Dear Member:

As we move toward a new year, I want to take a moment to express my appreciation for all the work you have done, and will continue to do, to advance the practice of public relations. Your commitment to our profession is a source of pride and inspiration.

I am consistently impressed by the determination and commitment you show in our efforts to promote diversity, equity and inclusion, and in our efforts to support and protect journalists. These efforts are at the heart of our profession, and I am grateful that we have leaders like you who are working to make the world a better place.

Despite what happened in 2020, innovation across the profession did not stop. I am proud to see the ways in which PRSSA members rose to the occasion and found new ways to engage with clients and the public. This is a testament to the resilience and adaptability of the public relations profession.

We are getting ready to launch the website for our new Voices 4 Everyone (V4E) initiative. This is an amazing opportunity to highlight the diverse voices of our profession, and to showcase the work being done by PRSSA members to advance diversity, equity and inclusion. I am excited to see what you will create.

We are making progress strengthening our commitment to Diversity & Inclusion among our membership and the communications profession. In the past few months, we have issued new standards and guidelines for the promotion and protection of journalists, and we are working to ensure that our profession is welcoming and inclusive for all.

We are also looking forward to the PRSA Ethics & Social Media Conference, which will take place in June. This conference is an important opportunity for our profession to come together and address the ethical challenges we face.

New PRSSA Chapters

PRSSA also began the year by adding two new Chapters to its roster of nearly 375 Chapters worldwide. The most recent are the University of San Francisco PRSSA and Vanguard University, which marks 26 schools affiliated with PRSSA in California. We are making great progress strengthening our commitment to Diversity & Inclusion among our membership and the communications profession. In the past few months, we have issued new standards and guidelines for the promotion and protection of journalists, and we are working to ensure that our profession is welcoming and inclusive for all.

Partners to create a mentorship program for PRSSA members from historically Black colleges and universities.

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We have partnered with Insight Platforms to launch what we call the PRSSA Scholarship Program, which will provide up to $50,000 in scholarships for PRSSA members. This is a great opportunity for our members to pursue their education and career goals.

We are also excited to announce the launch of the PRSSA Career Center, which will provide resources and support for PRSSA members as they navigate their careers. This is an important step in our efforts to support and protect our profession.

Thank you to everyone who has contributed to these initiatives. As always, we will be looking to all of you for your insight and expertise as we continue to build our profession.

Best regards,

Ben Butler
Chair-elect, 2021 Board of Directors