



PRSA

2022  
**YEAR IN  
REVIEW**

# FROM THE 2022 CHAIR

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"...the sense of collaboration, support and inspiration I have received during this year, from all of you, has made this experience one of the best of my life."



2022 was a year of renewal, reflection, resilience...and celebration.

As I approach the end of my tenure as Chair, I look back on the many accomplishments and innovations that have shaped my term, and I am just so humbled by our members' unfaltering dedication to PRSA and the communications profession.

Within PRSA and throughout my professional career I have had the pleasure of serving in a variety of leadership roles, and each has of course offered its own rewards. But from my vantage point in 2022, I can say that the sense of collaboration, support and inspiration I have received during this year, from all of you, has made this experience one of the best of my life.

Just a few of highlights of this year for me include:

- The yearlong celebration of PRSA's 75th anniversary.
- The publication of "75 Years of Impact and Influence: People, Places & Moments in Public Relations History," an important and inspirational book put together by an extraordinary group of professionals.
- Raising more than \$300,000 in support of PRSA and its programs.
- Setting up several ad-hoc Task Forces that will provide context and insights for years to come.
- Meeting so many of our members through travel around the country.
- ICON 2022 in Texas, PRSA's first in-person international conference in three years.
- Getting to know some of our wonderful PRSSA students, who truly represent the future of this organization.
- The Global Exchange with PRCAI, and Delta's very amazing engagement.

I adore this organization, and know for a fact that I'm a better professional and leader as a result of the experiences I've had and the relationships I've formed and continue to form.

Finally, I am looking forward to continuing to serve as Immediate Past Chair, and welcome my dear friend and colleague Michelle Egan, APR, Fellow PRSA, who we are all incredibly blessed to have as 2023 Chair.

I wish you a safe, healthy and glorious holiday season, and a very Happy New Year.

A handwritten signature in black ink that reads "Felicia Blow". The script is elegant and cursive.

**Dr. Felicia Blow, APR**  
2022 PRSA Chair

# FROM THE CHIEF EXECUTIVE OFFICER

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"...the energy of our members across the country has been such an inspiration!"

The year 2022 was one of momentum, forward progress and continued innovation marked by growth in membership, program offerings and leadership opportunities. The greatest highlight was the return to in-person gatherings and events, a hallmark of PRSA. Reinvigorating the personal connections and feeling the energy of our members across the country has been such an inspiration!

Our conversations with our members — both in-person and virtual — and the information that we collect from all of you has provided opportunities to help PRSA serve its members even better. We have made tangible changes that are already paying off through new and improved member benefits and products and services that are responsive to member demands.

Thanks to the visionary and nimble work of our staff and profoundly loyal volunteers, we are poised to capitalize on these innovations and solidify our best-in-class performance in 2023 and beyond. The impetus behind this work is our mission to serve members and provide them with the tools and resources they need to succeed in their careers, including a commitment to support the delivery of sound ethical counsel to your employers, clients and constituents.

All of these efforts clearly have added up with member satisfaction among its highest levels in several years.

My confidence in our success is deeply rooted in my confidence in the communications profession and the strong advocates we have in all of you who represent PRSA with integrity, passion and class. I look forward to working with you in the new year!

A portrait of Linda Thomas Brooks, the CEO of PRSA. She is a woman with short, wavy, light-colored hair, smiling at the camera. She is wearing a dark, patterned blazer over a light-colored top. The background is plain white.

*Linda Thomas Brooks*

**Linda Thomas Brooks**  
PRSA CEO



# 75 YEARS OF PRSA

PRSA is the nation's leading professional organization serving the communications community. We empower members to succeed through a wide breadth of professional development programs, networking and leadership opportunities.

Ethics is at the core of PRSA and has been since the organization's inception 75 years ago. While its first official Code of Ethics was created in 1950, the belief in and commitment to the honorable and honest practice of public relations has been integral to PRSA's mission since day one.

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

**18,537**  
Members\*

**100+**  
Chapters

**10**  
Districts

**14**  
Professional  
Interest Sections

*The Public Relations Journal* was established in 1945 by Rex F. Harlow (American Council on Public Relations). After this, the Council and the National Association of Public Relations Counsel merged to form the Public Relations Society of America in 1947, it became a monthly publication of the latter society.

**1945**

\*As of 12/5/2022





## PRSSA 2022 -23 National President

In May, PRSSA's Leadership Assembly elected Ohio Northern University's Alyson Hoffman as president of the 2022-23 National Committee.



## 2022 Bateman Case Study Winners

The University of Nebraska-Lincoln was the winner of the 2022 Bateman Case Study Competition, followed by the University of Florida in second place and Brigham Young University in third place.

This year's competition challenged students to implement a PR campaign for the Lymphoma Research Foundation. Campaigns centered on raising awareness around the resources currently available to those touched by lymphoma, with a particular focus on educating adolescents and young adults.



## F.H. Teahan Outstanding Chapter Winner

The F.H. Teahan Outstanding Chapter Award was presented to California State University, Fullerton.

## Welcome New Chapters

PRSSA announced new Chapters at George Fox University in Newberg, Ore., and the University of Missouri in Columbia, Mo.

The Public Relations Student Society of America (PRSSA) is established as the foremost organization for students interested in public relations and communications. PRSSA advocates rigorous academic standards for public relations education, the highest ethical principles and diversity in the profession.

**1967**



# BALANCE SHEETS

CURRENT ASSETS	Jan. – Nov. 2022	Jan. – Nov. 2021
Cash and Cash Equivalents	\$ 577,205	\$ 608,896
Investments	4,866,925	6,061,526
Accounts Receivable	161,375	442,602
Amounts due from Related Organizations, net	280,035	206,706
Prepaid Expenses	240,050	287,310
Other Assets		
<b>TOTAL CURRENT ASSETS</b>	<b>\$ 6,125,590</b>	<b>\$ 7,607,040</b>
<b>Non-Current Assets</b>		
Deferred Rent Receivable		
Equipment and Improvements	544,160	530,355
Depreciation Reserve	(333,435)	(274,734)
<b>TOTAL NON-CURRENT ASSETS</b>	<b>\$ 210,725</b>	<b>\$ 255,621</b>
<b>TOTAL ASSETS</b>	<b>\$ 6,336,315</b>	<b>\$ 7,862,661</b>

CURRENT LIABILITIES	Jan. – Nov. 2022	Jan. – Nov. 2021
Accounts Payable & Accrued Expenses	\$ 759,940	\$ 1,885,944
Deferred Dues	2,174,423	2,092,225
Unearned Revenue	230,772	301,850
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$ 3,165,135</b>	<b>\$ 4,280,019</b>
<b>NON-CURRENT LIABILITIES</b>		
Deferred Rent Liability	247,575	206,509
Grant payable	50,000	75,000
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>\$ 297,575</b>	<b>\$ 281,509</b>
<b>TOTAL LIABILITIES</b>	<b>\$ 3,462,710</b>	<b>\$ 4,561,528</b>
<b>UNRESTRICTED NET ASSETS</b>	<b>\$ 2,873,605</b>	<b>\$ 3,301,133</b>
<b>TOTAL LIABILITIES &amp; UNRESTRICTED NET ASSETS</b>	<b>\$ 6,336,315</b>	<b>\$ 7,862,661</b>

As of Nov. 30, 2022 and Nov. 30, 2021



# STATEMENT OF CASH FLOWS

CASH FLOWS FROM OPERATING ACTIVITIES:	Jan. – Nov. 2022	Jan. – Nov. 2021
Increase in net assets	\$ (460,290)	\$ (522,152)
Adjustments to reconcile increase (decrease) in net assets to net cash (used in) provided by operating activities:		
Depreciation and amortization	53,049	60,603
Unrealized (gain) loss on investments	894,024	(637,181)
Changes in certain assets and liabilities:		
Decrease (increase) in assets:		
Accounts receivable	340,609	20,724
Amount due from related organizations	(122,498)	(84,939)
Prepaid expenses	14,099	104,516
Other assets	1,816	16,036
Increase (decrease) in liabilities:		
Accounts payable and accrued liabilities*	(956,597)	1,146,802
Deferred dues	(63,198)	35,007
Unearned revenue	56,417	71,170
Deferred rent liability	(154,815)	(74,074)
Grant payable	(25,000)	(25,000)
Total adjustments	37,906	633,664
<b>NET CASH PROVIDED BY OPERATING ACTIVITIES</b>	<b>\$ (422,384)</b>	<b>\$ 111,512</b>

CASH FLOWS FROM INVESTING ACTIVITIES:	Jan. – Nov. 2022	Jan. – Nov. 2021
Purchases of investments	\$ (833,868)	\$ (1,658,615)
Proceeds from sale of investments	1,256,880	2,095,802
Net cash provided by (used in) investing activities	423,012	437,187
Net (decrease) increase in cash and cash equivalents	628	548,699
Cash and cash equivalents, beginning of the period	576,577	60,197
<b>Cash and cash equivalents, end of the period</b>	<b>\$ 577,205</b>	<b>\$ 608,896</b>

\*Includes PPP Loan  
For the eleven months period ended Nov. 30, 2022  
and the eleven months period ended Nov. 30, 2021

# CONSOLIDATED INCOME STATEMENT BY REVENUE & EXPENSES LINE ITEM

INCOME	Jan. – Nov. 2022	Jan. – Nov. 2021
Dues	\$ 4,738,456	\$ 4,763,893
Registration	3,160,318	1,446,378
Advertising	399,636	425,328
Examinations & Fees	506,100	506,590
Sponsorship	777,285	665,376
Miscellaneous	307,661	173,096
Merchandise	19,711	22,563
Subscriptions	4,402	5,854
Interest Income	-	1
Publications	565	703
<b>TOTAL INCOME</b>	<b>\$ 9,914,134</b>	<b>\$ 8,009,782</b>

EXPENSES	Jan. – Nov. 2022	Jan. – Nov. 2021
Salaries & Fringes	\$ 5,314,850	\$ 5,719,138
Rent, Utilities & Maintenance	1,191,471	1,057,319
Depreciation & Equipment Rental	546,997	191,553
Postage & Shipping	110,243	112,031
Printing	114,540	117,556
Professional Fees	1,080,335	855,038
Catering	746,858	60,801
Supplies	94,682	61,563
Telephone	12,962	21,333
Travel	216,373	29,117
Marketing	283,994	321,124
General Office	87,010	107,395
Credit Card Processing Fees	233,163	191,147
Other	-	324,000
<b>TOTAL EXPENSES</b>	<b>\$ 10,033,478</b>	<b>\$ 9,169,115</b>



# CONSOLIDATED INCOME STATEMENT BY REVENUE & EXPENSES LINE ITEM

	Jan. – Nov. 2022	Jan. – Nov. 2021
TOTAL INCOME	\$ 9,914,134	\$ 8,009,782
TOTAL EXPENSES	10,033,478	9,169,115
NET INCOME/(LOSS) FROM OPERATIONS	(119,344))	(1,159,333)
NET INCOME/(LOSS) ON INVESTMENTS	(894,024)	637,181
NET INCOME FROM PPP LOAN FOREGIVENESS	919,503	
<b>NET INCOME/(LOSS) AFTER INVESTMENTS</b>	<b>\$ (93,865)</b>	<b>\$ (522,152)</b>



A photograph of two people at a conference. On the left, a woman with long brown hair, wearing a red patterned cardigan over a black top and black boots, smiles at the camera. She has a white lanyard with 'MUCK RACK' printed on it and a badge that says 'ICON' and 'Sonja'. On the right, a man with grey hair and glasses, wearing a dark blazer over a checkered shirt and blue jeans, looks towards the camera. He also has a white lanyard with 'MUCK RACK' and a badge that says 'ICON' and 'Christopher'. Both badges mention 'The Power of Influence'. They are standing on a colorful, patterned carpet in a large hall with other people in the background.

# ADVANCING THE PROFESSION





# ANVIL AWARDS

In May, PRSA held its first in-person Anvil ceremony in three years at the Edison Ballroom in Midtown Manhattan — just steps away from Times Square.

During the gala evening, where attendees enjoyed a sit-down dinner and ample time for networking, PRSA announced the recipients of the 2022 Anvil Awards, recognizing the best PR tactics and campaigns of the year and the highest standards of performance for the profession.

PRSA leaders updated the program this year to streamline the entry process, as well as reflect the evolving communications landscape. Silver Anvil and Bronze Anvil entries can now be submitted on the same form.

Among all the recipients, tactics and campaigns encompassed a wide breadth of topics, causes and themes. These included the importance of the rollout and delivery of COVID-19 vaccines, connecting to and incorporating diverse audiences, and helping brands break through and have an impact on the increasingly turbulent media landscape.

PRSA presented this year's Best of Silver Anvil Award to the Office of the Minnesota Attorney General with FGS Global, for their work on Minnesota v. Chauvin, one of the most high-profile and consequential criminal cases of the 21st century.

FGS Global provided pro bono communications and legal support to Minnesota Attorney General Keith Ellison and his team in their successful prosecution of Derek Chauvin for the murder of George Floyd.

**40**

Silver Anvil Awards

**24**

Bronze Anvil Awards

**29**

Awards of Excellence

**18**

Awards of Commendation





**1.5K+**  
Attendees

**100+**  
Speakers

**50+**  
Sponsors/  
Exhibitors

**200**  
hours Professional  
Development

# ICON 2022

Communications professionals and students from around the world convened at the Gaylord Texan Resort & Convention Center in Grapevine, Texas, on Nov. 13–15 for ICON 2022.

The Conference, titled “The Power of Influence,” featured an innovative lineup of keynote speakers, breakout sessions and networking opportunities. This was PRSA’s first in-person ICON since October 2019.

The first national PRSA conference — now known as ICON — is held in Chicago.

**1948**



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## Keynote Speakers

The General Sessions featured Academy-Award-winning actress Marlee Matlin, author/journalist Katty Kay, Pro Football Hall of Fame running back Emmitt Smith and military leaders representing the world's largest employers, Amazon and the Department of Defense.



## Networking

There were ample social and networking opportunities, including the opening night reception, themed “Diamonds and Denim,” which also served as a commemoration of PRSA’s 75th anniversary, as well as the D&I Celebration Reception.



## Professional Development

Attendees had the opportunity to enhance their perspectives and skill sets with communicators representing well-known brands, agencies and nonprofits, renew old friendships and make new contacts, and meet representatives from leading industry service providers.



# COLLEGE OF FELLOWS



Congratulations to the 17 new members of PRSA's College of Fellows, an honorary organization comprised of more than 700 leading professionals and educators, each of whom has left a significant footprint on the communications profession.

**Ellen Averill, APR, Fellow PRSA**

Vice President of Communications & Strategy, Tulsa Zoo Management, Inc.; Tulsa, Okla.

**Sandra R. Brodnicki, APR, Fellow PRSA**

Partner, The S & G Group; Arlington, Texas

**Jeremy C. Burton, APR, Fellow PRSA**

Vice President for Connection, The Voice of the Martyrs; Bartlesville, Okla.

**Clark P. Dumont, M.S., APR, Fellow PRSA**

Principal & Counselor, Dumont Communications; Las Vegas

**Jamie D. Floer, APR, Fellow PRSA**

Communications Manager, Toho Water Authority; Kissimmee, Fla.

**Kelly C. Gaggin, PhD, APR, Fellow PRSA**

Assistant Teaching Professor, Syracuse University; Fayetteville, N.Y.

**Lauren Green-Caldwell, APR, Fellow PRSA**

Vice President of Communications, CCMO, National Jewish Health; Denver

**J. Elyse Hammett, APR, Fellow PRSA**

Vice President of Marketing and Communications, Community Foundation for Greater Atlanta; Atlanta

**Wendy Shill Kurtz, APR, Fellow PRSA**

Founder and President, Elizabeth Charles & Associates, LLC; Winter Garden, Fla.

**Kena L. Lewis, APR, Fellow PRSA**

Senior Director of Public Affairs & Media Relations, Orlando Health; Orlando, Fla.

**Debra Peterson, APR, Fellow PRSA**

President, Comm365; Overland Park, Kan.

**Sally Ridenour, APR, Fellow PRSA**

Chief Content Strategist, Oregon Department of Transportation; Salem, Ore.

**Tracy Schario, APR, Fellow PRSA**

Senior Manager and Department Head, External Communications, MITRE; White Stone, Va.

**Bey-Ling Sha, Ph.D., APR, Fellow PRSA**

Dean of the College of Communications, California State University, Fullerton; Fullerton, Calif.

**Pamela Thompson, MBA, APR, Fellow PRSA**

Manager of Internal Communications, AllianceRx Walgreens Prime; Wylie, Texas

**Laura Moore Van Hoosier, APR, Fellow PRSA**

Assistant Vice President of Public Relations & Communications, Cook Children's Health Care System in Fort Worth, Texas; Grapevine, Texas

**Rebecca M. Villarreal, APR, Fellow PRSA**

Executive Director of Communications, New Braunfels Independent School District; New Braunfels, Texas

**The Sage Award**, created by the College of Fellows to recognize members of the College who live and practice its commitment to mentoring, was presented to Vivian Hamilton, APR, Fellow PRSA.

PRSA College of Fellows founded.

**1989**



# PRSA FOUNDATION



The PRSA Foundation is a charitable organization committed to promoting diversity among public relations professionals and companies so they can best serve the public good and address the needs of a diverse world. To support scholarships, research and communications programs, the PRSA Foundation awarded more than \$60,000 this year to support the next generation of public relations practitioners.

In 2022, the PRSA Foundation announced a grant to support BIPOC public relations professionals working toward earning their APR credential. They also entered into a partnership with leading global independent public relations firm MikeWorldWide for the launch of the 2022-2023 HBCU & HSI Public Relations Tour. This new initiative is designed to increase engagement with Black and Hispanic students who are interested in pursuing a career in the public relations or communications profession.

Leaders from the Foundation and MikeWorldWide have visited with students from Hampton University, Morgan State University, North Carolina A&T State University and North Carolina Central University.

## PALADIN AWARDS

The Paladin Awards are the PRSA Foundation's signature event, honoring members of the public relations profession who have made an indelible impact on our community, particularly in the fight for diversity and inclusion critical to making us reflective of the stakeholders we serve.

This year, the PRSA Foundation recognized:

**Legend Award:** Andy Polansky, Former Executive Chairman, Weber Shandwick

**Leadership Award:** Soon Mee Kim, Chief Diversity, Equity and Inclusion Officer, Omnicom Public Relations Group

**Best in Class Award:** Procter & Gamble  
(accepted by Ezgi Genc, Director of Global Equality & Inclusion Communications)

**Game Changer Award:** ColorComm, Inc.  
(accepted by Lauren Wesley Wilson, Founder & CEO, ColorComm, Inc.)

The PRSA Foundation is founded as an Independent 501(c)3 charitable organization.

1990





# INDIVIDUAL AWARDS

PRSA's Individual Awards honor those who have had a positive impact on the public relations profession throughout their careers, recognizing their dedication, passion and outstanding contributions. This year, we were able to present the awards and celebrate their accomplishments in person.



## Gold Anvil Award

Mickey G. Nall, APR, Fellow PRSA



## Atlas Award for Lifetime Achievement in International Public Relations

Jean Valin, APR, Fellow CPRS, Honorary Fellow CIPR



## D. Parke Gibson Award

Shanita Baraka Akintonde, MBA, M.Ed., DTM



## Outstanding Educator Award

Marlene Neill, Ph.D., APR, Fellow PRSA



## Patrick Jackson Award for Distinguished Service to PRSA

J.W. Arnold, APR, Fellow PRSA



## PR Pro of the Year

Angelique Myers Evans, MPA, APR

PRSA bestows the first-ever D. Parke Gibson Award. This award is PRSA's highest individual award presented to a public relations leader who has contributed to the increased awareness of public relations within multicultural communities and participated in the promotion of issues that meet the special informational and educational needs of these diverse communities.

**1990**

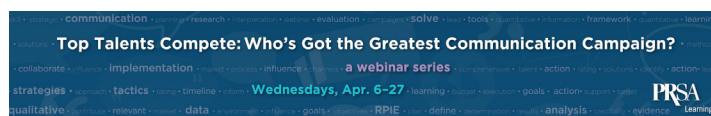




# PROFESSIONAL DEVELOPMENT



PRSA means professional development. From certificate programs to year-round conferences and industry specific Section events to workshops to learning series such as Diverse Dialogues, Storytellers and beyond, the importance of lifelong learning and advancement is incorporated into everything we do.



Our members, from those just starting out to veteran practitioners, need to stay ahead of the trends, innovations and directions that are driving the communications profession, and they look to us for the keys to continued success.

In 2022, highlights included:

- A series of *Strategies & Tactics* LinkedIn Live sessions with leaders from throughout the profession.
- Three different three-part webinar series focusing on building a PR campaign, news literacy, and health and wellness.
- Two new Certificate Programs: Advanced Crisis Communications and Storytelling.
- The opportunity to partner with and support the U.S. Army with their communications training needs, including sessions covering digital communications, measurement and analytics, and crisis communications.
- Exclusive sessions with executives from leading brands and agencies including Amazon, FleishmanHillard, the Conference Board, IBM, BCW, JCPenney and Red Havas, among others.

The Commission on Public Relations Education (CPRE) is created by educators and practitioners to recognize the importance of university-level public relations education. The Commission was an attempt at standardizing PR education and professionalizing the field. It led to the establishment of PRSA's certification of education in public relations (CEPR).

**1973**



Angelique Myers Evans, MPA, APR, obtained her APR in 2021. At ICON, she was presented the PR Pro of the Year Award.



**137**  
New APRs

**11**  
New  
APR+Ms

The Accreditation in Public Relations (APR) credential is established. As the profession's only national post-graduate certification program, the APR designation signifies a high level of skill and competency in the public relations field.

**1964**

The Accreditation in Public Relations (APR) and Accreditation in Public Relations + Military Communication (APR+M) credential certifies a PRSA member's drive, professionalism and principles, setting them apart from their peers and positioning them as a leader and mentor in the competitive communications profession.

Preparing for the APR is an exercise in success, as the process provides an assessment of a member's proficiency and accurately calibrates their craft, contacts and career goals. Earning the APR demonstrates a member's mastery of today's strategic communications practice and their commitment to lifelong learning and ethical standards. APRs report that the process of earning Accreditation also helped make them better PR professionals.





# MEMBER SUPPORT





## DE&I/AFFINITY GROUPS

Diversity, Equity and Inclusion (DE&I) is an essential component of, and integral to, PRSA's continued growth and success, and is a throughline for our programming initiatives and membership outreach.

Our work in this area continues to expand and evolve, and as part of this effort, PRSA announced it is changing the name of its Diversity & Inclusion (D&I) Committee to the Diversity, Equity and Inclusion (DE&I) Committee.

Best practice across industries acknowledges that equity — which refers to fair treatment in access, opportunity and advancement for all individuals — is complementary to diversity, which values differences of all — and inclusion — which calls for full participation of all. The three pillars of diversity, equity and inclusion mirror the goals/mission of PR practitioners, defined as the primary audience, in PRSA's Strategic Plan.

PRSA also launched a new Affinity Group program, a free member benefit that provides opportunities for individuals to meet and discuss mutual interests, share common goals and build supportive networks and relationships. The multiyear project launched with two groups — Black Voices and Hispanic-Latino — and will serve as a key element of PRSA's objective to attract, develop and retain diverse members.



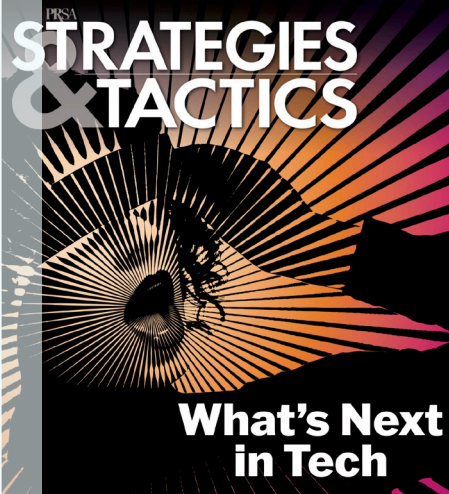
D&I takes on greater prominence within PRSA with the intentional leadership decision to enfold the multicultural section and formally establish the National D&I Committee.

**1973**



PRSA approves its first three-year Diversity & Inclusion Strategic Plan.

**2020**



# PUBLICATIONS

## Strategies & Tactics

PRSA's flagship publication, *Strategies & Tactics*, received Gold — the highest honor — in the Association Trends 2022 TRENDY Awards in the Monthly Professional Society Magazine category. Association Trends judged entries on suitability for the audience, design attributes, and production and content quality.

This honor is the third major award for *Strategies & Tactics* in the past three years.

In 2019, S&T received Silver in the Newspaper/General Excellence category at the 39th Annual Excel Awards. The program, created by Association Media & Publishing, highlights achievements in association media, publishing and communications. In 2021, *Strategies & Tactics* received the Silver designation in the TRENDY Awards.

## Live on LinkedIn

*Strategies & Tactics Live* debuted in February. The monthly livestream on LinkedIn takes readers behind the scenes of a story in the paper, offering further insights and takeaways with contributors and other special guests.

Editor-in-Chief John Elsasser's guests have included Marie Hardin, dean of the Donald P. Bellisario College of Communications at Penn State University; Michelle Sing, head of communications and philanthropy at JCPenney; and Mary Osako, vice chancellor for strategic communications at UCLA.

More than 14,000 viewers have watched the first 11 episodes.

PRSA publishes its first newspaper, *Public Relations Tactics*, in July.

**1994**

*The Strategist*, a quarterly magazine, debuts in the spring.

**1995**

PRSA launches its blog, *PRsay*, in January.

**2009**

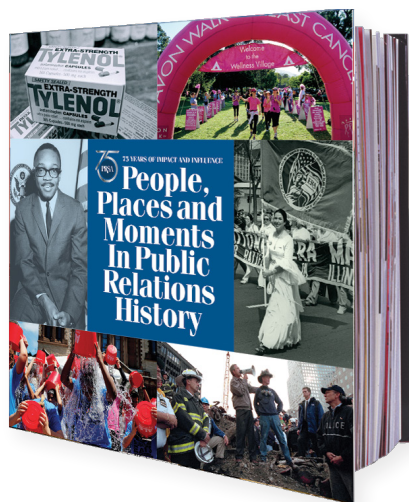
PRSA unveils its newest publication, *Strategies & Tactics*, a monthly newspaper available in both print and online formats, retiring original publications. *PR Tactics* and *The Strategist*.

**2018**





# 75TH ANNIVERSARY



PRSA has been commemorating and celebrating its 75th anniversary throughout 2022, providing the perfect opportunity to focus on how the past has informed the present and how it will shape the future.

To mark this milestone, we published “75 Years of Impact and Influence: People, Places & Moments in Public Relations History,” a book presenting 25 key moments in PR history that have contributed to the betterment of society, and featuring the stories of unsung heroes as well as those more widely celebrated.

## Pivotal People and Moments in PR

PRSA adopted its first Code of Ethics to provide its members with guidance on the ethical practice of the profession. The level of public trust PRSA members seek as they serve the public good means they have taken on a special obligation to operate ethically.

**1950**

Betsy Plank is named PRSA's first female president.

**1973**

Luis W. Morales, APR, Fellow PRSA, becomes the first Hispanic president of PRSA.

**1996**

Debra A. Miller, Ed.D., APR, Fellow PRSA, becomes the first woman of color, first African-American president and first educator to lead PRSA.

**1997**

PRSA adopts the following definition of PR: “Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

**2012**



# STAFF HIGHLIGHTS



PRSA's New York-based staff collaborates with and supports members at all levels of the organization, including Chapters, Districts, committees and Professional Interest Sections.

This year, we celebrated the retirement of Wai Cheung, our longtime controller, after 30 years at PRSA, as well as the retirement of Jay Starr, senior vice president of membership.

Additionally, we welcomed six new staff members in 2022: Joya Harrison, member service specialist; Carin Dixon, director of professional development; Dorcas Jegede, sections program coordinator; Barry Negri, controller; Lauren Collins, vice president of membership; and Greta Libbey, marketing associate.



## Reflections

“It has been a rewarding experience to work with so many wonderful people throughout the years I have been at PRSA — staff, members and volunteers. On a daily basis, I see what Accreditation means to so many members, and it is very gratifying to help them achieve their goals to become better public relations professionals.”

— Kathy Mulvihill, senior Accreditation manager

“PRSA provides me with opportunities to make a difference. I've also expanded my skill set to provide more in-depth guidance to our members, Chapters and Districts, with the biggest example of this being hosting Zoom meetings and webinars.”

— Mike Molaro, manager of member services

“PRSA has given me the opportunity to grow as a professional. It is fulfilling to help student members reach such important milestones in their lives.”

— Jessica Espinal, senior manager of student programs

“To quote Henry Ford, ‘There is joy in work.’ Each day awards me with another opportunity to be among my esteemed friends and colleagues, perfecting my craft and discovering new ways to love the work I do.”

— Andrew Fowler, network administrator





# FROM THE 2022 CHAIR-ELECT



As we prepare to start 2023, I'm excited to have the opportunity to serve as Chair. The Board and I will continue to focus on setting in place strategies, programs, and processes that will help PRSA and the profession grow.

I'm proud to be part of this community of ethical communications professionals. I'm committed to making our organization even stronger and meeting the needs of our members, who are the heart of PRSA.

Our new strategic plan, which commences in 2023, has three pillars. The first pillar is Build. We commit to investing in the next generation of ethical, diverse and highly skilled communications professionals.

Building up and strengthening PRSA is a key priority, as our students represent the future of this organization. We want to make sure they are prepared to become active PRSA members and new professionals in the communications community.

Building also means offering outstanding programs that help members on their career journey and connecting them with our strong network of experienced mentors and partners.

Influence is our second pillar. We will lead and convene commentary, discussion and debate on professional issues, including DE&I, the threat of misinformation and disinformation and other substantive topics.

We can't do it alone, so we will bring other influencers into the conversation. We have the voice and expertise to influence the broader communications ecosystem, and it's more important than ever that PRSA serves as the guidepost for the right thing to do. Our future and our ability to influence the profession depends on having a strong organizational infrastructure.

The third pillar is Evolve. We are experiencing rapid changes on all fronts and need to ensure that the organization is ready to respond to current challenges and prepare for opportunities ahead. That means creating the best possible support system for Chapters, Sections and Districts, and driving DE&I in all efforts and programs. It also means aligning our committees, staffing, governance and technology for the best outcomes.

In the year ahead, I'm looking forward to connecting with members — virtually and face to face. PRSA really is a community. With all of us working together, we will continue to move PRSA, and the profession, forward in 2023!

A handwritten signature in black ink that reads "Michelle Egan". The signature is stylized with a large, looped "M" and a cursive "Egan".

**Michelle Egan, APR, Fellow PRSA**  
2022 PRSA Chair-elect

# 2022 BOARD OF DIRECTORS

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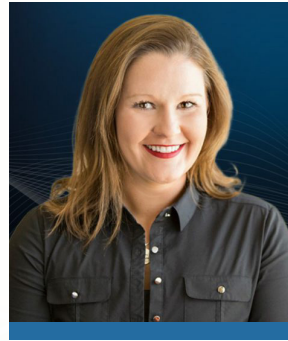
## Directors



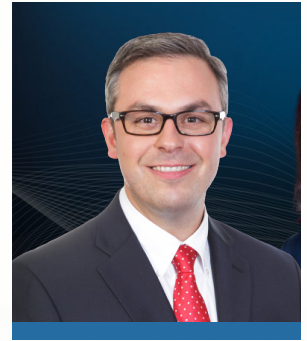
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120 Wall Street, 21st Fl., New York, NY 10005

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