

Meet young voice Samantha Mabaso

 By Jessica Tennant

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In the run-up to the 23rd Prism Awards to be announced virtually on Friday, 15 May, we chatted to this year's cohort of 'young voices' 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 (albeit remotely) and what their young minds bring to the virtual table.



2020 Prism Young Voices announced!

PRISA 13 Feb 2020



"These are tough times we are facing as a country and globally, the cancellation of the Prism Awards is a hard pill to swallow. As an industry we also take a knock, however, if we stay positive, we can use our comms and creative minds to bring positivity and hope." – Samantha Mabaso, brand associate at DNA Brand Architects, commenting on the cancellation of the physical Awards and the general impact of the pandemic on the industry.



Samantha Mabaso

Here, our interview with Mabaso...

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

The recognition of being selected as a young judge means I have the opportunity to engage with like-minded individuals, share a passion, and expand my knowledge of what the industry has to offer.

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

My experience in the industry has not been the easiest journey. I have always been interested and dedicated in the world of

creativity, specifically advertising and brand marketing. I have managed to adapt to numerous environments that have pushed me to a space that would make me uncomfortable, but I have prevailed.

■ ***Comment on the judging process.***

The judging process is quite tough, in the sense that you need to immerse yourself in the journey that has been put on paper, and judge it accordingly with a hint of imagination.

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

So far so good, with many entries without a clear winner, thus meaning digging deeper to find that one special entry.

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

Does the entry meet its stipulated objectives, and best of all does it serve a purpose, with a tinge of possible 'change'?

■ ***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?***

Being recognised early in the industry, not only builds your personal CV as a student, but it builds your confidence as an aspiring practitioner.

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

Young minds have a sense of thinking beyond the norm. They challenge the norm. They bring new views to the old ones.

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

I can only speak of my chief judge Nicola through our interactions. Do not be afraid to challenge the entry in all aspects and make connections at all times.

■ ***Comment on the current state of PR.***

In my opinion, PR has a long way to go. With the ever-evolving state of channels to be utilised (e.g. social media platforms), we need to keep up with the times and especially our audience.

As mentioned, the Awards take place on Friday, 15 May. Follow us on [Twitter](#) for live updates and visit our [Prism Awards special section](#) for other related content and a list of 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. Follow Samantha Mabaso on [Twitter](#) and [Instagram](#).

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