

#PRitForward #CCPRF #CentennialCollege #CCPR #DEI

THE FUTURE OF PR LOOKS LIKE US

DECEMBER 2020-MARCH 2021

A Storyworks campaign by:

Charmaine Blair (consultant)

Sarah Heiman (coordinator)

Rebecca Moe (consultant)

Daisy Uy (account manager)

#PRITFORWARD #CCPRF #DEI

**THE FUTURE OF PR
LOOKS LIKE US**

OBJECTIVES

- To raise awareness of diversity within the PR student community and pipeline entering industry.
- To engage prospective and current students, generating interest in the PR profession and instilling confidence they are entering a welcoming and accepting industry.
- To create opportunities for emerging PR professionals to connect with prospective professionals helping break down DE&I barriers in the workplace and in the industry.

#PRITFORWARD #CCPRF #DEI

THE FUTURE OF PR LOOKS LIKE US

STRATEGIES & TACTICS

By amplifying the diverse voices of PR students, sharing their experiences across multimedia platforms.

Launch on Canadian Black History Month (February).

- Centennial College podcast "The Future of PR Looks Like Us" series
- Podcast companion articles on the blogs of Centennial's "The Future of PR" blog, CPRS, IPR and Rank My Internship
- Social media promotion (Instagram, LinkedIn and Twitter)

#PRITFORWARD #CCPRF #DEI

**THE FUTURE OF PR
LOOKS LIKE US**

STRATEGIES & TACTICS

By encouraging PR professionals and recent graduates of PR and communications programs to #PRitForward through diverse storytelling channels.

- Virtual career chat for prospective students to discuss with current PR students, alumni, professionals and faculty
- #PRitForward social media prompts targeting PR alumni, students and professionals in GTHA
- Post-event social media giveaway for students

#PRITFORWARD #CCPRF #DEI

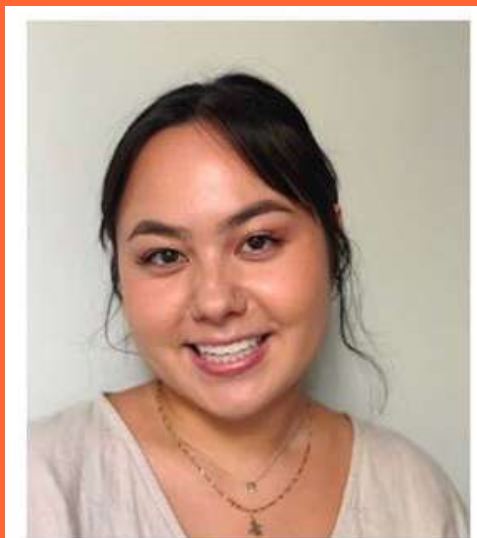
THE FUTURE OF PR LOOKS LIKE US

AUDIENCE / KM / BEHAVIOUR

Audience	<i>Emerging PR professionals, graduates and alumni</i>	<i>Current PR students</i>	<i>Prospective PR students and feeder schools</i>
About this audience	Professionals new to the industry. Recent graduates and alumni from PR and communications programs in GTHA.	PR students enrolled at GTHA educational institutions are diverse and ready to enter the PR industry.	Feeder schools for PR programs: Ontario universities and high schools.
Key Message	Diversity benefits business creativity, productivity, community building and bottom line.	PR students are the voices and vehicles of change within the industry.	The PR profession is a good choice for a career that is meaningful, impactful and full of unique specializations.
Desired behaviour	To diversify their networks and hiring pool. Aware of immediate availability of diverse candidates.	Inspired to make positive change, not discouraged by challenges facing the industry.	Consider PR programs / PR as a profession and understand the multifaceted roles in PR with diverse opportunities.

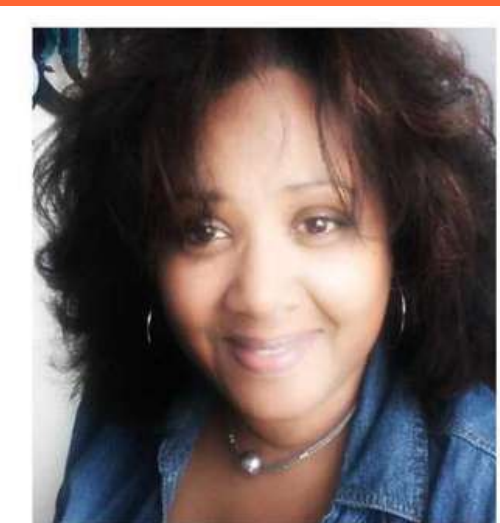
THE FUTURE OF PR LOOKS LIKE US

TEAM MEMBER ROLES



Sarah Heiman

- Correspondence with stakeholders
- Podcast, blog and event outreach
- Meeting setting
- Social media promotion



Charmaine Blair

- Risk management
- Event
 - Coordination
 - Outreach
 - Promotion
 - Correspondence



Rebecca Moe

- Digital and technical production (podcast, videos)
- Technical (Eventbrite)
- Admin (Reporting and analysis)



Daisy Uy

- Critical path management
- Creative direction
 - Branding/Graphics
 - Event
- Research
- Outreach

THE FUTURE OF PR LOOKS LIKE US

EMAIL OUTREACH

- CCPRF touchbase and approval meetings
- Guest outreach (content curation and event)
- Coordination with Centennial's Marketing, Recruitment and IT teams
- Blog publishing outreach

The Future of PR Looks Like Us - Check in Meetings

Occurs every other Friday from 4:00 AM to 4:30 AM effective Fri 3/5/2021 until Fri 4/2/2021 **No conflicts**

Sarah Shizue Heiman invited you **Accepted 2, Didn't respond 3**

Messages Meeting Details

Sarah Shizue Heiman updated the meeting time

Occurs every other Friday from 4:00 AM to 4:30 AM effective Fri 3/5/2021 until Fri 4/2/2021 **Occurs every other Friday from 4:00 AM to 5:00 AM effective Fri 3/5/2021 until Fri 4/2/2021**

SH

Hello! I have set an hour, but we don't see the meetings going any longer than about 30 minutes.

The meetings will occur every other week until April 2.
First meeting: March. 5, @ 3 p.m.
Second meeting: March. 19, @ 3 p.m.
Third and final meeting: April. 2, @ 3 p.m.

Storyworks - podcast feature

From: [Redacted]

Sent: 5

To: Sarah

Subject: Re: Storyworks - podcast feature

Hi Sarah,

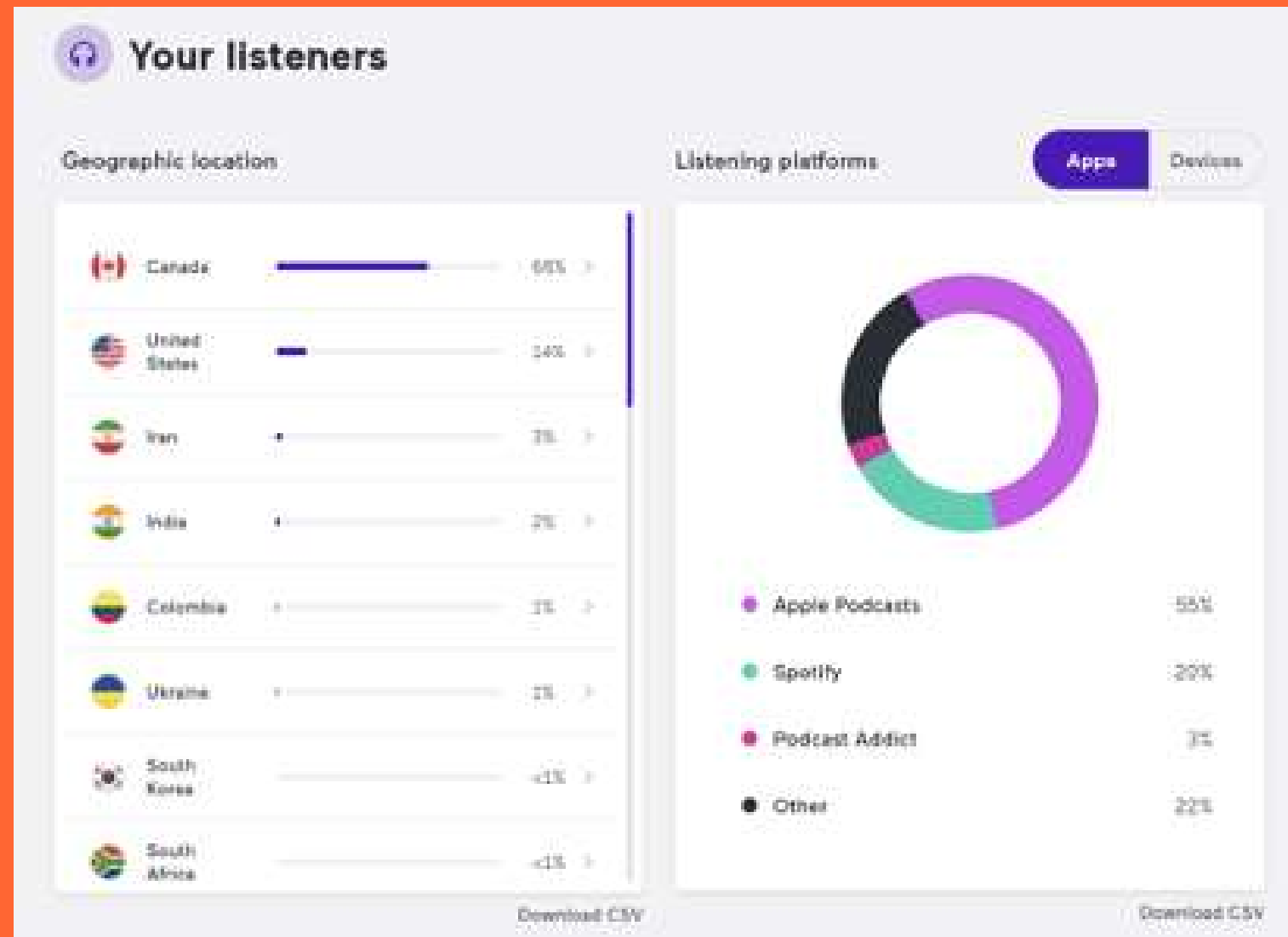
Thank you so much for your patience with these, but I've finally been able to record my answers! Please see the audio files and my profile picture attached, and my bio below:

Mubashira Farooqi is a dedicated communications professional from Toronto who is passionate about equity and inclusion. She is a communications fellow at FleishmanHillard Highroad, IABC/Toronto's lead on the Student Communicator's Circle, and the founder and host of Colour Me PR Podcast. A Centennial College CCPR alumna, Mubashira has been awarded the IABC/Toronto's Student of the Year award and CPRS Toronto's Student Campaign of the Year award in 2020.

FYI the first episode of The Future of PR Looks Like Us was FANTASTIC. Sooo proud of you and your team!!

Please let me know if there's anything else you need or that I can support with.

PODCASTS



- Centennial College podcast pages: 942 page views & 595 unique page views
- Soundcloud (plays): Episodes 1 (46), 2 (24), 3 (33)
- Spotify / Anchorfm: Episodes 1 (20), 2 (26), 3 (24)
- Featured in Staff Good News bulletin to Centennial employees

CENTENNIAL COLLEGE

PR'S DIVERSE PAST

DIVERSE FIGURES OF THE PAST WHO HAVE SHAPED PUBLIC RELATIONS

#PRitForward

#PRITFORWARD

SNEAK PEEK →

PR'S DIVERSE PRESENT

CENTENNIAL COLLEGE

THE FUTURE OF PR & GCE EDUCATION

THE FUTURE OF PR LOOKS LIKE US

#PRitForward

BLOGS

THE FUTURE OF PR LOOKS LIKE US

- Centennial "The Future of PR"
- CPRS
- IPR
- Rank My Internship



Admin / February 26, 2021

Five things we learned from Black Pioneers of public relations



EDUCATORS, PROFESSIONALS AND STUDENTS CONSIDER: **WHAT'S THE FUTURE OF PR?**

rankmyinternship View Companies

Career advice

The Future of PR Looks Like Us: Dreams and action for the industry



Reflecting on PR's Diverse Present



Reflecting on PR's Diverse Past



MARCH 10, 2021

The Future of PR Looks Like Us

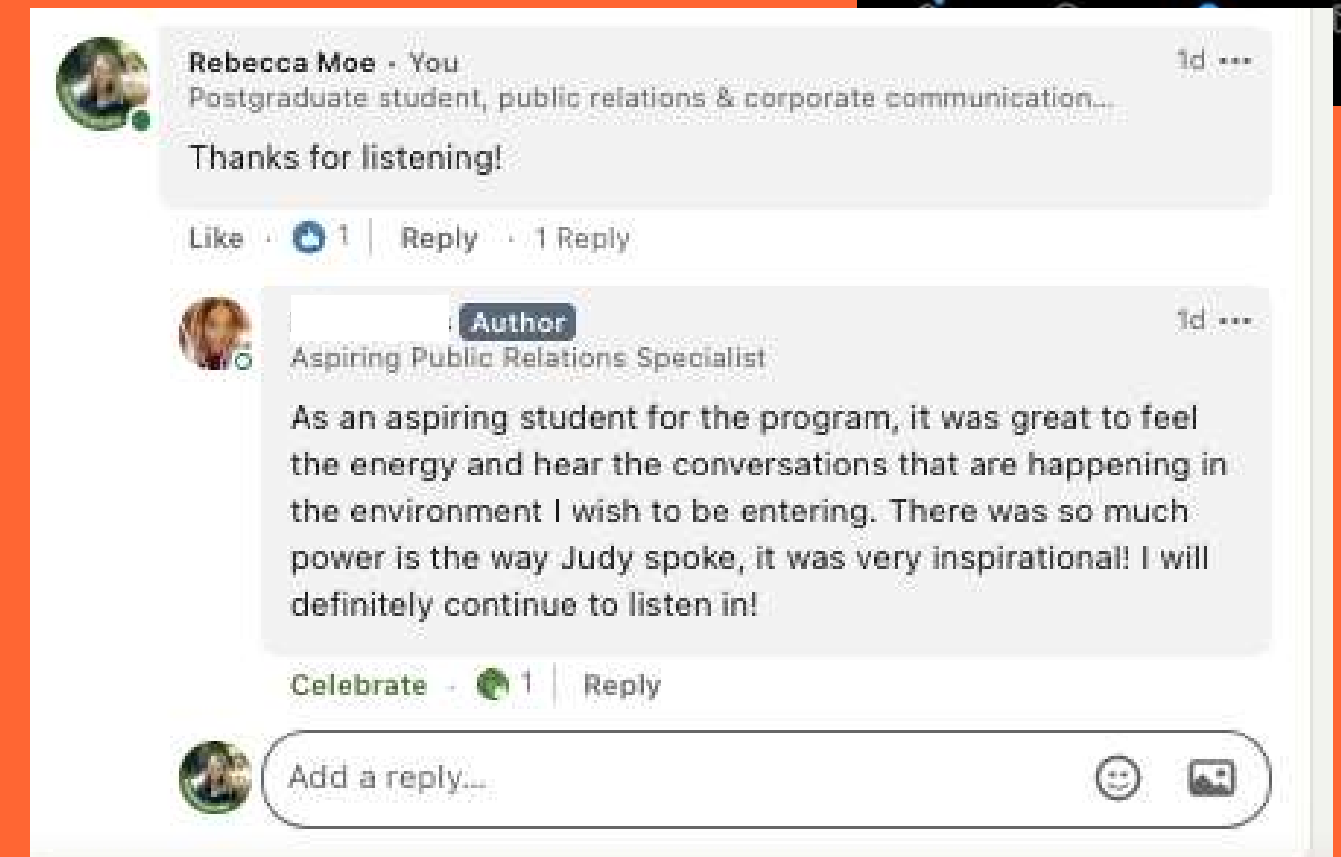
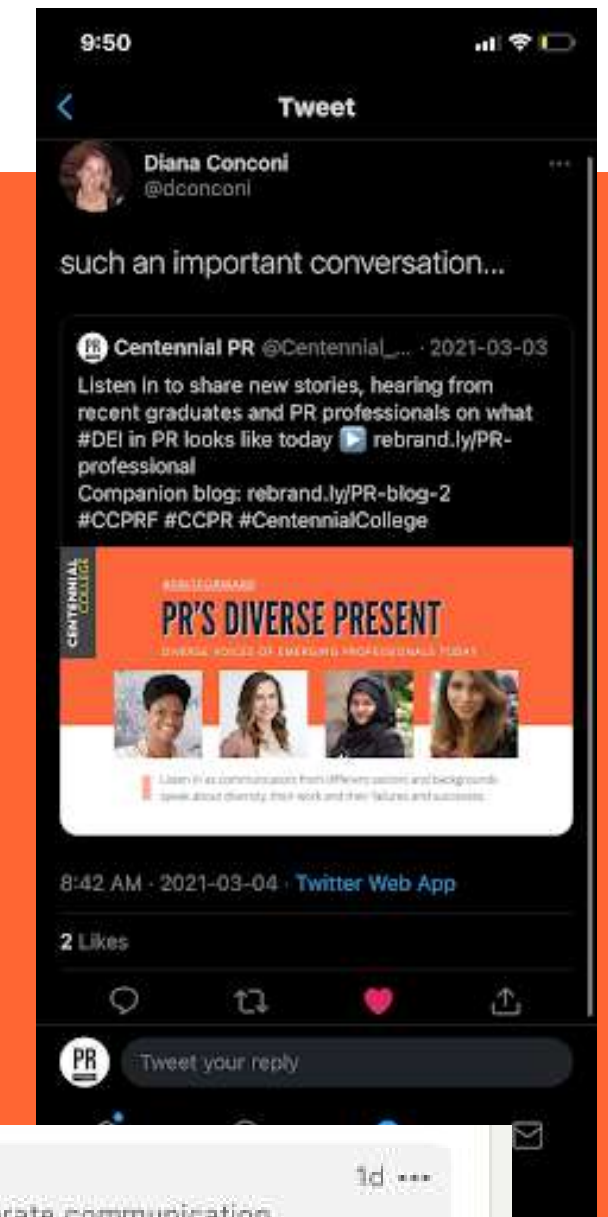


THE FUTURE OF PR & GCE EDUCATION
THE FUTURE OF PR LOOKS LIKE US

#PRitForward

SOCIAL MEDIA

- Social media calendar
- #PRItForward social media challenge
 - First: 63 likes, 7 comments, sent/RT 6 times, 1,902 impressions, 81 engagements
 - Second: 22 likes, sent/RT 2 times, 192 views (L), 443 impressions (T) and 31 engagements (T)
 - Third: 15 likes, 3 comments, 2 RT, 367 views (L), 853 impressions (T) and 38 engagements (T)
- Podcast/blogs
 - Averaged: 3,000 impressions
 - ICYMI post: 790 engagements
 - LinkedIn: up to 600 views
 - YouTube (teaser) 79 views



EVENT OVERVIEW

- Thursday March 25 5-6 p.m.
- Audience: prospective students, but also welcomed professionals and current students
- Topic: career opportunities and insights in Comms and PR
- Panelists (and event promotion):
 - Donna Lindell, Centennial College, Reach: 1,494
 - Emilita Dela Cruz, Argyle, Reach: 436
 - Ada Lovelace Rampersaud, Edelman, Reach: 1,006
 - David Moses, ELMNT FM and The D.A.M. Project, Reach: 142
 - Sarah Thomas, Clear Seas Centre for Responsible Marine Shipping, Reach: 176
 - Courtney Roberts, Gubagoo, Reach: 1,872

THE FUTURE OF PR LOOKS LIKE US

COMMUNICATIONS & PR: LET'S TALK THURSDAY, MARCH 25
5 p.m. to 6 p.m.

OUR FEATURED PANELISTS

- Donna Lindell**
Program coordinator & professor - CCPR, Centennial College
- Ada Lovelace Rampersaud**
Account executive - Technology, Edelman
- Sarah Thomas**
Manager of Indigenous & coastal communities, Clear Seas Centre for Responsible Marine Shipping
- Emilita Dela Cruz**
Associate consultant, Argyle
- David Moses**
Radio host & professional communicator, ELMNT FM & The D.A.M. Project
- Courtney Roberts**
Communications strategist & product marketing manager, Gubagoo

THURSDAY, MARCH 25
5 p.m. to 6 p.m.

COMMUNICATIONS & PR: LET'S TALK

FREE VIRTUAL EVENT
#students

REGISTER ON EVENTBRITE

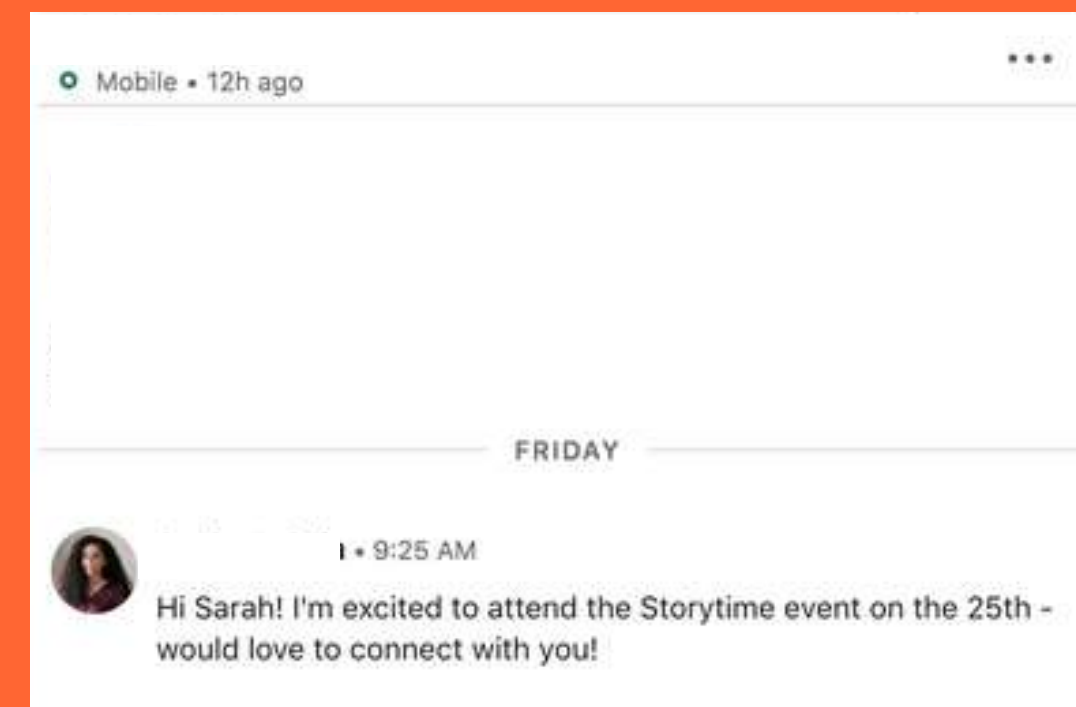
Canadian Council of Public Relations Firms

CENTENNIAL COLLEGE

EVENT METRICS

- Centennial PR Instagram: 43 likes, one comment, sent to 15 people, saved by 4 people, shared on Ada Lovelace's story.
- Centennial PR Twitter: 9 retweets, 5 quote tweets, 28 likes, 1,841 impressions and 91 total engagements
- Personal LinkedIn: 31 reactions, 6 reshares, 2 comments and 754 views
- **Eventbrite registrants: 111**
- **Attendees (event day): 52 (Zoom)**
- **Replays (so far): 615**

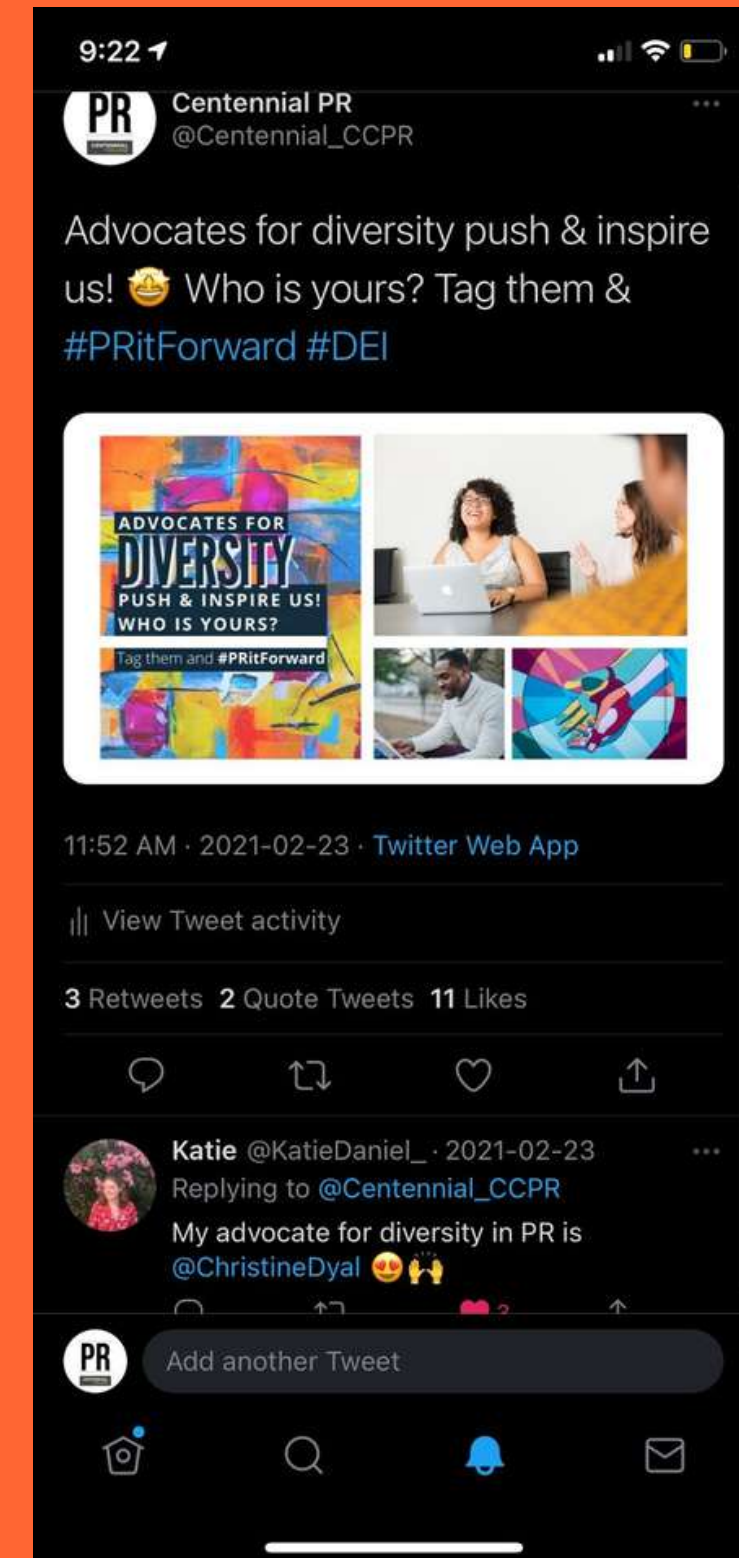
THE FUTURE OF PR LOOKS LIKE US



RISK MANAGEMENT

THE FUTURE OF PR
LOOKS LIKE US

- Podcast Marketing - creative control
- Podcast featured guest backups
- Social media prompt reaction outcomes
- Last-minute event panelist change
- Tech issues
 - Podcast: Premiere Pro, transcription
 - Event: Facebook Live, Instagram Live, Zoom
- Mute attendee mics



THANK

YOU!

#PRITFORWARD #CCPRF #DEI

**THE FUTURE OF PR
LOOKS LIKE US**