



Get the Most

Out of Your PRSA Membership

As PRSA members, it is easy to forget how to maximize your membership to your full advantage. As a professional society, PRSA offers benefits that are designed for and delivered to you as an individual member. Many of these are included in your membership at no cost, while others are available at reduced member rates. Here's a refresher on how you can get the most out of your membership ...

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 PRSA member, 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.

Why PRSA is Important to Me:

"PRSA provides me with training and development on current trends in the PR field. It is always a resource when I have a question — either through my local chapter or through the many online contacts. It also allows me to associate with other professionals in my field; people who "get" what I do."

—Brenda Smith, APR

"PRSA is important to me because it enables me to share ideas and get advice from fellow practitioners in other markets — sometimes one doesn't feel comfortable discussing certain issues with local colleagues who may also be competitors."

—Judy Ganulin, APR, Fellow PRSA

"As the sole marketing/pr practitioner in my office, PRSA gives me a community to learn from and share ideas with. The PRSA teleconferences which we put on as lunch n' learns are a great way for me to learn about timely topics and because it is a shared cost, it is very economical. Our annual awards judging process is a great way to get ideas from other professionals who are tackling similar challenges."

—Margot Karlin

Get the Most Out of Your PRSA Membership, cont'd.

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 20+ 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.

"PRSA is important to me because as a young PR Professional, I am able to bounce ideas off of and get advice from APRs in the area. It's important to me because of the value of programming, from social media to ethics to video production, and also because of the assistance I can receive when I pursue my APR."

—Blair Nelson

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.

"Networking. Connecting with people who are "of like mind." Friendship. Professional partnerships. Lifelong learning (from programs and each other). Leadership development opportunities. Access to national resources and people. APR certification."

—Betsy A. Hays, APR

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.

Have you been to PRSA.org lately?

Check out what you've been missing!

Welcome Our

Newest Member!

Arlana Absher

Know someone who may be interested in joining PRSA?

Contact Margot Karlin at karlin.margot@principal.com

I Know This Stuff, You Do Too



By
Amber Chiang, APR

In Summer 2007, I ventured to Fresno weekly on a Saturday for APR study sessions with APR Co-Chair Brenda Smith. During these trips, Brenda heard tirelessly about my doubt and woes, but remained strong with a constant message, "You know this stuff."

Following these study sessions, I prepared for the Readiness Review by creating and presenting a presentation and portfolio about a public relations planning process and success. A few weeks later I received confirmation that I had passed the APR Readiness Review and was cleared to take the test.

Wow. Now what?

Nearly a year after I attended the

study sessions and completed the Readiness Review, my time to take the test was quickly drawing near. There's only one year from the time you apply and pay your fee to take it. I took my test on August 18, and my expiration was August 31. That's how close I was.

And really, I needn't have worried.

I know this stuff.

And, what I don't know, it's okay.

The test itself was not as daunting as I believed it would be. There was a lot of narrative and reading, but I answered 188 questions in about one hour and 28 minutes of the allowed three hours and 45 minutes. I thought something HAD to be wrong for me to finish so quickly.

At the end, the computer processed my test and popped up a glorious word. "PASS". Yup, it told me right then that I passed. But wait! No, there's a note that says you really haven't passed, because

there are beta questions on the test and they aren't scored. Wait for official word.

You people so can't do that to me!

My test was on a Tuesday. On Saturday, a gloriously large envelope arrived in the mail. As my husband handed it me, I gasped. He quickly pointed to the mailing address on the front and the biggest clue as to what was inside. It was to: Amber Chiang, APR.

I know this stuff!

If you are interested in pursuing the APR process and want to ask questions, feel free to email me at amchiang@bakersfieldcollege.edu or call me at 661-395-4256. I'll be happy to share with you more of my experience. But the one thing I'll tell everyone who calls is...

You know this stuff!

This article has been abbreviated because of limitations space in this newsletter, the full version of this piece is posted at www.prsacentralcal.org/accreditation.htm.