

Innovate at Iowa State Online

Short Circuit: Bigger Than YOU Think

What is an innovation short circuit?



Innovation **SHORT CIRCUITS**, delivered by industry experts and influencers, are 2-hour, topic-based conversation sessions that help students gain expertise in innovation mindset, skills and practices.

WHY WAIT? Inviting all change-makers, change artists, and change-agents

Short Circuit: How to Innovate Your Invitation into BIG Conversations

Sponsored by:

The Student Innovation Center

Louis Carr

President of Media Sales
BET

Moderated by

Nacuya Rucker

Director of External Relations,
University Library
Innovation Leadership for Innovation
Fellows in Training and
Flagship What If InnovatorsForum

“Someone saw *something* in me and decided to do something about it”

Founder of the
LOUIS CARR INTERNSHIP FOUNDATION
providing 178 paid internships over 17 years

AUTHOR
Dirty Little Secrets,
and Little Black Book

Who is Louis Carr?

Louis Carr has been with BET Networks for 34 years, serving as the President of Media Sales for the last 18 years. During his tenure with the company, Carr has transformed the multicultural space for some of the world's biggest brands. Through strategic partnerships with corporations like Procter & Gamble, Unilever, McDonald's, General Motors, Facebook, Apple, and many more, he has been a guide and a consultant on opportunities that exist within black and brown communities. Through his deep understanding of linear TV and digital and social platforms, he has made BET Networks the number one brand and choice for Black consumers. Carr's mantra, "Be led by data and insights," has driven BET to have the largest repository of information on Black consumers than any other media company worldwide. His understanding of this data has inspired him to create content and messages that help marketers sell products and services and help them become good corporate citizens.

In addition to Carr's stellar professional career, he has had a long-term commitment to young people and his community. Carr founded the Louis Carr Internship Foundation (LCIF) 17 years ago to help improve diversity in corporate America through paid internships. The foundation has provided 178 paid internships, in which 45 alumni now have full-time jobs within the industry. He has also created The Blueprint Men's Summit, which brings together some of Black America's high profile thought leaders to educate Black men in the areas of Finance, Health, Careers, Relationships, and Entrepreneurship. Most recently, Carr created *Face 2 Face*, a monthly virtual live streaming social media series that taps into the psyche and ethos of what it means to be Black in America.

REGISTER

<https://www.sictr.iastate.edu/biggerthanyou-short-circuit/>

October 23, 2-3:20 p.m. on-line

TOPICS

- How can you invite yourself into conversations that influence policy, practices, attitudes and culture?
- How does creating a public voice usher you into situations that are career and life changing?
- How do you find people who will invest in you? Are can you be someone who differentiates yourself so other people see possibility in you and act on what they see?
- What are the proven behaviors that cause people at any age to be included, invited, and promoted in activities that influence culture, business, and community life?

NEXT?

Check the Student Innovation Center Page for Updates

New Training Circuits, Competitions, and Flagship Innovator Speakers
<https://www.sictr.iastate.edu/>

Oct 23

REGISTER NOW: “How to Innovate Your Invitation into BIG Conversations”

<https://www.sictr.iastate.edu/biggerthan you-short-circuits>

April 2021

Student Innovation Fund Challenge

<https://www.sictr.iastate.edu/student-innovation-fund-application/>

Applications for the April 2021 innovation competition will be available on the Student Innovation Center Website January 2021