

MEMBERSHIP APPLICATION



Mail completed application to PRSA, 33 Maiden Lane, 11th Fl., New York, NY 10038-5150 or fax to 212-995-0757, with full payment. You may also join online at www.prsa.org. For questions, contact Member Services at 212-460-1400 or membership@prsa.org. Membership is not transferable.

I. General information

Were you previously a member of PRSA? Yes No If yes, during what time period? _____ Name (if different) _____ Date of Birth _____

Mr. Ms. Mrs. Dr. _____
(Circle one) First, Middle, Last, Suffix

Title: _____ Organization: _____ Phone _____

Business Address: _____ Fax _____

City _____ State _____ Zip _____ Country _____ E-mail _____

Home Address: _____ Phone _____

City _____ State _____ Zip _____ Country _____ E-mail _____

How did you learn about PRSA? _____

II. Professional Experience

Total number of years of public relations experience in full-time, paid positions: _____ years Year started in public relations: _____

You must spend a substantial portion of your time in one or more of the following areas. If unemployed, please use most recent position.
Community relations, consumer affairs/public affairs, employee relations, financial communications/investor relations, government relations, institutional/corporate advertising, marketing communications, media relations, public relations counseling, public relations management/administration, public relations teaching, research, special events.

Please describe your present public relations responsibilities, or attach a recent job description. _____

Required

III. DEMOGRAPHICS

A. Position (select one)

Staff Vice President Consultant Retired
 Manager President/CEO/ Partner/Principal Student
 Director Executive Director Educator/Professor Other

B. Organizational Setting (select one)

Corporation Government/Military Nonprofit/Association PR Agency/Consultancy
 Educational Institution Independent Practitioner Professional Services Other

C. Industry

Please indicate your primary industry: _____

Circle other industries you serve, if any, in list below.

Agricultural/Mining	Educational Institutions	Government/Military	Real Estate	Travel/Tourism/Hospitality
Automotive	Energy	Manufacturing	Retail	Utilities
Banking	Environmental	Media/Entertainment	Sports	Other
Brokerage/Investment	Food/Beverage	Nonprofit/Association	Technology	
Construction	Health/Medical	Pharmaceutical	Telecommunications	
Consumer Products	Insurance	Professional Services	Transportation	

D. Specialization

Please indicate your primary specialization: _____

Circle other specializations, if any, in list below.

Advertising	Corporate Social Responsibility	Investor Relations/Financial	Media Training	Teaching
Branding	Crisis Management	Communications	Multicultural	Technology
Business-to-Business	Development/Fundraising	Management/Administration	PR Counseling	Writer/Editor
Business Development	Employee Relations	Marketing	Research	Other
Community Relations	Employee Communications	Marketing Communications	Reputation Management	
Consumer Marketing	Public Affairs	Measurement & Evaluation	Social Media	
Corporate Communications	Global Communications	Media Relations	Special Events	

MEMBERSHIP APPLICATION

E. Education:

Highest degree earned: High School Associate Bachelor's Master's Doctorate No degree Certificate in Public Relations

Associate/Bachelor's Major: _____ Graduate Major: _____ Doctorate Major: _____

F. Which of the following best describes you:

- White/Caucasian American Indian/Alaskan Native Native Hawaiian/Other Pacific Some other race
 Black/African American Asian Islander Prefer not to say

Are you of Hispanic, Latino or Spanish origin? Yes No Prefer not to say

IV. NATIONAL MEMBERSHIP

To qualify for membership, you must devote a substantial portion of time to the paid professional practice of public relations or to the teaching or administration of public relations curriculum in an Accredited college or university and adhere to the PRSA Member Code of Ethics. If you are currently not employed, a position held within the last five years must meet the above requirement, or you must have one of the following: a degree in Public Relations; another academic degree from a program which meets the standards for a PRSSA Charter or a program that has received PRSA Certification for Education in Public Relations; or you have achieved Accreditation in Public Relations.

Member (M) – Two or more years experience.

- New Member (M): \$290** (\$65 initiation fee and \$225 annual dues) **Reinstating Member: \$260** (\$35 Reinstatement fee and \$225 annual dues)

Associate Member (no initiation fee)

- Associate Member (AM1) – Less than one year experience in public relations. Upgraded to AM2 after one year. **\$115** annual dues. Associate Member (AM2) – One to two years experience in public relations. Upgraded to Member after one year. **\$155** annual dues. Graduation date: _____
- Associate Member, PRSSA Graduate (AMPG) – You must be an active PRSSA member at the time of graduation. Application must be submitted within two years of graduating or up to five months before graduation. Upgraded to Member after two years. **\$60** annual dues. Associate Member, Graduate Student (AMGS) – You must be enrolled full-time in an advanced degree program for the purpose of teaching or practicing public relations. *Proof of full-time matriculation is required.* You may remain an AMGS member for up to six years. **\$60** annual dues. Expected graduation date: _____

*** You must be a member of PRSA National to join a Chapter, Professional Interest Section or Affinity Group.**

V. CHAPTER MEMBERSHIP

Chapters offer programs, networking opportunities, awards, career services, and leadership opportunities. For details on Chapters and their dues, review the enclosed list, visit www.prsa.org, or call PRSA.

I am joining the following Chapter(s): _____ Dues: \$ _____

VI. PROFESSIONAL INTEREST SECTION MEMBERSHIP

Sections offer programs, newsletters and e-groups related to their practice-specific areas. Offerings vary by Section.

- | | | |
|---|--|--|
| <input type="checkbox"/> Association/Nonprofit \$60 | <input type="checkbox"/> Employee Communications \$60 | <input type="checkbox"/> Independent Practitioners Alliance \$60 |
| <input type="checkbox"/> Corporate \$60 | <input type="checkbox"/> Entertainment and Sports \$60 | <input type="checkbox"/> International \$60 |
| <input type="checkbox"/> Corporate Social Responsibility \$60 | <input type="checkbox"/> Environmental \$60 | <input type="checkbox"/> Multicultural Communications \$60 |
| <input type="checkbox"/> Counselors Academy* \$60 | <input type="checkbox"/> Financial Communications \$60 | <input type="checkbox"/> Public Affairs and Government \$60 |
| <input type="checkbox"/> Counselors to Higher Education \$60 | <input type="checkbox"/> Food and Beverage \$60 | <input type="checkbox"/> Technology \$60 |
| <input type="checkbox"/> Educators Academy \$60 | <input type="checkbox"/> Health Academy \$60 | <input type="checkbox"/> Travel and Tourism \$60 |

*Counselors Academy has separate eligibility requirements and higher dues. Please send me the application.

VII. NEW PROFESSIONALS AFFINITY GROUP MEMBERSHIP

New Professionals offers cost-effective teleseminars, e-newsletters, networking opportunities and a mentor program.

- New Professionals (less than 3 years experience) \$20

VIII. PAYMENT SUMMARY

Initiation or Reinstatement Fee _____
National dues (IV) _____
Chapter dues (V) _____
Section dues (VI) _____
New Professionals dues (VII) _____
TOTAL: _____

METHOD OF PAYMENT

Promotion Code (if applicable)
 Check (make checks payable to PRSA, US Funds drawn on US bank only)
 Visa Mastercard American Express
Card Number _____
Exp.Date _____
Signature _____

Full payment is needed to process your application. Dues are non-refundable.

In applying for membership in the Public Relations Society of America, I attest to the accuracy of the information and to the fact that public relations is a significant function of my position. I agree to accept the Society's decision on this application. I have read and understand the PRSA Member Code of Ethics and pledge to adhere to this Code, comply with the Bylaws, and do all in my power to maintain and enhance the prestige of the practice of public relations. Any material misstatement of fact in an application for membership shall be grounds for disciplinary action under the PRSA Bylaws.

★ Signature _____ Date _____

For PRSA use Only: Action _____ Signed _____ Date: _____

Chap#	Chapter Name	State	Base	Member	Associate	Webpage
080	Alaska	AK	Anchorage	\$30	\$30	prsaalaska.org
001	Alabama	AL	Birmingham	\$95	\$95	alabamaprsa.org
003	Arkansas *	AR	Little Rock	\$200	\$200	arkprsa.org
136	NorthWest Arkansas	AR	Fayetteville	\$55	\$55	nwaprsa.org
002	Phoenix	AZ	Phoenix	\$65	\$65	phoenixprsa.org
070	Southern Arizona	AZ	Tucson	\$45	\$45	prsatucson.com
107	California Capital	CA	Sacramento	\$50	\$25	prsa-sacramento.org
008	California Inland Empire	CA	Riverside	\$50	\$50	prsaie.org
119	Central California	CA	Fresno Valley	\$50	\$50	prsacentralcal.org
028	Los Angeles	CA	Los Angeles	\$80	\$25	prsaia.org
047	Orange County	CA	Santa Ana	\$75	\$50	ocprsa.org
054	San Diego County	CA	San Diego	\$55	\$45	prsasandiego.org
055	San Francisco Bay Area	CA	San Francisco	\$75	\$75	prsaef.org
048	Silicon Valley	CA	Silicon Valley	\$75	\$50	siliconprsa.org
015	Colorado	CO	Denver	\$65	\$50	prsaolorado.org
125	Pikes Peak	CO	Colorado Springs	\$35	\$15	prsaoloradosprings.org
017	Connecticut Valley	CT	Hartford	\$50	\$50	prsa-cvc.org
058	Southern Connecticut	CT	New Haven	\$50	\$30	prsaact.org
062	Westchester/Fairfield	CT/NY	Westchester/Fairfield	\$35	\$35	prsa-wf.org
060	National Capital	DC/MD/VA	Greater Wash, DC	\$75	\$25	prsa-ncc.org
111	Delaware	DE	Wilmington	\$50	\$50	prsadelaware.org
133	Gulf Coast	FL	Naples	\$40	\$25	prsgulfcoast.org
086	Gulfstream	FL	Ft. Lauderdale	\$35	\$35	prsgulfstream.org
057	Miami	FL	Miami	\$35	\$35	prsamiami.org
076	North Florida	FL	Jacksonville	\$35	\$35	prsaia.org
093	Orlando Regional	FL	Orlando	\$50	\$50	prsaorlando.org
110	Palm Beach	FL	Palm Beach/St. Lucie	\$35	\$35	prsapalmbeach.org
009	Tampa Bay	FL	Tampa Bay	\$50	\$50	prsatampabay.org
019	Georgia	GA	Atlanta	\$75	\$75	prsaageorgia.org
020	Hawaii	HI	Honolulu	\$50	\$50	prsaahawaii.com
109	Cedar Valley	IA	Cedar Rapids/Waterloo	\$50	\$50	prsaia.org
025	Central Iowa	IA	Des Moines	\$50	\$50	prsaia.org
082	Quad Cities	IA/IL	Eastern IA/Western IL	\$30	\$30	prsaia.org
085	Idaho	ID	Boise	\$30	\$30	prsaidaho.org
083	Central Illinois	IL	Bloomington	\$25	\$25	prsaillinoisprsa.org
013	Chicago	IL	Chicago	\$75	\$35	prsaichicago.com
121	Suburban Chicagoland	IL	All Chicago Suburbs	\$50	\$25	prsasuburbanchicagoland.org
021	Hoosier	IN	Indianapolis	\$60	\$35	prsaia.org
026	Kansas	KS	Wichita	\$60	\$60	prsakansas.org
007	Bluegrass	KY	Louisville	\$50	\$50	prsaia.org
101	Thoroughbred	KY	Lexington	\$50	\$50	prsaia.org
006	Baton Rouge	LA	Baton Rouge	\$35	\$20	prsalbr.org
038	New Orleans	LA	New Orleans	\$35	\$35	prsaneworleans.org
035	Boston	MA	Boston	\$55	\$55	prsaia.org
113	Central Chesapeake	MD	Annapolis/St. Mary's	\$50	\$25	prsaia.org
005	Maryland	MD	Baltimore	\$50	\$50	prsamd.org
098	Yankee	ME/VT/NH	Concord, NH	\$45	\$45	prsaia.org
090	Central Michigan	MI	Lansing	\$35	\$35	prsaia.org
030	Detroit	MI	Detroit	\$80	\$80	prsaia.org
068	West Michigan	MI	Grand Rapids	\$55	\$55	prsaia.org
112	White Pine	MI	Bay City/Saginaw	\$45	\$30	prsaia.org
032	Minnesota	MN	Minneapolis	\$75	\$75	prsaia.org
027	Greater Kansas City	MO	Kansas City	\$60	\$60	prsaia.org
102	Mid-Missouri	MO	Columbia/Jefferson City	\$40	\$40	prsaia.org
139	Southwest Missouri	MO	Joplin/Springfield	\$40	\$40	prsaia.org
052	St. Louis	MO	St. Louis	\$50	\$50	prsaia.org
129	Montana	MT	Statewide	\$35	\$35	prsamontana.org
084	Charlotte	NC	Charlotte	\$50	\$50	prsaia.org
041	North Carolina	NC	Raleigh-Durham	\$50	\$50	prsaia.org
092	Tar Heel	NC	Greensboro	\$45	\$45	prsaia.org
034	Nebraska	NE	Omaha	\$40	\$40	prsaia.org
036	New Jersey	NJ	Statewide	\$75	\$60	prsaia.org
037	New Mexico	NM	Albuquerque	\$35	\$35	prsaia.org
079	Las Vegas Valley	NV	Las Vegas	\$45	\$45	prsaia.org
103	Sierra Nevada	NV	Reno	\$45	\$45	prsaia.org
040	Buffalo/Niagara	NY	Buffalo	\$40	\$40	prsaia.org
115	Capital Region (NY)	NY	Albany	\$40	\$40	prsaia.org
010	Central New York	NY	Syracuse	\$50	\$35	prsaia.org
078	Finger Lakes	NY	Corning/Elmira	\$40	\$40	prsaia.org
039	New York (Greater NY)	NY	New York City	\$80	\$40	prsaia.org
051	Rochester	NY	Rochester	\$35	\$35	prsaia.org
067	Akron Area	OH	Akron	\$40	\$40	prsaia.org
011	Central Ohio	OH	Columbus	\$55	\$55	prsaia.org
014	Cincinnati Chapter	OH	Cincinnati	\$50	\$50	prsaia.org
018	Dayton Area	OH	Dayton/Miami	\$50	\$50	prsaia.org
042	Greater Cleveland	OH	Cleveland	\$60	\$30	prsaia.org
044	Northwest Ohio	OH	Bowling Green/Toledo	\$65	\$25	prsaia.org
045	Oklahoma City	OK	Oklahoma City	\$40	\$40	prsaia.org
059	Tulsa *	OK	Tulsa	\$35	\$35	prsaia.org
116	Greater Oregon	OR	Eugene	\$30	\$30	prsaia.org
135	Oregon Capital	OR	Salem	\$30	\$30	prsaia.org
016	Portland Metro	OR	Portland	\$45	\$45	prsaia.org
104	Central Pennsylvania	PA	Hershey/Harrisburg	\$40	No Charge	prsaia.org
049	Philadelphia	PA	Philadelphia	\$45	\$25	prsaia.org
050	Pittsburgh	PA	Pittsburgh	\$45	\$45	prsaia.org
096	Southeastern New England	RI/CT	Providence, RI	\$50	\$50	prsaia.org
056	South Carolina	SC	Columbia	\$60	\$60	prsaia.org
124	Lookout	TN	Chattanooga	\$30	\$30	prsaia.org
029	Memphis	TN	Memphis	\$130	\$130	prsaia.org
031	Nashville	TN	Nashville	\$60	\$60	prsaia.org
073	Volunteer	TN	Knoxville	\$45	\$45	prsaia.org
138	Tri-Cities	TN/VA	Eastern TN/Western VA	\$30	\$30	prsaia.org
004	Austin	TX	Austin	\$40	\$40	prsaia.org
094	Central Texas	TX	Waco	\$45	\$25	prsaia.org
043	Dallas	TX	Dallas	\$40	\$40	prsaia.org
105	Greater Fort Worth	TX	Fort Worth	\$45	\$45	prsaia.org
022	Houston	TX	Houston	\$55	\$55	prsaia.org
053	San Antonio	TX	San Antonio	\$40	\$40	prsaia.org
024	Greater Salt Lake	UT	Salt Lake City	\$45	\$25	prsaia.org
122	Utah Valley	UT	Provo	\$30	\$30	prsaia.org
117	Blue Ridge	VA	Roanoke	\$53	\$53	prsaia.org
100	Hampton Roads Virginia	VA	Hampton/Norfolk	\$75	\$75	prsaia.org
046	PRSA Richmond *	VA	Richmond	\$175	\$175	prsaia.org
140	Virginia Peninsula	VA	Williamsburg/Newport News/Hampton	\$60	\$60	prsaia.org
089	Greater Spokane	WA	Spokane	\$25	\$25	prsaia.org
061	Puget Sound	WA	Seattle	\$52	\$52	prsaia.org
071	Madison	WI	Madison	\$40	\$40	prsaia.org
134	NorthEast Wisconsin	WI	Neenah/Oshkosh	\$60	\$40	prsaia.org
063	Southeast Wisconsin	WI	Milwaukee	\$40	\$40	prsaia.org
087	West Virginia	WV	Statewide	\$50	\$40	prsaia.org

* = send Chapter dues directly to the Chapter

PRSA Member Code of Ethics

Member Statement of Professional Values

This statement presents the core values of PRSA members and, more broadly, of the public relations profession. These values provide the foundation for the Member Code of Ethics and set the industry standard for the professional practice of public relations. These values are the fundamental beliefs that guide our behaviors and decision making process. We believe our professional values are vital to the integrity of the profession as a whole.

Advocacy

- We serve the public interest by acting as responsible advocates for those we represent.
- We provide a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate.

Honesty

- We adhere to the highest standards of accuracy and truth in advancing the interests of those we represent and in communicating with the public.

Expertise

- We acquire and responsibly use specialized knowledge and experience.
- We advance the profession through continued professional development, research, and education.
- We build mutual understanding, credibility, and relationships among a wide array of institutions and audiences.

Independence

- We provide objective counsel to those we represent.
- We are accountable for our actions.

Loyalty

- We are faithful to those we represent, while honoring our obligation to serve the public interest.

Fairness

- We deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public.
- We respect all opinions and support the right of free expression.

Provisions and Guidelines

Within the following provisions, a member shall:

Free Flow of Information

- Preserve the integrity of the process of communication.
- Be honest and accurate in all communications.
- Act promptly to correct erroneous communications for which the practitioner is responsible.
- Preserve the free flow of unprejudiced information when giving or receiving gifts by ensuring that gifts are nominal, legal, and infrequent.

Competition

- Follow ethical hiring practices designed to respect free and open competition without deliberately undermining a competitor.
- Preserve intellectual property rights in the marketplace.

Disclosure of Information

- Be honest and accurate in all communications.
- Act promptly to correct erroneous communications for which the practitioner is responsible.

- Investigate the truthfulness and accuracy of information released on behalf of those represented.
- Reveal the sponsors for causes and interests represented.
- Disclose financial interest (such as stock ownership) in a client's organization.
- Avoid deceptive practices.

Safeguarding Confidences

- Safeguard the confidences and privacy rights of present, former, and prospective clients and employees.
- Protect privileged, confidential, or insider information gained from a client or organization.
- Immediately advise an appropriate authority if a member discovers that confidential information is being divulged by an employee of a client company or organization.

Conflicts of Interests

- Act in the best interests of the client or employer, even subordinating the member's personal interests.
- Avoid actions and circumstances that may appear to compromise good business judgment or create a conflict between personal and professional interests.
- Disclose promptly any existing or potential conflict of interest to affected clients or organizations.
- Encourage clients and customers to determine if a conflict exists after notifying all affected parties.

Enhancing the Profession

- Acknowledge that there is an obligation to protect and enhance the profession.
- Keep informed and educated about practices in the profession to ensure ethical conduct.
- Actively pursue personal professional development.
- Decline representation of clients or organizations that urge or require actions contrary to this Code.
- Accurately define what public relations activities can accomplish.
- Counsel subordinates in proper ethical decision making.
- Require that subordinates adhere to the ethical requirements of the Code.
- Report ethical violations, whether committed by PRSA members or not, to the appropriate authority.

Member Code of Ethics Pledge

I pledge:

To conduct myself professionally, with truth, accuracy, fairness, and responsibility to the public; to improve my individual competence and advance the knowledge and proficiency of the profession through continuing research and education; and to adhere to the articles of the Member Code of Ethics for the practice of public relations as adopted by the governing Assembly of the Public Relations Society of America.

I understand and accept that there is a consequence for misconduct, up to and including membership revocation. And, I understand that those who have been or are sanctioned by a government agency or convicted in a court of law of an action that is in violation of this Code may be barred from membership or expelled from the Society.

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, relaunched in Spring 2008 with new functionality, you can review job openings or post your resume as well as receive job alerts and access the career library. The Blue Chip Expert service and our RFP exchange provide additional access to work opportunities.

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

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

Member Services e-mail: membership@prsa.org

Public Relations Society of America
33 Maiden Lane, 11th Fl., New York, NY 10038-5150
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