

WHAT WE DO  
U CAN 2

FIND OUT MORE ABOUT THE  
AAF-RDU SUMMER  
INTERNSHIP PROGRAM  
BY VISITING [WWW.AAF-RDU.ORG](http://WWW.AAF-RDU.ORG)

- + Started by the Triangle AdFed
- + 2013-2016
- + 1-2 students per agency
- + 1-2 scholarships awarded



## 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

+ Artists

+ Photographers / Videographers

+ Social media savvy

+ Effective communicators







## THE CHALLENGE

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

The graphic features a dark teal background with a light teal keyboard in the upper left and a white-outlined cube on the right. A dark teal pen nib is visible at the bottom right. The word "ORIENTATION" is centered in white, uppercase letters.

# ORIENTATION

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)



THE WEEK

# 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!

## AGENCY RESPONSIBILITIES



What We Do You Can Too

REAL-WORLD EXPERIENCE. FULL IMMERSION. COMMUNICATIONS CAREER SHADOWING.

# WHAT WE CAN DO YOU CAN TOO



## LEARN MORE

Visit our website at [www.WWDYCT.org](http://www.WWDYCT.org).

Matt Ferraguto

[matt@eandvgroup.com](mailto:matt@eandvgroup.com)

QUESTIONS?

Together, We Create!



What We Do You Can Too

# 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.**

# **PRSA Board of Directors**



**Potential officer applicants conference call  
Wednesday, March 18 1 pm ET**

**Potential director applicants conference call  
Thursday, March 19 1pm ET**

# 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?**



**PRSA** 2020  
International  
Conference

# NASHVILLE

AMERICA'S MUSIC CITY

OCT. 25-27, 2020 | GAYLORD RESORT & CONVENTION CENTER

**Call for Entries Deadline: Sunday, March 15**

# Never miss a Best Practice Call



## PRSA SOUTHEAST DISTRICT

Alabama | Georgia | North Carolina | South Carolina | Tennessee

[HOME](#)

[ABOUT US](#)

[RESOURCES](#)

[PODCAST](#)

[BEST PRACTICE CALLS](#)

[prsasoutheast.org](https://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 Shanita Baraka Akintonde](#)

[Interview with Garland Stansell, APR, PRSA Chair](#)

[Best Practices in Sponsorships](#)

[Introduction to Best Practice Calls/Southeast District – January 2020](#)

[Best Practices in Engaging with PRSSA Student Chapters](#)

## FOLLOW US



# Member Survey



This message contains graphics. If you do not see the graphics, [click here to view](#).



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.

PRSA | 120 Wall St. 21st Fl | New York, New York 10005 | U.S.

[Unsubscribe](#) from all PRSA e-mail communications.

# **Next Month:**

**April 8, 2020 2pm ET/1pm CT**

---

---