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SOCIAL MEDIA
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PRSSA

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PRSSA

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

Put yourself at the center of a vibrant community of peers and professionals by joining the Public Relations Student Society of America (PRSSA), the world's foremost pre-professional Society for students interested in public relations and communications.

We are committed to providing our members with meaningful professional development, practical career resources, leadership experience and résumé-enhancing recognition.

We are assisted by the Public Relations Society of America (PRSA), an association of more than 21,000 public relations professionals. PRSA established PRSSA in 1968 to build mutually beneficial relationships between students and practitioners.

OUR MISSION

To provide exceptional service to our members by enhancing their education, broadening their professional network and helping launch their careers after graduation.

OUR VISION

PRSSA aspires to advance the public relations profession by developing ethically responsible pre-professionals who champion diversity, strive for an outstanding education and advocate for the profession.

COMPETITIONS

Bateman Case Study Competition offers cash prizes for the best campaign created and implemented by our student members.

Day-of Competition challenges students to create a campaign for a real client on deadline during Leadership Assembly.

SCHOLARSHIPS AND AWARDS

Individual Scholarships recognize members' individual achievements. Entries generally require essays, recommendation letters, transcripts, résumés and application forms.

Teahan Chapter Awards recognize outstanding PRSSA Chapters, alumni and Advisers. Sponsored by Champions for PRSSA.

Star Chapter Award is an annual honor for Chapters that meet PRSSA's standards for vitality and success.

Pacesetter Chapter Recognition recognizes a Chapter's success in the areas of membership, national participation and/or Chapter development. Applications can only be submitted during the academic year (September–April).

EVENTS

International Conference is the largest annual gathering of public relations students. Each fall, you're invited to spend five days forging relationships with peers and PRSA professionals; attending workshops, networking events and socials; participating in a career development exhibition; and more.

Leadership Assembly allows one delegate from each Chapter to receive leadership training, vote on proposed changes to the PRSSA National Bylaws and elect the next year's National Committee. An incoming Chapter president or Chapter leader (if the president is not available) will also be covered to attend this event.

District Conferences are a chance to get valuable professional development and meet other members within your area. District Conferences offer host Chapters the opportunity to plan an event.

ENHANCE YOUR EDUCATION, BROADEN YOUR NETWORK AND LAUNCH YOUR CAREER

PUBLICATIONS

Progressions is PRSSA's national blog that allows students to stay up to date with the latest public relations news as well as contribute a post to grow their writing skills and enhance their portfolios.

PRSSA Annual Report highlights the achievements of the past school year, recognizes new Chapters and scholarship winners, and provides vision for the Society's future.

Chapter News is your Chapter's opportunity to get national attention for successful events, accomplishments and leadership.

Professional Publications such as *Issues and Trends*, a daily reporting news and issues impacting the profession, and *Strategies & Tactics*, PRSA's monthly newspaper.

WEB RESOURCES

Social Media is an important part of the public relations profession today. Social media networking with your colleagues in PRSSA will enable you to create lasting relationships, learn about career and educational opportunities, and stay informed.

CAREER RESOURCES

PRSSA Internship Center. Find your next internship or job, and publish your résumé on the PRSSA Internship Center, the Society's most targeted resource for matching students and employers. You can log in using your MyPRSA username and password.

PRSA Jobcenter allows you to expand your job and internship search. You also can sign up for job alerts, access career-related articles and post your résumé. You can log in using your MyPRSA username and password.

PRSA Associate Membership is a chance for you to jump-start your career for just \$60 a year (regular PRSA dues are more than \$200 per year). To qualify, you must be a current PRSSA member when you graduate. You can join at the discounted rate up to five months before or two years after you graduate. Associate membership only covers national dues.

PRSA New Professionals Section helps members transition from PRSSA to PRSA by providing exclusive services to new public relations professionals. PRSA members can participate in this Section in their first three years of professional work. Benefits include mentoring, national networking and access to electronic newsletters and teleseminars.

PRSA Webinars are offered on diverse topics throughout the year to help public relations professionals enhance their careers. As a PRSSA member, you have complimentary access to a PRSA webinar at least once a month. Additional webinars may be purchased. You may register for webinars using your MyPRSA username and password.

Podcasts cover a variety of topics, including internships, career advice, industry news, current events and much more.

YOUR MEMBERSHIP EXPERIENCE BEGINS ONLINE

Make your first stop www.prssa.prssa.org.

Here you can:

- Access job and internship listings.
- Apply for scholarships and awards.
- Browse professional development event schedules.
- Look up fundraising ideas.
- Find out how to connect with local PRSSA and PRSA Chapters.
- Contribute to the PRSSA blog, Progressions.

PRSSA