



2020

Year in Review

PRSA

TABLE OF CONTENTS

- A Letter from T. Garland Stansell, APR 3
- A Letter from Michelle Olson, APR 4
- Values 5
- Strategic Imperatives 6
- Monthly Highlights 7
- PRSA Membership 13
- Awards..... 14
- College of Fellows 15
- By the Numbers
 - PRSA..... 16
 - ICON..... 17
 - PRSSA..... 18
 - Jobcenter 19
- Chapter Anniversaries..... 20
- Ethics..... 21
- Diversity & Inclusion 22
- Multicultural Scholarship 23
- Advocacy 24
- Employees..... 25
- Finances
 - Balance Sheets 27
 - Statement of Cash Flows..... 28
 - Consolidated Income Statement..... 29
- In Memoriam..... 31
- Board of Directors..... 32

A LETTER FROM

T. Garland Stansell, APR



When PRSA launched its Vision 20/20 Strategic Plan in January, we could not possibly have foreseen the unprecedented difficulties that lay ahead for all of us. What we envisioned as a prolific year of opportunity and change for PRSA was quickly altered by the perfect storm of dramatic disruption felt throughout this country. Our purpose was never more challenged and, at the same time, never more needed.

The single most important thing we could do as an organization was to pivot in an attempt to mitigate these adverse circumstances and heighten the focus on our members even further. We created new programs and content initiatives, forged partnerships that helped expand the diversity of our community and reimagined how we engage and continue to help you grow professionally. I'm proud of the work we've done and the series of changes we've made to benefit and improve PRSA and the larger communications profession.

Throughout the year, the Strategic Plan continued to serve as a guidepost and our actions and decisions were, and continue to be, informed by the plan's eight strategic priorities: innovation and change, governance and culture, discipline convergence, membership, diversity and inclusion, international potential, advocacy and civility.

These themes have been displayed in such initiatives as:

- The release of our Diversity & Inclusion Strategic Plan, which is based on extensive research and data and an assessment of our needs for the future to help improve our culture.
- The launch of Mentor Connect, which supports new professionals and students from underrepresented groups.
- A white paper from the Civility Task Force on "Modeling Civility: How Public Relations Professionals Can Restore Quality, Integrity and Inclusiveness to Civil Discourse."
- Strategizing new membership models and improving the membership application to obtain more detailed demographic information.
- The Advocacy Committee and Health Academy's "INFOdemicRx" infographic, providing tips for staying informed and avoiding disinformation about the coronavirus pandemic.
- Our highly successful, first all-virtual international conference, ICON 2020.

What these and a multitude of other projects demonstrate are the innovation, dedication and versatility shown by volunteers and staff throughout PRSA. It has been my distinct honor to work with all of you as Chair.

As we close out the year, we remain immersed in the global pandemic. Conversations around social injustice are turning into action, and have only just begun to address decades long systemic inequities. Our country remains even more divided across the political spectrum and the growing issue of mis-information only adds fuel to the fire. Fixing these problems is a herculean challenge, but I am encouraged by the opportunity for us, as communications professionals, to contribute our voices to the solution. Our collective strength can have a profound impact on 2021 and beyond.

My sincere thanks goes to the Board of Directors for their active support and counsel over these past several months. I am deeply grateful for the impactful, meaningful work accomplished by everyone in 2020, and am excited to see what we all can achieve in the better times that I know are ahead.

Moving PRSA Forward!

T. Garland Stansell, APR
PRSA 2020 Chair

A LETTER FROM

Michelle Olson, APR



From the global pandemic to the mass protests over police brutality and racial equality to the highly contentious presidential election, 2020 has been a year like no other. To say that this was a harrowing year doesn't sufficiently describe what we have collectively experienced.

However, under Garland Stansell's inspired leadership this year as Chair, PRSA made quick and innovative progress on our 2020-2022 Strategic Plan and expedited our use of technology to help our members grow in their careers. The world's realities prompted us to quickly address priorities, such as reinvigorating our content and advancing our distribution channels.

With ICON 2020, PRSA seamlessly pivoted to our first entirely virtual international conference. We navigated the myriad roadblocks to provide a rich, diverse array of offerings that focused expert content on the issues of the day, including diversity, mis/disinformation and the pandemic. This digital experience will only make us stronger in 2021 at all organizational levels.

We also found strength and courage in the outpouring of grief and outrage over the death of George Floyd, which showed an absolute need for us as a human society to change how we treat people who are different from us.

This year we saw more members interested in becoming involved in our diversity and inclusion efforts, from signing up for one of the thought-provoking Diversity Dialogues to helping endow PRSA's Multicultural Scholarship. (You'll read more about that success in the pages ahead.)

In 2021, we will need to continue with these sincere efforts. We can't become complacent as the 2020 headlines fade away. There is still much work to do with our diversity and inclusion initiatives. This list includes boosting our outreach to Historically Black Colleges and Universities and Hispanic Serving Institutions and recruiting students of diverse backgrounds who better reflect the populations we serve as communicators. We have to remove any barriers to attract more diverse talent in PRSA and the profession.

I'm also looking forward to expanding our overall diversity, including diversity of thought and background. These perspectives will help energize our creativity and innovation to provide even more member value along with the tools you will need to succeed in your career. Working with my fellow Board members and staff, we will help members address some of the most pressing issues facing communicators today.

Despite the personal and professional challenges that we all experienced this year, and maybe even because of them, I'm excited about 2021. I feel stronger, more focused on what's important to our members and energized by the way we all pulled together to face the year.

Working together, we will build on that foundation and continue to move PRSA, and the profession, forward in 2021.

Michelle Olson, APR
PRSA Chair-Elect

VALUES



CHAMPIONS

We're champions of our diverse members, the businesses they lead and the evolving profession.

ETHICS

We're committed to telling concise, truthful stories the right way.

COMMUNITIES

We're building a community of members who support, nurture & learn from one another.

MASTERY

We're lifelong learners and masters of our craft across our ever-changing profession.

STRATEGIC IMPERATIVES

For nearly 75 years, PRSA has proudly served the communications community by providing our members with the resources, knowledge and networking opportunities that empower them to advance in their careers and lead ethical conversations within their organizations and among the clients they represent.

We remain steadfast in our commitment to our members and advocating for the profession. It is the driving force behind everything we do as we address a rapidly changing marketplace and accelerated growth strategy.

This year, PRSA embarked on a new three-year Strategic Plan that is responsive to the challenges we face as communicators and improves the value and relevancy of membership:

PRIORITIES

1. Innovation and Change
2. Governance and Culture
3. Discipline Convergence
4. Membership
5. Diversity and Inclusion
6. International Potential
7. Advocacy
8. Civility

GOALS

- 1ST** Position PRSA as the leading source of professional development for communications professionals.
- 2ND** Redesign the membership model to maximize engagement with communications professionals.
- 3RD** Continue to invest in technologies required to remain relevant and enhance the user experience.
- 4TH** Strengthen PRSA's role as the voice of the communications professional.
- 5TH** Increase organizational excellence.

OUR MISSION

To make communications professionals smarter, better prepared and more connected through all stages of their career.

MONTHLY HIGHLIGHTS

JANUARY

- » PRSA launches its three-year Strategic Plan, “Vision 2020: The Courage to Change,” which outlines the steps we need to take to improve our value proposition — steps that include continuing to develop our content, improving our distribution channels, strengthening our advocacy efforts and redesigning our membership model.
- » Dr. Aerial Ellis, Ed.D., and Brian Price are selected to serve as Senior Counsel to the 2020 PRSA Board of Directors.
- » Michael Cherenon, APR, Fellow PRSA, is elected as PRSSA 2020-2021 National Professional Adviser.

FEBRUARY

- » PRSSA adds New Jersey City University to its roster of Chapters across the globe, marking the 10th school in New Jersey to be affiliated with PRSSA.
- » Maureen Walsh is named Chief Marketing and Sales Officer at PRSA.
- » PRSA teams up with the Global Alliance for Public Relations and Communication Management in support of Global Ethics Month in February.
- » *PRsay* celebrates Black History Month with a post by Diversity & Inclusion Committee Co-Chair Felicia Blow, APR.

MARCH

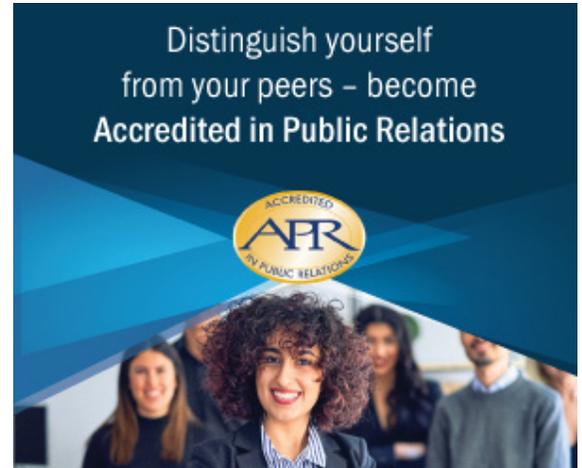
- » In response to the COVID-19 pandemic, PRSA creates a special resources section on PRSA.org, including recordings of crisis communication courses, informative articles and editorial content, blog posts and more.
- » PRSSA expands global reach with addition of Universidad Ana G. Méndez Chapter in Puerto Rico.
- » To address the communications challenges of the coronavirus crisis, PRSA and the PRSA Health Academy create an “INFOdemicRx” infographic, which outlines simple tips for staying informed and how to decipher fact from fiction.



MONTHLY HIGHLIGHTS

APRIL

- » In celebration of National Volunteer Month in April, PRSA and PRSSA recognize volunteer leaders and advisers for their commitment to the organizations.
- » PRSA celebrates APR Month, which promotes the value of the APR and APR+M credentials.
- » Due to the coronavirus pandemic, PRSSA pivots its Leadership Assembly to a successful virtual event.
- » The PRSSA 2020-2021 National Committee is elected during its virtual Leadership Assembly. Carolyn Lok was elected as President.
- » PRSA announces the finalists for the 2020 Silver Anvil Awards, which honor outstanding strategic public relations programs that meet the highest standards of performance in the profession. More than 110 campaigns across 18 categories and subcategories were named as finalists, including submissions from leading brands, agencies, nonprofit organizations, government agencies and universities.
- » PRSA Chair T. Garland Stansell, APR, writes a message to his fellow communicators about their responsibility to lead during the coronavirus pandemic.



MAY



Leading the Conversation

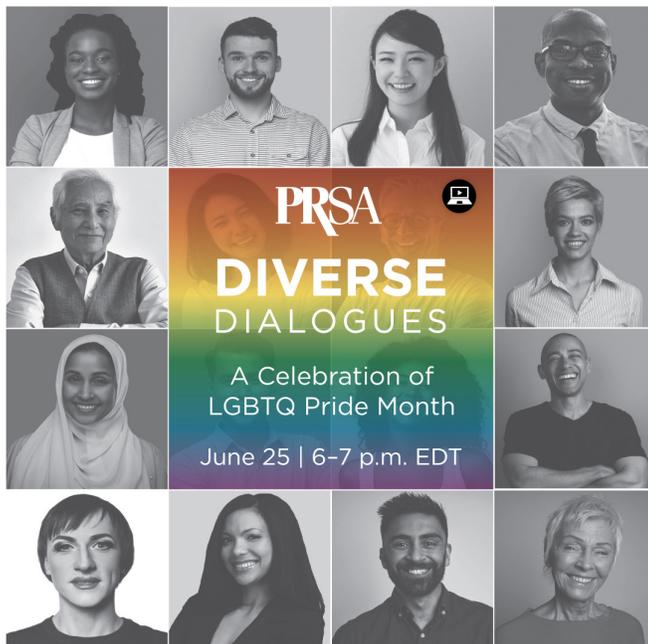
Connect with your peers, build your brand and raise your industry profile.

Act now – join the leading organization for professional communicators.

- » PRSA launches new digital advertising campaigns promoting PRSA membership, professional development, and online events. Engagement with ads results in an uptick in event registrations when digital advertising campaigns were initiated.
- » PRSSA announces Spring 2020 nationally affiliated student-run firms.
- » PRSA launches its 2020-2022 D&I Strategic Plan.
- » PRSA launches the PRSA Storytellers Series, a free series of thought leadership conversations focused on relevant and timely topics, emerging issues and developments in the profession.
- » PRSA launches Diverse Dialogues, an online conversational series where leaders and experts in diversity, equity and inclusion share insights and best practices to help communications professionals promote critical conversations and enable real change.
- » DePaul University's "The 'A' Team" wins PRSSA's 2020 Bateman Case Study Competition. This year's competition challenged students to research, plan, implement and evaluate a public relations campaign centered on increasing participation in the 2020 Census.
- » PRSA announces winners of the 2020 Bronze Anvil Awards, which recognize the best of the best in public relations tactics that contribute to the success of overall programs or campaigns. This year's results included 37 Bronze Anvil Award winners and 67 Award of Commendation winners across 33 categories.

MONTHLY HIGHLIGHTS

JUNE



- » PRSA Chair T. Garland Stansell, APR, pens message to members about racial injustice and the communicator's role in promoting a healthy dialogue.
- » New Jersey City University School of Business joins the PRSA MBA/Business School Program. Grounded in reputation management fundamentals, the course helps students gain an understanding of corporate communications, integrated marketing communications, investor relations, corporate social responsibility, government relations and crisis communications.
- » PRSA celebrates Pride month with a series of webinars, panel discussions and LGBTQ pride-related articles/editorial pieces for *Strategies & Tactics* and *PRsay*.
- » PRSSA earns Honorable Mention in *PR Daily's* Digital Marketing & Social Media Awards for its 2019 membership campaign.

JULY

- » PRSA leaderships puts forth actionable plan for improvements in diversity, equity and inclusion. Commitments include having more diverse representation on the Board of Directors and committees, and among Leadership Assembly delegates; as well as developing programs to further guide new professionals and strengthening its relationship with HBCUs and HSIs.
- » Due to the COVID-19 pandemic, PRSA and PRSSA announce ICON 2020 as first fully digital gathering for professional communicators and students of the profession. Jon Meacham, presidential historian and Pulitzer Prize-winning author, Carolyn Johnson, Chief Executive Officer, DiversityInc Media LLC, and Lata Nott, Freedom Forum Fellow for the First Amendment, are announced as featured speakers.
- » PRSA launches multichannel marketing campaign for ICON 2020, including digital advertising and retargeting campaigns, reaching more than 400,000 individuals.
- » PRSSA announces a new audio series called "The Process," featuring professionals from the communications industry and beyond. CCOs, D&I executives, agency pros and seasoned communicators share the stories, strategies and processes that helped them grow from college students and new pros into the best in the business.
- » *Strategies & Tactics* features a two-page spread highlighting commentary from Chapter D&I liaisons with actionable insights on promoting racial equity.
- » The PRSA Board of Directors votes to re-open the search for PRSA's next leader and the CEO Search Committee is announced later in the month.



MONTHLY HIGHLIGHTS

AUGUST

- » PRSA announces 2021 Officer and Board of Directors nominees. Felicia Blow, APR, is nominated as PRSA 2021 Chair-elect. Michelle Egan, APR, Fellow PRSA, is nominated as Treasurer, and Joseph Abreu, APR, is nominated as Secretary.
- » Laurie Garrett, Pulitzer Prize-winning author and journalist, and Nina Jankowicz, author and disinformation expert, are added to ICON 2020 speaker lineup.
- » PRSA welcomes 15 new members into its College of Fellows.
- » Ellen Greene, RWJBarnabas Health executive, is honored by the PRSA Health Academy as the recipient of the 2020 Excellence in Public Relations Award for being a strategic counselor and mentor in health care communications.
- » PRSA responds to reports of PR staffing changes at the FDA.
- » PRSA kicks off series of diversity and unconscious bias training for all PRSA staff, Board of Directors, Chapter, District, and Section leadership.
- » PRSA launches the Mentor Connect pilot program, which seeks to support new professionals and students from underrepresented backgrounds by connecting them with experienced specialists who will coach, lead and advise this rising talent.



SEPTEMBER

- » PRSA celebrates Ethics Month, themed “Doing the Right Thing.” Programming included two webinars: “APRs Speak: Black Men Discuss Ethics, Equity & Inclusion” and “Leading with Ethics,” as well as a Twitter chat on “Ethical Challenges in Today’s Global Information World,” PRSA blog posts and articles in *Strategies & Tactics*, among other initiatives.
- » PRSA launches a digital advertising campaign to raise awareness of the APR credential. More than 96,000 consumers are exposed to the campaign in the first 60 days.
- » PRSA launches fundraising campaign for Multicultural Scholarship Endowment to provide scholarships to educate and empower rising diverse talent in the public relations and communication fields.
- » The topic of the 2021 Bateman Case Study Competition is announced. The competition will focus on reversing the corrosion of civility in American life and fostering more constructive and inclusive public discourse in all corners of society.
- » Leadership Rally is held as a virtual event. 244 Chapter, Professional Interest Section and District leaders participated in the program.
- » PRSSA welcomes newest Chapter at Fairfield University, marking the 371st school to be affiliated with PRSSA.



MONTHLY HIGHLIGHTS

OCTOBER

- » PRSA celebrates Diversity & Inclusion Month. Programming included Twitter chats, the Diversity & Inclusion “Transforming the Landscape” celebration at ICON 2020, bylined articles in PR trade publications, and a four-page centerspread with articles written by the D&I Committee in *Strategies & Tactics*.
- » PRSA responds to reports that Tesla eliminated its PR department.
- » The PRSSA Ethics Competition is created to engage students and teach them about ethics in a fun, competitive manner.
- » More than 1,600 individuals attend ICON 2020, featuring 102 speakers and 51 breakout sessions. Centered on the timely topics of disinformation, the pandemic and social injustice, the first fully virtual international conference provided four rewarding days of keynote speeches, breakout sessions, networking opportunities and social events.
- » PRSSA and the PRSA Foundation recognize award winners and scholarship recipients from throughout the year. More than \$35,000 was awarded in 2020.
- » PRSA and the PRSA Foundation present seven individual awards during ICON 2020, honoring members who have served the organization with distinction and made a difference in the public relations profession.
- » The PRSA Civility Task Force releases white paper, “Modeling Civility: How Public Relations Professionals Can Restore Quality, Integrity and Inclusiveness to Civil Discourse.” The paper is intended to help the organization and the communications profession promote a broader public dialogue about the corrosion of public discourse, and implement achievable solutions to change the national conversation.
- » PRSA presents 53 Silver Anvil Awards and 58 Awards of Excellence at a virtual ceremony held during ICON 2020. The Best of Silver Anvil Award was presented to the Houston First Corporation for its “Space City: Moon Landing 50th Anniversary” integrated marketing campaign with TURNER Public Relations.



- » PRSSA establishes new Chapter at Oakwood University in Huntsville, Alabama, marking the 20th HBCU to join PRSSA.
- » The PRSA Chapter Diversity & Inclusion award winners are announced. The PRSA Minnesota Chapter earned first place followed by the Orange County Chapter in second place. The Central Ohio Chapter earned honorable mention.
- » PRSA surpasses its \$50,000 goal needed to establish the PRSA Multicultural Scholarship Endowment, following a successful fundraising concert event sponsored by PepsiCo.
- » The PRSA Educators Academy presents Kim L. Hunter, CEO of LAGRANT COMMUNICATIONS and founder of the LAGRANT Foundation, with its 2020 David Ferguson Award, which recognizes outstanding contributions to the advancement of public relations education on the part of public relations professionals.

MONTHLY HIGHLIGHTS

NOVEMBER

- » PRSA solicits member participation for its annual D&I survey to gauge where our profession is today in terms of diversity, equity and inclusion.
- » The Global Capabilities Framework – in partnership with the Global Alliance for Public Relations and Communication Management – is launched as a new Career Resource member benefit.
- » PRSA celebrates National Native American Heritage Month. PRSA and the PRSA D&I Committee co-hosted the session “Combating Misconceptions and Overcoming Challenges,” where panelists discussed challenges faced by Native Americans in the PR industry, common misconceptions about Native Americans and tribes, and how we as communicators can combat these misconceptions.



DECEMBER

- » Leadership Assembly is held as a virtual event for the first time ever.
- » Leadership Assembly delegates vote on the 2021 Board of Directors. Felicia Blow, APR, is confirmed as 2021 Chair-elect. Michelle Egan, APR, Fellow PRSA, and Joseph Abreu, APR, are elected as Treasurer and Secretary, respectively.
- » Five proposed Bylaws amendments are adopted:
 - » **Proposal 20-01, Article V, Section 4.a.**, updates the text to say the Chair shall be an ex officio member of all committees, except the Nominating Committee, the Board of Ethics and Professional Standards, the Universal Accreditation Board, and the Grievance Committee.
 - » **Proposal 20-02, Section XVI, Section 1.f.**, increases the number of required signatures for member-initiated proposals to amend the Bylaws by petition from 25 to 1% of membership or 100 members, whichever is fewer.
 - » **Proposal 20-03, Article III, Section 3**, addresses the timing of electing or appointing delegates to the Leadership Assembly, and asks Chapters to notify PRSA of the names and addresses of delegates by January 15 of each year.
 - » **Proposal 20-04, Article III, Section 10**, is an administrative correction to proxy representation, stating that only voting delegates may act by proxy for another voting delegate.
 - » **Proposal 20-06, Article III, Section 4**, sets Leadership Assembly term limits for all delegates, except ex officio delegates, stating they shall serve for one year or until their successors are duly elected or appointed and assume office. Delegates may serve up to three consecutive years in the same role, and may then serve again as a delegate after an absence of one year. This change goes into effect in 2022.
- » The Advocacy Committee presents a new proactive initiative, leveraging the power of public relations to inspire critical conversations, mitigate the toxic information environment and rebuild trust in society set to launch early in 2021.



PRSA MEMBERSHIP

2020



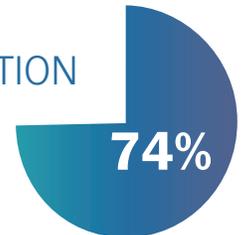
2019



2018



YTD
RETENTION
RATE



NEW GROUP MEMBERS

- Adelphi University
- American Heart Association, Eastern States
- American Heart Association, National Headquarters
- BCW/Burson Cohn & Wolf
- CNA
- CarMax
- Cherokee Nation Film Office
- City of Hope (research hospital)
- Philadelphia International Airport
- Commonwealth Public Relations & Marketing (VA)
- Council for Responsible Nutrition
- Crisp Thinking (Leeds, England)
- Department of Homeland Security, TSA
- Dean Health Plan
- Department of Defense Education Activity
- DCU (Digital Federal Credit Union)
- Fahlgren Mortine
- Federal Reserve Bank of San Francisco
- FedEx Express
- Flagler College
- Georgia Institute of Technology
- Institute for Public Strategies
- Johnson Controls
- Kane Communications Group
- Maryland Medical Cannabis Commission
- Mattress Recycling Council
- McDougall Communications
- Mississippi Department of Human Services
- Montgomery County (Ohio)
- NAVSUP Weapon Systems Support
- PR Works
- Pension Benefit Guaranty Corporation
- Performance Marketing
- RWJ/Barnabas Health
- Rollins College
- Shift Communications
- South Carolina Department of Natural Resources
- Trane Technologies
(Trane Commercial HVAC & Thermo King trucks)
- University of Colorado
- University of Missouri Health Care
- U.S. Department of Veterans Affairs, Community Care
- 360PR+

AWARDS

There is no shortage of talent among our members and the communications profession, and throughout 2020 PRSA was busy honoring achievement at the highest level.

In May, we announced the 2020 winners of the Bronze Anvil Awards, which recognize the best of the best in public relations tactics that contribute to the success of overall programs or campaigns. This year's results included 37 Bronze Anvil Award winners and 67 Award of Commendation winners across 33 categories.



Due to the coronavirus pandemic, the Silver Anvil Awards Ceremony was postponed from June to a virtual event at ICON 2020, where we presented 53 Silver Anvil Awards and 58 Awards of Excellence for outstanding public relations programs. This year's Best of Silver Anvil Award winner was the Houston First Corporation for its "Space City: Moon Landing 50th Anniversary" integrated marketing campaign with TURNER Public Relations.

Seven individual awards were presented at ICON 2020, honoring members who have served PRSA with distinction and made a difference in the profession:

- Maria P. Russell, APR, Fellow PRSA – Gold Anvil Award
- Dave Poston, Esq. – Public Relations Professional of the Year
- Susan Gonders, Ed.D. – Outstanding Educator Award
- David C. Rickey, APR – Patrick Jackson Award for Distinguished Service to PRSA
- Staci L. Reidinger, APR+M – Paul M. Lund Public Service Award
- Marsha R. Pitts-Phillips – D. Parke Gibson Pioneer Award
- Jeong-Nam Kim – Jackson Jackson & Wagner Behavioral Science Prize



Three Chapter Diversity & Inclusion Awards were also presented at ICON 2020:

1ST Minnesota Chapter

2ND Orange County Chapter

3RD Central Ohio Chapter



Ellen Greene

In August, Ellen Greene, a mentor and leader in health care public relations, received the PRSA Health Academy's 2020 Excellence in Public Relations Award.



Kim L. Hunter

In November, Kim L. Hunter, CEO of LAGRANT COMMUNICATIONS, was honored by the PRSA Educators Academy with the 2020 David Ferguson Award, which recognizes outstanding contributions to the advancement of public relations education.

COLLEGE OF FELLOWS

Congratulations to the 15 new members of PRSA's College of Fellows, an honorary organization comprised of more than 350 senior professionals and educators. Reflecting more than 240 months of leadership and service, induction into the College is considered the pinnacle of a professional career.



The 2020 inductees were:

- Judy Smith Asbury, APR, Fellow PRSA
- Kathy Barbour, APR, Fellow PRSA
- Pam Gutel Campbell, APR, Fellow PRSA
- Kelly Jackson Davis, APR, Fellow PRSA
- Ronele M. Dotson, APR, Fellow PRSA
- Kim Marks Malone, APR, Fellow PRSA
- Marlene S. Neill, Ph.D., APR, Fellow PRSA
- Jo Ann S. LeSage Nelson, APR, Fellow PRSA
- Susan S. Pollard, APR, Fellow PRSA
- Mike Porter, Ed.D., APR, Fellow PRSA
- Christopher E. Vadnais, APR, Fellow PRSA
- Mary Louise VanNatta, APR, Fellow PRSA
- Clare L. Wade, APR, Fellow PRSA
- Kevin M. Waetke, APR, Fellow PRSA
- Brooke Worden, APR, Fellow PRSA

Fellows celebrating
50 years
with PRSA



Robert J. O'Gara, APR, Fellow PRSA



Robert C. Ross, APR, Fellow PRSA

BY THE NUMBERS



PRSA PUBLICATIONS



- 125** PRsay Blog Posts
- 225** Strategies & Tactics Articles
- 244** Daily Issues & Trends E-Newsletters

PROFESSIONAL DEVELOPMENT



- 38** On-Demand Webinars
- 35** Free Member Webinars
- 6** Virtual Workshops
- 3** Live Certificate Programs
- 2** APR Bootcamps

MyPRSA



- 67,170** Total Logins
- 6,681** First Time Logins
- 6,226** Total Discussion Posts

SOCIAL MEDIA FOLLOWERS



107.6K



126.5K



51.4K



6.1K

WEB TRAFFIC

800K+
VISITS

*as of Dec.1



Strategic Communications

Navigating a World Disrupted

DISINFORMATION. PANDEMIC. SOCIAL INJUSTICE.

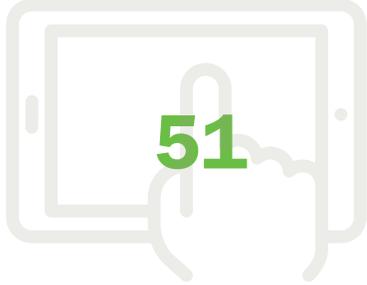
OCT. 26-29, 2020

Be there — no matter where **you** are in the world!



2020 Attendees

(includes keynote speakers, presenters, sponsors and exhibitors)



Breakout Sessions



Professional Development Programming

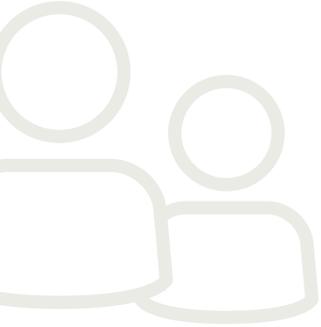


Speakers

BY THE NUMBERS



PRSSA MEMBERSHIP



6,670 2020

7,800 2019

9,619 2018

NEW CHAPTERS



- Adrian College
- Fairfield University
- New Jersey City University
- Oakwood University
- Universidad Ana G. Méndez

SCHOLARSHIPS & AWARDS



PRSSA and the PRSA Foundation presented more than **\$35,000** in scholarships and awards in 2020

Sponsored by the Champions for PRSSA, the Dr. F. H. Teahan Outstanding Chapter award was presented to **California State University, Fullerton**

SOCIAL MEDIA FOLLOWERS



39.6K



21.6K



10.5K



5.5K



PRSA
jobcenter

JOBCENTER
LISTINGS

692

COMPANIES FEATURED
ON JOBCENTER

539

RÉSUMÉS
UPLOADED

1,500

CHAPTER ANNIVERSARIES

As the nation's leading professional organization serving the communications community, for more than 70 years PRSA has provided members a wealth of innovative professional development programs, networking opportunities and leading-edge resources to enhance their knowledge at every stage of their career. Founded in 1947, PRSA is now collectively represented by 110 Chapters, all of which bring the organization's vast resources to local communities across the country.

PRSA is nothing without the leadership and support of its Chapters. From the Central Ohio, Dallas and Houston Chapters celebrating 70 years to the California Gold Coast Chapter celebrating five, happy anniversary to these 13 Chapters:

70
Central Ohio,
Dallas, Houston
(1950)

65
Central New York,
Miami
(1955)

55
Inland Empire
(1965)

45
Las Vegas Valley
(1975)

40
Greater Spokane
(1980)

20
Gulf Coast,
Northeast Wisconsin
(2000)

15
Southwest Missouri
(2005)

10
Northwest Pennsylvania
(2010)

5
California Gold Coast
(2015)

ETHICS



ETHICS IS AN ESSENTIAL COMPONENT OF PRSA'S DNA.

Since its creation in 1950, our Code of Ethics has served as an invaluable guide to help PRSA members navigate the day-to-day practice of public relations, and it is recognized as the gold standard for ethical behavior throughout the communications profession.

PRSA's reputation depends on the reputation of all of its members, and the Code's core values of advocacy, honesty, expertise, independence, loyalty and fairness inform our responsibilities to ourselves as well as to our colleagues.

Locally, nationally, and internationally, our behaviors have real world implications, and in 2020 the Board of Ethics and Professional Standards (BEPS) worked with PRSA members and communicators from across the profession to create programs and content that reflect and engage with the turbulence and challenges surrounding all of us.

BEPS webinars, held throughout the year, have taken deep dives into such timely subjects as battling disinformation; social media, censorship and hate speech; LGBTQ and employee communications; ethics in college sports; and the role of ethical principles in health care.

WEBINARS

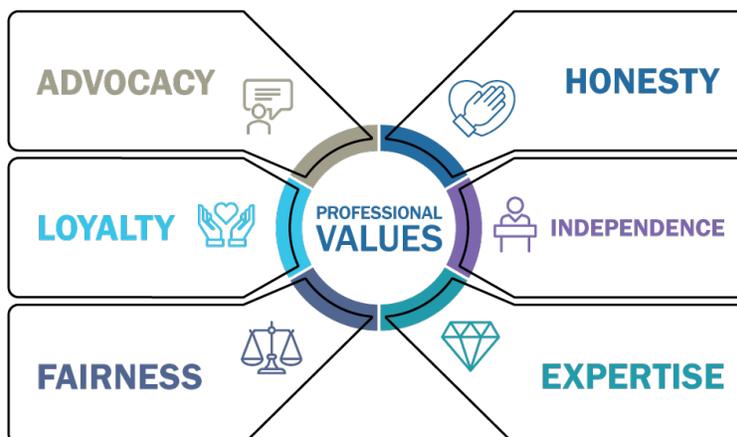
PRSA Learning **Leading the Conversation**
Free Member Webinar
Leading with Ethics
Sept. 8 | 3-4 p.m. EDT



PRSA **Board of Ethics & Professional Standards**
APRs Speak: Black Men Discuss Ethics, Equity & Inclusion
Public Relations Ethics Month 2020

The theme of this year's Ethics Month, held in September to celebrate and reaffirm the centrality of the Code of Ethics to PRSA, was "Doing the Right Thing." Always important, these words took on heightened significance in a year that saw the spread of social unrest, disinformation, and the struggle to vanquish an international pandemic. A webinar entitled "APRs Speak: Black Men Discuss Ethics, Equity & Inclusion," and a Twitter chat exploring "Ethical Challenges in Today's Global Information World" were among the programs highlighting current events that resonate beyond the present moment.

BEPS also launched a new initiative, the BEPS Position Papers program, created to help make PRSA's Code of Ethics more accessible. These brief documents focus on specific topics of potential ethical concern, and present on best practices in these areas. Subjects included Pay for Play; Ethics & Social Media; Plagiarism; Paid Spokesperson and Influencers; Representing Front Groups; Overstating Fees or Compensation; and Native Advertising and Sponsored Content.



DIVERSITY & INCLUSION

PRSA's Diversity and Inclusion Committee has had an active year, putting forth a number of milestone initiatives in 2020 to improve representation within PRSA and the profession.

The three-year D&I Strategic Plan, published in the spring, is a transformative guide that will drive improvement in areas where urgent change is needed most, and is the result of a research initiative based on three phases of qualitative data collection, including interviews, focus groups and a survey.

The plan aims to help PRSA achieve targeted milestones and position the organization as a model for the communications profession, reflecting exemplary leadership in diversity and inclusion.

The overarching goal supports four objectives:

1. Increase awareness and understanding of PRSA as a diverse and inclusive organization among its members and staff.
2. Increase diverse representation among leadership throughout all levels of PRSA.
3. Increase awareness of PRSA as a diverse and inclusive organization among external stakeholders.
4. Increase and retain the number of multicultural students in PRSSA and new multicultural professionals into PRSA.

The plan builds on research and investments by the PRSA Board of Directors that began in 2019 and calls for an expansion of tools and resources across the organization to help build an inclusive community that connects and champions all members no matter their race, gender identity, ethnicity, sexual orientation, national origin or any other factor.

Other efforts to date this year have included releasing an updated Diversity & Inclusion Chapter Toolkit, which provides members with diversity-related research, materials, applicable tools and professional-development opportunities.

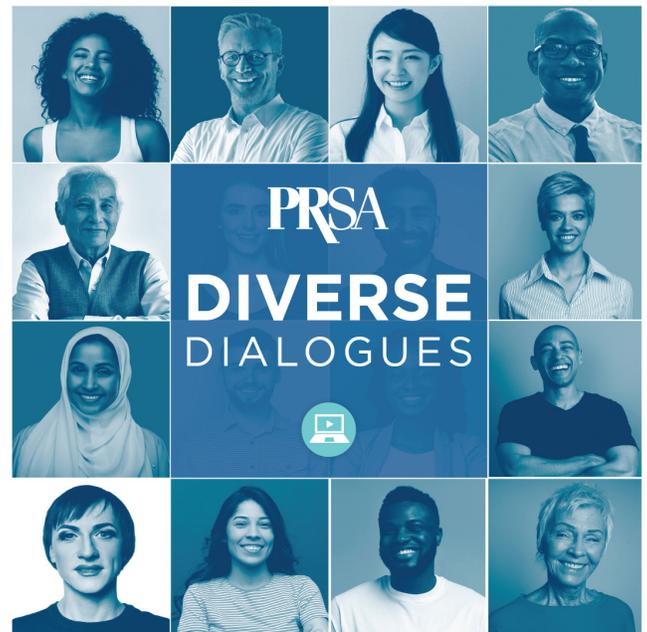
A SUMMER OF UNREST

This summer, as community members across the country took part in protests against racial injustice and systemic racism in the aftermath of the deaths of Breonna Taylor, George Floyd, Elijah McClain and others, the D&I Committee launched a Diverse Dialogues webinar series that brought together an array of voices to help communicators find the way forward.

More than 1,600 people signed up for the June events on responding to racial injustice with change and healing.

Other Diverse Dialogues topics this year included an inside look at the lessons learned from the LGBTQ workplace discrimination cases before the Supreme Court and a conversation on helping Americans vote in 2020.

Late in the summer, PRSA unveiled its Mentor Connect pilot program, which links students from underrepresented groups with experienced communicators to help guide their careers.



TRANSFORMING THE LANDSCAPE

Support the Endowment of PRSA's Multicultural Scholarship



AN ENDOWMENT TO DIVERSITY IN THE PROFESSION

On Oct. 28, during ICON 2020, PRSA reached the \$50,000 goal needed to establish the PRSA Multicultural Scholarship Endowment, following a successful fundraising concert event sponsored by PepsiCo.

The scholarship assists and recognizes young men and women from underrepresented backgrounds for outstanding academic achievement and their commitment to public relations.

"This is only a start and we know there is much more work to be done. We look forward to continuing to implement important new programs and strategies that will help shape the future of the profession and our organization," said 2020 Chair T. Garland Stansell, APR. "In these uncertain times, it is more important than ever to recognize the importance of inclusive growth and collaboration as we strive to improve the well-being of our colleagues and our communities."

Transforming the Landscape
Fundraising Concert

ICON 2020

Fisk University's
Jubilee Singers®

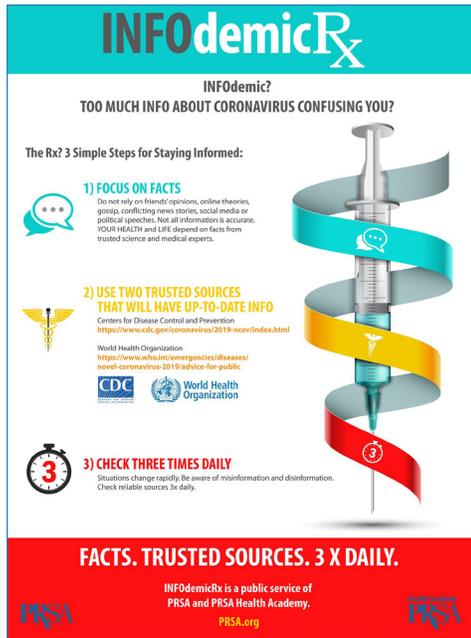
Rising Country Duo
Everette

Grammy-Nominated Jazz Vocalist
Barbara Morrison

Sponsored by
PEPSICO

ADVOCACY

As the principal advocate for industry excellence and ethical conduct, PRSA's advocacy work identifies emerging issues that may require support from or comment on behalf of PRSA. The goal is to maintain a consistent voice on public policy issues that strengthen the perceived value of the communications profession and position our members as industry thought leaders. The cornerstones of PRSA's commitment to advocacy are:



- Supporting the ethical practice of public relations.
- Speaking out against the willful misrepresentation of, or confusion about, the communications profession.
- Proactively addressing other issues that may have an impact on the profession and members.

At the beginning of March, PRSA and the PRSA Health Academy emphasized that communications professionals are uniquely qualified to help combat the misinformation/disinformation being spread in relation to the worsening coronavirus pandemic. They created an "INFOdemicRx" infographic, outlining steps for staying informed.

In August, PRSA responded to news reports associated with the termination of an FDA spokesperson and public relations consultant related to misinformation addressing convalescent plasma therapy.

In October, following news reports indicating that Tesla had eliminated its public relations department, PRSA responded saying the move set an extraordinarily dangerous precedent for blocking the continued free flow of information, as well as impacting the media's ability to responsibly cover an organization's activities.

PRSA MAKES HEADLINES

PR Daily

Communicators can help combat misinformation with easy steps. PRSA's infographic encourages PR pros to follow these three steps to stay informed.



**BULLDOG
REPORTER**
PR NEWS, VIEWS AND RESOURCES

PRSA responds to reports of PR staffing changes at the FDA



PRSA calls Tesla dissolving its PR department 'alarming'

EMPLOYEES

Based in New York City, PRSA is made up of 43 employees. Working alongside our volunteer members, the staff at PRSA works tremendously hard to meet all of our members' professional needs. Throughout the year, staff found ways to adapt and quickly respond to the coronavirus crisis, remote work and racial injustice. Instilling a virtual-first mindset, PRSA swiftly pivoted to ensure the same high level of learning and networking opportunities that members have come to expect. Get to know some of PRSA's veterans and newcomers...

VETERANS



JOHN ELSASSNER, DIRECTOR OF PUBLICATIONS

“Here’s an all-time favorite PRSA memory: In 1995, my boss asked me to attend the international conference in Seattle. I was filling in for a co-worker who was injured in a car accident shortly before the start of the conference. Before leaving, a colleague in New York suggested that I contact a former college friend who lived in Seattle. We played phone tag and ended up meeting out for dinner on my last night in town. Seven months later, Jennifer moved to New York. On Nov. 1 this year, we celebrated our 25th anniversary.”

JENEEN GARCIA, EXECUTIVE DIRECTOR OF PRSSA

“Serving as an employee of PRSA for almost three decades has truly been a blessing. I have enjoyed many aspects of this job, but if I had to point to one specific aspect, it would be by far the people I have encountered. I am thankful for the staff – many of whom I consider my friends and family now – and the bosses I have worked with and for throughout my career. I am proud of the student leaders that I have seen grow from PRSSA to leaders within their own right. And I am appreciative of the thousands of volunteers and members that serve this organization day in and day out. Not everyone can say they have worked at the same place for almost 30 years and I’m grateful to work somewhere that I still enjoy and where I continue to learn every day. Communications professionals have an impact on every aspect of our lives and this association has forever changed my life.”



ALEX ORTIZ, VICE PRESIDENT OF IT

“My favorite part about working for PRSA is the team, culture and camaraderie – especially during the annual conference. ICON is an all-hands-on-deck time of the year where everyone gets involved. It doesn’t matter what department you’re in or what your primary responsibility is. We are all there to help make it the best annual conference yet for our members. While we had a great virtual event this year, I miss the days of attending ICON in person and sharing funny war stories during breaks. For me, the staff has always been the reason why I’ve worked at PRSA for so long. They are a hardworking and dedicated bunch who I’m proud to call my friends and colleagues.”

EMPLOYEES

NEWCOMERS



DAVE JOHNSON, CONTENT MANAGEMENT DIRECTOR

“While 2020 has been an especially difficult year, I am happy to have the opportunity to work with the solid team of professionals at PRSA. The daily interactions and support from my co-workers have been a welcome reminder of the value and importance of community.”

ANDREA LONGINOTT, GRAPHIC DESIGNER



“I am proud to have joined PRSA during such a turning point in the communications field. It has been very gratifying to assist in promoting programs that are helping educate not only communication professionals, but professionals in every industry who are committed to doing better. The PRSA team has been extremely welcoming and inspiring, and I am looking forward to what we will bring to the table in 2021.”



ANTHONY MOLDEN, CAREER SERVICES COORDINATOR

“Looking for a new role during COVID-19 is something I will never forget. While I was certainly looking for the right opportunity, I was also looking for a connection in culture and I found that at PRSA. Despite being a new staff member and working virtually, I have felt very welcomed! When character is radiated through a computer, it says a lot about an organization, and that has made me happy to be here.”

GENNISES POINTER, PROFESSIONAL INTEREST SECTIONS PROGRAM SPECIALIST



“I’ve only been with PRSA for a short time but have enjoyed every second. This company takes professional development to the next level, and I cannot wait to see what I learn from this team. I also commend everyone who has not let the current state of the world affect their work ethic and communication.”



MAUREEN WALSH, CHIEF MARKETING & SALES OFFICER

“I am proud to have joined the PRSA team in 2020, mere weeks before the pandemic sent us all to our remote locations. We have an extraordinary group of committed professionals working independently and collaboratively to deliver member value and position PRSA for continued success. I look forward to being able to meet our members in person...someday soon, I hope.”

FINANCES

BALANCE SHEETS

Current Assets	10/31/2020 (Unaudited)	10/31/2019 (Unaudited)
Cash and Cash Equivalents	\$326,808	\$1,781,144
Investments	\$5,371,299	\$6,307,783
Accounts Receivable	\$643,944	\$484,458
Amounts due from Related Organizations	\$52,787	\$103,590
Amounts due from Related Organizations (LOC)	\$233,376	\$233,376
Prepaid Expenses	\$390,112	\$307,954
Other Assets Principally Inventory	\$2,028	\$2,028
TOTAL CURRENT ASSETS	\$7,020,354	\$9,220,333
Non-Current Assets		
Deferred Rent Receivable	\$6,716	\$17,964
Equipment and Improvements	\$545,993	\$502,369
Depreciation Reserve	(\$218,510)	(\$180,947)
TOTAL NON-CURRENT ASSETS	\$334,199	\$339,386
TOTAL ASSETS	\$7,354,553	\$9,559,719

Current Liabilities		
Accounts Payable & Accrued Expenses	\$999,585	\$1,790,122
Deferred Dues	\$2,099,612	\$2,421,511
Unearned Revenue	\$386,015	\$260,586
TOTAL CURRENT LIABILITIES	\$3,485,212	\$4,472,219
Non-Current Liabilities		
Deferred Rent Liability	\$205,976	\$159,284
TOTAL NON-CURRENT LIABILITIES	\$205,976	\$159,284
TOTAL LIABILITIES	\$3,691,188	\$4,631,503
UNRESTRICTED NET ASSETS	\$3,663,365	\$4,928,216
TOTAL LIABILITIES & UNRESTRICTED NET ASSETS	\$7,354,553	\$9,559,719

FINANCES

STATEMENT OF CASH FLOWS

Cash Flows From Operating Activities	10/31/2020 (Unaudited)	10/31/2019 (Unaudited)
Increase in net assets	(\$1,028,887)	\$579,645
Adjustments to reconcile increase (decrease) in net assets to net cash (used in) provided by operating activities		
Depreciation and amortization	(\$4,404)	\$45,498
Unrealized (gain) loss on investments	(\$175,887)	(\$729,406)
Changes in certain assets and liabilities		
Decrease (increase) in assets		
Accounts receivable	(\$87,236)	\$291,088
Amount due from related organizations	\$54,103	(\$3,493)
Prepaid expenses	\$4,339	\$152,614
Deferred Rent Receivable	\$21,115	\$21,664
Increase (decrease) in liabilities		
Accounts payable and accrued liabilities	\$320,521	\$911,014
Deferred rent liability	(\$44,418)	(\$60,920)
Deferred dues	(\$290,797)	(\$8,680)
Unearned Income	(\$221,560)	(\$330,333)
Total adjustments	(\$424,224)	\$289,046
Net cash provided by operating activities	(\$1,453,111)	\$868,691
Cash Flows From Investing Activities		
Purchases of equipment and improvements		(\$1,352)
Purchases of investments	(\$1,795,090)	(\$2,987,641)
Proceeds from sale of investments	\$3,114,481	\$2,732,321
Net cash provided by (used in) investing activities	\$1,319,391	(\$256,672)
Net (Decrease) Increase in Cash and Cash Equivalents	(\$133,720)	\$612,019
Cash and Cash Equivalents, Beginning of Period	\$460,528	\$1,169,125
Cash and Cash Equivalents, End of Period	\$326,808	\$1,781,144

FINANCES

CONSOLIDATED INCOME STATEMENT BY REVENUES AND EXPENSES LINE ITEM

Income	Jan.–Oct. 2020	Jan.–Oct. 2019
Dues	\$4,719,701	\$5,155,674
Registration	\$1,151,879	\$4,372,758
Advertising	\$154,704	\$308,728
Examinations & Fees	\$424,240	\$571,700
Sponsorship	\$470,924	\$1,009,949
Miscellaneous	\$144,350	\$169,963
Merchandise	\$3,097	\$18,207
Subscriptions	\$7,059	\$18,880
Interest Income	\$21,113	\$27,578
Publications	\$957	\$974
TOTAL INCOME	\$7,098,024	\$ 11,654,411

FINANCES

CONSOLIDATED INCOME STATEMENT BY REVENUES AND EXPENSES LINE ITEM

(continued)

Expenses	Jan.–Oct. 2020	Jan.–Oct. 2019
Salaries & Fringes	\$4,966,685	\$5,034,964
Rent, Utilities & Maintenance	\$966,428	\$882,432
Depreciation & Equipment Rental	\$304,069	\$648,351
Postage & Shipping	\$104,002	\$158,550
Printing	\$174,967	\$288,078
Professional Fees	\$1,063,102	\$1,799,147
Catering	\$16,648	\$1,426,828
Supplies	\$56,454	\$132,546
Telephone	\$20,632	\$22,691
Travel	\$56,027	\$567,932
Marketing	\$341,567	\$471,167
General Office	\$74,109	\$109,289
Credit Card Processing Fees	\$158,108	\$241,367
Other		\$20,830
TOTAL EXPENSES *	\$8,302,798	\$11,804,172

TOTAL INCOME	\$7,098,024	\$11,654,411
TOTAL EXPENSES*	\$8,302,798	\$11,804,172
NET INCOME/(LOSS) FROM OPERATIONS	(\$1,204,774)	(\$149,761)
NET INCOME/(LOSS) ON INVESTMENTS	175,887	\$729,406
NET INCOME/(LOSS) AFTER INVESTMENTS	(\$1,028,887)	\$579,645

*Includes \$226,113 and \$515,646 for 2020 and 2019, respectively, in reinvestment opportunities funded from the “reserves.”

IN MEMORIAM

REMEMBERING PR LEADERS WE LOST IN 2020



HAROLD BURSON, APR, FELLOW PRSA

Harold Burson, APR, Fellow PRSA, the distinguished founder of one of the world's largest PR agencies, died on Jan. 10. He was 98. Burson, once described by *PRWeek* as "the century's most influential PR figure," was a PRSA member for more than 70 years, joining in November 1949. He started Burson-Marsteller in 1953 with Bill Marsteller. Under their leadership, the agency became a global powerhouse with 2,500 employees in 50 offices.

H. J. (JERRY) DALTON JR., APR, FELLOW PRSA

Retired Brig. Gen. H. J. (Jerry) Dalton Jr., APR, Fellow PRSA, the first communications professional to head the U.S. Air Force's Pentagon-based public affairs operation, died on Nov. 1. He was 93. Dalton was a longtime PRSA volunteer and leader, serving as national president in 1990. In 2007, PRSA presented Dalton with its highest individual honor – the Gold Anvil Award. His peers have referred to him as "a true pioneer in public relations."



TERENCE A. (TERRY) MCCARTHY, APR, FELLOW PRSA

Terence A. (Terry) McCarthy, APR, Fellow PRSA, a former chair of the Counselors Academy and two-term president of PRSA's Boston Chapter, died on Feb. 4. He was 80. During his illustrious career, he was a communications leader in organizations as diverse as The Equitable Life Assurance Society of the U.S., New York Stock Exchange and the Public Broadcasting Service. In 1979, he joined Jack Agnew and Lew Carter to form Agnew, Carter, McCarthy, Inc. of Boston. Over 19 years, they built ACM into one of the largest independent public relations firms in New England.

ISOBEL PARKE, APR, FELLOW PRSA

Isobel Parke, APR, Fellow PRSA, a longtime PRSA member and leader, died on Feb. 4. She was 93. Parke's distinguished PRSA service included her role as secretary on the Board of Directors. In 1965, Parke joined the behavioral public relations and management consulting firm of Jackson Jackson & Wagner in New Hampshire, where she provided invaluable counsel to clients in a wide variety of industries for more than five decades.



ROBIN PERRIN, APR, FELLOW PRSA

Robin Perrin, APR, Fellow PRSA, died on Nov. 17. He was 72. In 1980, he joined Pinkerton Academy in Derry, N.H., where he worked for more than 30 years in a variety of communications roles. He was active in PRSA's Yankee Chapter – including as Chapter president – and later served on the PRSA Board of Directors starting in 1988.

JAMES J. ROOP, APR, FELLOW PRSA

James J. Roop, APR, Fellow PRSA, who was involved with PRSA leadership for more than 45 years, died on June 10. He was 70. Before founding the Cleveland-based Roop & Co. in 1996, he served as chief operating officer of Watt, Roop & Co. (now Fleishman-Hillard) for 15 years, which was then one of the Midwest's largest independent PR firms. He served as the longtime chair of PRSA's Honors and Awards Committee.



FERNANDO VALVERDE, APR, FELLOW PRSA

Fernando Valverde, APR, Fellow PRSA, who many consider to be the father of public relations in Puerto Rico, died on Oct. 10. He was 85. He served as president of the Puerto Rico Association of Professional Relations from 1979-1980. Valverde was also the first PR professional to obtain the Universal Accreditation (APR) in Puerto Rico. Valverde's dedication, sense of ethics and encouragement made him a role model for his peers.

WILLIAM (BILL) WENDLING, APR, FELLOW PRSA

William (Bill) Wendling, APR, Fellow PRSA, a past president of PRSA's Greater Cleveland Chapter and a longtime communications leader in the city, died on Jan. 1. He was 74. During his 40-year career, he specialized in strategic planning and crisis management, and was instrumental in bringing the Rock and Roll Hall of Fame to Cleveland. He founded Wendling Communications, a respected public relations and reputation management firm. He became the first independent practitioner to receive the Lighthouse Award for career achievements from the Greater Cleveland Chapter.



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Public Relations Society of America
120 Wall Street, 21st Fl., New York, NY 10005
212.460.1400 | prsa.org