

# PRSA COLLEGE *of* FELLOWS

## INSTRUCTIONS FOR COMPLETING THE 2020 COLLEGE OF FELLOWS APPLICATION

### Who Can Apply

Ensure that you meet minimum criteria outlined in the PRSA Bylaws. An applicant to the College of Fellows 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
- Document 240 months of experience as a public relations or communication practitioner and/or public relations or communication educator, completed by January 1<sup>st</sup> of the year in which they apply. (Work experience must be in public relations or communications. Experience in journalism may not be used toward the 240 months.)

Full-time work in public relations or communication can be counted as complete months if the applicant has a public relations or communication and/or teaching position that requires more than 50 percent of time devoted to directing public relations or communication activities or teaching students in the study of public relations throughout the year.

Part-time work in public relations or communication is more difficult to assess and relies on an applicant's professional responsibility to account for the months accurately and fairly. For adjunct or other college-level, part-time faculty, the teaching of one three-credit course in one semester can be counted for one month toward the 240-month requirement.

For public relations or communication professionals employed on a part-time basis, the percentage of time worked on public relations or communication programming should be multiplied by the number of months served in that position (e.g., 0.25 FTE x 100-month term = 25 months that can be counted toward the 240-month requirement).

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## The Application: Parts I, II and III

### Application: Part I - Applicant Information

- Fill out all parts of Part I carefully. Pay especially close attention to the names you are listing for letter writers. List the four public relations references first, then the non-PR person and finally the person who is writing the Chapter/District/Section letter.
- Signatures can be handwritten or electronic. Because you will convert the first three parts of the application to a single PDF document, we suggest that you use your handwritten signature.

### Application: Part II – Six Criteria

- Your responses to the six criteria must be written on no more than **eight pages**. **An application longer than eight pages will not be considered**. Be sure to make use of all eight pages.
- **Use Arial size 11 font** with one-inch margins all around for the **eight pages** you write.
- Use one side of each page 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 the same example more than once.
- Applicants should demonstrate good writing skills including grammar and punctuation.
- Include a contact with a phone number and/or email with each example. You are responsible for providing the best available contact information. Consider telling them precisely why you are using them as a reference. "I'm listing you because you can speak to my leadership qualities..." "You were the client I did this project for...You can speak about what it meant to your organization, company, customers, etc."
- **\*\*PLEASE NOTE:** Members of the Selection Committee may contact people not listed as references, contacts or recommendation letter writers if they think additional information may be beneficial to the committee in making decisions on its new Fellow recommendations to the PRSA Board.
- **Do not submit** supplementary material of any kind. Additional material, including examples, graphics, portfolios, blogs, tweet chats, videos, websites, etc., **cannot be considered** and will more than likely be discarded. **Do not** refer application readers to a website, video, or any social media.
- Meet the **deadline of May 7, 2020 at 5 p.m. EDT**.

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

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## Application: Part III - Summary Profile and Biography

On a single page, provide **two statements** about your career, both **in the third person**:

1. **35-word summary profile** that distills your achievements and legacy, answering the question, "For what should I be known?" This is used to guide the presenter during the induction ceremony.
2. **150-word formal biography** to be used in the program for the induction ceremony and in other areas where a formal bio is needed. Consider how you have advanced the public relations or communication profession through unusual and superior contributions. What qualifies you to be elected into the College of Fellows? What have you done to advance the profession and other professionals? What body of work, physical or anecdotal evidence will endure beyond your career and continue to demonstrate the ongoing influences of your professional contributions?

Combine Parts I, II, and III and create a single PDF file. Send file to [FellowsApplication@prsa.org](mailto:FellowsApplication@prsa.org).

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## The Application: Parts IV and V

### **Application: Part IV - Chapter/Section/District Comment Form and Letter**

An officer, current, or immediate-past president/chair of a Chapter, Section or District who knows you and your contributions to the public relations or communication profession is asked to submit two documents: a Comment Form accompanied by a letter. The form requests that the executive committee, board or leadership of the Chapter, Section or District discuss your role within that group privately and confidentially and give the Fellows Selection Committee comments. [The form may be found on the PRSA website.](#)

This letter is one of the six required letters of support. The letter must be:

- No longer than one page.
- Typed in Arial size 11 font with one-inch margins all around.
- Submitted on organization or personal letterhead.
- Submitted by the letter writer. You cannot write a letter on your own behalf.
- Contain an original signature, or, if the letter is in PDF format, an electronic signature.
- Sent directly to the PRSA College of Fellows at [FellowsApplication@prsa.org](mailto:FellowsApplication@prsa.org).
- Received by the PRSA College of Fellows no later than 5 p.m. (EDT) on May 7, 2020.

A Chapter, Section or District officer, current president, or immediate-past president/chair can submit comment forms and letters for multiple applicants who meet the criteria and that the group considers to be qualified for membership in the PRSA College of Fellows. There are no restrictions on the number of forms and letters an officer or immediate-past president/chair can submit.

*The comment form and letter must both be sent directly to the PRSA College of Fellows and received no later than 5 p.m. (EDT) on May 7, 2020. They may be submitted via email or by mail.*

If the form and letter are scanned as a PDF with original or electronic signature, then submit it via **email to:** [FellowsApplication@prsa.org](mailto:FellowsApplication@prsa.org)

If the form and letter are typed and printed with original signature, then send it **by mail to:**

PRSA College of Fellows  
120 Wall Street, 21<sup>st</sup> Floor  
New York, NY 10005

### **Application: Part V - Letters of Support**

- Identify five individuals to write letters of support **in addition to** the Chapter/Section/District form and letter described in the previous instruction. **Four** from individuals who are public relations or communication practitioners or public relations or communication educators. Please carefully consider whom you ask to write these letters. Authors of these letters must know you and your public relations/communication work firsthand. They must be able to articulate your qualifications as an applicant. If possible, include at least two letters from members of the College of Fellows or from PRSA members who have earned the APR.
- **One** from an individual who is **not** a public relations or communication practitioner or public relations or communication educator. The letter from the non-PR practitioner or non-PR educator cannot be from someone who is a member of PRSA, IABC, AMA or any similar organization and is likely to be questioned if it is from an individual whose job title includes communication or marketing.

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- No one can write a letter for more than one applicant per year. This includes current members of the College of Fellows. Be sure to ask your letter writers if they've been asked by another individual to write a letter of support this year.
- 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
  - PRSA staff member
  - Your GoodFellow (GoodFellows are a select group of Fellows from throughout the U.S. who represent different areas of public relations or communication practice and are prepared to coach applicants through the application process. Your GoodFellow can write a letter of support for another applicant.) [Request a GoodFellow](#).
- It is your responsibility to:
  - Follow up with each letter writer to ensure that he/she submits the letter written on your behalf no later than the application submission deadline.
  - Ensure that letter writers understand the significance of becoming a Fellow.
- A good letter of support should:
  - Add something to your application, *not repeat* your resume or application.
  - The most effective letters add content and substance to your application, expand upon an example you have used or give a more complete picture of your excellent performance.
- Writers should:
  - Know you and/or your work,
  - Briefly explain why/how he or she is in a position to write on your behalf,
    - Address College of Fellows criteria:
      - your superior professional capabilities and achievements,
      - what you have done to advance the public relations or communication profession,
      - your service and leadership,
      - your reputation, integrity, how you have been a role model or how you have demonstrated the highest ethical standards.
  - Provide letter writers with letter of support guidelines. Every letter received on your behalf must meet all criteria listed here or the letter cannot be accepted.
  - Letters must be:
    - No longer than one page.
    - Typed in Arial size 11 font with one-inch margins all around.
    - Submitted on business, organization or personal letterhead.
    - Submitted by the letter writer. You cannot submit letters of support on your own behalf.
    - Submitted with an original signature or, if the letter is in PDF, an electronic signature.
    - Sent directly to the PRSA College of Fellows via email as a PDF attachment or mailed.
    - Received by the PRSA College of Fellows no later than the application deadline.

*The comment letter must be sent directly to the PRSA College of Fellows and received no later than 5 p.m. (EDT) on Thursday, May 7, 2020. It may be submitted via email or by mail.*

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If the letter is scanned as a PDF with original or electronic signature, then submit it by **email at:** [FellowsApplication@prsa.org](mailto:FellowsApplication@prsa.org)

If the letter is typed and printed with original signature, then submit it by mail to:

PRSA College of Fellows  
120 Wall Street, 21<sup>st</sup> Floor  
New York, NY 10005

## **Final Proofing: Double-Check Everything**

- 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 letter before the deadline.
- Ensure that the other five letters of support are submitted before the deadline.

## **Application Fee**

- As you submit your application, [pay a \\$50 non-refundable processing fee online \(click here\)](#). The link should take you to a secure part of the PRSA website for payment.

## **Deadline**

- The complete application, fee, comment form and all letters of support must be received at PRSA headquarters no later than **5 p.m. (EDT), Thursday, May 7, 2020.**