



**EADDY PERRY & ASSOCIATES, INC.**

**Publicity = (Image *Perception*)<sup>∞</sup>**

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When Tonita Perry attended North Carolina A&T, she intended to become a medical correspondent. Tonita found medicine and science fascinating, and wanted to report the ever changing phenomena of medicine to people; she wanted to become the next Dr. Timothy Johnson. So, as a freshman she decided to major in journalism with a minor in biology.

One day she attended a conference that was hosted by Network 90, the club for the JOMC department at the time, where she met civil rights activist and broadcast executive Xernona Clayton. While Tonita and Xernona Clayton were having a conversation, Clayton expressed to Tonita she should go into public relations. Tonita took her words to heart and researched everything she could about that career path. She decided to change her major from journalism to public relations, and switched her minor to marketing.

# Tonita Perry

## A Shift in Perspective

By Ivy Bethea

As Tonita was attending A&T, she developed an unwavering confidence that her education will hold up against anybody. Regardless if other people attended Harvard, Northwestern, or NYU, she believes A&T equipped her with knowledge and the right skills to compete with other students. An additional skill A&T built the foundation for is becoming a better intellectual. One of her professors, Dr. McGlocklin was instrumental in helping Tonita develop better critical thinking skills and to explore and appreciate different cultures, arts, and humanities. Another professor, Dr. Teresa Styles, aided her on how to cultivate better stories/articles by advancing Tonita's analytical skills.

Tonita transferred those skills she garnered from North Carolina A&T and started her business EaddyPerry & Associates. EaddyPerry & Associates is a public relations boutique agency that works with individuals, corporations, and concepts to develop marketing strategies to cultivate success. Tonita was selective with businesses or people who wanted to work with her; she needed to believe in their brand in order to foster their success. Her high standards paid off because she created many campaigns that helped many businesses and people to become successful. For example, Tonita's company worked with HBO to grow a larger audience for the show Ballers and Insecure in Charlotte, North Carolina. Another example of Tonita's business successes is, she helped find a distributor and an audience in America for Sinking Sands, a film about domestic violence. Tonita has worked with many companies and people such as Coca-Cola, ESPN, Vivica A.Fox, and many more. However, Tonita's accomplishments didn't stop there, she is also the Chief Communications Officer for the oldest female civil rights organization called the National Council of Negro Women (NCNW).

Tonita's advice to students who are interested in pursuing a career in public relations, or journalism is to write and read. She emphasized to read everything whether it's newspapers or magazines because reading contributes to better writing. She also stressed the importance of honing critical thinking skills to understand all sides of an issue.

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**Commitment. Unity. Self Reliance.**