

Making the Most of Membership

Congratulations on becoming a member of the **Public Relations Society of America (PRSA)**, the world's largest and foremost organization for public relations professionals! You now belong to a community of more than 21,000 members committed to excellence.

PRSA membership is an investment in your career. This booklet outlines **10 simple ways** to maximize the exclusive benefits available to you as a member. Be sure to visit our website at www.prsa.org to stay current on the latest PRSA news, improvements to member benefits, events and other developments.

Through member participation, PRSA builds the value of the public relations profession in the marketplace, and fortifies our industry's commitment to excellence. We look forward to a long and successful future with you!



1

Customize Your MyPRSA Profile

MyPRSA is a customized online portal to your benefits. As a new member, your account has already been created for you. Your membership number, which can be found on your membership card, serves as your username.

Use your membership number to verify your PRSA member status, and access members-exclusive benefits, including online resources, preferred pricing for PRSA events, insurance and other vendor offers.

Update your MyPRSA profile today at www.prsa.org/myprsa to receive customized news, alerts and offers from PRSA. Select your years of experience, organization type, specialization area and more to make the most of your membership, and also to let other members find you.

2

Grow Your Skill Set With Free and Discounted Professional Development Opportunities

PRSA's educational initiatives are designed to keep you on top of industry trends and help you advance your career!

The best and brightest in public relations produce user-friendly Professional Development resources* for members through different mediums and formats, including:

- Webinars
- Seminars
- Boot Camps
- Conferences

PRSA Professional Development is geared toward all career levels and fields, including social media, crisis communication, brand management, measurement and much more.

PRSA membership is more valuable than ever before. Regardless of your career stage, you can broaden your skill set with access to more than 50 FREE live and on-demand webinars.

To see a complete listing of the learning opportunities available to you, visit www.prsa.org/Learning.

** PRSA members receive special discounted prices for all events, and free access to webinars.*



Showcase and Champion for the Value of Public Relations

Increase your influence in the public relations sphere and advocate on behalf of its reputation with your involvement in PRSA's advocacy and ethics initiatives, and The Business Case for Public Relations™.

The Business Case for Public Relations™

PRSA is fully committed to helping you clarify your role in successful campaigns and business ventures. We are working to augment the perception of public relations' value and integrity in the business community and the public at large through The Business Case for Public Relations™.



Members can utilize the Business Case resources and tools to help communicate their integral role to management. These resources help make you a better professional and more equipped to explain the role of public relations and its outcomes and value.

Visit www.prsa.org/Businesscase for more information.

PRSA Code of Ethics

The practice of public relations can present unique and challenging ethical issues. To help you navigate ethics principles and applications, we created the PRSA Code of Ethics.

As a PRSA member, you pledge to adhere to the PRSA Code of Ethics. Are you familiar with the Code? Visit www.prsa.org/ethics to take our quiz.

Advocacy: Public Affairs for the Profession

PRSA monitors legislative, regulatory and public policy issues that impact the public relations profession. We are committed to shifting both the public perception of our field and its legislative regulations to make for a more ethical and robust environment for practitioners. Below are examples of PRSA's advocacy program in action, helping to extol the business value of public relations:

PRSA's efforts to champion the public relations industry have been featured in *The New York Times*, *USA Today*, *The Wall Street Journal* and more. www.prsa.org/advocacy

PRWEEK

The New York Times

THE WALL STREET JOURNAL

USA TODAY

The Boston Globe

AdvertisingAge

FINANCIAL TIMES

THE HILL

the guardian

Harvard Business Review

FINANCIAL TIMES

against all the tenets of modern PR

4

Network With More Than 21,000 Members

Networking is essential for the public relations professional, and it keeps our members renewing year after year.

Cultivate new relationships and strengthen existing connections in PRSA's communities of **Chapters**, **Sections** and **Districts**. As a member, you can:

- Search for PRSA members in the online member directory.
- Attend regional **Chapter** meetings and foster new leads in your local community.
- Sharpen your skills through one of our practice-specific **Professional Interest Sections**.

Visit www.prsa.org/communities for more information.

5

Save Money With PRSA Member Discount Programs

Enjoy real savings through PRSA's partnerships and affiliations with companies, such as **GEICO**, **FedEx** and **Avis**, available exclusively to PRSA members. Members can save on:

- Auto, homeowners, renters and personal/umbrella insurance from **GEICO**.
- Health, dental, life and business insurance, and discounts from top vendors.

PRSA continues to seek out valuable new benefits for members. Visit www.prsa.org/Discounts to see what's new!



Accelerate Your Career With PRSA Jobcenter

The **PRSA Jobcenter** is the heart of career resources for you to advance your career. As a member, you can:

- Search more than 2,000 public relations, marketing and communications jobs.
- Access our guide to creating and perfecting your resume.
- Receive real professional guidance at any stage of your career from veterans who have the experience to contribute valuable insight.
- Find out how much you're really worth with our comparative salary surveys.
- Take advantage of our job interview preparation guidance and resources to present the best "you" as a candidate for employment.
- Recruit the best and the brightest from the core of the public relations field by advertising your position with us.

Members receive a \$100 discount to post jobs.

Learn more about the PRSA Jobcenter at www.prsa.org/jobcenter.

Need a career coach?
Take advantage of our exclusive
Mentor Match
program.

Stay Current on Emerging Trends and Industry News



Receive PRSA's award-winning publications — written specifically for public relations practitioners — for free with your membership:

- A member favorite, the daily e-newsletter, **Issues & Trends**, is delivered straight to your inbox, serving as your morning primer on industry news.
- **Public Relations Tactics**, our monthly, award-winning flagship newspaper, publishes the latest news and tips to help you enhance your job skills and stay competitive in the workplace.
- **The Public Relations Strategist** is the only magazine dedicated to executive-level public relations professionals (mailed quarterly).
- **Public Relations Journal** features PRSA members' original research on communications issues (available online).

Did you know that the digital edition of **The Strategist** can be viewed online? Visit www.prsa.org/TheStrategist/ to see it now!

Find more news and tips at www.prsa.org/publications.

8

Find Solutions to Your Professional Challenges

Use PRSA resources to:

- Find research, articles, white papers and Silver Anvil Award-winning program case studies, which are organized by subject, industry and business outcome.
- Post a question in one of our online discussion forums and receive valuable insight from your peers.
- Follow discussions on the industry through our podcast series, **PRSA Voices of Public Relations**.

Get the latest intelligence at www.prsa.org/Intelligence.

Benefit from the knowledge shared in our popular blogs, **PRSA Y** and **ComPrehension**, which feature commentary from PRSA leaders and guest bloggers.

Recent posts include:

- “Five Points To Establish Yourself As A Thought Leader.”
- “PRin2012: 12 Trends That Will Change Public Relations.”
- “A Better MBA: Why Business Schools Should Teach PR.”

9

Make Your Voice Heard

PRSA is committed to connecting members to one another through dynamic events and thought leadership. We cultivate our social media presence and communities to ensure value for our members.

Connect with us!



10

Get Involved!

PRSA members consistently report that **the more they use their membership, the more satisfied they are.**

Explore some of the ways you can get involved:

- Volunteer with your local **Chapter** and/or **Section**.
- Give back to your community and be recognized for your service through **PRserving America™**.
- Discover new perspectives and network with your peers at PRSA conferences.
- Demonstrate your competency by earning the **Accreditation in Public Relations (APR)**.
- Gain recognition from your peers through the **PRSA Anvil Awards**.



PRserving America™ is a new initiative that aims to reward Chapters, Districts and Sections for their pro bono work in local communities. Learn more about winning cash prizes through this program by visiting www.prsa.org/PRservingAmerica.

Explore the many different ways to get involved through PRSA!

Visit www.prsa.org/network.



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www.prsa.org**

The Public Relations Society of America (PRSA) is the nation's largest community of public relations and communications professionals. We provide training, set standards of excellence and uphold principles of ethics for the global public relations profession. As a leading voice in the industry, we also advocate for greater understanding and adoption of public relations services.

PRSA's 21,000 professional members represent nearly every practice area and professional and academic setting in public relations.

Headquartered in New York City and chartered in 1947, PRSA is comprised of 112 local Chapters organized into 10 geographic Districts, and 14 Professional Interest Sections focused on issues, trends and research relevant to specialized practice areas, such as technology, health care, financial communications, entertainment and sports, and travel tourism.