Public Relations
Student Society
of America:

a brief HISTORY

THE FIRST
two decades
By Dr. F.H. “Chris” Teahan, APR

THE SECOND
two decades
By Dr. Susan Gunders and
Dr. Barbara DeSanto, APR, Fellow PRSA

a 40th anniversary gift for
students and their advisors
from

CHAMPIONS
for
PRSSA
While legions of enthusiastic, supportive and persistent PRSA members played key roles in the formation of PRSSA, these three led the way in making it happen in November 1967:

**JON RIFFEL**, APR, persuaded PRSA leaders that “the time has come.”

**DR. F.H. “CHRIS” TEAHAN**, APR, wrote the original PRSSA constitution.

**J. CARROLL BATEMAN**, APR, the PRSA President who presided over the Assembly that voted unanimously to establish PRSSA.

Their pioneering efforts made these three visionary men the **FOREMOST FOUNDING FATHERS** of today’s strong and thriving student organization.

PRSSA Godfather Chris Teahan’s parting gift to the student organization he loved was to write the history of its early years. His work documented the birth pains of PRSSA and his influential partnership with two other Godparents – Jon Riffel and J. Carroll Bateman. It’s an exciting story of a long, stubborn struggle by educators, students and practitioners – climaxed by triumph at the November 1967 PRSA Assembly in Philadelphia, where delegates voted unanimously to establish PRSSA.

One story that’s missing from Chris’ account came from Jon Riffel. After the vote, he left the Assembly floor and headed up to his hotel room. Strangely, the door was open. Even stranger was the sight of a familiar University of Florida student on the phone. His explanation: He had talked the housekeeper into letting him in to wait for Jon. His irresistible apology: He was keeping an open line to a Gator in Gainesville so that campus would be the first to get the word about PRSSA and to celebrate! For years, Jon told that impudent story with special delight.

All three Godfathers are no longer on the scene. But they are represented with special spirit by Carroll’s only son, Walter, a retired insurance CEO. Like all three once were, Walter is an ardent Champion. He attends every PRSSA Conference, inspires students about business ethics, and serves annually as a Bateman Competition judge. Walter is a strong supporter of PRSSA scholarships, awards and – yes – this book.

Reporting the second 20 years of PRSSA are two other remarkable PRSSA Champions – Dr. Susan Gonders of Southeast Missouri State University and Dr. Barbara DeSanto of Washburn University. Their labor of love and research represents the unfailing dedication of generations of educators to students, their studies and preparation for the practice.

With this 40th anniversary gift, the Champions salute the authors, PRSSA, its progress and promise, its founders, its advisors, and PRSA, its parent which continues to nurture the student organization.

For those who know its history, PRSSA has proved to be one of the most significant achievements in defining public relations as a profession. Read and take pride, our colleagues!
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IN 1950, the Public Relations Society of America first expressed interest in forming a student counterpart. However, enthusiasm soon waned, despite the zeal of a few forward-looking professionals. The times inspired other commitments of the society, many members even denying that public relations could be taught. Besides, the fraternal organizations of Tau Mu Epsilon at Boston University and Pi Alpha Nu at San Jose State College (now University) filled current needs.

In 1965, Howard Penn Hudson, APR, chairman of PRSA's Education Committee, again pressed for formal affiliation with students whose on-campus public relations “clubs,” “fraternities,” or “societies” had meanwhile increased to six in number. In addition to San Jose and Boston, they were located at West Virginia University and the universities of Florida, Southern California and Texas.

The first step was taken when representatives of each of the six schools were invited by Ovid Davis, APR, 1965 President of PRSA, to attend that year’s National Conference in Denver as guests of PRSA. Their welcome by professionals, most of whom had never before met face to face that new species, the public relations student, prompted Robert B. Wolcott Jr., APR, 1966 President of PRSA, to invite a repeat performance in New York.

The next strides were almost simultaneous.

The late Professor James Young, of West Virginia University, noted in April 1967 that the increase in the number of independent student groups, with no central guidance and no common objectives, might be more cause for alarm than joy. As president of the Public Relations Division of the educators’ organization called the Association for Education in Journalism (AEJ), he urged PRSA to take the lead by establishing a professionally oriented national student organization.

In the same month, the Long Range Planning Committee of PRSA issued a statement at the PRSA Spring Assembly in Pebble Beach, California: “Perhaps our greatest concern for the future is the question of where the ‘next generation’ of practitioners will come from. Let public relations grow wild, without the benefit of academic preparation, and a half century from now it will be as forgotten as phrenology.”

The “next generation” was personified at the Pebble Beach meeting by members of Pi Alpha Nu of San Jose State. At the invitation of Jon Riffel, APR, member of the Board of Directors (and 1971 President of PRSA), they exhibited to the Assembly what could be done through cooperation of professionals and academics.
Thus during the same year two influential groups – PRSA and AEJ’s Public Relations Division – had agreed that a commitment should be made “soon.”

At that same Pebble Beach meeting, Delegate Walter Seifert, APR, of Ohio State University, moved that “soon” be “now”! He asked the Assembly to adopt a resolution urging the PRSA Board of Directors to study the possibility of creating a national student society. Delegates passed the resolution unanimously, calling for a report at the next Assembly, to be held in Philadelphia the following November.

The late J. Carroll Bateman, APR, 1967 President of PRSA, immediately appointed a joint advisory committee, composed of members of the PRSA Education Committee and the Public Relations Division of the AEJ. Chris Teahan, who was Education Director at PRSA at that time, prepared a position paper on the subject – including a proposed constitution and set of bylaws governing the hypothetical student society.

The paper was presented to the PRSA Assembly at the Bellevue-Stratford Hotel in Philadelphia on November 11, 1967. It received unanimous approval. The Public Relations Student Society of America was born.

The enthusiasm was so high that a special organizational meeting was called that day by Jon Riffel. Students attending the Assembly in anticipation of the birth of PRSSA convened, along with several educators – among them Raymond Simon, APR, of Utica College; Alan Scott, APR, of the University of Texas; Carol Hills, APR, of Boston University, and Walter Seifert. At the PRSA board meeting the following day, Jon Riffel reported, “It was the consensus that plans be accelerated right away rather than wait until the first of the year.”

One of the first actions by the 1968 President of PRSA, the late Edward P. VonderHaar, was to appoint the “Committee on the Formation of a Student Public Relations Society.” Its members were the ubiquitous Professor Seifert, Professor Pearce Davies, APR, of San Jose State College, Norman Dolnick, Chicago public relations counselor, and two students, Matthew Joey, of San Jose State, and Timothy Blake, of the University of Florida, Jon Riffel was the obvious choice as chairman. If the committee’s title was cumbersome, its actions were anything but. It rallied all known independent student groups, tightened national regulations, encouraged and reviewed applications for PRSSA charters and defined the relationship between PRSA and PRSSA.

On April 4, 1968, the PRSA Board of Directors created the first PRSSA chapters at nine schools which met the charter
requirements, including offering a minimum of two public relations courses. Those charter chapters were the University of Florida, the University of Houston, the University of Maryland, Ohio State University, San Jose State College, the University of Southern California, the University of Texas at Austin, Utica College, and West Virginia University. The total charter membership was 196. Three additional chapters were approved on June 28: Central Missouri, North Dakota and Syracuse universities. One more – Kent State University – received its charter on September 13. Another, at Northern Illinois University, was created on November 17. A total of 14 PRSSA “alpha” chapters in that first year!

Missing still was an exclusive publication of the new student society. In the fall of 1968, all existing chapters were invited to submit bids for its production. The expert prospectus submitted by two seniors at Utica College – including a new name, Forum – won. The first six-page, two-color issue appeared in the spring of 1969.

*   *   *

What an unlikely time it was for the PRSA leadership to create a junior branch of the society. Unlike Dickens’ assessment of events two centuries earlier, the 1960s and early 70s were not the best of times and the worst of times. To many, they were the unmitigated worst of times. Riots devastated cities. Violent protests about involvement in Vietnam were commonplace. The assassination of public figures both sickened and frightened. Widespread radicalism assaulted all American institutions – religion, government, the military, democracy. Universities themselves were denounced as “irrelevant.” And all of this was inevitably connected in the popular mind with Student. The champions of a public relations society of young collegiates, however, were undaunted. Radicalism appeared to be absent from the ranks of those pre-professionals.

*   *   *

PRSA did not immediately hand over the governance of the new junior society to students. Although they were enthusiastic in their support of the idea of PRSSA, members of the parent society themselves were not altogether certain of what PRSSA’s structure should be or how it should be managed. There was, after all, no precedent.

Consistent with one of its objectives in establishing a student society – the preparation of young people for eventual active participation in the parent organization – PRSA created in 1969 a new category of membership exclusively for graduates of PRSSA, “Pre-Associate.” Under a new ruling, PRSSA members, after receiving a baccalaureate degree, could join
PRSA, regardless of whether or not they were yet employed in a public relations capacity. Pre-Associate status could be maintained for two years, by which time, it was hoped, the graduate would have found permanent work in the field.

*   *   *

During the next five years the growing interest of professionals was very evident. PRSA chapters across the country became increasingly eager to involve students. “Pro-Am” programs, in which professionals and students worked together on local projects, gained in popularity. The Foundation (now Institute) for Public Relations Research and Education began early its generous and continuing support of PRSSA members by establishing an annual Graduate Scholarship Program in 1969. Student-run public relations firms, guided by teachers and practitioners, began to spring up on campuses around the country.

Inevitably, the increase in PRSSA’s growth resulted in increasing costs to PRSA in providing services. During the period of national economic recession, PRSA took a hard look at its finances. In 1973, it was determined that the parent society had been spending up to $50,000 annually in support of PRSSA, whose chapters now numbered 35, with a total nationwide membership of 1,000. The annual PRSA Conference alone – for which the society paid one-half airfare for a representative of each PRSSA chapter, all of whom received complimentary registration as “PRSSA Assembly Delegates” – cost nearly $10,000.

Interestingly, it was the students themselves who proposed a national dues structure for individual members of PRSSA to help make the student organization more self-supporting. The plan was adopted in November 1973 with predictions that membership would be reduced by half. Instead, it promptly increased by 20 percent!

*   *   *

The early 70s also witnessed the increasingly expressed desire of responsible students for a more authoritative voice in managing PRSSA.

Joan-Patricia O’Connor, a graduate student at the University of Southern California and one of the two “token” students on PRSA’s Committee on Student Organization, took the initiative. In 1973, she presented to the PRSA Board of Directors and Assembly a resolution calling for PRSSA to be managed by students. The Assembly and Board, led by Betsy Plank, 1973 President of PRSA, gave their formal approval during the PRSA Annual Conference in November in Honolulu. The Public Relations Student Society of America
National Committee then superseded the six-year-old PRSA-dominated Committee on Student Organization.

Three days later, the first-ever election of national student officers took place at the sixth annual meeting of PRSSA delegates to the PRSA Conference. Not surprisingly, Joan O’Connor was chosen first National Chairman of PRSSA and took office on January 1, 1974. Elected with her were a Vice Chairman, National Editor, and nine District Chairmen, who were counterparts of PRSA’s nine District Chairmen. The PRSA Board, on the recommendation of students, appointed two Faculty Advisors and two Professional Advisors, all with limited voting privileges, and the then-Education Director of PRSA as PRSSA Administrator.

At the same meeting in November 1973, the PRSSA Assembly, composed of one delegate from each chartered chapter, was established as governing body of the student society. The entire structure was regulated by “PRSSA Rules and Procedures,” based on the organization of its parent society. (Although PRSA had added Article XV, regulating PRSSA, to the society’s bylaws in 1972, PRSSA National Bylaws were to be a product of the future.)

Students had thus demonstrated their organizational acumen and readiness to assume responsibility on a national scale. It remained for them to demonstrate to professionals what public relations students were learning in the classroom. The vehicle for this purpose was provided by the PRSA Education Committee in the form of a case study competition.

In September 1973, two months before the Honolulu Conference, PRSSA chapters were notified that, upon arrival, their representatives would be given a case problem prepared by the committee. They were to decide that same evening whether or not they wanted to enter the competition. The next day, each participating school was assigned a room in which its team could prepare a “solution” to the problem between 8:30 a.m. and noon, their presentations being scheduled for 2:30-5:30 p.m. The work performed was impressive, considering the very short time allowed for preparation, and the oldest continuing program in behalf of PRSSA members was born. Now known as the J. Carroll Bateman Case Study Competition and sponsored by the Institute for Public Relations Research and Education, it has involved hundreds of enthusiastic students and professionals over the years.

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A major break in tradition occurred in 1976. The annual November Conference of PRSA, anticipated by PRSSA members as the occasion when they could meet with pro-
professionals, was not held. Instead, in celebration of the U.S. Bicentennial, a World Congress of Public Relations, co-sponsored by the International Public Relations Association and PRSA, convened in Boston – in August. Because it coincided with summer vacation, student attendance would be predictably low. Understandably concerned about what might be a fatal gap in the PRSA-PRSSA relationship, Maureen Pater, the 1976 National Chairman of PRSSA, rallied fellow students at the University of Dayton and convened the First National PRSSA Conference on that campus in October. It was immensely successful, attracting more than 300 students and professionals – and made $26!

The Dayton experience bore fruit in 1977, when the late Dr. Kenneth Owler Smith, APR, of the University of Southern California, was PRSA President. Recognizing the ability of students to organize a large-scale, national conference, PRSA invited PRSSA to hold a second annual conference, this time concurrently with PRSA’s in San Diego. The practice continues, ensuring the effective interaction of students and professionals.

It was in 1967 that Chris Teahan had drafted a constitution and set of rules and regulations governing the workings of the new student society. Many long hours were spent whacking these out on a manual typewriter at PRSA headquarters. The results of the effort were serviceable for a while – until PRSSA’s sixth National Chairman, Laurence Jahns, another University of Dayton student, appeared on the scene in 1979. Endowed with peculiarly acute perception, he tactfully suggested that the author’s “constitution” was full of holes, his “rules” toothless, his “regulations,” though fine when PRSA consisted of 20 chapters, were hopelessly ineffective when 90 chapters were involved. With expert persuasiveness, he asked a team of professionals to draft the first genuine, legally sanctioned bylaws of the student society. They were printed in 1980 with the enthusiastic approval of the PRSA board and still remain in force. Gone were the Swiss-cheese “rules and regulations.”

At the same time, PRSA also recognized an essential inadequacy in that section of the PRSA Bylaws pertaining to PRSSA. For 12 years, a school had only to offer two public relations courses to qualify for a PRSSA charter. The 1975 Commission on Public Relations Education, co-chaired by J. Carroll Bateman and Professor Scott Cutlip, APR, had already dismissed the notion that two courses in the subject prepared one for a career in public relations. The commission, sponsored by PRSA and AEJ’s PR Division, recommended a basic four-
course curriculum. Led by PRSA President Patrick Jackson, APR, the 1980 Assembly, with no dissenters, declared that only schools offering four such courses qualified for a PRSSA charter.

Another tradition came under scrutiny in 1981: the terms of office of PRSSA National Committee members. For eight years, the tenure of officers at the chapter, district and national levels was a freewheeling affair. Some chose the calendar year, January 1-December 31; some the fiscal year, March 1-February 28; some the academic year, September 1-August 31. To rectify the confusion caused by these inconsistencies, Kathy Schoch-Ziprik, of Glassboro State College, who became PRSSA National Chairman in January 1981, oversaw the procedure standardizing office tenure nationally as June 1-May 31. This enabled all student officers to become familiar with their positions before the summer break so that in the fall they could tackle their jobs with confidence.

In the process, the 1981-82 National Committee was in office for the unprecedented period of 18 months, during which time two further basic changes in governance occurred. The annual PRSSA Assembly, traditionally held during the November Conference, became a spring event in 1982. That same year, during the administration of PRSA President Joseph F. Awad, APR, the professional connection with PRSSA was strengthened. It became mandatory for Faculty Advisors to be PRSA members and for PRSA members serving as Professional Advisors to be Accredited.

In 1981, Betsy Plank reentered the PRSSA scene as a National Advisor. At the very first meeting she attended, she sensed that although the young leaders on the National Committee were aware of their strong ties with PRSA in general and were able to identify many professionals who were currently demonstrating their interest in PRSSA, they were not aware of many others who, during the previous 13 years, had actively championed, counseled and encouraged the student society. She quickly realized, however, that their unenlightened nature of their own membership in PRSSA. Two years was the average length of time they participated – then they graduated. To bridge that persistent gap, she and Jon Riffel promptly founded the informal organization, Friends of PRSSA, in 1981.

Designed to reinforce strong and productive relationships between professionals and students, the Friends are primarily PRSA members who have a special ongoing interest in PRSSA and in public relations education. They match PRSSA’s annual dues ($33) and the collective fees are used for programs
and incentives which could not otherwise be provided by PRSSA or PRSA. Those include the production of this booklet and a videotape dealing with PRSSA history, publication of interviews with professionals and a skills handbook, underwriting the launch of a newsletter to encourage professional advisory councils in schools offering public relations programs, and annual cash awards totaling nearly $4,000 for PRSSA chapters which excel in performance. Annual awards are also underwritten for outstanding Professional and Faculty Advisors of PRSSA chapters.

Pledging $1,500 from its annual dues, in 1989 the Friends established the profession’s only national scholarship program open to all PRSSA members in their junior or senior year of public relations studies.

* * *

In the main, the mid-80s were years of innovation and self-examination. One resource had long been overlooked: students who had been members of successive PRSSA National Committees since 1973. They had been all but forgotten. Recognizing that waste of experience, Brian Hujdich, 1985 National Chairman, formed an Advisory Council of still-enthusiastic past officers.

These years have also seen the proliferation of student-run public relations firms, creating a situation not unlike that of the 1960s when public relations student groups were multiplying independently of one another, with neither professional guidance nor common goals. PRSSA is now working with PRSA’s Counselors Academy to help meet the needs of student agencies through workshops and stronger affiliation with PRSSA. Guidelines have also been developed for the operation of student agencies affiliated with PRSSA chapters.

The emphasis on academic excellence is also a product of these years. The National Gold Key Award, established in 1983, annually honors those members of PRSSA who are in their senior year, have earned a grade point average of at least 3.4 in public relations studies, and have held positions of leadership at the national, chapter or district level.

* * *

The development of PRSSA had been achieved in the 70s and early 80s by a series of able national officers counseled by experienced Faculty and Professional Advisors. To ensure an equally stable future, however, a committee of students and advisors published a Five-Year Plan for PRSSA in 1982. It called for a comprehensive program to meet future needs. Five subject areas were stressed:
Administration – efficient governance of the society which maintains programs and structure responsive to specific needs;

Membership Audit – frequent surveys of members and chapters, as well as the auditing of developing trends in public relations;

Practitioner Interaction – encouraging public relations practitioners to answer the questions and help satisfy the needs of the membership;

Development – upgrading the quality of student membership through improved college and university curricula;

Promotion – positioning PRSSA as the internationally pre-eminent student public relations organization.

In its final year, the plan set a record which any organization might envy; every objective defined in 1982 had been achieved.

Recognizing the value of long-range planning, the 1987-88 National Committee, only one month in office, created a subcommittee to prepare the Second Five-Year Plan to guide the ideas and energies of administrations through 1993. Its recommendations, presented to the PRSSA 1988 National Assembly in New Orleans, were approved unanimously.

In terms of student involvement, PRSSA has exceeded the most sanguine expectations of its founders. An approximate 81,000 young people from more than 160 campus-based chapters have registered as members since 1967.

The extent to which its founders’ aims have been realized is even more impressive. PRSA’s stated purpose in creating PRSSA more than two decades ago was to expose students to and prepare them academically for the professional practice of public relations. The former aim has been accomplished by the unrelenting, enthusiastic support and participation of professionals. Internships, Pro-Am programs, problem-solving exercises conducted on a national scale, and simply “mentoring” have been accelerating activities since the beginning. From the beginning, too, PRSSA has been far more than a campus club. Its founders insisted that each PRSSA charter be firmly based on education for public relations.

In late 1983, a new study on the academic preparation of students for entry-level public relations jobs was undertaken by the Commission on Undergraduate Public Relations Education, co-chaired by Dr. William P. Ehling, of Syracuse University, and Betsy Plank.

The commission was sponsored by PRSA, its Educators Section, and the Public Relations Division of the Association for Education in Journalism and Mass Communication (AEJMC). It also included members of other organizations,
such as the International Association of Business Communicators, the Speech Communication Association and the International Communication Association. After three years of research, debate and study, their consensus was that undergraduate study should be firmly grounded in the liberal arts and include at least 15 semester hours of public relations coursework. Customarily, that translates to five courses, each with three semester hours of credit. In November 1987, with the strong support of PRSA President John W. Felton, APR, the Assembly adopted the Commission’s recommendation as the basis for PRSSA chapter charters: schools wishing to have PRSSA chapters must offer a minimum of five courses of public relations study. Schools which already have PRSSA charters, based on the four-course requirement, have until year-end 1990 to meet the new standard.

Working since 1988 to help PRSSA chapters meet the 1990 deadline is the PRSA Educational Affairs Committee, co-chaired by David Ferguson, APR, 1985 President of PRSA, and the Chairman of the PRSA Educators Section (in 1988: Dr. Robert Rayfield, APR, of California State University at Fullerton; in 1989: Dr. William Brody, APR, of Memphis State University; in 1990: Dr. Elizabeth Lance Toth, APR, of Southern Methodist University). Meantime, with the blessing of the PRSA Board of Directors, the Educational Affairs Committee has also established a Certification Program, which offers the opportunity for schools having a PRSSA charter to invite a review of their public relations sequences by a team of PRSA members.

At its 1988 Spring Assembly, PRSSA also adopted the new five-course standard. With this action, the leadership of PRSSA reaffirmed the commitment of student members to education for public relations.

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The ultimate question: Is PRSSA training leaders in public relations?

In the beginning, it was Wait and See. Even in the 1970s, graduates, still in their twenties and early thirties, were preoccupied with furthering personal careers. The cream began to rise to the top in the mid-80s. Former PRSSA members, many now Accredited, have already held positions as members of the PRSA Board of Directors, as District Chairmen, Chapter President, Section Chairmen, Assembly Delegates.

Given the knowns is it rash to predict that within the next few years one of these erstwhile “kids” will be elected to the PRSA presidency and that future Grand Old Men and Women of Public Relations will be alumni of the Public Relations Student Society of America?
CHRIS TEAHAN concluded the first two decades of *A Brief History* with two questions: Will a PRSSA “kid” be elected to the PRSA Presidency? And is PRSSA training leaders in public relations?

Joann Killeen, a graduate of the California State University-Northridge Chapter of PRSSA, served as 2003 PRSA National President, and many other PRSSA alumni have held important leadership positions in the Society and in the profession. For example, PRSSA’s 1993-1994 National Public Relations Director, Mary Beth Chunn West, APR, a graduate of the University of Tennessee-Knoxville, was the youngest person ever elected to the PRSA National Board. She was also the ninth inductee into the PRSSA Hall of Fame. PRSSA alumni recognized for their contributions to the profession by induction into the Hall of Fame are:

1993 - **Kathleen Ziprik**, Glassboro State College (now Rowan University)
1994 - **Brian Hujdich**, Glassboro State College
1995 - **Laurie J. Wilson**, Ph.D., APR, Fellow PRSA, Brigham Young University
1996 - **Mary Beth Chunn West**, APR, University of Tennessee at Knoxville
1997 - **Arthur Merrick**, APR, Fellow PRSA, University of California at Los Angeles
1998 - **Robert D. Stack**, APR, Boston University
1999 - **E. Lyle Henderson**, University of North Texas
2000 - **Rochelle Tillery Ford**, Ph.D., APR, Howard University
2001 - **Travis M. Parman**, APR, 1994-1995 PRSSA President, University of Tennessee at Knoxville
2002 - **Sonja Popp-Stahly**, APR, Ball State University
2004 - **Kent Landers**, APR, 1998-1999 PRSSA President, University of Tennessee at Martin
2005 - **Chad Darwin**, University of Florida

To better train the profession’s upcoming leaders, the Society has also elevated its initiatives in **EDUCATION** for career preparation, **SUPPORT AND RECOGNITION** of student achievements, **COMMUNICATION AND NETWORKING**, and **MEMBER SERVICES**. In fact, a growing number of people are overall “CHAMPIONS” for PRSSA students.
Certification in Education for Public Relations (CEPR) was established in 1989 to offer colleges and universities the opportunity for review and endorsement of their undergraduate public relations education programs. CEPR is a voluntary process administered through the PRSA Educational Affairs Committee. In 1999, the first CEPR review outside the U.S. was authorized by the PRSA Board and conducted at Seneca College, Toronto, Canada. Since then, the Universidad Argentina de la Empresa has been certified, and applications have been received from several universities in other countries. Plans are also in progress to expand CEPR in 2007-2008 to include master’s level programs both in the U.S. and abroad.

While CEPR provides a quality assurance seal of approval from PRSA for students considering which school to select, support is also provided for students who have already begun their studies.

SUPPORT AND RECOGNITION

Numerous awards programs and scholarship funds were established and developed during PRSSA’s second two decades with annual grants now totaling approximately $20,000.

The Teahan National Chapter Awards, sponsored by Champions For PRSSA in honor of F.H. “Chris” Teahan, encourage chapter achievements and total $2,900 annually with the following categories:

- $500 Outstanding Chapter
- $400 Chapter Firm
- $300 Chapter Development
- $300 PRSA/PRSSA Chapter Relationship
- $300 Community/University Service
- $300 Outstanding Regional Activity
- $200 Chapter Newsletter
- $200 Chapter Website
- $200 Chapter with Outstanding Faculty Advisor
- $200 Chapter with Outstanding Professional Advisor

Since the beginning of PRSSA in the late 1960s, the commitment of PRSA leaders to the student organization has been evident. Scholarships awarded to 58 juniors and seniors from 41 schools have totaled more than $82,000 since 1988. The scholarships were sponsored by the Champions for 19 years, and PRSSA named the program for Betsy Plank, APR, Fellow PRSA, in the 1990s. In 2005, the PRSA Foundation, led by its president, Gary McCormick, APR, Fellow PRSA, recognized

**EDUCATION**

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the need to assure the future of these awards. An endowment campaign was launched, with $68,000 of the $100,000 goal contributed by 2007, and the Foundation now sponsors the annual program.

The most prestigious awards competition for PRSSA chapters was established in 1973 to test their ability to apply public relations principles to case problems. It is named for J. Carroll Bateman, APR, 1967 PRSA President and 1980 president of the International Public Relations Association (IPRA). After a career at the Insurance Information Institute, he was a professor and PRSSA chapter advisor at the University of Tennessee. Originally, Bateman competitions were based on hypothetical case problems written by national faculty advisors. In the 1990s, the competition changed into a campus marketing tool for corporate sponsors. Recognizing that this was a distortion of the purpose of the competition, PRSA turned down a corporate sponsor for the 2005 competition and provided funding for a competition based on a case problem involving ethics. In 2006, Champions Co-Chair Gary McCormick enlisted his employer, Scripps DIY Network, to sponsor the competition to benefit Habitat for Humanity. This set the pace for corporate sponsorship on behalf of community service and nonprofit organizations. The pharmaceutical company, Eisai Inc., in cooperation with the National Caregivers Association and the National Alliance for Caregiving, sponsored the 2007 competition on behalf of Family Giving. General Motors is sponsoring the 2008 competition on behalf of Chevrolet’s Safe Kids Buckle Up program.

Three other programs focus on ethics. The Plank Center for Leadership in Public Relations, located at the University of Alabama, presents $2,750 annually in Ethics Advocacy Awards. One of these, the $1,000 Sidney Gross Memorial Award is funded annually by friends and family of the New York University professor, and the $500 Norman S. Fenichel Scholarship was established in 2004 by his son and daughter-in-law, Douglas M. Fenichel and Dr. Karen Fenichel.

PRSSA members with financial need are eligible to apply for the $2,400 Gary Yoshimura Scholarship. The Alaska Chapter of PRSA sponsors the $1,500 Leonard McLean Public Relations Scholarship. Allison & Partners established the $1,500 Stephen D. Pisinski Memorial Scholarship to honor the late PRSA President and Champion. BurrellesLuce sponsors the $1,000 Arthur Wynne Jr. Memorial Award, and the $1,500 Laurence G. Foster Award for Excellence in Public Relations was established by the PRSSA chapter and the College of Communications at
Pennsylvania State University in honor of the long-time corporate vice president at Johnson & Johnson. Two PRSSA students per year are recipients of the $1,500 PRSA Multicultural Scholarship initiated in 1989 by the PRSA Multicultural Section, and National Conference registration fees have been provided for as many as eight students per year through the Codispoti Technology Award.

Since 1980, the Daniel J. Edelman Award has included $1,500 plus a three-month paid internship in one of Edelman’s U.S. offices. The runner-up receives $500 and an opportunity to interview for a full-time position. Also recognizing the value of strong internship experiences, bj Altschul, APR, funded for six years, beginning in 2002-2003, the $300 Altschul Champions For PRSSA Outstanding Internship Award.

The competitive PRSA/PRSSA Internship Program brings one student per summer to Society headquarters in New York for a 12-week paid internship. The program began in 2003 with Michael Holland, Radford University, followed by Stephanie Floris, University of Miami, 2004; Sarah D’Andrea, University of Georgia, 2005; Michael Taylor, Southeast Missouri State University, 2006; and Chase Long, University of Alabama, 2007.

Among other forms of recognition for student accomplishments are the National Gold Key Awards, established in 1983, and the National President’s Citations. The Champions recognize returning PRSSA national alumni with the Jon Riffel Award.

Two awards also recognize significant contributions to the advancement of public relations education. Outstanding Educator Awards were established by PRSA in 1970, and the David Ferguson Awards have been conferred to practitioners in honor of the 1985 PRSA President since 1997.

COMMUNICATION AND NETWORKING

The second two decades brought an explosion of communication and networking opportunities for PRSSA students, whose outreach went “down,” “up” and “all around.”

One 1993-1994 goal was to get the National Committee online, and PRSSA’s National Electronic Communication Task Force established http://www.prssa.org in 1995, almost immediately posting PRSSA’s national publication, FORUM, online. Significant advances in PRSSA’s Website were made in the last half of the 1990s by Eric Hawkins, Ruth Nettles and other Vice Presidents for Public Relations. When the Webmaster became an appointed position on the National

the 2000s

PRSSA National Advisors
Rick Fischer, Ph.D., APR, Fellow PRSA (2000-2005)
Rochelle Tillery Ford, Ph.D., APR (2005-2007)
Stephen Iseman, Ph.D., APR, Fellow PRSA (2007-2008)
Craig Miyamoto, APR, Fellow PRSA (2000-2004)
Travis Parman, APR (2006-2008)
Mary Beth West, APR (2003-2006)

FERGUSON AWARD RECIPIENTS
1997 - Betsy Plank, APR, Fellow PRSA
1999 - Patrick Jackson, APR, Fellow PRSA
1999 - Jack Felton, APR, Fellow PRSA
2000 - John Paluszek, APR, Fellow PRSA
2001 - Jon Riffel, APR
2002 - Isobel Parke, APR, Fellow PRSA
2003 - Judith Bogart, APR, Fellow PRSA
2004 - Lawrence Foster, APR, Fellow PRSA
2005 - Daniel Edelman, APR, Fellow PRSA
2006 - Gary McCormick, APR, Fellow PRSA

the 2000s

PRSA Board Liaisons
Sue Bohle, APR, Fellow PRSA
Michael G. Cherenson, APR
John J. Deveney, ABC, APR
Carole Gorney, APR, Fellow PRSA
Sandra Longcier, APR
Gary D. McCormick, APR, Fellow PRSA
Mary Beth West, APR
Committee, two University of Northern Iowa students from Russia, Sergei Golitsinski (2000-2002) and Roman Gaponenko (2002-2003), took PRSSA’s Web presence into the new millennium. Following the 2003-2005 work of Jacob Burke as National Committee Webmaster, the job became a staff position at the PRSSA offices in New York.

An initiative of the 1998-1999 National Committee condensed monthly mailings into a bimonthly summary, *Connecting with PRSSA*, which was launched in September 1999 and moved online in 2006-07.

The 2000-2001 National Committee expanded the size of *FORUM* and launched the online JobCenter, [http://prssa.org/jobcentermembersite](http://prssa.org/jobcentermembersite), with 300 initial listings. Nearly 5,000 PRSSA members and more than 1,100 employers are currently registered on the JobCenter.

A Student-Run Firms Manual made its debut in the late 1990s, and a PRSSA faculty advisors listerv was established early in the next decade. Now posted are online standards to qualify as a nationally affiliated student-run firm in schools chartered for PRSSA chapters. An arena to discuss ideas, opinions, trends and public relations issues, the PRSSA blog, [http://www.prssa.org/blog](http://www.prssa.org/blog), was launched in November 2006.

The PRSSA online community now includes discussion forums, PRSSA-Talk, PRSSA Firm Directors, PRSSA Webmasters, PRSSA Advisors and PRSSA Professionals (for professional advisors), all available at [http://www.prssa.org](http://www.prssa.org).
Publications available online include FORUM, Connecting with PRSSA, annual reports, biweekly e-mail updates, and the National Committee’s situation analysis.

Looking “down” to high schools, Synergistic Outreach is a PRSSA recruitment initiative in coordination with the PRSA Foundation. Looking “up” to PRSA, students are encouraged to transition to the professional Society. “Pre-Associate” membership became Associate membership in 1995, allowing PRSSA graduates to join PRSA within three months of graduation for only $12 for each of their first two years. In 2006, when Associate membership had gone up to $60 per year (compared to $225 for regular PRSA membership), the opportunity was expanded so that students could hold dual PRSA/PRSSA membership for up to five months prior to graduation. And once they transition to PRSA, graduates have a support system due to the 2005 establishment of the New Professionals Affinity Group, an initiative led by two PRSSA alumnae – Gail Liebl, APR, and Mary Beth West, APR.

A pilot project in the mid-1990s provided an opportunity for students at a few test universities to take the APR exam without the requisite five years of professional experience. Although only a few passed the exam and the project was tabled, it was an experiment that aimed to more closely align PRSSA students with PRSA professionalism.

Looking “all around,” 2006-07 was the pilot year for the PRSSA Affiliate Program, which was the result of an issue that had surfaced in 2000. In the interest of expanding the outreach of PRSSA, the PRSA Board considered an amendment to the bylaws that would waive chapter affiliation for PRSSA membership. Such an “at-large” member need not be affiliated with a school offering a program of public relations studies nor with faculty and professional advisors who were PRSA members. However, discussion with concerned educators and practitioners recognized that such educational requirements for PRSSA charters had unique value in encouraging schools to strengthen preparation of students for the profession. The issue was then wisely referred to PRSSA’s National Committee for resolution. Based on a study headed by PRSSA Past President Sarah Yeaney, the students’ decision achieved both objectives – retaining chapter affiliation for PRSSA membership but offering outreach to interested students (called Affiliates) in schools not yet meeting charter standards. Affiliates, while not PRSSA members, can now receive Society communications and discounted rates to attend conferences. These students will thus be exposed to the values of the profession, and it is hoped this outreach will encourage the growth of new chapters.
Members also looked “all around” the globe in PRSSA’s second two decades. Among the goals of the 1993-1994 National Committee was an increased emphasis on the benefits of multicultural awareness, and they asked that a student liaison be seated on the PRSA Multicultural Committee. The PRSSA International Task Force was formed in January 2007, and an International Online Resource Center is being developed so members can network with students worldwide to learn about cultural differences and share best practices. Kevin Saghy, 2006-2007 PRSSA President, attended the fourth annual conference of the Global Alliance in Cape Town, South Africa, to develop relationships with public relations organizations abroad.

With all of these electronic communication opportunities, the best forums for networking are still conferences. Each spring the National Assembly focuses on the election of national officers, consideration of bylaws amendments and leadership training. Each fall the National Conference provides everything – including a bit more than bargained for in October 2005. As students headed toward Miami Beach, so did Hurricane Wilma. The National Committee shifted straight into crisis management mode, set up a media center, posted a message online, e-mailed all registrants, and telephoned more than 200 chapter presidents to spread the word that the PRSSA National Conference was postponed. Subsequently, the PRSA National Conference was also cancelled. But the students regrouped. They surveyed members about their preferences and rescheduled. Most of the original speakers showed up in Miami December 18-21, and so did more than 240 students during their holiday break.

That was a respectable showing in light of the act of nature, but far short of the trend. A record of more than 900 students registered for the 1996 National Conference hosted by Southeast Missouri State University in St. Louis, and that record was broken the very next year when more than 1,000 students registered for the 1997 National Conference hosted by the University of Tennessee-Martin in Nashville. More than 1,300 registered for the 2000 National Conference hosted by the University of Northern Iowa in Chicago, and more than 1,500 students convened in New York City for the National Conference hosted by the Fashion Institute of Technology.

**MEMBER SERVICES**

With the advent of electronic communication, the need to organize communication geographically disappeared. Instead of continuing with district directors, who were trying to cover...
every topic and all of the problems of their turf, PRSSA could be restructured with vice presidents specializing in specific areas. That was the consensus of the National Committee during their January 27, 1996, meeting in New York. They proposed that the National Committee consist of the President, Immediate Past President and six Vice Presidents:

**VP of Chapter Development** - programming, leadership training and student-run firms

**VP of Member Services** - scholarships, awards, competitions, student membership records and national directories

**VP of Professional Development** - internships and jobs

**VP of Public Relations** - recognition of PRSSA as a credible and para-professional organization, managing publications and electronic communications

**VP of Recruitment** - assisting chapters in recruitment of new members and recruiting new chapters (this position was subsequently replaced with the VP of Internships and Job Services)

**VP of Regional Activities** - review proposals from chapters wanting to host regional conferences and assist them in planning, promotion and implementation

In place of the district conferences, which were designed to serve only members in a defined geographic area, chapters now plan regional activities that compete for registrations nationwide. Some host schools still plan “mini-national conferences” with comprehensive programs; other host schools plan themed conferences focusing on such topics as ethics and crisis management, as well as such areas of career specialization as health care, sports and entertainment promotions to give participants professional savvy specific to their interests.

**VP of Advocacy** - With a growing need for graduates to understand more about how practitioners handle problems in the profession, it was later decided to add a VP of Advocacy to the 2006-2007 National Committee. Lisa Travnik shot right out of the gate with a letter of advocacy on behalf of the profession published by *Advertising Age* in July 2006. In response to an article revealing that some public relations practitioners make undisclosed payments to the media in exchange for the placement of stories, she challenged that unacceptable practice and stressed the commitment of PRSA/PRSSA to integrity and ethical standards. A diversity initiative is also part of the duties for the VP of Advocacy.
With the workload better distributed among seven vice presidents in place of 20-plus district directors, it was an appropriate time to update the advising structure as well. Faculty and professional advisors to the National Committee were reduced from two to one each, and the position of liaison was established to facilitate communication between the PRSSA National Committee and the PRSA National Board.

With many PRSSA chapters located significant distances from their parent PRSA chapters, the difficulty in finding professional advisors with APR credentials became clear. Proximity is still a problem, but the rule was changed so that either APR status or five years of professional experience would qualify a PRSA member to serve as a chapter advisor.

Another tool to better network students with professional practitioners – especially Champions For PRSA – is the Cross Country Connection (CCC) program initiated by the 2001-2002 National Committee. CCC pairs a chapter with a Champion who is in another state, ideally a state across the country. This unique facet of the CCC program provides an opportunity for students to make valuable connections in another geographic area. The program aims to involve Champions in the lives of PRSSA members, to create a better awareness of Champions For PRSSA among students, and to have Champions serve as an additional resource for PRSSA members.

The National Committee is now comprised of the National President, Immediate Past President, Vice Presidents, FORUM Editor (appointed), National Faculty Advisor, National Professional Advisor, PRSA Board Liaison, and the PRSA Director of Education (who serves as the PRSSA Director). Student officers serve one year from June 1 to May 31, and National Advisors serve two-year terms.

National dues increased from $33 to $38 in 1992, to $41 in 1998, and to $50 in 2007. In 40 years, PRSSA membership has grown to more than 9,600 students, and 284 schools are now chartered for PRSSA chapters in 45 states plus the District of Columbia. All is testimony to the increasing interest in public relations studies and careers – and to the value of PRSSA in preparing for the ethical practice of the profession.

* * *

**IN SUM**

The Public Relations Society of America (PRSA) gave birth to the Public Relations Student Society of America (PRSSA) November 11, 1967, at National Assembly in Philadelphia. The
PRSA Board chartered 14 colleges and universities for Alpha Chapters in 1968. Based on a prospectus from Utica College, the first six-page, two-color issue of FORUM was published in the spring of 1969. Governance passed from PRSA to the students in 1973, and membership increased by 20 percent the following year after the students adopted a national dues structure to make PRSSA more self-supporting. Students produced their first independent PRSSA National Conference in 1976. Chapter charter requirements for each school increased from two public relations courses to four in 1975 – and to five courses in 1988.

In PRSSA’s second two decades, CEPR was established to credential quality programs in public relations education, and a host of awards and scholarships were developed in recognition of the accomplishments of students, their chapters and advisors. Communication and networking went electronic and global. An Affiliate opportunity now brings PRSSA resources to interested students attending schools not yet offering strong programs in public relations studies. Member services were greatly expanded with the 1996 restructuring from district directors to national vice presidents with responsibilities for strategic program areas – and from district conferences to regional activities. And more than 1,000 students regularly attend annual PRSSA National Conferences.

Most important, PRSSA graduates continue to populate the ranks of public relations – to become PRSA members and leaders in the profession.

The Champions For PRSSA (nee Friends of PRSA) began reinforcing the tradition of professional support for the student organization in 1981. During the 40th anniversary year of PRSSA, A Brief History is a gift from the Champions to the 81,000 PRSSA alumni and to today’s students who will shape the future of the profession. . . .

They continue to do us proud!
FLORIDA

Florida A&M Univ.-Tallahassee
Florida International University
Flagler College-St. Augustine

DISTRICT OF COLUMBIA

American University

ARIZONA

Arizona State University
Northern Arizona University

ARKANSAS

Arkansas State University
Arkansas Tech University
Harding University
Delaware State Univ.-Dover

DELAWARE

Delaware State Univ.-Dover

CALIFORNIA

Biola University
Cal Poly-Pomona
Cal Poly-San Luis Obispo
Cal State-Bakersfield
Cal State-Dominguez Hills
Cal State-East Bay
Cal State-Fresno
Cal State-Fullerton
Cal State-Long Beach
Cal State-Northridge
Cal State-Sacramento
Cal State-San Bernardino
Cal State-Stanislaus
Chapman University
Pepperdine University
San Diego State University
San Jose State University
Univ. of California
Univ. of the Pacific

COLOADO

Colorado State University

CONNECTICUT

Eastern Conn. State Univ.
Quinipiac University
University of Hartford

DELAWARE

Delaware State Univ.-Dover
Univ. of Delaware-Newark

DISTRICT OF COLUMBIA

American University
Howard University

FLORIDA

Florida A&M Univ.-Tallahassee
Florida Memorial College
Florida Southern College
Univ. of Florida-Gainesville
University of Miami
Univ. of North Florida
Univ. of South Florida

GEORGIA

Clark Atlanta University
Georgia Southern University
Georgia State Univ.-Atlanta
Kennesaw State University
University of Georgia-Athens
Valdosta State University

HAWAI'I

Hawaii Pacific University
University of Hawaii-Hilo

IDAHO

Brigham Young Univ.-Idaho

ILLINOIS

Bradley University-Peoria
Columbia College-Chicago
DePaul University-Chicago
Eastern Ill. Univ.-Charleston
Illinois State University-Normal
Loyola University-Chicago
Northern Illinois Univ.-DeKalb
Southern Ill. Univ.-Carbondale
Southern Ill. Univ.-Edwardsville
Western Illinois Univ.-Macomb

INDIANA

Ball State University-Muncie
Butler University-Indianapolis
Indiana State University
Indiana University
Ind. Univ./Purdue-Indianapolis
Purdue University
University of Southern Indiana
Valparaiso University

IOWA

Drake University-Os Moines
Iowa State University- Ames
Iowa State College-Indianola
University of Iowa-Iowa City
Univ. of Northern Iowa

KANSAS

Kansas State University
University of Kansas
Wichita State University

KENTUCKY

Eastern Kentucky University
Morehead State University
Murray State University
Northern Kentucky University
University of Kentucky
Western Kentucky University

LOUISIANA

Grambling State University
La. State Univ.-Baton Rouge
La. State Univ-Shreveport
Loyola Univ.-New Orleans
McNeese State University
Nicholls State University
Northwestern State University
Southern Univ.-Baton Rouge
Univ. of Louisiana-Lafayette
Univ. of Louisiana-Monroe

MARYLAND

Bowie State College
Hood College
Loyola College-Baltimore
Towson University
Univ. of Maryland-College Park

MASSACHUSETTS

Boston University
Bridgewater State College
Emerson College
Northeastern University
Salve Regina College
Simmons College

MICHIGAN

Adrian College
Andrews University
Central Michigan University
Eastern Michigan University
Ferris State University
Grand Valley State University
Michigan State University
Northern Michigan University
Univ. of Michigan-Dearborn
Wayne State University

MINNESOTA

Minn. State Univ.-Morhead
Minn. State Univ.-Mankato
St. Cloud State University
Univ. of Minn.-Minneapolis
University of St. Thomas

MISSISSIPPI

Mississippi College
Missippi State University
Univ. of Southern Mississippi

MISSOURI

Central Missouri State Univ.
Missouri Southern State Univ.
Missouri State University
Northwest Missouri State Univ.
Southeast Missouri State Univ.
St. Louis University
Webster University

NEBRASKA

Creighton University
Univ. of Nebraska-Omaha
Univ. of Nebraska-Lincoln

NEVADA

Univ. of Nevada-Las Vegas
Univ. of Nevada-Reno

NEW JERSEY

Mormon University
Rowan University
Rutgers University
Seton Hall University

NEW MEXICO

University of New Mexico

NEW YORK

Buffalo State College
Carnegie College
City College of New York
Cornell University
Fashion Institute of Tech.
Hotchkiss School
Iona College
Ithaca College
Long Island University
Marist College
New York University
St. John Fisher College
State Univ. of N.Y.-Fredonia
State Univ. of N.Y.-Geneva
State Univ. of N.Y.-Oswego
Syracuse University
University at Buffalo
Utica College

NORTH CAROLINA

Appalachian State University
Campbell University
East Carolina University
Elon University
N.C. A&T State University
North Carolina Central University
Univ. of N.C.-Chapel Hill
Univ. of N.C.-Charlotte
Univ. of N.C.-Pembroke
Western Carolina University

NORTH DAKOTA

North Dakota State University

OHIO

Bowling Green State University
Capital University
Cleveland State University
John Carroll University
Kent State University
Miami University
Ohio Northern University
Ohio State University
Otterbein College
University of Akron
University of Cincinnati
University of Dayton
University of Findlay
University of Toledo
Ursuline College
Wright State University
Xavier University

OKLAHOMA

Oklahoma Christian University
Oklahoma State University
Oral Roberts University
Univ. of Central Oklahoma
University of Oklahoma
University of Tulsa

OREGON

University of Oregon

PENNSYLVANIA

Bloomsburg University
California University
Clarion University
Drew University
Duquesne University
Edinboro University
La Salle University
Manetschell College
Marywood College
Millersville University
Pennsylvania State University
Point Park College
Saint Vincent College
Shippensburg University
Slippery Rock University
Susquehanna University
Temple University
University of Scranton
Villanova University
Westminster College
York College of Pennsylvania

RHODE ISLAND

Roger Williams University

SOUTH CAROLINA

College of Charleston
University of South Carolina

SOUTH DAKOTA

University of South Dakota

TEXAS

Austin Peay State University
Belmont University
East Tennessee State University
Lee University
Lipscomb University
Middle Tennessee State University
Union University
University of Memphis
University of Dayton
University of Findlay
University of Toledo
Ursuline College
Wright State University
Xavier University

UTAH

Brigham Young University

VIRGINIA

George Mason University
Hampton University
Liberty University
Norfolk State University
Radford University
Virginia Commonwealth University
Virginia Polytechnic Institute

WASHINGTON

Central Washington University
Eastern Washington University
Gonzaga University
University of Washington
Washington State University

WEST VIRGINIA

Bethany College
Marshall University
West Virginia State College
West Virginia University

WISCONSIN

Cardinal Stritch University
Marquette University
Univ. of Wisconsin- La Crosse
Univ. of Wisconsin-Eau Claire
Univ. of Wisconsin-Madison
Univ. of Wisconsin-Milwaukee
Univ. of Wisconsin-Oshkosh
Univ. of Wisconsin-Stevens Point
Univ. of Wisconsin-Whitewater
YOU ARE INVITED . . . Named here are the caring men, women and PRSA chapters in the ranks of Champions For PRSSA. If your name or chapter isn’t yet listed, please join this proud, informal company now! Our fees match PRSSA dues – $50 annually. Every dollar is used for the support of PRSSA in its educational and ethical mission. Becoming a Champion is simple – make your $50 tax-deductible contribution (check or credit card) payable to the PRSA Foundation, noted “Champions,” and send it to Champions for PRSSA (jeneen.garcia@prsa.org), 33 Maiden Lane, 11th Floor, New York, NY 10038-5150 (fax 212-995-0757).

INDIVIDUAL CHAMPIONS FOR PRSSA

Edward R. Albanesi  
Faye I. Andersen  
Elaine Averick  
Joseph F. Awad  
Todd R. Bailey  
Mary Deming Barber  
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Rhoda Weiss  
Mary Beth Chuinn West  
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Laurie J. Wilson  
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Baton Rouge, Louisiana  
Bluegrass Chapter  
Louisville, Kentucky  
Blueridge Chapter  
Roanoke, Virginia  
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Des Moines, Iowa  
Central Michigan Chapter  
Lansing, Michigan  
Central Ohio Chapter  
Columbus, Ohio  
Charlotte Chapter  
Charlotte, North Carolina  
Cincinnati Chapter  
Cincinnati, Ohio  
Detroit Chapter  
Detroit, Michigan  
Georgia Chapter  
Atlanta, Georgia  
Hoosier Chapter  
Indianapolis, Indiana  
Lookout Chapter  
Memphis, Tennessee  
National Capital Chapter  
Washington, D.C.  
Nebraska Chapter  
Omaha, Nebraska  
New Orleans Chapter  
New Orleans, Louisiana  
New York Chapter  
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Southern Connecticut Chapter  
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