

THE PUBLIC RELATIONS SOCIETY OF AMERICA  
2014 CANDIDATE APPLICATION FORM

Director Positions

**ABSOLUTE APPLICATION DEADLINE IS TUESDAY, JUNE 17, 2014, 5 P.M.**  
(in the time zone in which the candidate resides)

When you submit your application electronically, you will receive an automated e-mail confirmation within the hour.  
If you do not receive this automated e-mail it is your responsibility to contact PRSA  
at [nomcomm@prsa.org](mailto:nomcomm@prsa.org) or 212-460-1403 to confirm receipt of your application.

Note that this application will be posted on the PRSA website with the exception of the information contained in Sections D ("Legal, Regulatory and Other Matters") and E ("Candidate Contact Information"). It is the candidate's responsibility to ensure that all information submitted in this application - such as dates, awards, etc. is true and accurate. Candidates are urged to proofread their applications carefully as changes and corrections are not permitted after the applications are posted on the PRSA website nor are corrections made by PRSA staff. All information must be typed. Please submit the application electronically for posting on the PRSA website.

Last Name  First Name  Middle Initial

PRSA Designation  (APR, Fellow PRSA)

Company

Title

Address 1

Address 2

City, State, Zip

What is your organization? (e.g., public relations agency, solo practitioner/counselor, corporation, association, university, etc.)

Work Telephone  Work E-Mail

PRSA District

PRSA Chapter Membership(s)  
(Dates, Chapter Name)

PRSA Section Membership(s)  
(Dates, Section Name)

Date Joined PRSA

As set forth in Article V, Section 2 of the PRSA Bylaws, to be eligible to serve as director individuals must be APR, must be a member of PRSA in good standing, and also have at least one of the following qualifications: (1) held a leadership role within the Society, including but not limited to, served as a member of a Chapter, District, or Section board of directors, chaired a national or local committee or task force, or served as a National PRSA Assembly delegate; or (2) served as a public relations professional for 20 or more years, with increasing levels of responsibility.

Please indicate the year in which you attained APR accreditation

**Section A: PRSA Activity Record.** Please fill in the date of service, name of Chapter/District/Committee/Task Force, etc., as well as leadership position(s) held. Contact PRSA Headquarters for assistance if you are unsure about certain dates of service.

*(Example: 2000-2001 - New York Chapter - President)*

**PRSA Fellow (Year Inducted)**

Chapter Officer/Board  
and other Leadership  
Positions

**Local (Chapter/District)  
Committee/Task Force  
Chair**

**District Officer**

**National Section  
Chair/Officer**

**Voting Assembly  
Delegate**

**National Committee/  
Task Force/Advisory  
Board Chair/Co-Chair/  
Member**

**National Board  
Officer/Member**

**Other**

## Section B: Professional Background

1. State the professional positions you have held in the field of public relations (with dates) listing the most recent first.

**2. Have there been any instances in which you advanced the state of the profession through exceptional contributions to the field of public relations? If yes, please list example(s).**

**3. List *pro bono* public service activities conducted during your career.**

**4. List Awards (local, regional, national, career or personal) that you have received. Include date, name of award and awarding organization.**

**5. List educational background (degrees and certifications). Include institutions, degrees/certifications and dates.**

**6. List those credentials you believe qualify you for the position you're seeking.**



**Please insert a brief biographical profile (400 words or less).** Please provide a recent full color photo of yourself in a separate JPEG attachment (minimum of 300 dpi @ 4x6 inches). Your photo should be a current, professional-quality headshot, suitable for publication.



Image Field

A large, empty rectangular box with a thin black border, occupying the lower half of the page. It is intended for the applicant to insert their brief biographical profile, which should be 400 words or less.

## Section C: Authorization

1. Please consider me a candidate for the position(s) checked below for which I meet the criteria:

- |   |  |
|---|--|
| <input type="checkbox"/> Director, East Central District ( <i>two year term</i> ) | <input type="checkbox"/> Director, Tri-State District ( <i>two year term</i> ) |
| <input type="checkbox"/> Director, Mid-Atlantic District ( <i>two year term</i> ) | <input type="checkbox"/> Director, Western District ( <i>two year term</i> )   |
| <input type="checkbox"/> Director, Northeast District ( <i>two year term</i> )    | <input type="checkbox"/> Director-at-Large ( <i>two year term</i> )            |

If you are requesting to be considered for a District Director position, would you also be willing to serve in an At-Large Director position if asked to do so by the Nominating Committee?

- Yes  
 No

I have received and read the duties and responsibilities of the position checked above and will agree to expend the time and money required to serve if I am nominated by the Committee and elected by the Leadership Assembly on October 11, 2014.

Signature

Date

**(Signature required.** If you do not have an electronic signature, please write your name on a separate piece of paper and e-mail, fax or mail a hard copy to the Nominating Committee, PRSA, 33 Maiden Lane, 11<sup>th</sup> Floor, New York, NY 10038. Fax: 212-460-5900. E-mail [nomcomm@prsa.org](mailto:nomcomm@prsa.org). PRSA staff will insert it in your application.

## Position Statement: Part I

Please provide succinct answers that address each position statement precisely. Please provide examples, data and other details that support your statement, specifically using your leadership experience from PRSA or from other boards. Limit your responses to 350-500 words.

**The PRSA Board of Directors is made up of people representing diverse groups within PRSA and in society at large, yet the level of diversity within the industry has a long road yet to travel. As a member of the PRSA board how would you contribute to the board's and the Society's efforts to realize a measureable increase in a more diverse membership.**

## **Position Statement: Part II**

Please provide succinct answers that address each position statement precisely. Please provide examples, data and other details that support your statement, specifically using your leadership experience from PRSA or from other boards. Limit your responses to 350-500 words.

**As part of the organization's overall mission, PRSA seeks to foster more accurate and better-informed perceptions of the value and role of public relations. Given the increase in social media channels in the world today and the growing proportion of social media functions as part of a PR professional's responsibilities, what strategic skills would you bring to the PRSA board that will help the organization fulfill this important mission?**

**The applicant's personal information is only made available to the 2014 PRSA Nominating Committee members.**

## Candidate Attestation

I attest that, to the best of my knowledge, the information contained in this application is true and accurate and contains no significant omissions. I understand that the details of the deliberations and votes about any specific candidate or office in the PRSA nominating process are confidential, and I pledge to maintain that confidentiality. I acknowledge that submitting an application with inaccuracies or omissions, revealing confidential information known by me, or repeating confidential information provided by others, is a breach of the PRSA Member Code of Ethics. In addition, I acknowledge that if such a breach occurs, the Nominating Committee may refuse to consider my candidacy.

Signature

Date

***(Signature required.*** *If you do not have an electronic signature, please write your name on a separate piece of paper and e-mail, fax or mail a hard copy to the Nominating Committee, PRSA, 33 Maiden Lane, 11<sup>th</sup> Floor, New York, NY 10038. Fax: 212-460-5900. E-mail [nomcomm@prsa.org](mailto:nomcomm@prsa.org). PRSA staff will insert it in your application.*

**PLEASE SCROLL UP TO FIRST PAGE OF THIS FORM TO SUBMIT  
THE COMPLETED APPLICATION FORM to [nomcomm@prsa.org](mailto:nomcomm@prsa.org)**

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The application form is complete and ready to submit.