

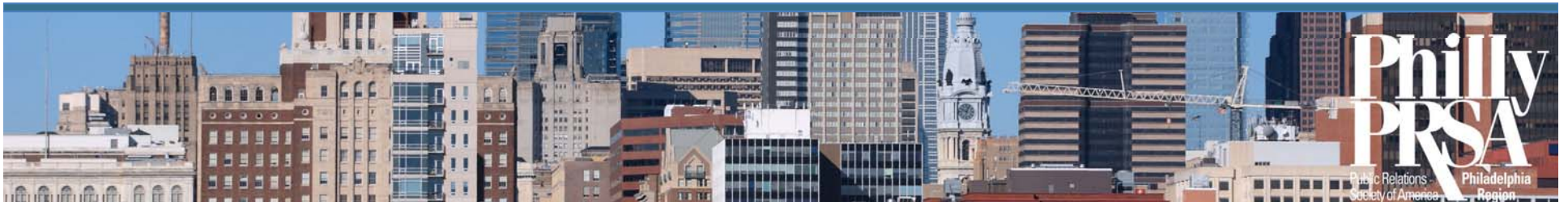
# Philly PRSA

Public Relations  
Society of America Philadelphia  
Region



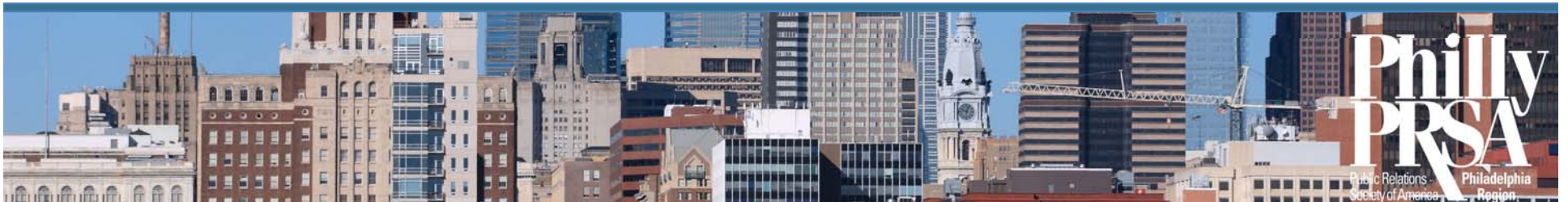
# “What’s In It For Me?”

- Welcome
  - Michael Gross  
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 500 + members
- 57 years old



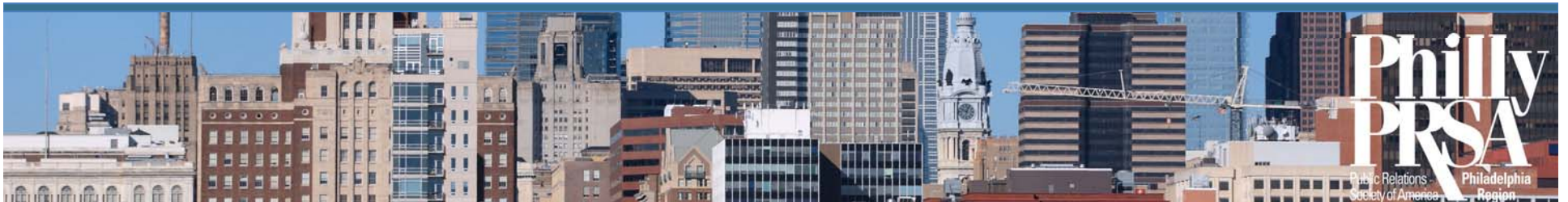
# Our Strengths

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



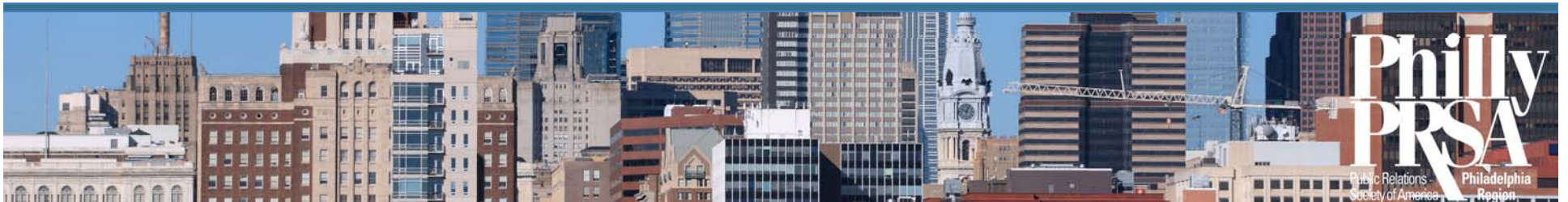
# PRSA National

- 21,000 members in 110 chapters
- 10 districts
- 16 professional interest sections
- Our members represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations



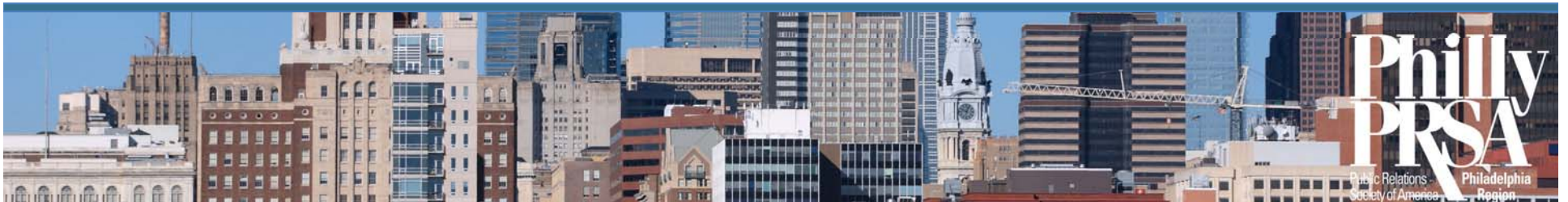
# PRSA: Three Core Goals

- 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 Communications
- Counselors Academy
- Counselors to Higher Education
- Educators Academy
- Employee Communications
- Entertainment & Sports
- Environmental
- Financial Communications
- Health Academy
- Independent Practitioners Alliance
- International
- New Professionals
- Public Affairs & Government
- Technology
- Travel & Tourism



# PRSA Philly Board of Directors

## **President:**

- Michael Gross  
Anne Klein Communications Group

## **Vice President:**

- Molly Wilson  
Tierney Communications

## **Secretary:**

- Sarah Casey  
Maven Communications

## **Treasurer:**

- Blair Kahora Cardinal  
CeaseFire PA

## **Past President:**

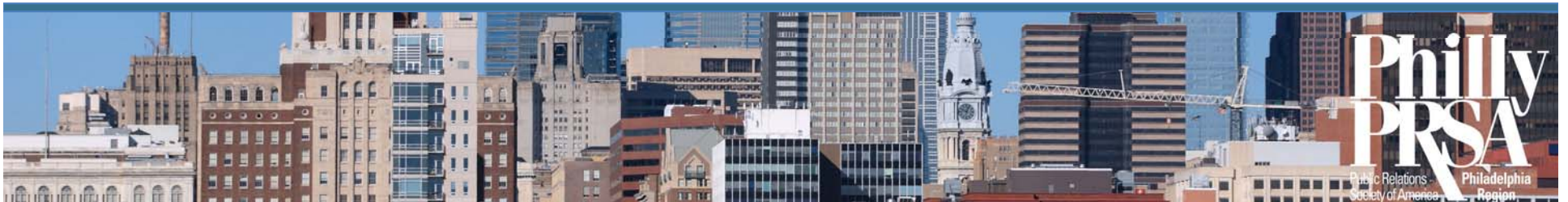
- Jack Horner, APR  
Jack Horner Communications

## **Directors-at-Large:**

- Barbara Link  
Link Ink
- Janis Shields  
PR Consultant
- Dana King  
Gregory FCA
- Erin Allsman  
Brownstein Group

## **Assembly Delegates:**

- Lou Grossman, APR  
Grossman PR Counselors
- Suzanne FitzGerald, APR, Fellow  
Rowan University



# PRSA Philly Committee Chairs

## Accreditation:

- Suzanne FitzGerald, APR, Fellow  
Rowan University
- Joe Basso, APR  
Rowan University

## Agency Leadership Council:

- Pam Boyd  
Thomas Boyd Communications

## Ethics and Diversity:

- Martha Phan  
Philadelphia Bar Association

## Job Bank:

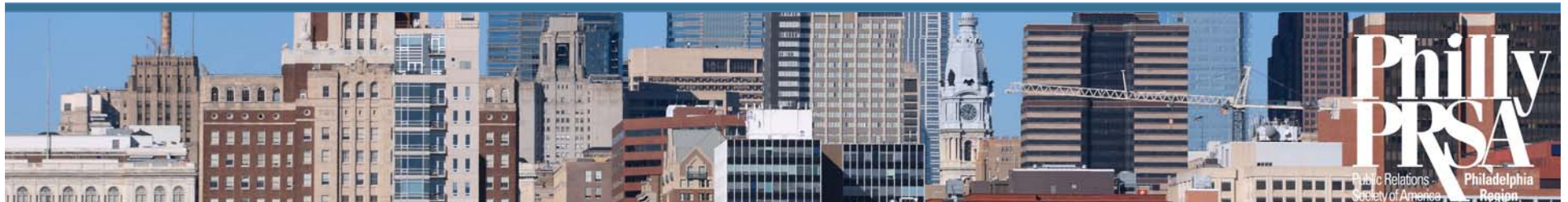
- Lee Marshall  
Business Wire

## Membership:

- Emily Grose  
Strategic Comm. & Planning  
Lindy Wagner  
Keystone Mercy Health Plan

## Advocacy

- Jenny Sheilds  
PR Consultant



# PRSA Philly Committee Chairs

## **PR Institute:**

- Sarah Way  
Brownstein Group

## **Programming:**

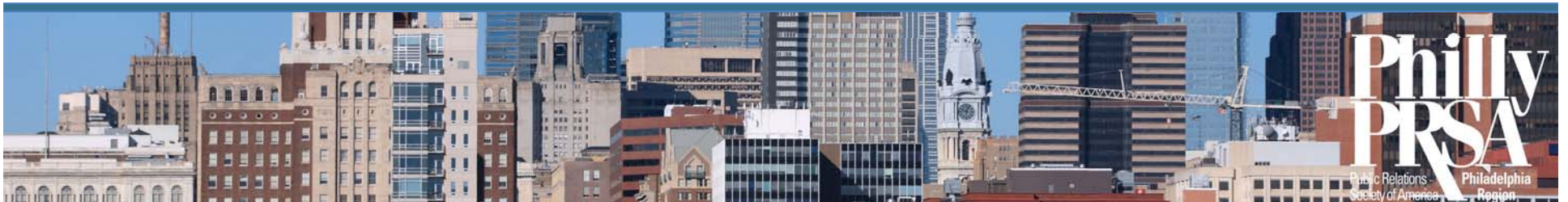
- Todd Mosetter  
American Heart Association
- Linda Woody  
Association Headquarters, Inc.

## **PRSSA:**

- Rick Alcantara  
Tara Communications

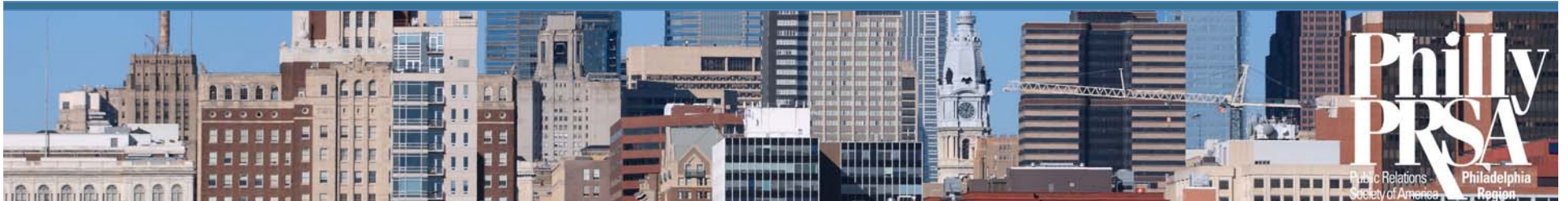
## **Publicity / Web site:**

- Amy Merves  
PR Consultant



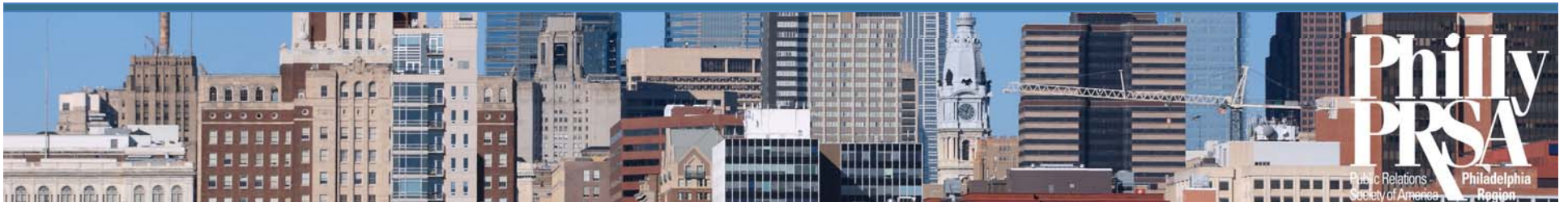
# Treasury

- Despite economic woes, PRSA Philly maintained a positive financial position in 2009
- In 2010, we will continue to provide members with quality programming while keeping costs low



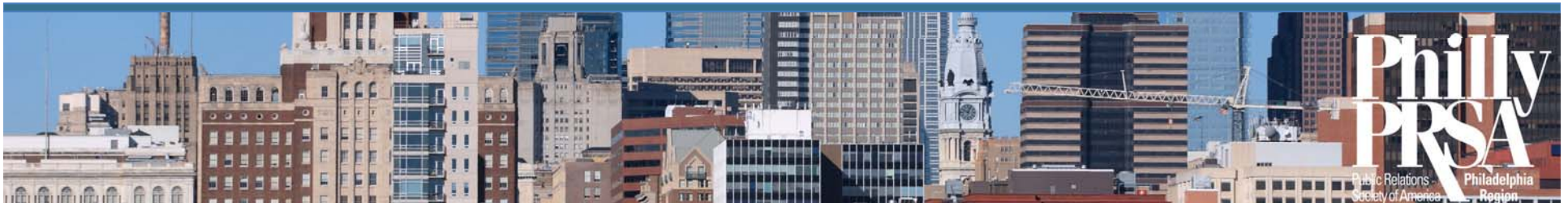
# Accreditation (APR)

- High mark of distinction for PR Pros
- Approximately 65 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



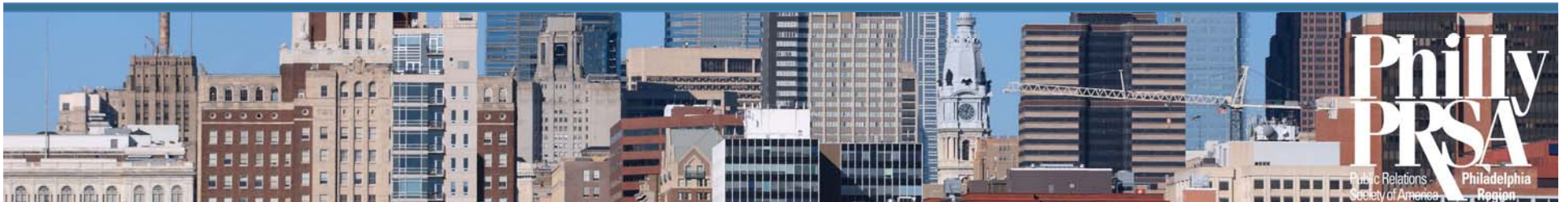
# Agency Leadership Council - ALC

- 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.



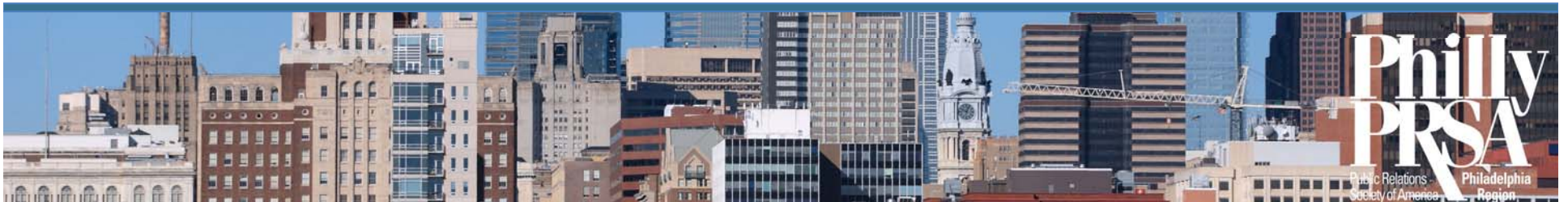
# Ethics & Diversity

- Purpose for this committee is to raise awareness and to create action that makes our chapter more diverse, and therefore richer and representative
- Looking for volunteers to be part of the diversity committee
- Developing programming ideas for second half of 2010



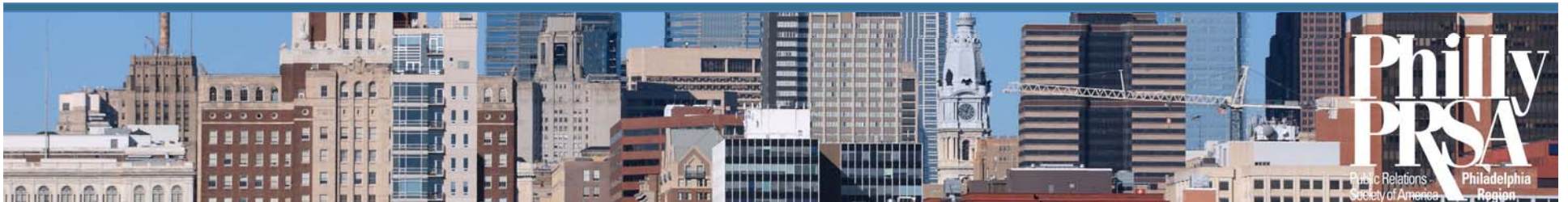
# Job Bank

- Free, weekly email sent to members highlighting new jobs in the Philadelphia area
- Subscriptions available for non-members at \$45 for 52 weeks
- Job listings are posted for free and sent to 500+ PRSA Philly members and 200 additional subscribers
- Advertising available



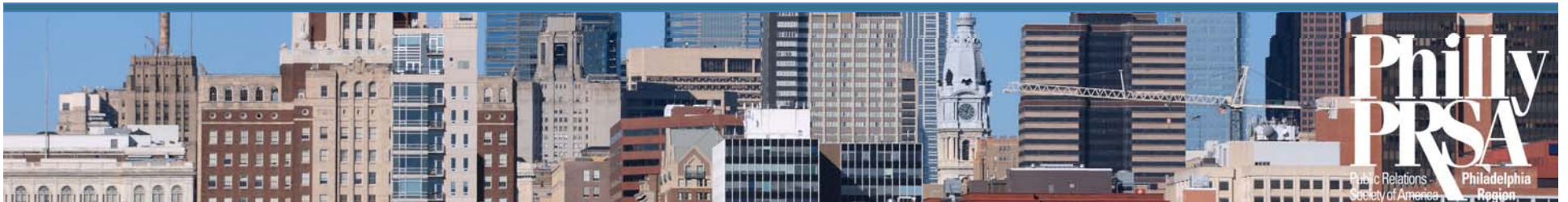
# Membership

- National
  - Member Net
  - *Strategist, Tactics*
- Philadelphia Chapter
  - Reduced rates for programs
  - Networking and social opportunities
  - Chapter news
  - Job Bank
  - [PhillyPRSA@gmail.com](mailto:PhillyPRSA@gmail.com)



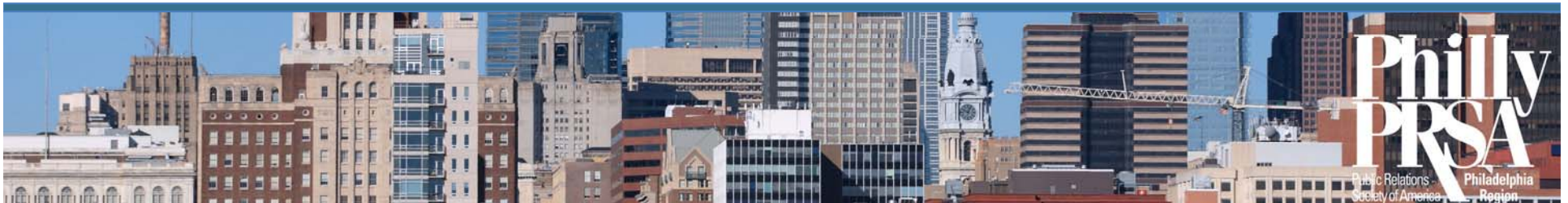
# Pepperpot & Achievement Awards

- 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
- Plan to build on a successful new format



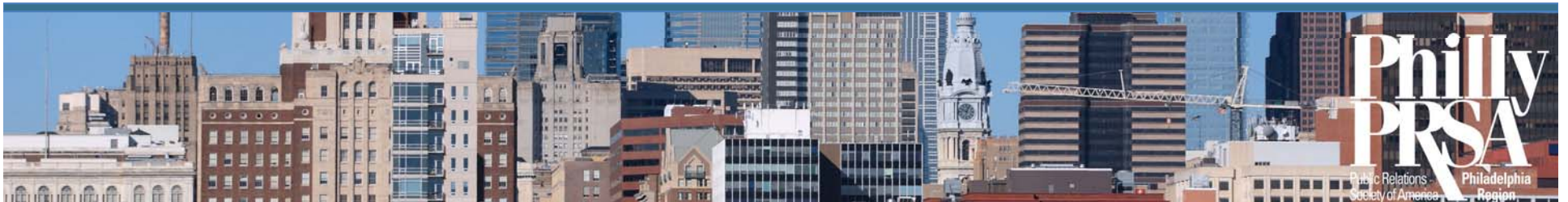
# PR Institute

- Educational 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 PR practitioners to build their own PR plan
- Six-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
  - 2-5 years experience
  - \$250 for members
  - \$295 for non-members



# Programming

- Professional development
- Networking/social opportunities
- Coming in 2010
  - February 25: “Meet the Media”
  - March: “How to Launch a Brand”
  - April 20: Crisis Communications
  - May: Phillies Networking Event



# PRSSA

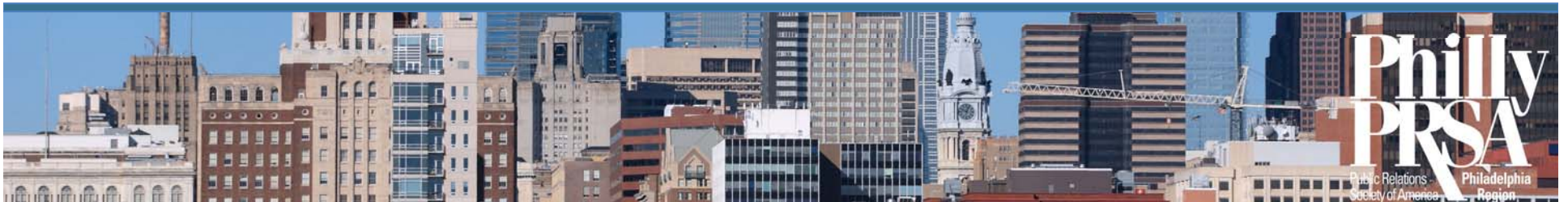
- Seven student chapters
  - Drexel University, LaSalle University, Marywood University, Rowan University, Temple University, Villanova University, Widener University
- Internships, mentorships, networking and more



# Publicity / Web site

- Raise awareness PRSA Philadelphia in the greater Philadelphia region
  - Through traditional methods
  - Through the Chapter's Web site
  - Through social media channels

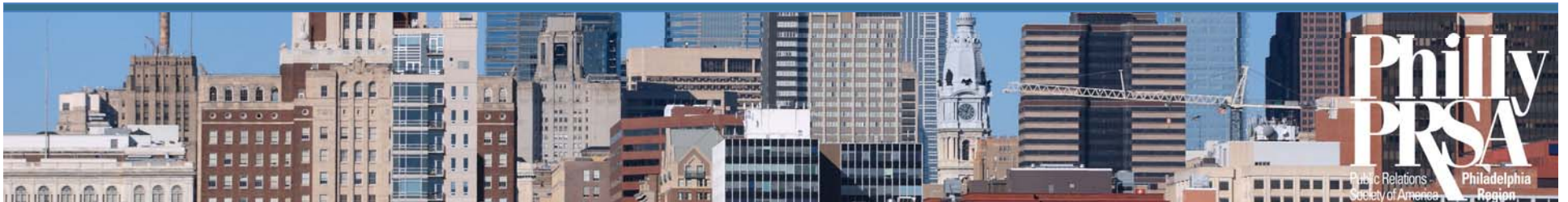
*[www.prsa.philly.org](http://www.prsa.philly.org)*



# Goals for 2010

## Three Goals

1. Provide our members with value through engaging and entertaining programming and networking opportunities.
2. Be a resource of peer support for our members.
3. Honor the traditions of our Chapter while striving to innovate and bring new ideas forward.



# Thank you!



# Philly PRSA

Public Relations  
Society of America Philadelphia  
Region

