



# 2019 PRSA-SF BAY AREA CHAPTER ANNUAL GENERAL MEETING

Friday, December 13, 2019 | 12:00 pm - 1:00 pm

# WELCOME

- The State of the Chapter
- Goals & Vision Outlined for 2019
- How Did We Do As A Chapter?
- Looking Forward to 2020
- Closing Thoughts

# THE STATE OF THE CHAPTER



# GOALS & VISION FOR 2019

- Grow Chapter Membership - 325 active by end of 2019 (350 stretch goal)
- Grow Chapter Income, i.e. Sponsorship (\$5000 by end of 2019), Awards (\$5000 at least), etc.
- Reduce Chapter Expenses
- Reinforce and Build on Chapter reputation for D&I
- Increase Participation/Engagement from Members, i.e. Committees, Board, Social Channels
- Maintain/Cultivate Strategic Partnerships, i.e. PRSA-SV, AMA, IABC, etc.



# GOALS & VISION FOR 2019

- Increase APR Recipients (oh yeah, sign me up 🙋)
- Increase Chapter Awareness/Recognition, i.e. PRSA Chapter Diversity Award
- Create Programs/ROI for Professionals at Different Levels of Career
- Give Back to the Community, i.e. Toys for Tots, Larkin Street Youth Services, Tenderloin After School Program
- Show ROI for Joining PRSA
- “HAVE FUN!” – Krysta Pellegrino, 2010 Chapter President

# HOW DID WE DO?



# MEMBERSHIP

- GOAL: Grow Chapter Membership - 325 active by end of 2019 (350 stretch goal)
- ACTUAL: The Chapter Membership is at 273 as of November 30, 2019. As for all national PRSA Members in Chapter Area, total of 383

# FINANCES

- GOAL: Reduce Chapter expenses.
- ACTUAL: Total expenses end of 2018 was \$45,624. Total expenses as of Nov. 30, 2019, 43,306.

# SPONSORSHIP

- GOAL: Grow Chapter Income, i.e. Sponsorship (\$5000 by end of 2019), Awards (\$5000 at least), etc.
- ACTUAL: Between Sponsorship and Awards, the Chapter raised \$14,100.

# SPONSORSHIP - THANK YOU



# PROGRAMMING & PROFESSIONAL DEVELOPMENT

2/7/2019	How to Manage Crisis Communications in Today's Challenging Environment	AKQA	BWW	Crisis Comms
4/9/2019	Getting Creative with your PR & Marketing: Leveraging Creative to Make Better Pitches	Nasdaq Entrepreneurial Center	Trendkite/Cision	Creative
4/3/2019	How to Grow a More Diverse & Inclusive PR Workforce	Google Hangout	N/A	D&I
4/18/2019	Meet the Media: PR & Cannabis Journalism, Covering America's New Normal	WeWork Transbay	Wise PR	Cannabis
5/9/2019	Improv for Communicators: Make Business a Little Less #Awkward	Weber Shandwick	Weber Shandwick	Professional Development
6/5/2019	Meet the Media: Consumer Technology Newsroom Trends in 2019	OnePiece Work	Zendure	Consumer Tech

# PROGRAMMING & PROFESSIONAL DEVELOPMENT

8/21/2019	The Current IPO Landscape: A PRSA Meet the Media Event	Nasdaq Entrepreneurial Center	TrailRunner International	IPO
9/4/2019	An Evening with the Oakland A's: Sports PR & Journalism Panel + Networking	Oakland Coliseum	N/A	Sports
9/19/2019	Ethics in Media: Who Can You Trust? - A PRSA-SF Meet the Media Event	Werqwise	Bospar	Ethics
10/10/2019	Emerging Technologies Unpacked: A PRSA-SF Meet the Media Event	Merritt Group	Merritt Group	Emerging Tech



# SOCIAL EVENTS

- January: Networking Mixer with PRSA SF Bay Area Chapter - Meet the 2019 Board
- June: Networking Mixer at Soda Popinski's, Fundraiser for SF LGBT Center
- August: Second Thursday Networking Mixer at The Miranda in Oakland
- August: Tour of KGO-TV Studios with PRSA + PRSSA members
- September: 2nd Annual Evening with the Oakland A's, Sports PR & Journalism Panel & Networking

# DIVERSITY & INCLUSION

- GOAL: Reinforce and Build on Chapter reputation for D&I.
- ACTUAL: In 2019, the Chapter did the following D&I initiatives: annual March PR Woman of the Year bestowed to Netta Conyers-Haynes; March D&I Speed Networking Mixer with leading Bay Area D&I non-profits; April Google Hangout “How to Grow a More Diverse & Inclusive PR Workforce” with the PRSA Sacramento and Sierra Nevada chapters; June guest bartending fundraiser that raised money for SF LGBT Center; May Professional Development workshop with ColorComm “Improv for Communicators: Make Business a Little Less #Awkward; D&I Campaign of the Year category for inaugural PRSA-SF The Foggies Chapter Awards

# COMMUNICATIONS

- Instagram - led by Communications Director Brooks Wallace, 2019 saw the new PRSA-SF Instagram account, which now has 200 followers
- Twitter - 1870 followers
- Facebook - 1038 likes
- LinkedIn - 447 followers
- Golden Gate Insider newsletter - 1600 subscribers
- Media Placements with Bulldog Reporter

# APR

- GOAL: Increase the number of Chapter APR recipients.
- ACTUAL: In February, we held an "APR Brown Bag overview Google hangout," led by APR Director Mitchell Friedman. To date, seven people--officially (have registered with PRSA) and unofficially (have told Mitchell without telling PRSA) have expressed a commitment to seek the APR. Mitchell has been checking in with the group this year and have had longer meetings with two candidates who are moving with all due speed to complete the process.

# COMMUNITY SERVICE

At the June networking mixer, PRSA-SF held a networking mixer at Soda Popinski's to raise funds for the SF LGBT Center, which raised \$600.

At the 2019 Holiday Party with AMA-SF, we collected toys for Toys for Tots, and conducted a silent auction to raise funds for the Raphael House, which netted close to \$1,000 for the oldest and largest family homeless shelter in the Bay Area.


# STUDENT AFFAIRS

We continue to have a good relationship with the PRSSA Cal State East Bay Chapter and have spoken at several of their events. We also have spoken at Sonoma State, USF, and Chico State. Additionally, we have scheduled agency tours.

We are in talks to set up a new PRSSA chapter at USF and hope to make this a reality in 2020.

# THE FOGGIES CHAPTER AWARDS

2019 brought with it the return of the PRSA-SF Chapter Awards Program. Nicknamed “The Foggies,” the new Chapter Awards recognized and feted the San Francisco Bay Area’s best public relations programs and the brightest professionals who bring them to life.

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# THE FOGGIES CHAPTER AWARDS

## Winners include:

- Small Agency of the Year (1-20 employees) – [Landis Communications](#)
- Large Agency of the Year (20+ employees) – [Ketchum](#)
- Best In-House PR Team of the Year – [Hewlett Packard Enterprise](#) (HPE), *"HPE Wins on Culture"*
- Young Pro of the Year (1-5 years of experience) – [Katie Parr](#), UPRAISE Marketing + Public Relations
- Professional of the Year (5+ years of experience) - [Annie Dreshfield](#), Scoop
- Diversity & Inclusion Campaign of the Year – [Porter Novelli](#), *"Porter Novelli Perspectives: We Stand For Love"*
- Campaign of the Year – [Landis Communications](#), *"LCI Opens New Sutter Health CPMC Hospital in the Heart of San Francisco"*





# LOOKING FORWARD TO 2020



# CLOSING THOUGHTS



# THANK YOU!!!

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