

Meet young judge Dorcas Dube

 By [Jessica Tennant](#)

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In the run-up to the 22nd Prism Awards taking place on Sunday, 14 April, we chatted to this year's cohort of young judges about their fresh approach to the judging process.

In this series of interviews, we find out what they've learnt working alongside the cluster judges and what their young minds bring to the table.

"This year's young judges' entries far exceeded expectation. The selected group is proof that there's an array of diverse and young talent in this industry and that they have a lot to offer," says co-convenor and founder of the Prisms Young Judges initiative, Palesa Madumo, executive director of strategy at Vuma Reputation Management.

Here, our interview with Dorcas Dube, marketing and communications manager at Partners for Possibility...

■ **What does this recognition and opportunity mean to you?**

This recognition and opportunity has been one of the highlights in my career. Being amongst likeminded people who are passionate about PR has broadened my horizon and understanding of the industry. Not only did I gain knowledge, I also made friends who are now family. I aspire to inspire upcoming PR professionals to seize any learning opportunities that arise.

■ **Briefly tell us about your experience in the industry.**

My journey in PR started when I decided to study Strategic Communications and went on to acquire an Honours In Strategic Communication from the University of Johannesburg and currently I am pursuing a Masters in Communication Science. From the onset I knew my passion was within the marketing and communications industry, however, the question remained, 'How do I integrate passion and purpose?'.



My purpose is to make a difference in society through being a servant leader in the development sector. As a result, I have been privileged to lead the marketing and communications of various NGOs.

Dorcas Dube

Prior to joining the development sector, I worked in an agency and I was responsible for various brands. I gained vast experience in branding, social media, brand reputation and stakeholder relations amongst others.

■ **Comment on the judging process.**

What an incredible experience! I was fortunate enough to be in a cluster with industry experts who have immense experience in the PR field. It was fascinating to hear the different views and debate who deserves to be awarded. After lots of deliberation, it all came down to awarding excellence and not business as usual. It was a valuable experience.

■ **What has the response been to this year's entries?**

A lot of work was put into the entries. Most entries demonstrated evidence of quality, creativity and making an impact. However, some entries failed to regard the principles and practices of the PR profession.

■ **What makes the winning work stand out?**

The winning entries produce magical wow campaigns that showcase excellence and not business as usual. This encompasses identifying a clear problem or opportunity, conducting extensive research on the subject under investigation. The planning phase needs to illustrate quantifiable objectives while execution demonstrates creativity and flexibility. Lastly, the evaluation needs to elucidate on how the campaign delivered on the objectives.

■ ***Prisa also introduced the Student Campaign of the Year in 2016. Why do you think it's important that PR students are included in such initiatives?***

PR students are future PR industry leaders hence it is vital for them to be included in such experiential initiatives. It is essential to merge education and practice. Thus including students into the world of professionals is of paramount importance.

■ ***What do you think young minds bring to the table?***

Young minds bring fresh perspectives and insights on how millennials function and view campaigns. The future of PR is with young minds.

■ ***What have you learnt working alongside the cluster judges?***

I have learnt that my views matter and most importantly visualise your highest self and start showing up as her. I am doing just that and wow, what an incredible journey it has been.

■ ***Comment on the past, present and future state of PR.***

Over the years, PR has evolved tremendously. Gone are the days of spray and pray; media releases are everything and producing content that is not meaningful. We live in the digital era where a transdisciplinary approach to working is a winner. Content needs to be of quality and relevant, the customer is king.

“ The special ingredient to the future of PR is the magical wowfactor, the future certainly looks bright. ”

■ ***What would the title of Prisms Young Judge for the 2019 awards mean to you?***

I came. I judged. I conquered. The experience has been incredible and the title of Prisms Young Judge is validation that I am a PR professional with a lot to offer the industry.

■ ***What are you most looking forward to in terms of this year's Awards?***

I am looking forward to networking with like-minded people in the industry and meeting professionals behind the award-winning brands. Most importantly I am excited to know that I had a voice in the judging process. Onwards and upwards!

As mentioned, the Awards take place this Sunday, 14 April. Follow us on [Twitter](#) for live updates on the night and visit our [Prism Awards special section](#) for other related content and of course all the winners following the announcement. Here's the link to our other [social media](#) pages, as well as the Prism Awards' [Facebook](#) and [Twitter](#) accounts.

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