

2012 APPLICATION FOR MEMBERSHIP PRSA COLLEGE OF FELLOWS

Criterion 1: Accreditation

- Date you were Accredited.
- Date(s) of Reaccreditation (if applicable).

If necessary, contact [PRSA Headquarters](#) to verify date(s).

Criterion 2: Professional Experience and Qualifications

- Provide your academic training, including colleges and universities attended and degrees received.
- Identify all positions you have held as a public relations practitioner or educator, starting with the most recent position. Give complete dates of employment, including job titles, employers and brief descriptions of responsibilities. Using month and year, add up the total number of months in each position (e.g., October 1998–May 1999 = 7 months). The total number of months for all public relations positions must total at least 240 (20 years). Indicate the percentage of time spent in the performance, management or teaching of public relations in each position.
- If you have owned a consulting firm or been part of one, explain the firm's size and general reputation in its community or specialty.

Criterion 3: Superior Professional Capability

- State the **five** most significant **examples** from your career that demonstrate superior professional capabilities as a practitioner or educator and show how your work has been consequential for, or achieved wide influence in, your community or the profession.
- Present each example in a situation/action/outcome or result format. Briefly explain the situation before you became involved, the strategies and tactics taken and the results.
- Describe your personal contribution in each example.
- Examples can include (but are not limited to)*:
 - Comprehensive campaigns resulting in behavioral change that you have used as lessons learned to educate other public relations professionals.
 - Effective experiences that were introduced into broader use. For instance, you resolved a problem that has plagued many organizations and then convened a summit of others who face the same issue to extend the impact of your solution within a particular community, industry or public policy.
 - Exceptional management of the business or teaching of public relations that generated a new standard of collaboration, enhanced results from new technology and/or new training excellence.
 - Anecdotes about the success of current or past students beyond the classroom. Or, efforts that succeeded in elevating the reputation of your department or school.
 - Groundbreaking research that led to change in your or your client's organization and was successfully applied later in other situations.
 - Development of new crisis protocols that helped your or your client's organization or another stakeholder, potentially enabling others to avoid the problem altogether.

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- Defused opposition and proceeded to achieve notable benefits for all involved groups beyond your own sphere of influence.

**Please include a name, phone number and email address for a contact who can verify your contribution in each example, if possible.*

Criterion 4: Advancement of the Profession

- State the **five** most significant **examples** of your work that have advanced the state of the profession through superior contributions to the field of public relations.
- Present each example in a situation/action/outcome or result format.
- Explain clearly your personal role and contribution and how each action advanced the profession.
- Examples can include (but are not limited to)*:
 1. A significant contribution to the industry through professional accomplishment, such as development of a new strategy that was later emulated by others. Or a noteworthy analytical work that altered previously held perceptions among public relations professionals or other stakeholders.
 2. Articles, books, chapters, published monographs, blogs or lectures that contributed to the profession's body of knowledge or increased understanding of the profession by corporate executives, the public, media or others. Be specific about the title, publication and/or date of presentation, as well as the impact.
 3. Research activities you created and/or conducted, such as studies published or otherwise made public that advanced the profession in a significant way. Explain how each research activity advanced the profession. Unpublished articles or proprietary research cannot be considered without a clear explanation of their benefits to the profession.

**Please include a name, phone number and email address for a contact who can verify your contribution in each example, if possible.*

Criterion 5: Service and Leadership

- State the **five** most significant **examples** of your past, current and ongoing volunteer service, identifying instances of your clear leadership role. Describe what you did or are doing, your major contributions and the overall effects or consequences of the service.
- Present each example in a situation/action/outcome or result format.
- Examples can include (but are not limited to)*:
 1. Significant instances in which you have demonstrated leadership within PRSA at the Chapter, Section, District, national committee or task force level and/or the national Board of Directors or national officer level.
 2. Significant contributions to other professional communication organizations (e.g., IABC, American Marketing Association, Arthur W. Page Society, etc).
 3. Significant contributions to professional organizations in an industry where you work or have worked (e.g., architecture, engineering, health care, travel/tourism, etc.).
 4. Leadership and volunteer service in your local community for a nonprofit or cause where your participation had a significant impact.

**Please include a name, phone number and email address for a contact who can verify your contribution in each example, if possible.*

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Criterion 6: Role Model

- List **five** specific **examples** that show how you have exhibited personal and professional qualities as a role model for others.
- Present each example in a situation/action/outcome or result format.
- Examples can include (but are not limited to)*:
 1. Mentoring and other educational activities that enhanced the professional skills of young people or practitioners other than your own students or employees.
 2. Outstanding public and community service you performed without direct financial gain. Describe the benefit of the activities, your role and whether your involvement was part of your job. Also indicate the scope (local, regional, state, national or international) of each program.
 3. Awards or other citations that provide evidence that peers have recognized you as a role model in the public relations profession. Indicate the date received, the awarding organization, criteria for nomination and rationale for the recognition.

**Please include a name, phone number and email address for a contact who can verify your contribution in each example, if possible.*