2022 YEAR IN REVIEW
FROM THE 2022 CHAIR

"...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’ unflinching 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.

Dr. Felicia Blow, APR
2022 PRSA Chair
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!

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.

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**18,537 Members***

**100+ Chapters**

**10 Districts**

**14 Professional Interest Sections**

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*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.

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**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.
## BALANCE SHEETS

### CURRENT ASSETS

<table>
<thead>
<tr>
<th>Item</th>
<th>Jan. – Nov. 2022</th>
<th>Jan. – Nov. 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$577,205</td>
<td>$608,896</td>
</tr>
<tr>
<td>Investments</td>
<td>4,866,925</td>
<td>6,061,526</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>161,375</td>
<td>442,602</td>
</tr>
<tr>
<td>Amounts due from Related Organizations, net</td>
<td>280,035</td>
<td>206,706</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>240,050</td>
<td>287,310</td>
</tr>
<tr>
<td>Other Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL CURRENT ASSETS</strong></td>
<td>$6,125,590</td>
<td>$7,607,040</td>
</tr>
</tbody>
</table>

### Non-Current Assets

- Deferred Rent Receivable
- Equipment and Improvements
- Depreciation Reserve

### TOTAL NON-CURRENT ASSETS

<table>
<thead>
<tr>
<th>Item</th>
<th>Jan. – Nov. 2022</th>
<th>Jan. – Nov. 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$210,725</td>
<td>$255,621</td>
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</table>

### TOTAL ASSETS

<table>
<thead>
<tr>
<th>Item</th>
<th>Jan. – Nov. 2022</th>
<th>Jan. – Nov. 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$6,336,315</td>
<td>$7,862,661</td>
</tr>
</tbody>
</table>

### CURRENT LIABILITIES

<table>
<thead>
<tr>
<th>Item</th>
<th>Jan. – Nov. 2022</th>
<th>Jan. – Nov. 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable &amp; Accrued Expenses</td>
<td>$759,940</td>
<td>$1,885,944</td>
</tr>
<tr>
<td>Deferred Dues</td>
<td>2,174,423</td>
<td>2,092,225</td>
</tr>
<tr>
<td>Unearned Revenue</td>
<td>230,772</td>
<td>301,850</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT LIABILITIES</strong></td>
<td>$3,165,135</td>
<td>$4,280,019</td>
</tr>
</tbody>
</table>

### NON-CURRENT LIABILITIES

<table>
<thead>
<tr>
<th>Item</th>
<th>Jan. – Nov. 2022</th>
<th>Jan. – Nov. 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deferred Rent Liability</td>
<td>247,575</td>
<td>206,509</td>
</tr>
<tr>
<td>Grant payable</td>
<td>50,000</td>
<td>75,000</td>
</tr>
<tr>
<td><strong>TOTAL NON-CURRENT LIABILITIES</strong></td>
<td>$297,575</td>
<td>$281,509</td>
</tr>
</tbody>
</table>

### TOTAL LIABILITIES

<table>
<thead>
<tr>
<th>Item</th>
<th>Jan. – Nov. 2022</th>
<th>Jan. – Nov. 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$3,462,710</td>
<td>$4,561,528</td>
</tr>
</tbody>
</table>

### UNRESTRICTED NET ASSETS

<table>
<thead>
<tr>
<th>Item</th>
<th>Jan. – Nov. 2022</th>
<th>Jan. – Nov. 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2,873,605</td>
<td>$3,301,133</td>
</tr>
</tbody>
</table>

### TOTAL LIABILITIES & UNRESTRICTED NET ASSETS

<table>
<thead>
<tr>
<th>Item</th>
<th>Jan. – Nov. 2022</th>
<th>Jan. – Nov. 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$6,336,315</td>
<td>$7,862,661</td>
</tr>
</tbody>
</table>

As of Nov. 30, 2022 and Nov. 30, 2021
## STATEMENT OF CASH FLOWS

### CASH FLOWS FROM OPERATING ACTIVITIES:

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

**NET CASH PROVIDED BY OPERATING ACTIVITIES**

|                                | $ (422,384) | $ 111,512 |

### CASH FLOWS FROM INVESTING ACTIVITIES:

<table>
<thead>
<tr>
<th></th>
<th>Jan. – Nov. 2022</th>
<th>Jan. – Nov. 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchases of investments</td>
<td>$(833,868)</td>
<td>$(1,658,615)</td>
</tr>
<tr>
<td>Proceeds from sale of investments</td>
<td>1,256,880</td>
<td>2,095,802</td>
</tr>
<tr>
<td>Net cash provided by (used in) investing activities</td>
<td>423,012</td>
<td>437,187</td>
</tr>
<tr>
<td>Net (decrease) increase in cash and cash equivalents</td>
<td>628</td>
<td>548,699</td>
</tr>
<tr>
<td>Cash and cash equivalents, beginning of the period</td>
<td>576,577</td>
<td>60,197</td>
</tr>
</tbody>
</table>

**Cash and cash equivalents, end of the period**

|                                | $ 577,205 | $ 608,896 |

*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

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

### Expenses

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

## BY REVENUE & EXPENSES LINE ITEM

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

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**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.
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.

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
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
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).
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.

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

- **1950**
  - 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.

- **1973**
  - Betsy Plank is named PRSA’s first female president.

- **1996**
  - Luis W. Morales, APR, Fellow PRSA, becomes the first Hispanic president of PRSA.

- **1997**
  - Debra A. Miller, Ed.D., APR, Fellow PRSA, becomes the first woman of color, first African-American president and first educator to lead PRSA.

- **2012**
  - PRSA adopts the following definition of PR: “Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”
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
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 PRSSA 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!

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