

# **PRSA Southeast District Best Practices Call**

**May 13, 2020**

Audio Dial-In: 929 436 2866

Meeting ID: 548 070 178

# Special Guest



**Denise Hill, Ph.D., APR**  
**Elon University School of Communications**  
**PRSA Board of Directors**

## Be Part of the 2021 Southeast District Board!



- **Nominations open until Friday, June 12, 2020**
- **June – August: interviews by nominating committee (Kevin, Brad, Heather)**
- **August 12: board slate submitted to chapter presidents for review**
- **September 9: vote on board by chapter presidents**
- **Positions:**
  - **President-elect**
  - **Secretary**
  - **Treasurer**
  - **Communications**
  - **Two Directors-at-Large (2 year term)**
- **Interested? Email [jbelote@eastman.com](mailto:jbelote@eastman.com) (or any board member)**

# Upcoming Chapter Events



**May 14: Georgia, Internal Communications Leaders Share Key Learnings of What's Working and What's Next**

**May 21: North Carolina, Experience v. The Consumer: How Brands Win**

**May 21: Tri-Cities, Pivoting a Message Amid a Pandemic**

**May 21: Tar Heel, When your company has a big change to communicate**

**May 28: Nashville, Communicating During an Onslaught of Crises: A Conversation with American Red Cross Tennessee**

**May 29: Charlotte, Virtual Connect – Employee Communications**

# Today's Topic – Engaging Members & Students



**Kim Mark Malone, APR**  
**University of Memphis**



**Ben Butler, APR**  
**PRSA National Adviser**

# **Assembly Delegate Webinar**



**Friday, May 29 2 p.m. ET**

## **“A PRSA Update”**

- **Crisis Communications Tools**
- **2020 ICON**
- **2020 Leadership Assembly**
- **2020 Leadership Rally**
- **National, Chapter and District Finances**
- **Marketing Tools**
- **Diversity + Inclusion**
- **PRSSA**
- **Q+A**

# Never miss a Best Practice Call



## PRSA SOUTHEAST DISTRICT

Alabama | Georgia | North Carolina | South Carolina | Tennessee

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[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](#)

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# **Next Month:**

**Wed. June 10, 2020 2pm ET/1pm CT**

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