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A Letter from the President



The public relations industry is experiencing radical changes affecting the fundamental practices of our profession. The country is more diverse than ever, there are more platforms to deliver a message than ever before and the industry continues to expand its offerings.

In the midst of all these changes, there's one thing that has remained consistent: the professionalism and dedication of PRSSA leadership and its members.

In this annual report, you'll find stories of accomplishments from our members, the National Committee and our headquarters staff. You'll be able to read about the 2010 National Conference in Washington D.C., gathering more than 1,000 members for the Society's pinnacle event. You can learn about the successes of the 321 Chapters around the country. You can see the successes of the Twitter chats, Regional Activities, student-run firms and Chapter awards. You can see the future of the Society elected at the 2011 National Assembly in Seattle.

In addition to all the member-facing activities, my colleagues on the National Committee worked hard to improve internal processes for communication, promotion and evaluation. Built on a legacy of success, the nine other members of the committee from around the country dedicated their time and energy to advancing the Society to the next level. Needless to say, it was quite a year.

As the industry continues to change and mature, I'm confident PRSSA's leadership and members will continue to be a consistent, driving force behind the advancement of future professionals. Thank you for contributing to this advancement and for making 2010-2011 an incredible year for the Society's history.

Cheers,

Nick Lucido
2010-2011 National President

PRSSA 2011 Annual Report



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Chapters Chartered in 2010-2011

Berry College
Waynesburg University
Xavier University of Louisiana
East Stroudsburg University of Pennsylvania
High Point University
Marietta College
Savannah State University
New York Institute of Technology
University of North Alabama
Manhattan College
St. John's University

Directed By
Danielle DuPree
Vice President of Public Relations

and

Kara Robinson
FORUM Editor in Chief

PRSA is the largest professional organization serving the U.S. public relations community. With a mission to “advance the profession and the professional,” PRSA provides news and information, thought leadership, continuing education and networking opportunities; sets standards of professional excellence and ethical conduct; and advocates for the business value of public relations and greater diversity among public relations professionals. Based in New York, PRSA comprises 112 local Chapters; 14 Professional Interest Sections that focus on specific industries and practice areas; and the Public Relations Student Society of America (PRSSA), which is active at more than 320 colleges and universities.

PRSSA 2010 National Conference: Washington, D.C.

The PRSSA 2010 National Conference, “The Capital Connection: People, Press and Politics” hosted by the American University, Howard University and University of Maryland Chapters brought together more than 1,000 PRSSA members in Washington, D.C. from October 15–19. The five-day Conference provided various professional development sessions and workshops, social activities and networking opportunities for attendees.

Keynoter Jim Margolis, a Washington, D.C. local, discussed working in the District and how one campaign can impact society as a whole. Known as the “Obama Media Man,” Margolis’ career included acting as a key strategist on Bill Clinton’s 1992 presidential campaign and campaigns for senators. His insights from the recent presidential campaign trail reminded attendees that it’s crucial to keep on message and use ideas to change the world. Attendees thoroughly enjoyed the keynote address as it received the highest rating possible of “excellent” in the post Conference survey and more than 500 tweets during his keynote on the record day of 1,700 tweets in total. Relatively 7,000 tweets were recorded during Conference.

The Conference built on PRSSA’s tradition of outstanding programming and collaborative excellence by delivering interactive sessions on best practices from across the industry. These Chapter development sessions continue to allow attendees to interact with members outside their Chapters.

Attendees experienced the added benefit of attending three PRSA General Sessions. Bettina Luescher, chief spokesperson for the United Nations World Food Programme discussed how effective communication is when working with international crises. Jim VandeHei, executive editor and co-founder of POLITICO, shared tips on successfully navigating today’s “information environment.” The world’s pre-eminent expert for online behavior, Bill Tancer, provided PRSA and PRSSA insight on human behavior online and what that means for clients. Author of “The Mirror Test,” Jeffrey Hayzlett, entertained the audience with timely anecdotes and tips for public relations professionals in all aspects of the industry. Founder of Altimeter Group and author Charlene Li argued that today’s leaders must adopt social technology into their business plans to stay competitive and provides ideas for creating a coherent and effective social media strategy.



The “Inaugural Ball” Awards Ceremony and Dinner honored PRSSA’s scholarship and award winners along with awards for outstanding Chapters and advisers.

Every year at National Conference, eight Chapter Development Sessions take place, allowing attendees the opportunity to learn from other as they share successes, failures and suggestions for Chapters. Presenting teams targeted popular and rising issues of PRSSA Chapters and delivered exciting presentations for peers. The following sessions took place at the 2010 National Conference in Washington, D.C.:

“Going Global: From Campus Clients to International Success” – West Virginia State University highlighted client recruitment tactics for Chapter firms.

“Six Degrees of SePRation: Linking you to your Future” – University of Nebraska at Omaha highlighted the many benefits of networking.

“Making the Most of a Dough-Nation” – University of Northern Iowa informed members of fundraising opportunities and ideas.

“Power of the TweetDeck: Integrating Social Media for Event Success” – Drexel University focused on using social media platforms to promote Chapter events.

“Bonding with the Pros: Building a Relationship with PRSA” – Kent State University highlighted the importance of building relationships with local parent PRSA Chapters.

“Creating your Campaign: Building a Personal Brand” – Indiana State University taught members the importance of building a personal brand and where to start.

“PRSSA Wants You: Promoting and Progressing your Chapter” – Pennsylvania State University taught Chapters how to spark member interest and involvement with new recruiting tactics and meeting ideas.

“PR in Gear: Advocating your Chapter and Community” – DePaul University highlighted the importance of using public relations for good on-campus and throughout the community through volunteer work.

PRSSA 2010-2011 and 2011-2012 National Committees

PRSSA 2010-2011 National Committee

Nick Lucido
National President

Rebecca Timms
Immediate Past President

Kara Robinson
FORUM Editor in Chief

Adam Aisner
Vice President of Advocacy

Kimberly Ciesla
Vice President of Chapter Development

Scott Thornburg
Vice President of Internships & Job Services

Jemalyn Chavez
Vice President of Member Services

Therese Kuster
Vice President of Professional Development

Danielle DuPre
Vice President of Public Relations

Rachel Sprung
Vice President of Regional Activities

Jeneen Garcia
Vice President of Education

Dr. Julie Henderson, APR, Fellow PRSA
National Faculty Adviser

Sonja Popp-Stahly, APR
National Professional Adviser

Gail D. Liebl, APR
PRSA Board Liason

PRSSA 2011-2012 National Committee

Adam Aisner
National President

Nick Lucido
Immediate Past President

Amy Bishop
FORUM Editor in Chief

JR Rochester
Vice President of Advocacy

Kendall Schmidt
Vice President of Chapter Development

Joe Clarkson
Vice President of Internships & Job Services

Vanessa Perkins
Vice President of Member Services

Jessica Noonan
Vice President of Professional Development

Lauren K. Gray
Vice President of Public Relations

Haley Higgs
Vice President of Regional Conferences

Jeneen Garcia
Vice President of Education

Robert "Pritch" Pritchard, APR, Fellow PRSA
National Faculty Adviser

Sonja Popp-Stahly, APR
National Professional Adviser

Dr. Steve Iseman, APR, Fellow PRSA
Marisa Vallbona, APR, Fellow PRSA
PRSA Board Liaison



PRSSA 2011 National Assembly: Seattle, Wash.



Each year, the PRSSA National Assembly gathers representatives from Chapters around the country to make influential, long-term decisions about the future of the Society, elect a new National Committee and review the bylaws. In addition, those who attend engage in leadership training and networking. The PRSSA 2011 National Assembly was held in Seattle, Wash. during March 31-April 3 at the Red Lion on Fifth Avenue.

Attendees also had the opportunity to participate in the Day-of- Competition. This year's theme focused on creating a strategic public relations campaign for First Lady Michelle Obama's childhood obesity "Let's Move" nationwide initiative.

Chapter delegates also voted on bylaw changes. The vice president of Regional Activities, Rachel Sprung, proposed to amend the PRSSA bylaw changing "Vice President of Regional Activities" to "Vice President of Regional Conferences." As the title change better reflects these large-scale events that attract high-caliber speakers and students from across the country. All 114 Chapter delegates passed the bylaw change and the title change went into effect June 1, 2011.

Three Leadership Training Sessions occurred at National Assembly to challenge members' knowledge of PRSSA and public relations, and to help prepare them for future endeavors as Chapter leaders:

"Branding 101: PR for Chapters" taught students that the most important branding they can do is for themselves. Chapters learned tools and tips to excel their promotion through skits performed by Danielle DuPree, vice president of public relations; Kara Robinson, FORUM editor-in-chief; Rachel Sprung, vice president of Regional Activities; and Dr. Julie Henderson, national Faculty Adviser.

"Exploring Ethics: Dilemmas in Chapters, Internships and Professional Life," led by Adam Aisner, vice president of advocacy; Jemalyn Chavez, vice president of member services; Sonja Popp-Stahly, national Professional Adviser; and Robert "Pritch" Pritchard, incoming national Faculty Adviser, prepared students for public relations ethical dilemmas on a Chapter, internship and professional scale with real case studies. Members worked through the ethical decision making process to reach conclusions about how they would solve the various ethical dilemmas.

"Twelve Easy Ways to get Your Chapter and Members Involved: National Scope" with Nick Lucido, National President; Therese Kuster, vice president of professional development; and Scott Thornburg, vice president of internships/job services highlighted ways members can get connected on a national level. Using the acronym B.A.S.E. – Bid, Apply, Submit and Engage – members learned ways to get involved – individually and with their Chapters.



National Committee Initiatives

The **Diversity Initiative** expanded during the 2010-2011 academic school year. Instead of just a diversity statement, a Diversity Toolkit now discusses ways of recruiting diverse PRSSA memberships at the Chapter level, giving them suggestions from the vice president of advocacy, as well as other school's best practices. To further this initiative, the Diversity Toolkit explains how to maintain a diverse PRSSA membership as well. These tools were added to the Diversity Toolkit as the way to help Chapters expand their growth and development on the local and National level.

During the 2010-2011 term, ethics advocacy came to the forefront of **advocacy initiatives**. Next year, PRSA is focusing on advocacy initiatives, specifically diversity and ethics. Ethics issues became more prominent through blog posts and *FORUM* articles that bring the topics into the eyes of Chapter members. By focusing on real life examples and discussing case studies, students will learn how to approach ethics in a systematic way that will allow for the advancement of the profession.

This year, ethics sessions were held at National Conference and National Assembly. In addition to these sessions, a Twitter chat was dedicated to discussing ethics with the Society and involvement was extremely high. Lastly, the vice president of advocacy used a roundtable discussion at the California State University, Fullerton Regional Activity to discuss ethics with event attendees.

The **High School Outreach** initiative was extremely successful this year. The vice president of advocacy and the vice president of member services worked together to execute a high school session at National Conference in Washington D.C. The session was held at a predominately hispanic high school called Bell Multicultural High School.

Brandi Boatner, External Communication Specialist at IBM, was the guest speaker for the event. Boatner discussed the public relations profession and her story to success, reinforcing the fact that hard work and determination can allow all professional dreams to come true. The students were moved by Boatner's story of success and some even contacted Chapters to discuss how they can get involved with PRSSA upon completion of high school.

The vice president of member services discussed the Affiliate Program for those students interested in attending community college. When the students were asked about their college aspirations, the majority of students expressed interest in community college. The benefits of the Affiliate Program were discussed as well as how to join a local PRSSA Chapter.

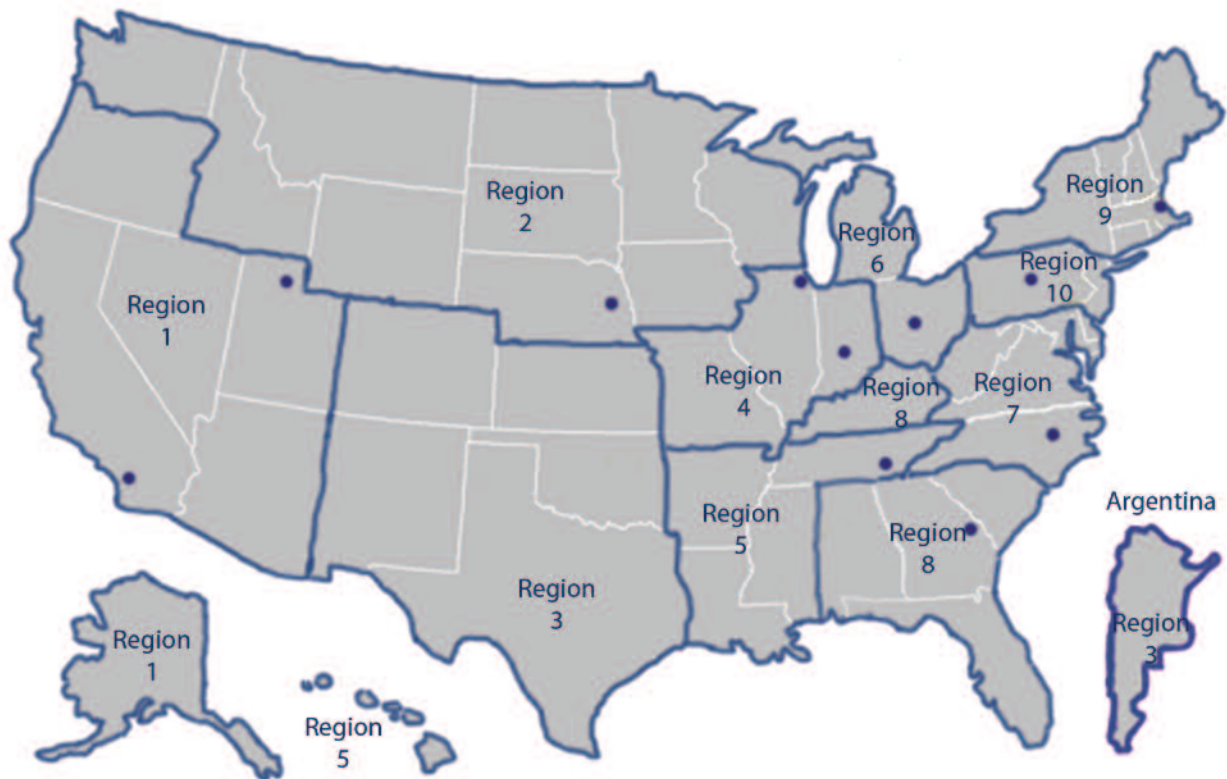
Finally, two student guest speakers discussed their experiences in PRSSA and how it has helped advance their college and professional careers. The session ended with an evaluation survey, which demonstrated a successful event after the results were analyzed.

PRSSA 2011 Regional Activities

This year, 11 Chapters were chosen to host Regional Activities focusing on topics such as social media, networking, transitioning to an entry-level career and the changing landscape of public relations. For the first time, bidding Chapters were interviewed (in addition to submitting an application) by the vice president of Regional Activities prior to the selection.

“An emphasis on strategic promotional strategy involving social media was necessary”, Rachel Sprung, vice president of Regional Activities said.

Many of the hosting Chapters branded their conferences with a Twitter account for their event and used their event name in a hashtag to keep track of all the tweets before, during and after the Regional Activity. Chapters created promotional videos to attract more attendees to their event which provided the chance to be more creative than previous years with the design of their promotional websites. Hosting Chapters also incorporated other national initiatives into their events, including high school and community college outreach, community service and international relations.



Twitter Chats and Community Service Initiative Leadership Workshop

Twitter chats were first implemented in July 2010 as a monthly initiative to get Chapter members talking beyond university borders by the vice president of Chapter development. “This online channel gave new life to PRSSA’s Twitter presence and surpassed expectations of involvement,” Kimberly Ciesla, vice president of Chapter development said. Chats took place once a month, usually the last Wednesday of the month, at 9 p.m. EST to accommodate students from coast to coast. Topics included “Preparing for the Year (Goal Setting),” “Best Practices Sharing,” “Ask a Mentor,” “PRSA/PRSSA Relationships” and “Ethical Branding.” PRSSA’s most successful chat, “Ask a Mentor,” accumulated 114 people and 1,126 tweets.

PRSSA is devoted to giving back to the host community at every National Conference. It is the vice president of Chapter development’s duty to create a community service project for a local non-profit. This year, PRSSA selected For the Love of Children (FLOC) who devotes its resources to helping underprivileged youth. PRSSA students assisted FLOC in buying new computers by donating used cell phones, money and ink cartridges.

In the Media

As industry news shift from paper form to online content, so does the demand for **integrated marketing communications and social media**. Here are the latest mediums serving hot, fresh content for new and seasoned public relations professionals today:

Mashable
AP Style
Social Media Examiner
PR Daily
Social Media Biz
Ragan’s PR Daily
PR News Group
Culpwrit
PRStudchat

FORUM

PRSSA’s tri-annual newspaper, *FORUM*, features a new masthead to compliment the rebranding and new brand colors for PRSA/PRSSA. There were also continued efforts to produce *FORUM* in a newspaper format. “Ask the Professional” and “Footprints” columns continued, as well as contributions from PRSA New Professionals and Diversity committees. A new column, “Setting the Pace” was instituted. “A total of 55 articles were published in the online and digital Fall, Winter and Spring issues; the *FORUM* website was updated for each issue and included overflow articles that were not featured in the print issues,” Kara Robinson, *FORUM* Editor in Chief said.

The PRSSA Blog saw continued efforts to make it a discussion space with questions at the end of each post. Consistent information from National Committee members and members of the PRSA New Professionals Committee, as well as PRSSA members covered topics including industry news, internship advice and other relevant information for members seeking a career in the public relations field. Attempts were made to increase the number of posts per week to amplify the Society’s online presence and analytics were monitored starting in late December 2010. The analytics will be used as a benchmark for future measurements. The PRSSA Blog saw nearly 50 posts during the 2010-2011 year.



PRSSA 2010-2011 Scholarships & Awards Recipients

The PRSSA Foundation offers PRSSA more than \$20,000 in individual and Chapter scholarships and awards each year. Funding comes primarily from PRSSA members and their families, public relations agencies and the Champions For PRSSA. All award winners were recognized at the PRSSA 2010 National Conference in Washington D.C. A complete list of winners is provided below. For more information regarding scholarships, visit www.prssa.org.



Dr. F.H. Teahan National Chapter Awards

Outstanding Chapter: Brigham Young University
Outstanding Chapter Newsletter: University of Northern Iowa
Outstanding Regional Activity: Boston University
Outstanding Faculty Adviser: Florida Memorial University, Mary-Angie Salva-Ramirez, Ph.D.
Outstanding Professional Adviser: Southern Methodist University, Gail E. Chandler, APR
Outstanding Chapter Firm: Rowan University
Outstanding Chapter Diversity: University of Georgia
Community Service Award: Penn State University
University Service Award: University of Nebraska, Omaha
Outstanding Chapter Website: DePaul University
Outstanding Chapter Development: Florida Memorial University
Outstanding PRSA/PRSSA Relationship: Kent State University

Star Chapter Awards

Belmont University
Fashion Institute of Technology
Florida Memorial University
Ohio Northern University
The Ohio State University
Pennsylvania State University
Utah Valley University

Marcia Silverman Scholarship

Sana Merchant, Southern Methodist University

Stephen D. Pisinski Memorial Scholarship

Megan Horn, University of Northern Iowa

Gary Yoshimura Scholarship

Therese Kuster, University of Northern Iowa

Lawrence G. Foster Award

Rebecca Cicione, Rowan University

Altschul Champions for PRSSA

Amanda Stageman, Marquette University and Prime Research

PRSA/PRSSA Internship Program

Megan McGuire, Texas Christian University

Hall of Fame Award

Michael Neumeier, Jr., APR, Arketi Group, Atlanta, Ga.

Elaine Averick Award

Jason Sears

Health Academy Grant

Kristen Hemmings, Drake University

Travel and Tourism Section Grant

Jordan William Maurer, California State University, Sacramento

Pacesetter Award

Loyola University New Orleans

Bateman Case Study Competition

First Place: University of Georgia
Second Place: Loyola University New Orleans
Third Place: Roger Williams University

Betsy Plank/PRSSA Scholarships

First Place: Renee L. LeGendre, Ohio Northern University
Second Place: A. Scott Wofford, University of Tennessee, Knoxville
Third Place: Natalie Joy Curtis, Utah State University

Rowan University National Organ Donor Awareness Award

First: University of Nebraska at Omaha
Second: Columbia College Chicago
Third: Iowa State University
Honorable Mention: University of Wisconsin Oshkosh

The Plank Center for Leadership in Public Relations Ethics Advocacy Award

California State University Fullerton (Christa Keizer) and Dr. Dean Kazoleas, APR

Student-run Firm Awards

Best Tactic: Rowan University
Best Campaign: University of Florida

National President's Citation

Rebecca Alsup, University of Tennessee at Martin
Gabriele Bladdick, Valparaiso University
Dana Bubonovich, Penn State University
Alyssa Dreifus, Fashion Institute of Technology
Amanda McKelvey, Ohio Northern University
Sana Merchant, Southern Methodist University
Sarah Norton, Belmont University
AnnaRose Rotondi, Fashion Institute of Technology
Ryan Schatzman, University of Cincinnati
Lizzie Smithson, University of North Texas
Chantale Stewart, Florida Memorial University
Heather Wade, University of Wisconsin Oshkosh
Stefano Weidmer, University of North Texas

National Gold Key Award

Kendal Ahlmann, Valparaiso University
Beth D. Benton, Georgia College & State University
Casey J. Booyinga, Central Michigan University
Rachel Bosworth, Fashion Institute of Technology
Talitha Carter, Florida Memorial University
Brooks Thayer Cooper, University of Southern Indiana
Callie Laine Crum, Ohio Northern University
Terrance Nathaniel Davis, Jr., Florida Memorial University
Tegan Ellis, Ohio Northern University
Natalyn Giverson, Ohio Northern University
Haley J. Higgs, Georgia Southern University
Erica Holland, University of Georgia
Jessi L. Janiec, Pennsylvania State University
Daniel Jason, Valparaiso University
Mary Rose Macaranas, Georgia State University
Colleen Maleski, Ohio State University
Amanda McKelvey, Ohio Northern University
Lizzy Nephew, University of Georgia
Sarah Elizabeth Norton, Belmont University
Emilie O'Toole, Boston University
Sara Pecchia, Belmont University
Kristen Phillips, California State University Bakersfield
Rebecca Reese, California State University Bakersfield
Jenna Schario, Oral Roberts University
Emily C. Simmons, Pennsylvania State University
Chelsea Thomas, University of Southern Indiana
Michelle Treasure, Brigham Young University
Caitlin R. Watts, Georgia State University

John D. Graham Scholarship

First Place: Sana Merchant, Southern Methodist University
Runner Up: Jamiene Noell Scott, Ohio Northern University
Runner Up: Phyllis McLemore, Oklahoma State University