

PRSA COLLEGE of FELLOWS

2020 PRSA COLLEGE OF FELLOWS APPLICATION

The application for admittance into the College of Fellows is a 5-part application.

Parts I, II, and III are to be completed by the applicant and sent as a single PDF document to FellowsApplication@prsa.org.

- Part I: Applicant information form
- Part II: An eight-page narrative addressing six criteria
- Part III: A one-page summary profile and bio

Parts IV and V are to be completed and submitted as follows:

- Part IV: A Chapter/District/Section Comment Form and letter of recommendation should be sent by an officer, current president/chair or immediate past-president/chair of a Chapter/District/Section to PRSA Headquarters.

The letter may be scanned as a PDF with original or electronic signatures and sent via email to FellowsApplication@prsa.org.

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

PRSA College of Fellows
120 Wall Street, 21st Floor
New York, NY 10005

- Part V: Letters of reference should be submitted by the individual letter writers to PRSA Headquarters. Six letters are required for new applicants. Four letters are required for reapplicants.

The letters may be scanned as a PDF with original or electronic signatures and sent via email to FellowsApplication@prsa.org.

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

PRSA College of Fellows
120 Wall Street, 21st Floor
New York, NY 10005

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Part I: APPLICANT INFORMATION FORM

This completed form is to be submitted to PRSA Headquarters along with your eight-page application and your one-page summary profile and biography.

1. CONTACT INFORMATION

Applicant Name: _____ Date: _____
Title: _____ Organization: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Work Phone: _____
Mobile Phone: _____
Home Phone: _____
E-mail (the best one for the College of Fellows to use): _____

2. SOCIAL MEDIA ACCOUNT INFORMATION

Personal and Business: – Include the link to each social media channel.

Facebook:
LinkedIn:
Twitter:
Website:
Other:

PRSA Chapter/District/Section: (please include all applicable) – Include the link to each social media channel.

Facebook:
Twitter:
LinkedIn:
Website:

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3. PRSA MEMBERSHIP

Month/Year your public relations or communication career began:

In what year did you join PRSA?

Of which PRSA Chapter are you currently a member?

Of which PRSA District are you currently a member?

To which PRSA Section(s) do you currently belong?

4. REAPPLICATION NOTIFICATION

This is a reapplication. Note: Check this box ONLY if you applied last year. Then, review the specific application instructions for reapplying. If you applied *more than* one year ago, your application is considered **NEW**.

5. LETTERS FOR NEW APPLICANTS - SIX; LETTERS FOR REAPPLICANTS - FOUR

The following list must match the names on the letters received on your behalf: A total of six for new applicants and a total of four for reapplicants. This includes the Chapter/Section/District letter. If possible, include at least two letters from members of the College of Fellows or from PRSA members who have earned the APR.

Additional letters will not be accepted by the Selection Committee.

1. PR Professional
Name:
Phone:
E-mail

2. PR Professional
Name:
Phone:
E-mail:

3. PR Professional
Name:
Phone:
E-mail:

4. PR Professional
Name:
Phone:
E-mail:

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5. NON-PR Professional

Name:
Phone:
E-mail:

6. Chapter/Section/District Leader submitting your Comment Form and Letter:

Name:
Phone:
E-mail

Note: Reapplicants need only **four** new letters, which must be written by individuals who did not submit letters for the previous year's application: **two letters** should be from public relations or communication practitioners and/or public relations or communication educators; **one letter** from someone who is **not** a public relations or communication practitioner and/or public relations or communication educator and a **new** Chapter/Section/District comment form and letter.

6. PERSONAL DECLARATION AND SIGNATURE

Are you currently aware of any prior or pending business, legal, regulatory or other matter involving you that may arise during your candidacy that might reflect adversely on the profession, the College of Fellows or PRSA? Yes: No:

If yes, please provide details. Any information you provide will only be seen by the Fellows Selection Committee and the PRSA Board of Directors and will not be divulged to any other member of PRSA, staff member or the public.

I hereby submit this application for induction into the College of Fellows. The information contained in this application is *true and accurate*.

By applying for identification as a Fellow, I agree that if I am inducted into the PRSA College of Fellows, to serve wherever possible; to respond when called upon by the Chair of the College; and to perform any tasks that are clearly intended to advance the state of the public relations profession on behalf of the College of Fellows and PRSA. I further agree to abide by [the PRSA Code of Ethics](#) and [the College of Fellows Standards of Excellence](#).

Applicant Signature

Date

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PART II: 2020 APPLICATION FOR MEMBERSHIP

- *Complete the following using no more than eight letter-size pages.*
- *Use Arial size 11 font with one-inch margins all around.*
- *Begin each section with the criterion number and full name of that criterion.*
- *Number each of the five examples required in criteria 3-6.*

Criterion 1: Accreditation

- Date you were Accredited.
- Date(s) of Reaccreditation (If applicable. Candidates who earned APR prior to January 1, 1993 are not required to seek reaccreditation).

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 or communication 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 or communication work experience must add up to at least 240 months. Experience in journalism may not be used to calculate the 240 months.
- For each position, indicate the percentage of time spent in the performance as well as in the management of public relations or communication activity. Applications without this information will not be accepted.
- If a public relations or communication practitioner, utilize these guidelines for calculating months of experience:
 - Full-time work in public relations or communication can be counted as complete months if the applicant has held a public relations or communication position that requires more than 50 percent of time devoted to directing public relations or communication activities.
 - 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 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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- If a public relations or communication educator, utilize the following guidelines for calculating months of teaching:
 - Full-time work as a public relations or communication educator can be counted as complete months if the applicant has held a teaching position that requires more than 50 percent of time devoted to teaching public relations or communication curricula.
 - 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.
- If you have owned a consulting firm or been part of one, explain the firm's size, practice area and general reputation in its community or industry, as part of your brief description.

Criterion 3: Superior Professional Performance

- Provide **five significant examples** of your career that demonstrate your superior professional performance as a practitioner or educator and show how your work has been consequential to or achieved wide influence in an industry, your community or the profession.
- Present each example in a situation/action/outcome with impact format. Briefly explain the situation, strategies and tactics taken and the outcome or result. (Consider outcome, not output. For example, how much did attitudes change, market share increase or attendance/participation improve? How can that be quantified? Were there any qualitative results/impact?)
- Describe your personal contributions in each example.
- Examples can include (but are not limited to):
 - Use of innovative strategies and tactics to accomplish exceptional results for your organization or client.
 - Strategies used to defuse opposition that achieved notable benefits for all involved groups beyond your own sphere of influence.
 - Comprehensive campaigns resulting in desired behavioral change that you have used as lessons learned to educate other public relations professionals.
 - Effective programs that were adapted for broader use. For instance, you resolved a problem that has plagued many organizations and then shared your solution with others who face the same issue, extending the impact of your work within a 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 organization, your client or another stakeholder, potentially enabling others to avoid the problem altogether.
- Include a name, phone number and email address for a contact who can verify your contribution in each example. Do not use the same contact repeatedly.

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Criterion 4: Advancement of the Profession

- Provide **five significant examples** of your work that exhibit superior contributions to the field of public relations and have advanced the state of the profession.
- 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):
 - 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.
 - Articles, books, chapters, published monographs or blogs, tweet chats or discussion groups you've led or lectures you've given 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.
 - 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.
 - Programs or events that you initiated or developed and passed on to others to continue.
 - Activities and initiatives you have led or created that increased appreciation and understanding of public relations among those who are neither practitioners nor educators.
 - A critical ethical issue or dilemma that you have faced and the plan/strategy/tactics/mentoring you used to resolve the issue. What was/were the outcome/outcomes? Do not violate ethical confidentiality in your response.
- Include a name, phone number and email address for a contact who can verify your contribution in each example. Do not use the same contact repeatedly.

Criterion 5: Service and Leadership

- Provide **five significant examples** of your past, current and ongoing volunteer service, identifying instances of your clear leadership role. Describe service and leadership in a variety of organizations, not just PRSA. Describe what you did or are doing, your major contributions and the overall positive 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):
 - Significant instances of your 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.
 - Significant contributions to other professional communication organizations (e.g., IABC, American Marketing Association, Arthur W. Page Society, etc.).

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- Significant contributions to professional organizations in an industry where you work or have worked (e.g., architecture, engineering, health care, travel/tourism, etc.).
- Leadership and volunteer service in your community for an organization, nonprofit, not-for-profit or cause where your participation had a significant impact.
- Clear, strong and ethical leadership in a variety of places/organizations.
- Include a name, phone number and email address for a contact who can verify your contribution in each example. Do not use the same contact repeatedly.

Criterion 6: Role Model

- Provide **five significant 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 format.
- Examples can include (but are not limited to):
 - Mentoring, ethics training and other educational activities that enhanced the professional skills of young people or practitioners who were not your own students or employees. Just providing the name of someone you mentored or the date of a training session is not sufficient. Instead, describe the impact of your work and expertise.
 - Outstanding public and community service you performed that was not part of your job and did not provide direct financial gain. Describe the benefit of the activities, your role and why you were involved. Also indicate the scope (local, regional, state, national or international) of each program.
 - 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, i.e., What is the purpose of the award and why did you receive it? Just naming an award you won is not sufficient. What did you do that led to your receiving the award?
- Include a name, phone number and email address for a contact who can verify your contribution in each example, if possible. Do not use the same contact repeatedly.

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PART III: SUMMARY PROFILE AND BIOGRAPHY

On this single page, provide two statements about your career, both in the third person.

Please list your name as it should appear in all College of Fellows printed materials:

Please provide your name (or nickname) as you would like to be introduced during the College of Fellows Induction Ceremony:

Statement 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 presenters during the induction ceremony.

Statement 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?

Convert Parts I, II, and III to a PDF with original or electronic signature as required in Part I, and email the PDF by 5 p.m. (EDT) on May 7, 2020 to: FellowsApplication@prsa.org.