

Philly PRSA

Public Relations
Society of America Philadelphia
Region



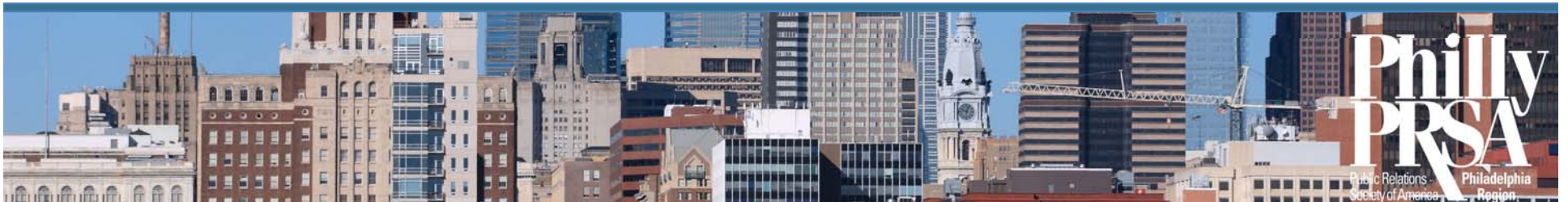
“What’s In It For Me?”

- Welcome
 - Michael Gross
President, PRSA Philadelphia



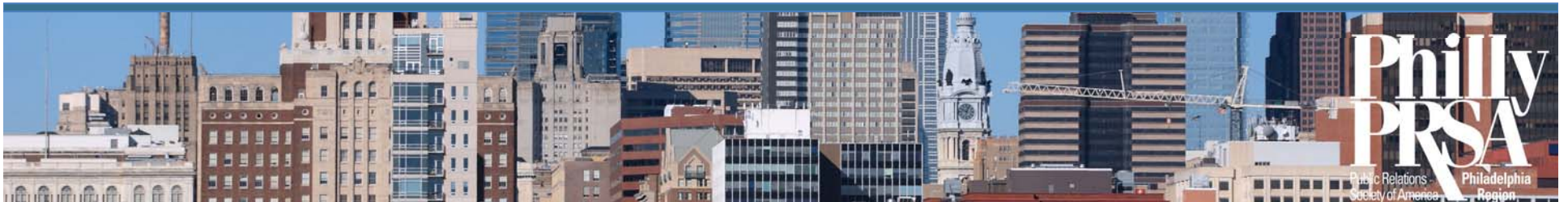
PRSA Philadelphia

- 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



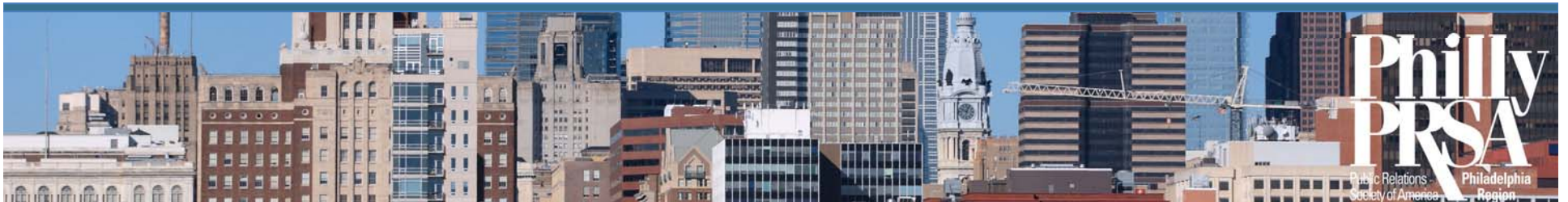
Our Strengths

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



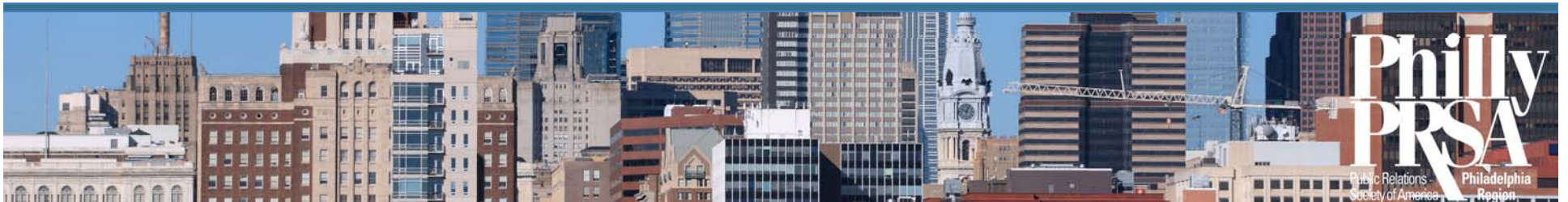
PRSA National

- 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



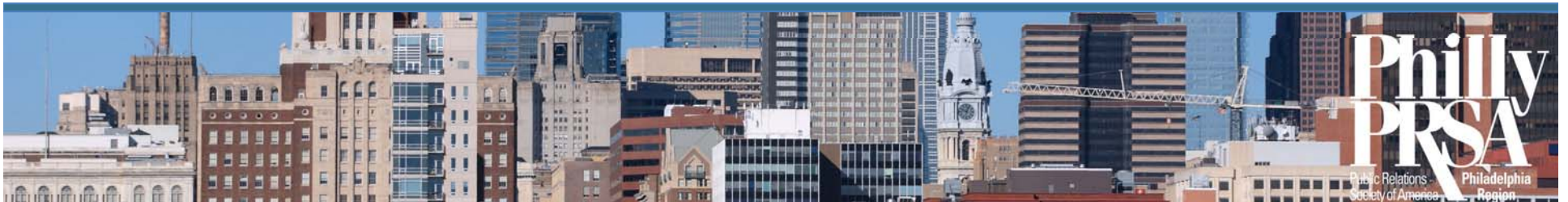
PRSA: Three Core Goals

- 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:

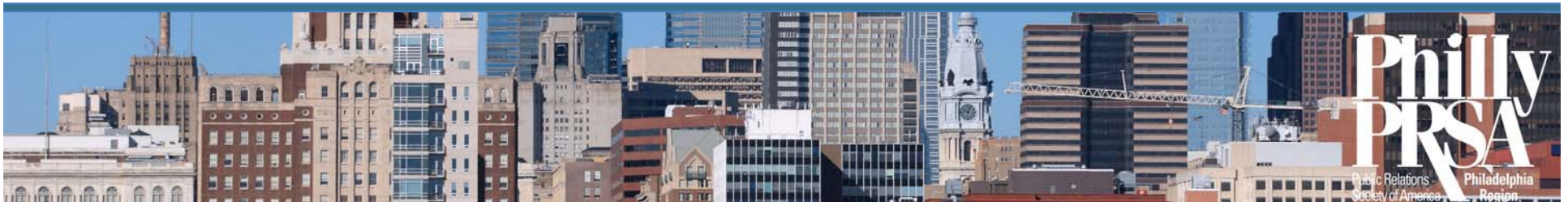
- Jack Horner, APR
Jack Horner Communications

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:

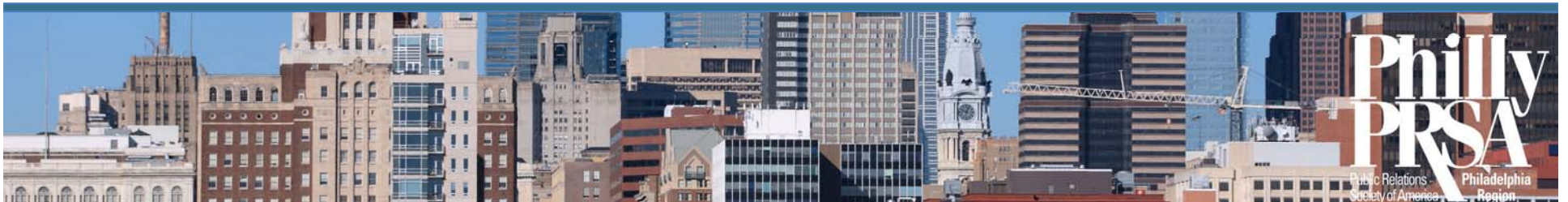
- Lee Marshall
Business Wire

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:

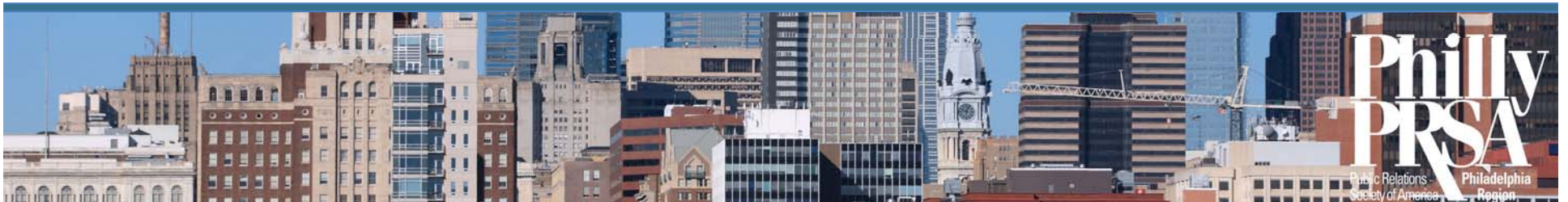
- Todd Mosetter
American Heart Association
- Linda Woody
Association Headquarters, Inc.

PRSSA:

- Rick Alcantara
Tara Communications

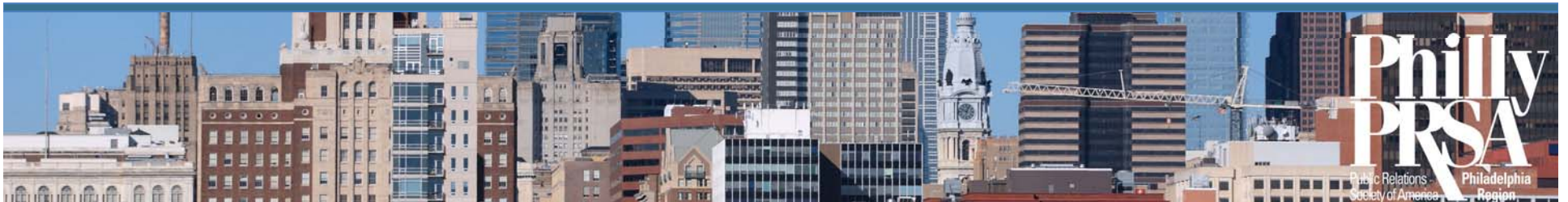
Publicity / Web site:

- Amy Merves
PR Consultant



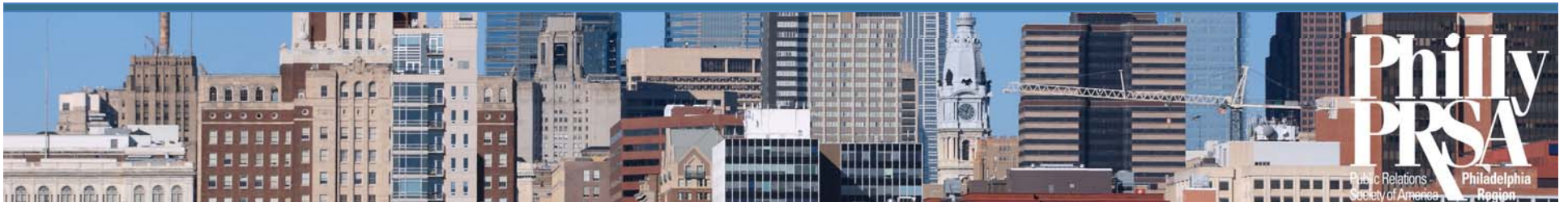
Treasury

- 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



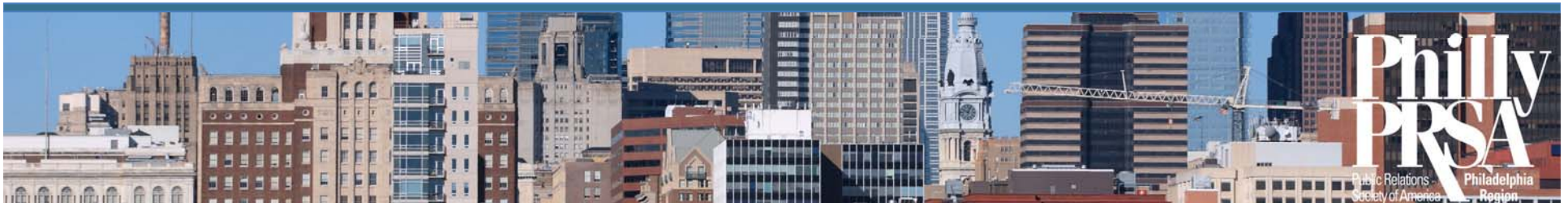
Accreditation (APR)

- 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



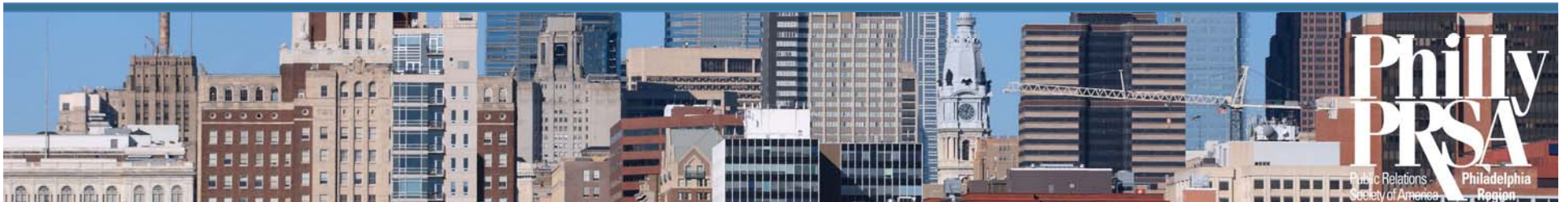
Agency Leadership Council - ALC

- 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.



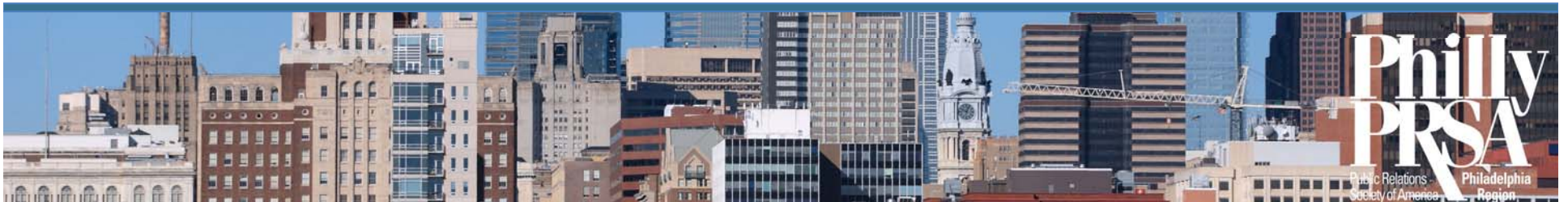
Ethics & Diversity

- 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



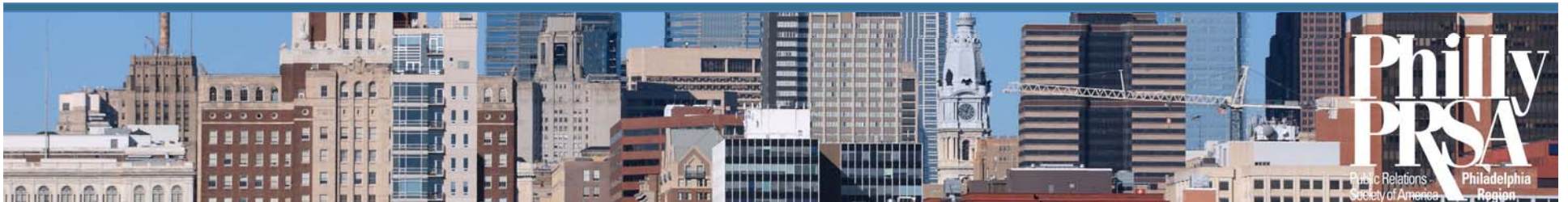
Job Bank

- 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



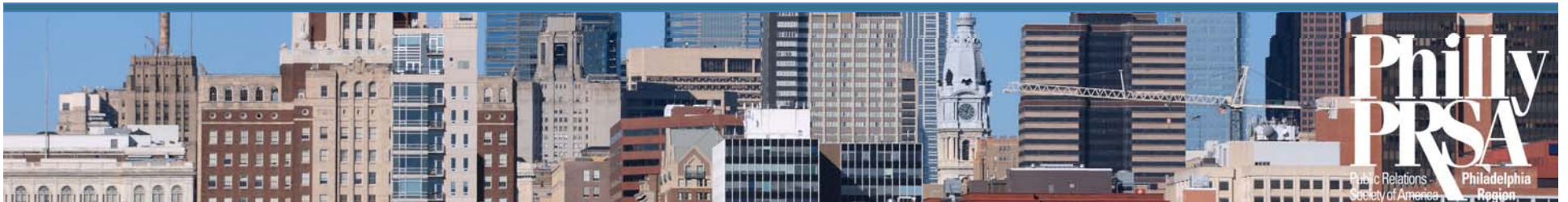
Membership

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



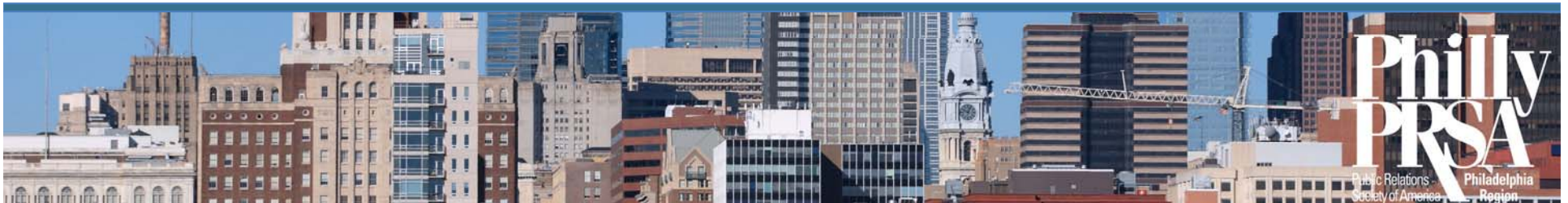
Pepperpot & Achievement Awards

- 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



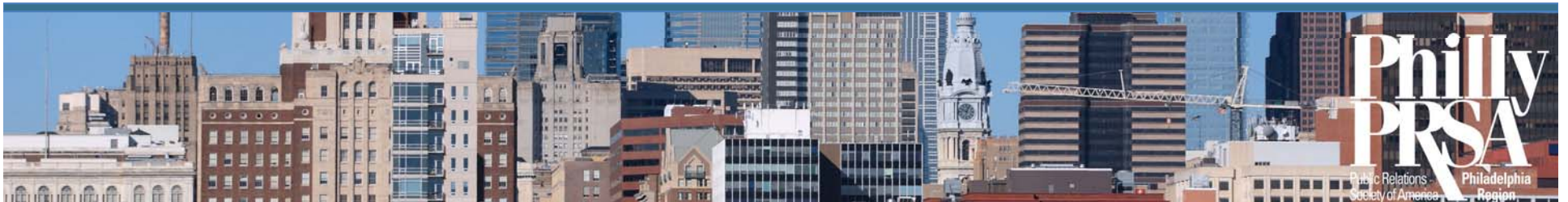
PR Institute

- 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

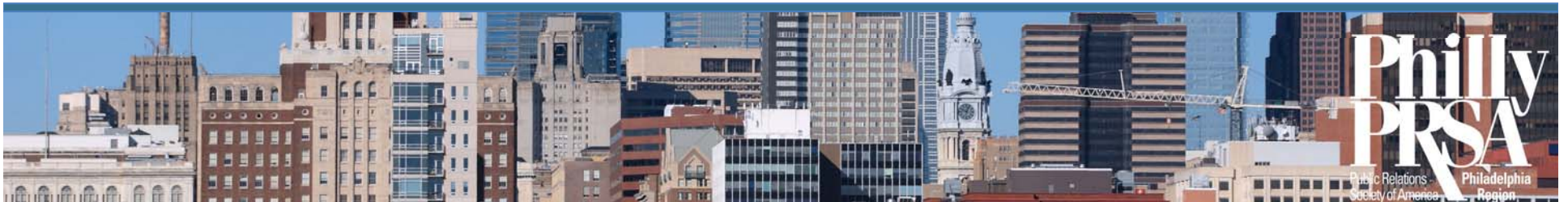
- Seven student chapters
 - Drexel University, LaSalle University, Marywood University, Rowan University, Temple University, Villanova University, Widener University
- Internships, mentorships, networking and more



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

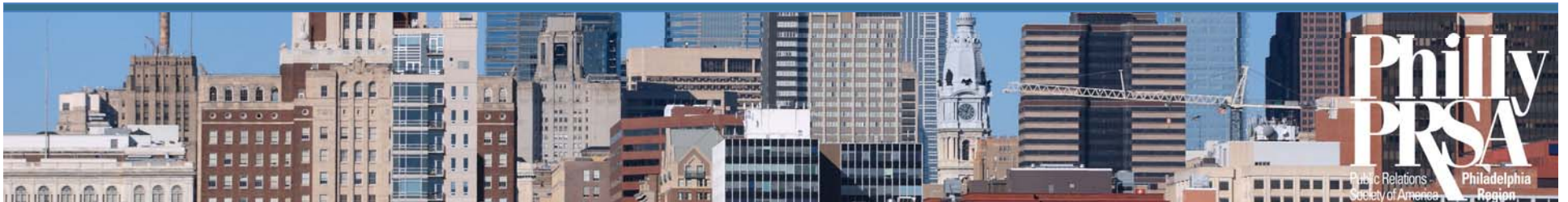
www.prsa.philly.org



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!



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