

**Organization**: Young People in Public Relations (YPPR)

**Developed and Moderated By**: Brittany Mobley of Bmobley Media Relations, Publicist

**Vision**: My vision for Young People in Public Relations (YPPR) is to educate our up-and-coming young professionals in the industry. What I believe the public relations industry lacks is their effort and ability to educate on the actual career field and the hands-on process of doing so. We should allow our young PR professionals the opportunity to work as a publicist before they begin their journey after high school and college. This will allow them to be better prepared and able to succeed in their internships and corporate careers.

**Organization Overview**: YPPR is not a paid organization or not for-profit. This organization allows PR professionals from all over to volunteer their knowledge and expertise to new and budding PR and communication professionals. The goal is to share knowledge, resources and tools with interested candidates. These materials and messages are projected to be shared to the following:

**•College students with a concentration in Public Relations**

•**College students with a concentration in Media Relations**

**•High school students interested in journalism and the media aspect**

**•Groups of budding professionals in the PR and Media Relations career path looking to learn as much as they can to be successful in their careers**

**•Professionals looking to start their own Public Relations and/or Media Relations business**

**Pricing Strategy**: This program and its benefits are **FREE** and will be provided to educate and provide resources and knowledge to develop better professionals – however, for small events located off institutional grounds and for leisure purposes, there will be a fee of $5-$25 for all interested candidates to fund space and food (if needed) during the events.

**Objectives**:

•To help prepare at least 10 candidates for internship and careers in Q1.

•To also help five budding PR pros with their ability to break into the PR industry on their own.

**Action Plans:**

•By January 10, 2018, pitch 10 High Schools to speak after school

•By January 21, 2018, pitch five colleges to speak on campus

•By January 30, 2018 secure a space to offer FREE event for interested candidates

•Develop Instagram Page January 1, 2018

•Develop Facebook page January 1, 2018