

INSTRUCTIONS FOR COMPLETING THE 2012 COLLEGE OF FELLOWS APPLICATION

1. Who Can Apply

Ensure that you meet minimum criteria outlined in the PRSA Bylaws. Fellows applicants must:

- Be a current PRSA member;
- Be currently Accredited in Public Relations (APR). You can verify Accreditation status by contacting PRSA's [Accreditation Manager](#); and
- Have a minimum of 20 years (240 months) of experience as a public relations practitioner and/or educator.

Experience for educators and practitioners includes full-time performance in professional positions with public relations titles and/or teaching responsibilities where you can verify that your primary work (more than 50 percent of your time) was in public relations or instruction of students pursuing majors or sequences of study in public relations.

Teaching public relations courses and performing public relations duties part-time are difficult to assess for compliance with the PRSA Bylaw requirement of a minimum of 20 years of professional service. Assessment of your experience will be based on professional responsibilities that can be clearly described and verified by employers, clients or colleagues for performance and length of time in public relations. Freelance services and additional functions listed on the application as work in the profession can be considered if a minimum of 120 hours per month was devoted to public relations activities or public relations teaching.

2. Application Criteria

Provide clear evidence of how you meet *all* of the criteria for becoming a Fellow:

- Demonstrated superior professional capability and influence;
- Advanced the state of the profession;
- Have been a role model to other members of the profession, students and your community; and
- Contributed to PRSA or other professional and nonprofit organizations through volunteer service and leadership.

You are responsible for providing evidence of meeting these criteria. Submitting any misleading or false information is a violation of the PRSA Member Code of Ethics and the [College of Fellows Standards of Excellence](#). Doing so will automatically disqualify an individual from consideration.

3. Chapter/Section/District Leadership Comment Form and Assessment Letter

An officer of a Chapter, Section or District who knows you and your contributions to the public relations profession must submit a [Comment Form](#) with an assessment letter. The form requests that the executive committee of the Chapter, Section or District discuss and give the Fellows Selection Committee comments on your role within that group. A signed assessment letter from a Chapter/Section/District officer must accompany this form and explain why the comments were made. This assessment letter is one of the six required letters of support listed in instruction No. 4, "Letters of Support." The comment form and assessment letter both must be sent directly to the PRSA College of Fellows so that they are received no later than the application submission deadline:

Scanned as a PDF with original or electronic signature,

Email: FellowsApplication@prsa.org

Printed with original signature,

Mail:

PRSA College of Fellows

33 Maiden Lane, 11 Floor

NY, NY 10038

Fax: 212-460-5900

- Write the assessment letter on Chapter/Section/District, business or personal letterhead.
- See letter of support guidelines, instruction No. 4, third bullet point.
- Make sure the comment form and assessment letter both have the Chapter/Section/District leader's original or electronic signature.
- Please note:
 - An emailed message without the required, signed comment form and assessment letter cannot be considered.
 - A Chapter, Section or District officer can submit comment forms and assessment letters for multiple applicants who meet the criteria and are considered by the group's executive committee to be qualified for membership in the PRSA College of Fellows. There are no restrictions on the number of forms and letters an officer can submit.

4. Letters of Support

- Identify five individuals to submit letters of support in addition to the Chapter/Section/District form and assessment letter described in instruction No. 3:
 - Four from individuals who are public relations professionals.
 - One from an individual who is not in the public relations profession.
 - One assessment letter from a Chapter/Section/District officer that must be submitted with the comment form, described in detail in instruction No. 3, "Chapter/Section/District Leadership Comment Form and Assessment Letter."
- No individual, including current members of the College of Fellows and past PRSA leaders, can write a letter of support for more than one applicant per year.
- Remember that it is your responsibility to:
 - Contact each letter writer to ensure that he/she submits the letter he/she is writing on your behalf no later than the application submission deadline.
 - Ensure that letter writers understand the significance of becoming a Fellow.
 - Provide letter writers with letter of support guidelines.
- Make sure letters comply with Fellows' letter of support guidelines. You must meet all of these criteria or the letter cannot be accepted. Letters must be:
 - No longer than one page.
 - Typed in a minimum 12-point font with one-inch margins.
 - Submitted on business, organization or personal letterhead.
 - Submitted by the letter writer. You cannot submit letters of support on your own behalf.
 - Contain an original signature or, if the letter is in PDF, an electronic signature.
 - Sent to PRSA headquarters via email as a PDF attachment, by mail or via fax.
 - Received by the PRSA College of Fellows no later than the application deadline. If a letter of support is late, an application will not be complete and cannot be reviewed by the Fellows Selection Committee.
- Know who cannot write a letter of support for you:
 - Members of the PRSA Board of Directors.

- Members of the College of Fellows Executive and Selection Committees.
- Your own GoodFellow. (GoodFellows are a select group of Fellows from throughout the US who represent different areas of public relations practice and are prepared to help applicants through the application process. Your GoodFellow can write a letter of support for another applicant.) [Request a GoodFellow](#).
- Submit
 - Scanned as a PDF with original or electronic signature,
Email: FellowsApplication@prsa.org

Printed with original signature,

Mail:

PRSA College of Fellows
 33 Maiden Lane, 11 Floor
 NY, NY 10038

Fax: 212-460-5900

5. The Application

- Fill out the applicant information form online, print it and submit it with your application.
- Use a format that approximates the application form on the Fellows Web page.
- Use a minimum **12-point font**.
- If submitting via mail, print your application on **white 8.5"x11" paper, one side only**.
- Put your name at the top of each page and the page number at the bottom.
- Answer questions in sequence.
- Begin each section with the criterion number and full name of that criterion.
- Number each of the **five examples** required in **criteria 3-6**.
- Do not use an example more than once.
- Include a contact with a phone number and/or email with each example if possible.
- Complete all sections.
- Do not submit supplementary material. It will not be considered.
- Submit your application, including all six criteria, on no more than **eight pages**. An application longer than eight pages will not be considered.
- Meet the deadline.

6. Summary Profile and Role Model Statement

Write a **35-word summary profile in the third person** on a separate page that distills your achievements and legacy, and answers the question, "For what should I be known?" The College of Fellows will use this summary in the induction program and public announcements. This is not a biography and is in addition to your application.

Write a **150-word statement in the third-person** on the same page with your summary profile on why you can be identified as a **role model** for public relations professionals and students and how you have advanced the public relations profession through unusual and superior contributions.

- As you develop this statement, consider what qualifies you to be elected into the College of Fellows? What is your footprint on the profession? What specifically have you done to advance the profession and other professionals? What body of work, significant experiences, physical or anecdotal evidence will endure beyond your professional career and continue to demonstrate the ongoing influences of your professional contributions.

7. Application Fee

- Pay a \$50 non-refundable process fee [online](#), by credit card.
- To pay by check, include a check payable to PRSA with your completed application.

8. Double-Check

- Grammar.
- Spelling.
- Completeness of answers and materials.
- Signature on your applicant information form.
- Make sure the Chapter/Section/District has submitted its comment form and assessment letter before the deadline.
- Ensure that all five letters of support are submitted before the deadline.

9. Submit Application

Scanned as a PDF with original or electronic signature on applicant information form,

Email: FellowsApplication@prsa.org

Printed with original signature on applicant information form,

Mail:

PRSA College of Fellows
33 Maiden Lane, 11 Floor
NY, NY 10038

Faxed applications will not be accepted.

- **Deadline:** The complete application, comment form and assessment, and all letters of support must be received at PRSA headquarters no later than **5 p.m. (EDT), Thursday, May 3, 2012.**