



ADVANCING THE PROFESSION
AND THE PROFESSIONAL.

It's Easy

To join the Central New York Chapter of PRSA:

Join PRSA National online, by mail or fax. Details are available at www.prsa.org/membership. National membership is required for chapter membership.

Indicate that you are also joining the Central New York Chapter and make one payment for both memberships. Annual dues are subject to change. Look for periodic discount membership promotions.

If you are already a PRSA National member and want to add your Central New York Chapter membership, simply contact a PRSA Member Services Representative at 212-460-1400 or email membership@prsa.org.

PRSA members are employed in a wide range of fields, including:

Community relations, consumer affairs/public affairs, employee relations, financial communications/investor relations, government relations, institutional/corporate advertising, marketing communications, media relations, public relations counseling, public relations management/administration, public relations teaching, research and special events.

For more details about membership:
www.prsacny.org
Email: membership@prsa.org



Central New York Public Relations, Communications and Marketing Professionals:

Advance

your career

Enhance

your skills

Network

with professionals

Stay Ahead

of industry trends

Central New York Chapter



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Central New York Chapter



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The Value of PRSA

- Be a part of the world's largest organization for public relations, advancing the profession and the professional;
- Place yourself in the center of your peer network - locally, regionally and nationally;
- Bring unparalleled information sources right to your desk;
- Sharpen your skills and refine career strategies through professional development; and
- By joining PRSA, you support the profession of public relations.

Added Value For Your Organization

Many employers recognize the value of skilled public relations professionals and support the development of their employees through payment of their PRSA dues. Here are just a few examples of how membership in PRSA also benefits the organization:

- In our rapidly-changing profession, our professional development workshops keep your knowledge and skills current, allowing your organization to remain competitive utilizing newer PR tactics and strategies;
- Our media relations seminars can help your organization become more prominent and visible;
- Your PRSA affiliation affirms that you uphold the highest ethical standards of our profession; and
- You can learn measurement tactics to demonstrate the ROI for your Communications/PR function.

The Central New York Chapter Provides Members the Opportunity to:

- Attend professional development seminars featuring expert speakers on timely and relevant topics, at discounted rates;
- Become an accredited public relations professional through APR mentoring;
- Expand skills through active chapter involvement including serving on chapter committees;
- Access local public relations job openings; and
- Network with fellow PR colleagues and share best practices.

Membership Options

- Regular Membership for professionals with two or more years experience in public relations.
- Associate Memberships for individuals with two years or less experience or full-time graduate students.
- Group Memberships for ten or more individuals from the same organization who join together.
- Retired Membership for current regular members who meet certain criteria.

10 Reasons

To Be a PRSA Member

- 1. Advance as a Professional**
Seminars, conferences, teleseminars, e-learning, APR Accreditation, and an annual International Conference.
- 2. Nationwide Network**
More than 100 Chapters nationwide and 19 practice-specific Professional Interest Sections and Affinity Groups.
- 3. Enjoy and Learn From PRSA's Award-Winning Media**
Resource-rich Web site, www.prsa.org, *The Strategist* Magazine, *Public Relations Tactics* tabloid.
- 4. Manage Your Career**
Job search assistance/career management with access to PRSA's JobCenter and online CareerTools™ service.
- 5. Find a Mentor**
Guidance from Accredited professionals with 20 or more years experience.
- 6. Your PR Questions Answered**
Online Professional Resource Center.
- 7. PR Issues & Trends**
A daily e-mail provides news monitoring service reports on industry trends, advocacy and other PR issues.
- 8. Be Recognized For Your Work**
Silver Anvil and Bronze Anvil Awards programs.
- 9. Exclusive Member Rates and Services**
Exclusive access to PRSA Member database and members-only products/services including special rates on car rentals, office supplies, air freight, PRSA store items and more.
- 10. Be a Leader Through PRSA: Advance the Profession**
Rewarding avenues to advance your leadership skills on both the local and national forefronts.