

Philly PRSA

Public Relations
Society of America Philadelphia
Region



“What’s In It For Me?”

- Welcome
 - Jack Horner, APR
Jack Horner Communications Inc.
President, PRSA Philadelphia



PRSA Philadelphia

- Central resource for communications professionals in the Greater Philadelphia Region
- One of the largest PRSA chapters in the country with 600 + members
- 56 years old



Our Strengths

- Brand/size
- Quality and frequency of programming
- Networking and mentorship opportunities
- National resources



PRSA National

- 32,000 members in 116 chapters
- 16 districts
- 19 professional interest sections
- Our members represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations



PRSA: Three Core Goals

- Advance the Profession
 - Continually enhance existing professional development programs, accreditation and Code of Ethics
- Strengthen the Society
 - Strive to develop cohesion among national staff, board and local operating units of the society
- Establish Global Leadership
 - Strengthen alliances with other PR organizations throughout the world



Professional Interest Sections

- Association/Non-Profit
- Corporate
- Corporate Social Responsibility
- Counselors Academy
- Counselors to Higher Education
- Educators Academy
- Employee Communications
- Entertainment & Sports
- Environmental
- Financial Communications
- Food & Beverage
- Health Academy
- Independent Practitioners Alliance
- International
- Multicultural Communications
- New Professionals
- Public Affairs & Government
- Technology
- Travel & Tourism



PRSA Philly Board of Directors

- **President:**
 - **Jack Horner, APR**
Jack Horner Communications
- **President Elect:**
 - **Michael Gross**
Anne Klein Communications Group
- **Vice President:**
 - **Anne Buchanan, APR**
Buchanan Public Relations LLC
- **Secretary:**
 - **Sarah Casey**
Maven Communications
- **Treasurer:**
 - **Molly Wilson**
Tierney Communications
- **Past President:**
 - **Marisa Sharkey, APR**
St. Christopher's Hospital for Children
- **Directors-at-Large**
 - **Barbara Link**
Link Ink
 - **Jonathan Morein**
Altus Group
 - **Lisa Packer**
Robinson Packer & Wannenburg
 - **Jenny Shields**
PR Consultant
 - **Candace Steele**
Cephalon, Inc.
- **Assembly Delegates**
 - **Rick Buck**
Bayada Nurses
 - **Suzanne FitzGerald, APR**
Rowan University



PRSA Philly Committee Chairs

- **Accreditation:**
 - **Suzanne FitzGerald, APR**
Rowan University
 - **Joe Basso, APR**
Rowan University
- **ALC:**
 - **Pam Boyd**
Thomas Boyd Communications
- **Ethics and Diversity:**
 - **Lisa Packer**
Robinson Packer & Wannenburg
- **Job Bank:**
 - **Lee Marshall**
Business Wire
- **Membership:**
 - **Dawn Maria Fichera**
PR Consultant
- **Pepperpots:**
 - **Danielle Gibson**
StarToplin
 - **Rachel Summers**
The Star Group



PRSA Philly Committee Chairs

- **PR Institute:**
 - **Blair Kahora**
Tierney Communications
- **Programming:**
 - **Shannon Bernauer**
Buchanan Public Relations
- **PRSSA:**
 - **Rick Alcantara**
Tara Communications
- **Publicity:**
 - **Megan Davies**
American Association for
Cancer Research
- **Social Media:**
 - **Steve Lubetkin, APR,
Fellow, PRSA**
Lubetkin Communications
LLC/Professional Podcasts LLC
- **Webmaster:**
 - **Jonathan Morein**
Altus Group



Treasury

- Despite economic woes, PRSA Philly increased revenue in 2008
- In 2009, we will continue to provide members with quality programming while keeping costs low



Accreditation (APR)

- Highest mark of distinction for PR Pros
- Approximately 60 APRs in PRSA Philly
- Only 5,000 professionals in the PR industry hold the APR designation
- PRSA Philly offers “Three Saturdays”
- Six steps to APR
 - Apply for eligibility
 - Complete the readiness review questionnaire
 - Participate in the readiness review
 - Request coaching, mentoring, support services
 - Schedule your exam
 - Take the exam



Agency Leadership Council - ALC

- The PRSA Philadelphia ALC was formed in 2003 by PR executives and senior managers who either own the public relations agency they represent or occupy the primary public relations leadership role within the agency.
- The purpose is to create one, executive-level voice to address issues that affect the Philadelphia PR agency community.
- The ALC also works to build local and national awareness for the Philadelphia-area PR agencies, positioning the council's member firms as strategic communication partners that work successfully with corporate America to steer economic growth.



Ethics & Diversity

- Program planned for 3rd quarter of 2009
- Looking for volunteers to be part of the diversity committee
- Purpose for this committee is to raise awareness and to create measurable action, and increases regional diversity in our professions



Job Bank

- Highly valued service
- Free, weekly e-mail sent to members highlighting new jobs in the Philadelphia area
- \$45 subscription for non-members
- Job listings are posted for free and sent to 600+ PRSA Philly members and 200 additional subscribers
- Advertising available



Membership

- National
 - Resources
 - Member Net
 - *Strategist, Tactics*
 - Membership types
- Philadelphia Chapter
 - Reduced rates for programs
 - Chapter Chat
 - Job Bank
 - Networking and social opportunities



Pepperpot & Achievement Awards

- Hosted by The Star Group and StarToplin in 2009
- 40-year PRSA Philadelphia tradition
- Pepperpots
 - Honor the best in Philly PR campaigns and tactics
- Achievement Awards
 - Pay tribute to extraordinary individuals for excellence in public relations
- Planning for 2009



PR Institute

- Training program for PR professionals with 2-5 years experience
- Hands-on planning and pitching simulation in which participants work in teams and learn from Philly senior practitioners to build their own PR plans for “real-life client”
- Seven-week course culminating in a client pitch presentation
 - Program runs April – June
 - Winners announced at June PRSA social
- PR Institute is now looking for program participants
 - \$250 for members
 - \$295 for non-members



Programming

- Professional development
- Networking/social opportunities
- Coming in 2009
 - Wine and Chocolate Tasting with John & Kira's, Thursday, February 11 (Union League)
 - Tour and Reception at The Please Touch Museum in March
 - "Writing that Sells" workshop with Ann Wylie, Tuesday, April 7 (Union League)



PRSSA

- Seven student chapters
 - Drexel University, LaSalle University, Marywood University, Rowan University, Temple University, Villanova University, Widener University
- Internships, mentorships, networking and more



Publicity

- Raise awareness of PRSA Philadelphia in the greater Philadelphia region
 - Members
 - Potential members
 - Media



Social Media

- Audio and Video Podcasts
- Blogs
- Twitter
- Facebook
- PRSA social media program



Web site

- Brand new chapter Web site
 - www.prsa.philly.org
- Chapter blog
- Check back often for events, registration, chapter news and PRSA resources



How to Join

- Online at www.prsa.philly.org

Then get involved!



Thank you!



Philly PRSA

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