



CELEBRATING THE Power of Influence

TOOLKIT

75th Anniversary Toolkit For Chapters, Sections and Districts

PRSA is excited to provide all PRSA Chapters, Sections and Districts as well as PRSSA Chapter Advisers and Volunteer Committee members the following tools to help celebrate PRSA's 75th Anniversary. This commemoration will run throughout 2022 and culminate on Jan. 17, 2023.

Throughout the year, we will engage members in the celebration, and highlight the important changes and history-making contributors to this essential profession. Let's have fun promoting the excitement surrounding this milestone anniversary!

This 75th anniversary toolkit includes recommendations for use at the local level, as well as national initiatives. It also provides assets, including a special 75th logo. Please visit the special [anniversary website](#).

Included below are the following toolkit items (additional items may be added throughout 2022):

- PRSA 75th Anniversary Logo with Guidelines
- Newsletter, Meetings, Discussion Ideas in Recognition of the 75th Anniversary
- 75th Anniversary Social Media Video Campaign
- March 2022 Social Media Content
- PRSA Milestone Dates
- PRSA Chapter Charter Dates
- 75th Anniversary Op-Ed Penned by PRSA National Leadership for Local Customization
- 75th Anniversary Activity Calendar

If you have questions about the toolkit or the materials included, contact the 75th Anniversary Committee at prsa75@prsa.org.

Chapter/District/Section 75th Anniversary Social Campaign

What Does PRSA's 75th Anniversary Mean to Me?

Anniversaries are an important part of life. They remind us of important events — personal, professional and cultural.

The 75th Anniversary of PRSA is our chance to reflect on the organization's history and accomplishments, and thank those who have contributed to its success along the way. It's an opportunity to build a greater sense of pride in our organization.

Celebrations also allow us to create new memories — memories that are personal, organic and authentic. That's the purpose of this social media-based 75th Anniversary campaign for PRSA.

About the Campaign

To commemorate this diamond anniversary milestone, PRSA wants to hear from you, our members. That's why we are launching this campaign. It is intended to be:

- Organic
- Member-centric
- Authentic
- Not structured

Chapter Presidents, District Chairs, Section Chairs: Video

For this campaign, we want you to upload a short video message — no longer than 30 seconds — posted to your personal and Chapter, District and/or Section social media platforms. The video should answer one straightforward but important question:

What does the 75th PRSA Anniversary mean to me?

Together, we can utilize our thought leadership abilities and professional platforms to not only advocate for our industry, but also share our unique perspectives and experiences with a diverse and potentially far-reaching audience.

For an example of what we're after, check out the [video created by PRSA National Board Member Heide Harrell, APR](#).

To that end, please post your video between now and April 30, 2022, using the hashtag #prsa75 and share it with the PRSA 75th Anniversary Committee (prsa75@prsa.org). Don't forget to share with your local PRSSA Chapters as well.

Newsletter, Meetings, Discussion Ideas in Recognition of PRSA's 75th Anniversary

Shared below are some sample story ideas for Chapter, District and/or Section newsletters and celebrations. These are simply thought starters, and we encourage you to showcase your creativity with PRSA headquarters during this anniversary year.

- Local Chapter history
 - Build a page to share when your Chapter was founded as well as major milestones, important contributors and Past Presidents at the local level.
 - Highlight past leaders at the Chapter, District or Section level to bring historical consideration to the Presidents/Chairs and their specific accomplishments.
 - Highlight the most seasoned Chapter member and provide them with an opportunity to discuss the changes they have witnessed within the profession.
 - Recognize new and returning members.
 - Ask Chapter members to bring one piece of PR memorabilia to create a time capsule and potentially open on your Chapter's next milestone anniversary.
- Local Journalist Engagement
 - Host a panel of local journalists on the impact of public relations in their profession.
 - Host a discussion of the Top 10 Innovations in PR from journalists' perspective.
 - Host a roundtable discussion on the future impact of artificial intelligence and technology on PR, inviting the journalist's perspective.
- Conduct a PRSA Gives Back Program:
 - Select two/three local nonprofits for a roundtable discussion with PR professionals who can provide pro bono ideas.

75th Anniversary Mark

PRSA has developed a special graphic mark for use in recognizing the 75th Anniversary. The 75th mark is not a stand-alone logo and does not replace the PRSA logo; review the [75th Anniversary Logo Guidelines](#). Please continue to use the PRSA logo per the [PRSA Brand Identity Guidelines](#). Consider embellishing your website, letterhead, program promotions, news releases and more with the addition of this 75th Anniversary mark.



75th Anniversary Activity Calendar & Suggested Tie-ins

FEBRUARY 2022: <i>75th Anniversary Launch Recognition and Black History Month</i>
Week of February 21st: Announcement on social channels re: the launch of the <u>PRSA 75th anniversary website</u>
Social media posts and/or newsletter articles on Black PR notables as found on the website
MARCH 22: <i>Women's History Month</i>
Social media posts and/or newsletter articles on Female PR notables as found on the PRSA 75th anniversary website
APRIL 22: <i>Earth Day</i>
Social media posts and/or newsletter articles on campaigns that have encouraged discussion on climate change as found on the prsa.org/prsa75 site (i.e., - Communications and the Climate Change Movement, and Greta Thunberg's message to the World)
MAY 2022: <i>American Asian Pacific Islander Month</i>
Social media posts and/or newsletter articles on AAPI notables as found on the PRSA Anniversary website
JUNE 2022: <i>LGBTQ Pride Month</i>
Social media posts and/or newsletter articles on LGBTQ+ leaders and notables as found on the <u>PRSA Anniversary website</u>
JULY 2022
Celebrate Independence Day by highlighting government and public affairs strategic communicators in your community.
AUGUST 2022: <i>Back-to-School</i>
PRSSA Back to School/The Future of the PR Industry

SEPTEMBER 2022: <i>Hispanic Heritage Month</i>
Social media posts and/or newsletter articles on Hispanic/Latinx notables in PR and PRSA
PRSSA 75th Anniversary Campaign
OCTOBER 2022
Social posts about ICON and the Opening Night Reception celebrating 75 th Anniversary.
NOVEMBER 2022: <i>Native American History Month, Veterans Day and ICON</i>
Social media posts and/or newsletter articles on Native American notables as found on the PRSA Anniversary website
Social media posts and/or newsletter articles on notable military PR leaders as found on the PRSA Anniversary website; in recognition of Veterans Day (Thursday, Nov. 11, 2022)
ICON 2022 Celebration (Nov. 13-15, Grapevine, Texas)
DECEMBER 2022
75th Anniversary Wrap-Up/New York City Event Promo
Membership Promotion
PRSSA Membership Campaign Fundraising
75th Anniversary survey (no later than 2nd week)
JANUARY 17, 2023: <i>PRSA 75th Anniversary</i>
<ul style="list-style-type: none"> Anniversary celebration (New York City)

PRSA Milestones

1947	The Public Relations Journal is an open-access peer-reviewed, electronic academic journal covering topics having to do with public relations and communication studies. It is published quarterly by the Public Relations Society of America. The Public Relations Journal was established in 1945 by Rex F. Harlow (American Council on Public Relations). After this council and the National Association of Public Relations Counsel merged to form the Public Relations Society of America in 1947, it became a monthly publication of the latter society
1947	First PRSA Chapters chartered: San Francisco Los Angeles New York Hawaii Detroit Chicago (1948)
1949	PRSA publishes its first code of professional standards, addressing “responsibility for the good character and reputation of the public relations professional.”
1950	In 1950 PRSA adopted its first code of ethics to provide its members with guidance on the ethical practice of the profession. In 1954 and again in 1959 the code was updated to provide for enforcement. The level of public trust PRSA members seek as they serve the public good means they have taken on a special obligation to operate ethically. To this day the PRSA Code of Ethics applies to PRSA members and is designed to be a useful guide for them as they carry out their ethical responsibilities. The code is designed to anticipate and accommodate, by precedent, ethical challenges that may arise.
1952	Publication of the first edition of Cutlip and Center’s “Effective Public Relations,” which “paved the way for the development of hundreds of courses about public relations at colleges and universities in the USA,” in the words of Boston University communications professor Don Wright.
1956	Formation of IPR, which recognized “the science beneath the art” of public relations.
1964	Established in 1964, the Accreditation in Public Relations (APR) credential is the public relations profession's only national post-graduate certification program. The APR designation signifies a high level of skill and competency in the public relations field.
1967	The Public Relations Student Society of America (PRSSA) is established as the foremost organization for students interested in public relations and communications. PRSSA advocates rigorous academic standards for public relations education, the highest ethical principles and diversity in the profession.

1968	The PRSA Board of Directors chartered the first PRSSA Chapters on April 4, 1968, at nine qualified schools: University of Florida, University of Houston, University of Maryland, The Ohio State University, San Jose State University, University of Southern California, University of Texas at Austin, Utica College and West Virginia University. PRSSA began with just 196 members.
1973	Creation of the Commission on Public Relations Education (CPRE), a recognition by educators and practitioners of the importance of university-level public relations education. The Commission was an attempt at standardizing PR education and professionalizing the field. It led to the establishment of PRSA's certification of education in public relations (CEPR).
1973	Betsy Plank is installed as PRSA's first female president.
1977	PRSA revises its Code of Ethics with a new Declaration of Principles reflecting a commitment to human rights
1982	PRSA adopts the following definition of public relations: "Public relations helps an organization and its publics adapt mutually to each other."
1988	PRSA adopts a three-part code of ethics, adding a pledge of professional conduct and a detailed list of appropriate behaviors for PR practitioners.
1989	The PRSA College of Fellows, founded in 1989, is the gold standard of the world's largest association of PR professionals.
1989	PRSA launched a scholarship program for students of African American/Black, Hispanic/Latino, Asian, Native American, Alaskan Native or Pacific Islander ancestry.
1990	PRSA established the D. Parke Gibson Pioneer Award. It is PRSA's highest individual honor presented to a PR professional who has contributed to increasing awareness of public relations within multicultural communities.
1990	The PRSA's philanthropy arm, the PRSA Foundation, was founded as an independent, 501(c)3 charitable foundation that works to attract and support a diverse range of outstanding student talent in the industry.
1994	PRSA publishes its first public relations newspaper, Public Relations Tactics, in July.
1995	The Strategist, a quarterly public relations magazine, debuts in the spring.
1996	Luis W. Morales, APR, Fellow PRSA becomes the first Hispanic president of PRSA.
1997	Debra A. Miller, Ed.D., APR, Fellow PRSA becomes the first woman of color, first African-American president and first educator to lead PRSA.

1999	First PRSA international Certification in Public Relations Education: Seneca (Canada) was certified in 1999, though it expired in 2017. Universidad de la Empresa-Argentina was certified in public relations in 2005.
2004	Del Galloway becomes PRSA's first openly gay president and establishes the organization's National Diversity Committee.
2007	First PRSSA International Chapter, Universidad de la Empresa-Argentina, created in 2007.
2009	PRSA launches its blog, PRsay, in January.
2010	D&I takes on greater prominence within PRSA with the intentional leadership decision to enfold the multicultural section and formally establish the National D&I Committee.
2011	PRSA conducts a yearlong crowdsourcing campaign to modernize the definition of public relations.
2012	PRSA adopts the following definition of public relations: "Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics"
2018	PRSA unveils its newest publication, Strategies & Tactics, a monthly news magazine available in both print and online formats. At the same time, PRSA retires the original publications, PR Tactics and The Strategist.
2020	PRSA approves its first 3-year Diversity & Inclusion Strategic Plan.
2020	PRSA launches first-ever virtual ICON during Covid pandemic.
2022	PRSA launches two new D&I Programs: Black Voices Affinity Group and Hispanic-Latino Affinity Group.

PRSA Chapters Charter Dates

(*Charter Chapter are those begun at the initiation of the organization)

Date	Chapter
1947	Detroit (*Charter Chapter)
1947	Hawaii (*Charter Chapter)
1947	Los Angeles (*Charter Chapter)
1947	New York (*Charter Chapter)
1947	San Francisco Bay Area (*Charter Chapter)
1948	Chicago (*Charter Chapter)
1949	Minnesota
1949	National Capital
1949	St. Louis
1950	Central Ohio
1950	Houston
1950	North Texas
1969	Akron
1951	Boston
1951	Cincinnati
1951	Greater Cleveland
1951	Northwest Ohio
1952	Georgia
1952	Memphis
1952	New Orleans
1952	Oklahoma City
1952	Philadelphia
1952	Rochester
1953	Pittsburgh
1954	Nebraska
1955	Central New York
1955	Connecticut Valley

1955	Miami
1959	Portland-Metro
1957	Bluegrass
1957	Colorado
1957	Hoosier
1957	San Antonio
1958	New Mexico
1959	San Diego County
1961	Greater Kansas City
1961	Kansas
1961	Maryland
1961	New Jersey
1961	PRSA Richmond
1961	Valley of the Sun
1962	Silicon Valley
1963	Arkansas
1963	Buffalo/Niagara
1963	Orange County
1964	Tampa Bay
1965	California Inland Empire
1966	Alabama
1966	Austin
1966	Dayton-Miami
1966	Tulsa
1967	North Carolina
1967	South Carolina
1967	Westchester/Fairfield
1968	Central Iowa
1968	Puget Sound
1969	West Michigan

1971	Madison
1973	Nashville
1973	Rio Grande
1973	Volunteer
1974	North Florida
1975	Desert Sands
1976	Alaska
1976	Finger Lakes
1978	Central Illinois
1978	Charlotte
1978	Quad Cities
1979	Gulfstream
1979	Idaho
1979	Southern Arizona
1979	West Virginia
1980	Central Michigan
1980	Greater Spokane
1980	North Louisiana
1981	Orlando Regional
1981	Tar Heel
1982	Central Texas
1982	Hampton Roads Virginia
1982	Southeastern New England
1982	Yankee
1983	Baton Rouge
1984	Mid-Missouri
1984	Southern Connecticut
1984	Thoroughbred
1986	Central Pennsylvania
1986	Sierra Nevada

1987	California Capital
1988	Cedar Valley
1988	Delaware
1988	Palm Beach
1988	White Pine
1989	Central Chesapeake
1991	Greater Oregon
1992	Blue Ridge
1992	Central Massachusetts
1992	Fresno/Central Valley
1992	Greater Dubuque
1992	Greater Fort Worth
1992	Utah Valley
1993	Coastal Carolina
1994	Lookout
1994	Pikes Peak
1995	DelMar
2015	California Gold Coast
2016	West Texas
2016	River Cities
2018	Mid-Columbia
2019	Western North Carolina

Localized Content Suggestions

To keep the 75th anniversary vibrant and relevant to your Chapter, District and Section, below are suggested content ideas to build upon by your newsletter or social media content person. During 2022, generalized ghostwritten copy will be provided to consider for use on the below topics. These will be shared so you can customize based on your specific location. Here are some examples below:

- LOCAL MEDIA MARKET
 - Submit an op-ed (supplied by HQ) to your local business media outlet (bylined by Chapter president) to discuss the impact of PR and the future (print date: Jan. 17, 2023).

- NEWSLETTER CONTENT SUGGESTIONS
 - Include an article for your next newsletter marking the 75th anniversary year of recognition (see draft below) bylined by the Chapter president.
 - Newsletter article commemorating the PRSA 75th Anniversary, and why it's such an important milestone.
 - Expanded Chapter newsletter article for February, Black History Month about a Black PR pioneer, using data from the [75th anniversary website](#) or information on local Black History PR notables.
 - Expanded Chapter newsletter article for March, Women's History Month on Female PR pioneers, using data from the [75th anniversary website](#) or information on local female PR notables.
 - Expanded Chapter newsletter article for May, AAPI Month on Asian/Pacific Islander PR pioneers, using data from the [75th anniversary website](#) or information on local such PR notables.
 - Expanded Chapter newsletter article for June, Pride Month on LGBTQ+ PR pioneers, using data from the 75th anniversary website or information on local LGBTQ+ PR notables.

- SOCIAL MEDIA
 - Leverage information from the calendar and/or the newsletter articles for social media content.
 - Place a link to the [75th PRSA anniversary site](#) on your Chapter, District or Section website home page.
 - Make sure to follow PRSA National and re-post updates to your LinkedIn, Facebook/Twitter/etc., accounts

- LOCALIZED EVENTS
 - Host a PRSA Anniversary party on Jan. 17, 2023.
 - Incorporate information on PRSA's 75th Anniversary into any applicable awards program, annual event, fundraiser or other piece of programming that occurs at the Chapter, District or Section level.

Chapter President January 2022 Article for Newsletter
SAMPLE DRAFT BELOW; CUSTOMIZE FOR YOUR NEEDS

2022 marks the 75th anniversary of PRSA. This celebration is not intended to just be a party to recognize the organization's "birthday." It is an opportunity to highlight PRSA's role in shaping the public relations profession.

This milestone is a time for us to reflect and recognize the contributions our profession has made here in **[INSERT STATE/CITY NAME OF CHAPTER]** as well as the accomplishments of past, current and future generations of practitioners. It is critical for us to continue advocating the importance of ensuring our profession is diverse, equitable and inclusive, and to continue to identify and define leading practices.

The 75th Anniversary Task Force developed three important goals for this milestone celebration, which include:

- Build awareness of the historical achievements and future direction of PRSA to bring in new members, allies and supporters.
- Heighten support and pride from our members for the 75th anniversary celebration.
- Drive student support of the 75th anniversary celebration through outreach to our local PRSSA Chapters.

PRSA National is asking each Chapter, District and Section as well as PRSSA chapters and faculty advisors to join together to tell the story of how important the work we do every single day is advancing our profession.

This year, let's not just focus on the past but also on the present and future of PR to educate those outside of our industry about the crucial, and often invisible, role that we play in business, media and society. Our Chapter has so many great stories and moments of pride to reflect on and the anniversary provides us with yet another reason to share them.

Finally, this celebration will not only be inward-looking. While the focus will be on our members, PRSA National will be both deliberate and methodical in using this milestone to find ways to engage new members, former PRSA members and other stakeholders that our conducive to growing both our organization and our reputations as practitioners.

I hope you are as excited as I am for the opportunity to ensure that the work we do every day for our businesses, clients, students and society is recognized and appreciated.

It's a time to celebrate! Let's work together to demonstrate the impact of our profession in 2022 and beyond.

March 2022 Sample Social Media Content

We're celebrating the 75th Anniversary celebration of PRSA! Check out the PRSA microsite [<https://prsa.org/75>] to find out more info. What is your favorite memory of being a PRSA member? #PRSA75

Did you know...In 1947, Boston University was the first to offer a university-level degree in public relations? #PRSA75

We look forward to celebrating this milestone anniversary with all PRSA Chapters, especially our PRSA charter Chapters: @PRSADetroit, @PRSAHawaii, @PRSALA, @PRSANY, @PRSASF and @PRSAChicago!

#PRSA75 Fact: The first corporate public relations department was established in 1889 by George Westinghouse for his new revolutionary alternating current (AC) system of electricity.