

Celebrating Black PR History

January 30, 2020 – New York City | Save \$25 with Special Discount CP!biz50

5th Annual Black PR History Event – January 30, 2020

Thursday, January 30, 2020

85 Broad Street, 30th floor

6:00 – 9:30 p.m.

A networking reception will follow the program

(If you cannot join us live, watch the event via Facebook;
<https://www.facebook.com/PRMuseum/>)



REGISTER

–Part 1–

This presentation will address how the big historical moments created by African Americans in public relations can serve as a barometer of progress, and how without it, we are adrift. For public relations professionals, the art of storytelling is an essential skill that creates a pathway for putting any big moment into historical context. In this special presentation by Cheryl Procter-Rogers we'll explore how the art of storytelling, when used masterfully, can connect us to our own humanity and root us in our passion with purpose. History plays an integral role in our lives personally and professionally and this presentation celebrates history, and most notably, African-American history, with a focus on how to become a masterful storyteller.

- What lessons can we take from the big historical moments created by African Americans in public relations?
- How do we link the past to the present for some measurable outcome today?
- How do we view history through a different lens to create endless possibilities for our own future in the profession?
- How do we connect the value of storytelling and our own personal stories to historical moments?

It is our goal for your take away to include a personal action plan to strengthen your storytelling skills and how best to contribute to the public relations industry's body of knowledge.



Cheryl Procter-
Rogers

Cheryl Procter-Rogers has been a well-renowned leader in the PR industry for nearly 40 years, representing Fortune 500 companies such as Coca-Cola, Nissan, Allstate, McDonald's, Sears, Nielsen, and HBO. Today she heads a consultancy in Chicago, A Step Ahead Consulting and Coaching.

A long-time leader in PRSA, Procter-Rogers was awarded the coveted Gold Anvil in 2011. In 2000, PRSA inducted her into the College of Fellows, the youngest member ever to be inducted until that point. In 2006, Procter-Rogers was elected to the PRSA's highest office – national president.

She earned her BA from Bradley University, an MBA from the Keller Graduate School of Management and a Master's degree in Leadership Change Management from DePaul University.

–Part 2–



Dr. Denise Hill

Join our curator, Dr. Denise Hill, Assistant Professor of Strategic Communications, Elon University, to explore the world's only exhibition of Black PR History. Learn what you never learned in school about the "hidden figures" in our profession's history. Hear about the crucial social movements in our and the people and programs that impacted them. Leaf through original copies of the first publications aimed at the African-American community, such as Ebony, Jet and Negro Digest, including the many abolitionist newspapers and writers of the 19th century, such as Frederick Douglass and Ida B. Tarbell. Meet the PR pioneers whose magnificent contributions to our industry have almost gone forgotten, such as those from Ofield Dukes, Inez Kaiser, Moss Kendrix, and D. Parke Gibson.