



# Value

**Be a part of the world's largest organization for public relations, advancing the profession and the professional.**

**Place yourself in the center of your peer network — locally, regionally and nationally.**

**Bring unparalleled information sources right to your desk.**

**Sharpen your skills and refine your career strategies through professional development.**

**By joining PRSA, you support the profession of public relations.**

## 10 REASONS TO BE A PRSA MEMBER

### 1. Advance as a Professional

PRSA Professional Development gives you the highest value at the most reasonable prices for on-site seminars and conferences, teleseminars and e-Learning. We also offer the most dynamic annual gathering in the industry — the International Conference. All of these learning opportunities, along with the ability to become Accredited in Public Relations (APR), are available to help you sharpen your skills and advance your career.

### 2. Join a Nationwide Network of Chapters, Professional Interest Sections and Affinity Groups

As a public relations professional belonging to PRSA, you are rooted in an effective Member Code of Professional Ethics that is dedicated to inclusiveness through a network of more than 100 Chapters nationwide. You can choose to multiply the effectiveness of your membership by joining a practice specific Professional Interest Section or Affinity Group. By being a PRSA member, you have the opportunity to play a pivotal role in your local public relations community and be a strong advocate for your profession.

### 3. Enjoy and Learn from PRSA's Award-Winning Media

Members receive two instrumental PR publications. *The Strategist* is a must-read quarterly magazine for senior level practitioners, and *Public Relations Tactics* is a wide-ranging monthly tabloid newspaper written by seasoned professionals in a snappy, easy-to-read format. PRSA's resource-rich Web site offers a comprehensive guide of the organization, as well as its programs and products. PRSA's Web site also features online versions of *PR Tactics* and *The Strategist*.

### 4. Manage Your Career

At PRSA's JobCenter you can view job openings in the profession and post your resume. Our Diversity PRos feature offers both candidates and employers the opportunity to identify special skills obtained through experience, special training or personal interests. You can also utilize Career Tools™, a job search assistance and career management tool.

### 5. Find a Mentor

Need advice from a seasoned professional? The Mentoring program offered through the College of Fellows provides guidance by phone or e-mail from Accredited professionals with twenty or more years of experience. The New Professionals Affinity Group also offers a mentor program to its members.

### 6. PRC Search Answers Your Public Relations Research Questions

Free to PRSA members, this quick and easy research method is accessible right from your desk. Our Professional Resource Center maintains bibliographic references to thousands of editorial abstracts from the Society's periodicals and publications, including more than 4,000 Silver and Bronze Anvil campaign profiles.

### 7. PR Issues & Trends

This daily news monitoring service reports on industry trends, advocacy and other issues impacting the profession and the professional. It is a review of the day's most relevant stories, and is e-mailed to members each business day.

### 8. Be Recognized for Your Work

The skills and reputation of your organization can be improved and celebrated through the Silver Anvil and Bronze Anvil Awards programs. These programs recognize the best in public relations practices and tactics. In addition to Chapter awards that recognize your individual work on a community basis, prestigious national awards are also given each year including the Paul M. Lund Public Service Award, the Outstanding Educator Award, Public Relations Professional of the Year Award, the Patrick Jackson Award for Distinguished Service to PRSA, and the highest individual annual award — the coveted Gold Anvil.

### 9. Exclusive Member Rates and Members-Only Services

Your membership allows you exclusive access to the entire database of PRSA members, plus members-only services and products. You are eligible for special rates on teleconferencing services, car rentals, office supplies and air freight. In addition, you may apply for a PRSA Member credit card and business and general liability insurance.

### 10. Be a Leader through PRSA: Advance the Profession

Take advantage of the effective, challenging and rewarding avenues for leadership that are open to all, ranging from local hands-on involvement at the Chapter level to national visibility.

**[www.prsa.org](http://www.prsa.org)**

**MemberNet: <http://members.prsa.org>**

**Member Services e-mail: [membership@prsa.org](mailto:membership@prsa.org)**

ADVANCING THE PROFESSION AND THE PROFESSIONAL.