

# 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](http://www.prsa.org). For questions, contact Member Services at 212-460-1400 or [membership@prsa.org](mailto: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/  
 Director  Executive Director  Partner/Principal  Student  
 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 industry: \_\_\_\_\_

Circle other industries you serve, 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	

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## 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)  **Reinstatement: \$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: \_\_\_\_\_

## V. CHAPTER MEMBERSHIP (Optional)

Refer to [www.prsa.org](http://www.prsa.org) for a list of Chapters or call PRSA. Dues rates vary by Chapter.

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

## VI. PROFESSIONAL INTEREST SECTION MEMBERSHIP (Optional)

- |   |  |  |
|---|--|--|
| <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.

## VIII. AFFINITY GROUP MEMBERSHIP (Optional)

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

## IX. PAYMENT SUMMARY

Initiation or Reinstatement Fee \_\_\_\_\_  
National dues \_\_\_\_\_  
Chapter dues \_\_\_\_\_  
Section dues \_\_\_\_\_  
Affinity Group dues \_\_\_\_\_  
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: \_\_\_\_\_

## 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](mailto:membership@prsa.org)

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