

**Southeastern Wisconsin Chapter Membership Application**

Congratulations! By becoming a member of our local PRSA chapter you're now eligible for member-only discounts on meetings, professional development workshops and other special events. In addition, you'll receive seminar notices, free access to the local membership directory and additional information on chapter activities.

Local dues are only \$40 a year. (As with other chapters, national membership is required to be part of our local chapter)

Note: A current business card is acceptable for business contact information.

Today's Date \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Company/Organization \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Business e-mail \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

Home phone \_\_\_\_\_

Home e-mail \_\_\_\_\_

**I would prefer to receive information on monthly chapter meetings via:**

- Business or Home E-mail (circle one)
- Business or Home US Mail (circle one)
- Business or Home E-mail and US Mail (circle one)

**I would like to receive information on the following chapter programs via e-mail (please note that this information is not sent via US Mail):**

- Saturday Seminars  Young Professionals  APR (Accreditation)

Return this form, along with your national application and payments to:

Amy Pizur  
 Southeastern Wisconsin Chapter PRSA  
 N28W23050 Roundy Drive, Suite 100  
 Pewaukee, WI 53072  
 Phone: 262-650-9900  
 Fax: 262-650-3160  
[prsa@staplesmarketing.com](mailto:prsa@staplesmarketing.com)

**2009 OFFICERS**

*President*  
 Crystal McNeal, APR

*President-Elect*  
 Mary Scheibel, APR

*Treasurer*  
 Karren Jeske, APR

*Secretary*  
 Erica Zipp

*Immediate Past President*  
 Dave Fantle, APR

*Membership Officer*  
 Helaine Johnson, APR

*Ethics Officer*  
 Maureen McNally, APR

**DIRECTORS AT LARGE**

Stephen Johnstone, APR

Janay Wittek-Balke, APR

Don Klein

Ann Peru Knabe, APR

**ASSEMBLY DELEGATES**

Samantha Andrews, APR

Brenna Kriviskey Sadler, APR

Jerry Topczewski, APR

# MEMBERSHIP APPLICATION



The Public Relations Society of America welcomes your application for membership. As a professional society, the benefits of membership are designed for and delivered to you as an individual. Membership is not transferable. Many beneficial resources are included in your membership, while others are available at a reduced member rate.

## How to apply:

1. Please review the eligibility requirements in Section I.
2. Complete each section of the application in its entirety, including the description of responsibilities in Section III. Be sure to sign and date the application, and add appropriate Chapter and Section fees.
3. Please submit correct payment. Your application cannot be processed without payment. **Return your completed application and payment to PRSA Member Services, 33 Maiden Lane, 11th Fl., New York, NY 10038-5150, or fax (credit card payments only) to 212-995-0757.**
4. You may also submit your application and payment by credit card online at [www.prsa.org](http://www.prsa.org).
5. Questions? Call PRSA headquarters at 212-460-1400 or get information online at [www.prsa.org](http://www.prsa.org).

## I. Membership requirements and categories

To qualify for membership, you must devote a substantial portion of time (at least 50%) to the paid professional practice of public relations or to the teaching or administration of public relations curriculum in an Accredited college or university and adhere to the PRSA Member Code of Ethics. If you are currently not employed, a prior position held within the last five years must meet the above requirement, or you must have one of the following: a degree in Public Relations; another academic degree from a program which meets the standards for a PRSSA Charter or a program that has received PRSA Certification for Education in Public Relations; or you have achieved Accreditation in Public Relations.

### Member Categories

PRSA offers Member (M) and Associate Membership. Dues for each are listed in Section V on page 2. Please also indicate in Section V the membership category for which you are applying. There are four types of Associate member as described below. Associate members are not eligible to hold certain elected or appointed positions within PRSA:

**- Associate Member (AM1)** – Less than less than one year experience in public relations.

AM1 members are automatically upgraded to AM2 after one year.

**- Associate Member, PRSSA Graduate (AMPG)** – You must be an active PRSSA member at the time of graduation, and your application must be submitted within two years of graduating. You may remain an AMPG member for up to two years and will then automatically be upgraded to Member.

**- Associate Member (AM2)** – Less than two years experience in public relations. AM2 members are automatically upgraded to Member after one year.

**- Associate Member, Graduate Student (AMGS)** – You must be enrolled full-time in an advanced degree program for the purpose of teaching or practicing public relations. Proof of full-time matriculation is required and must be submitted with your application. You may remain an AMGS member for a maximum of six years, provided that you are a full-time graduate student.

## II. General information

Were you ever a member of PRSA?  Yes  No If yes, during what time period? \_\_\_\_\_ Name (if different) \_\_\_\_\_ Date of Birth \_\_\_\_\_

Mr. Ms. Mrs. Dr. \_\_\_\_\_  
(Circle one) First, Middle, Last, Suffix

Title: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Home Address (please include so that your membership materials will always reach you):

Home Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Home Phone: \_\_\_\_\_ Home E-mail: \_\_\_\_\_

I give my permission for PRSA to send me communications about PRSA by e-mail  Yes  No

I give my permission for PRSA to send me communications about PRSA by fax  Yes  No

How did you learn about PRSA? Please list name of person, publication, or other means. \_\_\_\_\_

## III. Professional Experience

Total number of years of public relations experience in full-time, paid positions: \_\_\_\_\_ years

Percentage of time currently spent on the following functions (must total at least 50%): (If unemployed, please use most recent position)

_____% Community Relations	_____% Institutional/Corporate Advertising	_____% Public Relations Teaching
_____% Consumer/Public Affairs	_____% Marketing Communications	_____% Research
_____% Employee Relations	_____% Media Relations	_____% Special Events
_____% Financial Communications/Investor Relations	_____% Public Relations Counseling	_____% Other _____
_____% Government Relations	_____% Public Relations Management/Administration	_____% Other _____

# MEMBERSHIP APPLICATION

## III. Professional Experience (cont'd)

Please describe your present public relations responsibilities below, or attach your most recent job description.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Required

## IV. DEMOGRAPHICS

Highest degree earned:  High School  Associate  Bachelor's  Master's  Doctorate  No degree  Certificate in Public Relations

Associate/Bachelor's Major: \_\_\_\_\_ Graduate Major: \_\_\_\_\_ Doctorate Major: \_\_\_\_\_

Year started in public relations: \_\_\_\_\_

Which category best describes your industry? (check all that apply)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Agency/Public Relations Firm | <input type="checkbox"/> Financial Services            | <input type="checkbox"/> Professional Services       |
| <input type="checkbox"/> Association/Non-profit       | <input type="checkbox"/> Food/Beverage                 | <input type="checkbox"/> Public Relations Consultant |
| <input type="checkbox"/> Corporate                    | <input type="checkbox"/> Government/Municipal/Military | <input type="checkbox"/> Sports/Entertainment        |
| <input type="checkbox"/> Education (Counseling)       | <input type="checkbox"/> Health/Medical/Pharmaceutical | <input type="checkbox"/> Technology                  |
| <input type="checkbox"/> Education (Teaching)         | <input type="checkbox"/> International/Multicultural   | <input type="checkbox"/> Travel/Tourism/Hospitality  |
| <input type="checkbox"/> Employee Communications      | <input type="checkbox"/> Manufacturing/Industrial      | <input type="checkbox"/> Other _____                 |

Which of the following best describes you:

- |   |   |   |  |
|---|---|---|--|
| <input type="checkbox"/> White/Caucasian        | <input type="checkbox"/> American Indian/Alaskan Native | <input type="checkbox"/> Native Hawaiian/Other Pacific Islander | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Black/African American | <input type="checkbox"/> Asian                          | <input type="checkbox"/> Some other race                        |  |

Optional: Are you of Hispanic, Latino or Spanish origin?  Yes  No

## V. NATIONAL DUES

FULL MEMBER (M): \$290 (\$65 Initiation Fee and \$225 Annual Dues)  REINSTATEMENT: \$260 (\$35 Reinstatement Fee and \$225 Annual Dues)

ASSOCIATE: No Initiation Fees. Annual Dues as follows:

- |  |  |
|--|--|
| <input type="checkbox"/> Less than 1 year experience (AM1): \$115  | <input type="checkbox"/> PRSSA Graduates (AMPG): \$60 School/graduation date _____   |
| <input type="checkbox"/> Less than 2 years experience (AM2): \$155 | <input type="checkbox"/> Graduate Students (AMGS): \$60 School/expected graduation date _____<br>(must include proof of matriculation) |

## VI. CHAPTER DUES

Please refer to the enclosed list, find the Chapter(s) in your area and add your dues to Section IX below, OR, where indicated, send payment directly to the Chapter(s). You may join as many Chapters as you wish.

I am joining the following Chapter(s): \_\_\_\_\_ Dues: \$ \_\_\_\_\_  included  sent to Chapter

## VII. PROFESSIONAL INTEREST SECTION DUES (Optional)

Professional Interest Sections are designed to focus on important public relations issues, trends and research in a specific area of practice. Please indicate which Professional Interest Section(s) you would like to join (additional information may be found on www.prsa.org).

- |   |      |   |      |  |      |
|---|------|---|------|--|------|
| <input type="checkbox"/> Association/Nonprofit          | \$60 | <input type="checkbox"/> Environmental                      | \$60 | <input type="checkbox"/> Multicultural Communications    | \$60 |
| <input type="checkbox"/> Corporate                      | \$60 | <input type="checkbox"/> Financial Communications           | \$60 | <input type="checkbox"/> Public Affairs and Government   | \$60 |
| <input type="checkbox"/> Counselors Academy*            |      | <input type="checkbox"/> Food and Beverage                  | \$60 | <input type="checkbox"/> Strategic Social Responsibility | \$60 |
| <input type="checkbox"/> Counselors to Higher Education | \$60 | <input type="checkbox"/> Health Academy                     | \$60 | <input type="checkbox"/> Technology                      | \$60 |
| <input type="checkbox"/> Educators Academy              | \$60 | <input type="checkbox"/> Independent Practitioners Alliance | \$60 | <input type="checkbox"/> Travel and Tourism              | \$60 |
| <input type="checkbox"/> Employee Communications        | \$60 | <input type="checkbox"/> International                      | \$60 |  |      |
| <input type="checkbox"/> Entertainment and Sports       | \$60 | <input type="checkbox"/> Military and Public Safety         | \$60 |  |      |

\*Counselors Academy has separate eligibility requirements. Please send me the application.

## VIII. AFFINITY GROUPS DUES (Optional)

Affinity Groups are offered based on personal, job-related or social interests.  New Professionals (less than 3 years) \$15

## IX. PAYMENT SUMMARY

Initiation or Reinstatement Fee (V) \_\_\_\_\_

National Dues (V) \_\_\_\_\_

Chapter Dues if included (VI) \_\_\_\_\_

Section Dues (VII) \_\_\_\_\_

Affinity Group Dues (VIII) \_\_\_\_\_

TOTAL: \_\_\_\_\_

## METHOD OF PAYMENT

Check (make checks payable to PRSA, US Funds drawn on US bank only)

Visa  Mastercard  American Express

Card Number \_\_\_\_\_

Exp.Date \_\_\_\_\_

Signature \_\_\_\_\_

Full payment is needed to process your application. If payment is not made in full, or if application is incomplete, it cannot be processed. Dues are non-refundable.

In applying for membership in the Public Relations Society of America, I attest to the accuracy of the information and to the fact that public relations is a significant function of my position. I agree to accept the Society's decision on this application. I have read and understand the PRSA Member Code of Ethics and pledge to adhere to this Code, comply with the Bylaws, and do all in my power to maintain and enhance the prestige of the practice of public relations. Any material misstatement of fact in an application for membership shall be grounds for disciplinary action under the PRSA Bylaws.

★ Signature \_\_\_\_\_ Date \_\_\_\_\_

For PRSA use Only: Action \_\_\_\_\_ Signed \_\_\_\_\_ Date: \_\_\_\_\_

## PRSA Member Code of Ethics

### Member Statement of Professional Values

This statement presents the core values of PRSA members and, more broadly, of the public relations profession. These values provide the foundation for the Member Code of Ethics and set the industry standard for the professional practice of public relations. These values are the fundamental beliefs that guide our behaviors and decision making process. We believe our professional values are vital to the integrity of the profession as a whole.

#### Advocacy

- We serve the public interest by acting as responsible advocates for those we represent.
- We provide a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate.

#### Honesty

- We adhere to the highest standards of accuracy and truth in advancing the interests of those we represent and in communicating with the public.

#### Expertise

- We acquire and responsibly use specialized knowledge and experience.
- We advance the profession through continued professional development, research, and education.
- We build mutual understanding, credibility, and relationships among a wide array of institutions and audiences.

#### Independence

- We provide objective counsel to those we represent.
- We are accountable for our actions.

#### Loyalty

- We are faithful to those we represent, while honoring our obligation to serve the public interest.

#### Fairness

- We deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public.
- We respect all opinions and support the right of free expression.

### Provisions and Guidelines

*Within the following provisions, a member shall:*

#### *Free Flow of Information*

- Preserve the integrity of the process of communication.
- Be honest and accurate in all communications.
- Act promptly to correct erroneous communications for which the practitioner is responsible.
- Preserve the free flow of unprejudiced information when giving or receiving gifts by ensuring that gifts are nominal, legal, and infrequent.

#### *Competition*

- Follow ethical hiring practices designed to respect free and open competition without deliberately undermining a competitor.
- Preserve intellectual property rights in the marketplace.

#### *Disclosure of Information*

- Be honest and accurate in all communications.
- Act promptly to correct erroneous communications for which the practitioner is responsible.

- Investigate the truthfulness and accuracy of information released on behalf of those represented.
- Reveal the sponsors for causes and interests represented.
- Disclose financial interest (such as stock ownership) in a client's organization.
- Avoid deceptive practices.

#### *Safeguarding Confidences*

- Safeguard the confidences and privacy rights of present, former, and prospective clients and employees.
- Protect privileged, confidential, or insider information gained from a client or organization.
- Immediately advise an appropriate authority if a member discovers that confidential information is being divulged by an employee of a client company or organization.

#### *Conflicts of Interests*

- Act in the best interests of the client or employer, even subordinating the member's personal interests.
- Avoid actions and circumstances that may appear to compromise good business judgment or create a conflict between personal and professional interests.
- Disclose promptly any existing or potential conflict of interest to affected clients or organizations.
- Encourage clients and customers to determine if a conflict exists after notifying all affected parties.

#### *Enhancing the Profession*

- Acknowledge that there is an obligation to protect and enhance the profession.
- Keep informed and educated about practices in the profession to ensure ethical conduct.
- Actively pursue personal professional development.
- Decline representation of clients or organizations that urge or require actions contrary to this Code.
- Accurately define what public relations activities can accomplish.
- Counsel subordinates in proper ethical decision making.
- Require that subordinates adhere to the ethical requirements of the Code.
- Report ethical violations, whether committed by PRSA members or not, to the appropriate authority.

### Member Code of Ethics Pledge

I pledge:

To conduct myself professionally, with truth, accuracy, fairness, and responsibility to the public; to improve my individual competence and advance the knowledge and proficiency of the profession through continuing research and education; and to adhere to the articles of the Member Code of Ethics for the practice of public relations as adopted by the governing Assembly of the Public Relations Society of America.

I understand and accept that there is a consequence for misconduct, up to and including membership revocation. And, I understand that those who have been or are sanctioned by a government agency or convicted in a court of law of an action that is in violation of this Code may be barred from membership or expelled from the Society.

## 10 REASONS TO BE A PRSA MEMBER

### 1. Advance as a Professional

PRSA Professional Development gives you the highest value at the most reasonable prices for on-site seminars and conferences, teleseminars and e-Learning as well as the most dynamic annual gathering of the industry, the International Conference. All of these learning opportunities, plus becoming Accredited in Public Relations (APR), are available to help you sharpen your skills and advance your career. (See the listings in the Professional Development *Resources Guide* or at [www.prsa.org](http://www.prsa.org); select: Professional Development, Accreditation).

### 2. Join a Nationwide Network of Chapters, Professional Interest Sections and Affinity Groups

As a public relations professional who belongs to PRSA, you are rooted in an effective Member Code of Professional Ethics and dedicated to inclusiveness through a network of 114 Chapters across 10 Districts nationwide. Then, you can choose to multiply the effectiveness of your membership by joining one or more practice-specific Professional Interest Sections or Affinity Groups, each of which communicates through its own e-Group. By being a PRSA member, you have the opportunity to be a pivotal member of your local public relations community and a strong advocate for your profession. (Web: Chapters, Networking Groups)

### 3. Enjoy and Learn from PRSA's Award-Winning Media

Members receive both the must-read quarterly for senior-level practitioners, *The Strategist*, in addition to *Public Relations Tactics* — the wide-ranging, monthly tabloid written by seasoned professionals in a snappy, easy-to-read format. [www.prsa.org](http://www.prsa.org): PRSA's resource-rich Web site gives you a comprehensive guide through the organization, programs and products offered by the Society. (Web: Publications)

### 4. Manage Your Career: Use JobCenter!

Post your resume, see job openings in the profession, use Career Tools™ and Diversity PROs: you have job search assistance and career management tools right at your fingertips through our Web site, along with links to public relations resources and our print classified ads. (Web: Jobs)

### 5. Find a Mentor

Need advice from a seasoned professional? The Mentoring program, offered through the College of Fellows, provides guidance online and in person from Accredited professionals with 20 or more years experience. (Web: Resources)

### 6. Be Recognized for Your Work

The skills and the reputation of your organization can be improved and celebrated through the Silver Anvil and Bronze Anvil Awards programs, which recognize the best in public

relations practices and tactics. And, in addition to Chapter awards that recognize your individual work on a community basis, prestigious national awards are also given each year, including the Paul M. Lund Public Service Award, the Outstanding Educator Award, Public Relations Professional of the Year Award, the Patrick Jackson Award for Distinguished Service to PRSA, and the highest individual annual award, the coveted Gold Anvil. (Web: Awards)

### 7. PRC Search Answers Your Public Relations Research Questions

Find the quick, free-to-members way to start your research right from your desk. The PRSA Professional Resource Center maintains bibliographic references to thousands of editorial abstracts from the Society's periodicals and publications, including more than 4,000 Silver and Bronze Anvil campaign profiles. Join PRC Online, a members-only e-Group for fellow practitioners, for a challenging exchange of ideas, discussion and advice. (Web: Resources, Research Services)

### 8. PRSA Store

For all members, the PRSA Store offers products and recognition gifts that proudly display PRSA's corporate identity. Members can search for and order PRSA products online. The PRSA Store also offers a collection of books, videos and monographs covering a variety of public relations topics. (Web: Resources, Online Resources at MemberNet: <http://members.prsa.org/>)

### 9. Be a Leader through PRSA: Advance the Profession

Take advantage of the effective, challenging and rewarding avenues for leadership, open to all, ranging from local hands-on involvement to national visibility.

### 10. Exclusive Member Rates and Members-Only Services

Your membership allows you exclusive access to the entire database of PRSA members, plus members-only services and products. You are eligible for special rates on teleconferencing services, car rentals, office supplies and air freight, plus a members' credit card, and business and liability insurance. (Web: Membership, Benefits; MemberNet: <http://members.prsa.org/>)

Public Relations Society of America  
33 Maiden Lane, 11th Fl., New York, NY 10038-5150  
Tel: 212-460-1400 Fax: 212-995-0757  
[www.prsa.org](http://www.prsa.org)  
Member Services e-mail: [membership@prsa.org](mailto:membership@prsa.org)