PRSA Public Relations Society of America
Chicago Chapter

Advancing the Profession and the Professional

Career Contributors Program

presented to PRSA East Central District Board
March 14, 2018

PRSA Chicago Membership Value Proposition

Our value proposition drives the programs and services we seek to deliver:

- Relevance – Preparing you for **every point** of your career path
- Education – Ongoing professional development, updates on the **latest industry innovations, best practices in planning and strategy**
- Credentials – Affiliation with the nation's premier PR organization, **skill-building volunteer opportunities,** APR accreditation
- Opportunity – To **impact and elevate** the PR profession, sharing thought leadership
- Mentoring – Professional growth for and from **all career levels**
- Networking – Being a part of Chicago's elite PR community, **leveraging industry resources**
- Diversity – Tapping into a multidisciplinary, generational and **cultural network** of communications professionals

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Career Contributors Program – Overview

Through Career Contributors, PRSA Chicago aims to champion the development of Chicago-area **PRSA**, **Young Professionals Network** and **PRSSA** members by providing opportunities to apply and receive complimentary admission to upcoming PRSA Chicago events, socials and workshops.

The program is funded through the annual Wine Grab held at the PRSA Chicago Skylines Awards. At a minimum, we aim to raise $500-700 to fund one attendee per event for the following year.

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Career Contributors Program – Application Process

Candidates submit their application (found on the PRSA Chicago website) via email and are typically selected on a **first-come, first-served** basis. Applicants are welcome to apply multiple times, but may only **earn one Career Contributor opportunity per year**.

Attendance at the event is required.

Exposure: Their headshot and bio are included in the event program and they are introduced live at the event. Post-event, they are required to submit a **250-500 word event recap** to be featured via PRSA Chicago channels.

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Career Contributors Program – Sample Materials

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Advancing the Profession and the Professional

Chicago Cubs World Series PR and Media Strategy

April 26, 2017

#PRSAChi @PRSAChicago

KELLY CRULL
Sportscaster, CSN Chicago (Cubs)

Kelly Crull is an Emmy Award winning sportscaster, who currently covers the Cubs for CSN Chicago. She reported from every playoff game and clubhouse, champagne celebration during the team's historic 2016 World Series run.
@Kelly_Crull

KEVIN SAGHY
Assistant Director, Communications, Chicago Cubs

Kevin Saghy is assistant director of communications for the Chicago Cubs. He is responsible for promoting the team's business initiatives and community involvement. Kevin leads strategic communications planning, collaborates with the team's corporate and community partners and serves as a team spokesperson to local and national media.
@CredibleKev

T.K. GORE
Senior Director, Digital CSN Chicago

T.K. Gore has spent the last 23-years working in digital and sports media space. He is head of digital at CSN Chicago, a part of NBC Sports Group. Gore serves as an adjunct faculty member at Northwestern University and sits on the board of directors of the Chicago Fire Soccer Club Foundation.
@TKGore

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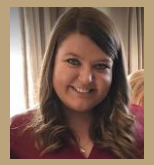
Advancing the Profession and the Professional

APRIL CAREER CONTRIBUTORS

PRSA Chicago's Career Contributions program aims to support the career growth of Chicago-area PRSA, YPN and PRSSA members by providing opportunities to apply and receive complimentary admission to PRSA and YPN Chicago events. Application details are available on prsachicago.com.



LINDSAY GOLDSTEIN
Account Coordinator, Allison+Partners

Lindsay Goldstein is an account coordinator with Allison+Partners, specializing in corporate communications and B2B technology. She works on a variety of clients managing media relations, measurement and reporting, influencer campaign development, and social media marketing. Her work has included securing placements from Inc. Magazine, ABC 7 Chicago, Crain's Chicago Business, and more. Prior to joining Allison+Partners, Lindsay worked at Weber Shandwick, where she supported daily media reporting, trend monitoring, social media, and media relations for teams in both the consumer and healthcare practices. Lindsay is a graduate of DePaul University, where she majored in journalism.

MANDY KLOTZ
B.A. Advertising & Public Relations, Loyola University Chicago
Expected Graduation: December 2017

Mandy Klotz is pursuing a Bachelor of Arts in Advertising and Public Relations at Loyola University Chicago. She currently works as a freelance PR specialist with a focus on the entertainment industry, with an emphasis on social media marketing and image management. Most recently Mandy and her team were awarded the Ebeling PRize™ for excellence in nonprofit public relations and communication. After graduation, Mandy plans to pursue a career in public relations within the entertainment industry.

SAVE THE DATE

- ✓ **May 9:** YPN Workshop: Exploring Continuing Education Options
- ✓ **May 24**: Chicago's Biggest Brands Breakfast at the University Club of Chicago
- ✓ **June 15:** Skyline Awards Gala at Venue SIX10

Looking to Join PRSA Chicago?

For more information on how to join and get involved with the Chicago chapter, email mail@prsachicago.com.

Programming Suggestions?

PRSA Chicago welcomes your ideas and venue suggestions for programming. Please reach out to Programming Co-chairs **Taylor Trovillion,** Taylor.Trovillion@finnpartners.com and **Kristie Heins Fox**, kristie.fox@edelman.com.

Interested in Sponsorship?

Exciting things are happening with PRSA Chicago this year! For more information on the benefits of event and/or chapter sponsorship and getting your organization involved, email Sponsorship Chair **Dane Roth** at Dane.Roth@ketchum.com.

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April 2017 Career Contribution Winner
Mandy Klotz

Mandy Klotz is a Senior Public Relations/Advertising major at Loyola University Chicago scheduled to graduate in December of 2017. Presently, she works as a freelance PR specialist within the entertainment industry with a focus on social media marketing and image management. Most recently, Mandy was on the team that was awarded the Ebeling PRize™ for their outstanding PR campaign for a Chicago nonprofit organization. Upon graduation she plans to obtain a job in public relations focusing on the entertainment industry.

Chicago Cubs World Series Championship Public Relations and Media Strategy

This was an exciting PRSA event that highlighted one of Chicago's proudest moments. The PRSA April 2017 event welcomed Kelly Crull, a Sportscaster for the Chicago Cubs, Kevin Saghy, the Assistant Director of Communications for the Cubs and T.K. Gore, the Head of Digital at CSN Chicago. The panel discussed the importance of public relations and social media. The main takeaways from this event were:

1. **Have a game plan - but be flexible:** In the world of social media management it is important to have content pre-planned and ready to post. However, you must also be quick to come up with new material in the event that something big happens. For example, capturing all of the events leading up to the Cubs winning the World Series and having a plan in place to capture these events is an essential part of a flexible social media strategy plan.

2. **Always interact - with the fans**: By engaging with your followers they will feel as though their voice is being heard. It's important to make time to respond when people ask questions on social media. Even responding, "Thanks for your support" goes a long ways to building loyal fans and customers.

3. **Keep pitching hard - especially when you win the World Series:** Kevin mentioned that even though the Cubs won the World Series, they still needed to pitch some of the media outlets to get the Cubs on their network. Much of the media coverage did not happen by chance, it was through careful planning and persistence that the Cubs World Series win was successfully highlighted.

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Questions?

Kelly Drinkwine
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