Dear Colleagues,

It has been a remarkable year for our Society — one of exciting beginnings and continuing advances, as well as unprecedented challenges, both natural and man-made. It has also been a year of great success achieved because of the dedication, resilience and talent of the individuals who are PRSA, the world’s largest organization of public relations professionals.

The year 2005 marked the inauguration of our new three-year Strategic Plan, building upon the achievements of the past and looking to the demands of a rapidly changing global community and marketplace. The plan focuses on advancing the profession, the professional and the Society. It puts forth this vision: “PRSA is the leader and pre-eminent advocate for advancing the public relations profession and the public relations professional for the benefit of our members and society.”

We are proud to report that we have already made rapid strides towards achieving this vision in 2005. We pledged to grow membership, enhance public relations education at all levels, deepen our commitment to diversity and build stronger global connections — and we have.

At the same time, our Society has emerged as an increasingly vocal and respected leader. We have all seen the headlines of the past year chronicling numerous unethical and even illegal public relations practices, from deliberate attempts to mislead the public about news sources to overbilling by agencies.

These incidents have damaged our credibility and posed serious challenges to our profession, but they have also offered opportunities to educate and inform about the ethical and credible practice of public relations. We have been open and transparent, speaking out against bad practices and calling attention to the good, honest work done by our members and the great majority of those in the field. Our Advocacy Committee and our Board of Ethics and Professional Standards have led the way, providing guidelines and facilitating dialogue among all sectors of the profession and with media. We know there is more to do, and we are doing it.

Nature posed challenges that tested us too — and once more, the spirit of PRSA shone through. The devastation of Hurricane Katrina late last summer imperiled the homes, livelihoods, and even the lives of many of our members. The response from our colleagues on a local and national level was rapid and heartfelt. PRSA quickly organized a task force and Web site to facilitate aid efforts — from office space to college admission for public relations students whose campuses were closed.

In October, Hurricane Wilma caused the first cancellation in the history of the PRSA International Conference and the postponement of the Assembly and PRSSA Conference, all scheduled in Miami Beach, FL. Through strong leadership and hard work, we were able to refund International Conference attendees and preserve the Conference’s financial stability. Both the Assembly and PRSSA Conference were successfully rescheduled in December.

Our greatest loss was what would have been one of PRSA’s best International Conferences ever. We can’t recreate that space in time, but we hope to offer many of the outstanding professional development sessions planned for the Conference in other formats and venues in the months to come. And, of course, we all look forward to the 2006 International Conference in Salt Lake City, UT.

The story of PRSA in 2005 is one of creativity and flexibility, strength and stability, progress and endurance. Our Strategic Plan has provided the framework for setting priorities and acting both strategically and decisively. But it is our staff, board, Chapters, Districts and Sections all working together that have truly made 2005 a success. The core values of this Society and the strength of its members, here and abroad, serve as beacons of light. They will guide our industry and our profession to ever greater heights on a solid foundation of ethics and professional standards.

It has been my great privilege to be a part of the team that is moving the profession, the professional and the Society forward. I thank you for giving me this amazing opportunity to serve in a time of special challenge and opportunity. We still have, in the words of Robert Frost, “miles to go,” and I look forward to walking them with you as we seek to realize our dreams.

Best regards,

Judith T. Phair, APR, Fellow PRSA
President and CEO 2005
The record of accomplishment for the Public Relations Society of America (PRSA) in 2005 is an impressive one. It reflects the priorities established in the 2005-07 Strategic Plan, which seeks to help PRSA effectively meet the demands created by a rapidly changing national and global culture and marketplace, and by a profession that is continually expanding in scope and complexity.

Highlights for the year encompass the three major goals of the Strategic Plan: Advance the Profession, the Professional and the Society. They include:

- Financial stability and growth even with the setback of a canceled International Conference
- Record membership totals in PRSA and PRSSA
- A strong and visible record of advocacy for ethical, credible public relations including testimony before a U.S. Senate subcommittee and national media coverage
- The first-ever industry summit on ethical issues
- Diversity initiatives and activities that weave throughout the fabric of PRSA
- An expanded corporate partnership program
- A restructured Foundation — including the establishment of the first Endowed Scholarship Fund
- New Professional Interest Sections and Affinity Groups
- Greater participation in professional development programs and Accreditation
- Increased global presence
- Improved governance and organizational structures

We’ve made a good beginning, but there is much more to do as we proceed with our three-year plan and beyond. Moving forward, we will need to continue to focus on the needs and concerns of our members, the reputation of the profession and the strength of the Society.

This new era offers perhaps the greatest potential ever for our profession and our Society. In order to increase understanding of the power and value of public relations and its role in organizational success, we must enhance our reputation and our brand. Interestingly, our recent joint survey with Harris Interactive for a groundbreaking survey on “Executive, Media, Marketing, and the Public Relations Profession.”

In a year when the profession was under siege because of bad practices, PRSA was among the first to speak out against what was wrong and to advocate for ethical, credible public relations. The Advocacy Advisory Board and the Board of Ethics and Professional Standards issued code advisories on several issues. In addition, the board worked with PRSA staff, Sections, Chapters and Districts to spearhead several other initiatives. These included a new online media room with an advocacy area and RSS/podcasting capabilities, op-eds on ethical issues for trade publications and commentary on industry topics covered on ABC-NEWS and in The New York Times, among others.

PRSA also led the way with the first public relations industry summit meeting on ethical issues — bringing together top leaders in public relations, media and business, along with testimony by PRSA’s 2005 President and CEO Judith T. Pharr, APR, Fellow PRSA, before the U.S. Senate Committee on Commerce, Science and Transportation, regarding possible regulation of video news releases. PRSA also joined with Harris Interactive for a groundbreaking survey on “Executive, Congressional, and Consumer Attitudes toward Media, Marketing, and the Public Relations Profession.”

A New Foundation

A newly reenergized and restructured PRSA Foundation has already begun to deliver on its promise, moving PRSA forward toward the strategic planning objective of becoming the leader in research and education that advances the profession. In 2005, the Foundation:
- Awarded more than $20,000 in scholarships to undergraduate public relations students
- Funded research grants on work, life and gender issues in the profession, global public relations practices and structure; and the future of public relations education
- Supported Career Academies in 11 high schools around the country, working closely with Chapters in those areas
- By year’s end, the Foundation had successfully launched the $100,000 Betsy Plank Scholarship Endowment Fund and adopted a new governing structure — with a commitment to openness and transparency.

A Diverse Society

A core value and commitment of PRSA, diversity is woven throughout the Strategic Plan, as PRSA strives to encompass and celebrate the full spectrum of diversity. With the Diversity Committee as guide and facilitator, PRSA offered the first Society-wide diversity teleconference on best practices, created new alliances with the Gay, Lesbian, Bisexual, Transgender (GLBT) Newsmore and the Society for Human Resource Management, and helped launch a new GLBT affinity group. The Diversity PRIs of the Web site featuring job opportunities expanded, and the Diversity Committee and Multicultural Professional Section joined forces to produce a new brochure and CD on public relations career opportunities for distribution to career academies and PRSSA Chapters.

The Eye of the Storm

Sometimes even the most dedicated staff members and volunteers cannot conquer the forces of nature. For the first time in PRSA history, the annual International Conference was canceled because of Hurricane Wilma. The ferocious hurricane took its time heading toward Miami Beach, FL, but it ultimately decided to hit at exactly the wrong time — forcing the cancellation of the International Conference and postponement of the Assembly and PRSSA Conference. The Assembly finally met in Chicago in December, conducting the important business of the Society, including the election of new officers. The PRSSA Conference also took place in December, in Miami Beach, FL. The event was a great success, the result of hard work by PRSSA and PRSA volunteers and staff.

As for the Miami Beach International Conference, the story had a somewhat happy ending, with all Conference participants receiving full refunds, as well as conference bags with sponsor goodies and flip-flops for another beach, somewhere, sometime. By working diligently with insurance adjusters, PRSA incurred no financial loss. While a great program and wonderful opportunities for camaraderie (the result of untold hours of hard work by volunteer members and staff) were lost for 2005, the spirit of Miami lives on and will help infuse a wonderful 2006 Conference in Salt Lake City, Nov. 11-14.

Education for a Lifetime

As PRSA strives to advance the professional, education is a top priority at all levels. The Foundation is providing increased scholarship aid for college students, and it also supports the Career Academies, which introduce the profession to high school students.

PRSSA, serving undergraduate students in...
public relations, saw another year of intensive growth, with a new record of more than 9,000 members and an increase from 255 to 270 Chapters. Demand for certification of undergraduate programs, operated through the Educational Affairs Committee, also grew. PRSSA currently has 16 certified programs, and for the first time certification was awarded to an institution outside North America: Universidad Argentina de la Empresa. For a complete list of PRSSA certified programs, please visit www.prssa.org.

Professional development courses continued to expand, especially in the teleseminar area, with 22 new offerings out of a total of 62. New technology now allows for the storage and retrieval of teleseminars for later access via phone or MP3.

Meanwhile, Professional Interest Sections have continued to grow in membership and numbers. The newest Section, Argentina de la Empresa, visited China at the invitation of the Chinese International Public Relations Association, along with the Shanghai and Hong Kong Public Relations Associations. Short-term results include increased understanding and dialogue between the two societies, along with advances made toward forming alliances with at least two major Chinese universities with exchange and internship opportunities for PRSA and PRSSA members.

PRSA presented a report on its diversity program that received much acclaim at the World Public Relations Festival in Italy. PRSA and the Chartered Institute of Public Relations in the United Kingdom are exploring possible memberships in CIPR for accredited PRSA members doing business in the UK. The U.S. State Department sponsored PRSA presentations at the annual meeting of the Croatian Public Relations Association.

Financial Strength and Corporate Partnerships
In 2005, PRSA successfully overcame the loss of an expected $1.7 million in revenues that would have been generated by the International Conference in Miami Beach, FL, through a combination of higher revenues from professional development programs, corporate partnerships and the Web-based Job Center, as well as proceeds from event-cancellation insurance. For the fifth consecutive year, the Society exceeded its financial goal of growing net assets by at least one percent of the annual operating plan — a testimony to our continued financial stability, strength and ability to adapt to changing conditions. Our membership base grew by three percent, further contributing to the year’s healthy bottom line. Overall, the ability of the Society to withstand unexpected financial challenges from Hurricane Wilma enabled the continuation of important programs, activities and member benefits throughout 2005, and continued growth in 2006.

Meanwhile, PRSA now has 12 corporate sponsors (up from seven in 2004). This increase has contributed substantially to the Society’s non-dues revenue.

2005 Corporate Partnerships
Bacon’s Information, Inc.
BurrellesLuce
Business Wire
CustomScoop
Cympion
Harris Interactive
LexisNexis
Market Wire
Medialink
PR Newswire
TEKgroup International
Thomson Business Intelligence

Membership
PRSA’s membership continued to grow in 2005, with an increase of 3.5 percent (+677 net growth) in members. Membership approached the 21,000 number just over a year after it broke 20,000 in 2004, and remained at all-time highs throughout 2005, closing at 20,874 members.

Several new member benefits, including two services introduced by the Professional Resources Center, have helped to add value to PRSA membership.

2005 Honors and Awards
PRSA’s prestigious awards raise the bar for the profession, recognizing significant contributions and achievements.

PRSA Awards: Honoring the Best of the Best

National Awards and Recognition
The Silver Anvil Award
The Silver Anvil Awards, symbolizing the forging of public opinion, are annually bestowed on organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. Silver Anvil Awards recognize complete public relations programs and must meet the highest standards of performance in the profession.

The Bronze Anvil Award
The Bronze Anvil Awards were created to recognize outstanding public relations tactics — the individual items or components of programs or campaigns. Judged by professional peers, the winning entries are based on content, creativity, quality of presentation, technical excellence and appropriateness for the target audience.

2005 Annual Individual Awards
The Gold Anvil Award
The Society’s highest individual award is presented to a public relations practitioner and PRSA member whose accomplishments have made a major contribution to the profession.

2005 Award Recipient
Al Golin, Fellow APR
Chairman, Golin/Harris
Chicago, IL

The Outstanding Educator Award
Recognizes a PRSA member who has made a significant contribution to the advancement of public relations education through college or university teaching.

2005 Award Recipient
Dr. Rick Fischer, APR, Fellow PRSA
Professor, Department of Journalism
University of Memphis
Memphis, TN

The Patrick Jackson Award for Distinguished Service to PRSA
Recognizes a member who has significantly contributed to advancing PRSA from the Chapter to national levels, as well as advancing the Society by inspiring fellow practitioners both professionally and personally.

2005 Award Recipients
Deborah S. Daley, vice president of corporate communication, Charles D. Connor, senior vice president of communication and marketing, and Darren Irby, vice president of public relations.

The Paul M. Lund Public Service Award
Given to a PRSA member whose participation as a volunteer in important public activities has increased the common good and reflected credit on the Society.

2005 Award Recipient
Rene A. Henry, Jr., Fellow PRSA
Councilor to the Chairman, President and CEO
Innovative Communication Corp.
West Palm Beach, FL

PRSA Public Relations Professional of the Year Award
Recognizes the very best public relations work for the year by an individual.

2005 Award Recipients
All three recipients are part of the American Red Cross’ PR team. They are (from left): Tom Martin, vice president of public relations; Tami Fries, APR, Fellow PRSA, Media Relations Manager; and Erin Cooney, APR, Fellow PRSA, Media Relations Manager. Their efforts contributed to the Red Cross’ response to Hurricane Katrina, and were also honored nationally by the American Red Cross.

Gray and Linn, APR, Fellow PRSA, Communications Director, Toxics Action Center, Burlington, VT

The Gold Anvil Award
The Society’s highest individual award is presented to a public relations practitioner and PRSA member whose accomplishments have made a major contribution to the profession.

2005 Award Recipient
Al Golin, Fellow APR
Chairman, Golin/Harris
Chicago, IL

The Silver Anvil Award
The Silver Anvil Awards, symbolizing the forging of public opinion, are annually bestowed on organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness.

The Outstanding Educator Award
Recognizes a PRSA member who has made a significant contribution to the advancement of public relations education through college or university teaching.

2005 Award Recipient
Dr. Rick Fischer, APR, Fellow PRSA
Professor, Department of Journalism
University of Memphis
Memphis, TN

The Patrick Jackson Award for Distinguished Service to PRSA
Recognizes a member who has significantly contributed to advancing PRSA from the Chapter to national levels, as well as advancing the Society by inspiring fellow practitioners both professionally and personally.

2005 Award Recipients
Deborah S. Daley, vice president of corporate communication, Charles D. Connor, senior vice president of communication and marketing, and Darren Irby, vice president of public relations.

The Paul M. Lund Public Service Award
Given to a PRSA member whose participation as a volunteer in important public activities has increased the common good and reflected credit on the Society.

2005 Award Recipient
Rene A. Henry, Jr., Fellow PRSA
Councilor to the Chairman, President and CEO
Innovative Communication Corp.
West Palm Beach, FL

PRSA Public Relations Professional of the Year Award
Recognizes the very best public relations work for the year by an individual.

2005 Award Recipients
All three recipients are part of the American Red Cross’ PR team. They are (from left): Tom Martin, vice president of public relations; Tami Fries, APR, Fellow PRSA, Media Relations Manager; and Erin Cooney, APR, Fellow PRSA, Media Relations Manager. Their efforts contributed to the Red Cross’ response to Hurricane Katrina, and were also honored nationally by the American Red Cross.

Gray and Linn, APR, Fellow PRSA, Communications Director, Toxics Action Center, Burlington, VT

The Gold Anvil Award
The Society’s highest individual award is presented to a public relations practitioner and PRSA member whose accomplishments have made a major contribution to the profession.

2005 Award Recipient
Al Golin, Fellow APR
Chairman, Golin/Harris
Chicago, IL

The Silver Anvil Award
The Silver Anvil Awards, symbolizing the forging of public opinion, are annually bestowed on organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness.

The Outstanding Educator Award
Recognizes a PRSA member who has made a significant contribution to the advancement of public relations education through college or university teaching.

2005 Award Recipient
Dr. Rick Fischer, APR, Fellow PRSA
Professor, Department of Journalism
University of Memphis
Memphis, TN

The Patrick Jackson Award for Distinguished Service to PRSA
Recognizes a member who has significantly contributed to advancing PRSA from the Chapter to national levels, as well as advancing the Society by inspiring fellow practitioners both professionally and personally.

2005 Award Recipients
Deborah S. Daley, vice president of corporate communication, Charles D. Connor, senior vice president of communication and marketing, and Darren Irby, vice president of public relations.

The Paul M. Lund Public Service Award
Given to a PRSA member whose participation as a volunteer in important public activities has increased the common good and reflected credit on the Society.

2005 Award Recipient
Rene A. Henry, Jr., Fellow PRSA
Councilor to the Chairman, President and CEO
Innovative Communication Corp.
West Palm Beach, FL
2005 PRSA OFFICERS AND BOARD OF DIRECTORS

President
Judith T. Phair, APR, Fellow PRSA
President-Elect
Cheryl L. Proctor-Rogers, APR, Fellow PRSA
Corporate Affairs Director-North Central Region
Home Box Office
Rosemont, IL

Immediate Past President
Mary Deming Barber, APR, Fellow PRSA
President
The Barber Group Inc.
Anchorage, AK

Immediate Past President
Sue Bohle, APR, Fellow PRSA
President
The Bohle Company
Los Angeles, CA

Immediate Past President
Michael G. Chersonen, APR
President
The Chersonen Group
Livingston, NJ

Immediate Past President
Gerald F. Corbett, APR, Fellow PRSA
President
Branding & Corporate Communications Group
Hitachi America, Ltd.
Brisbane, CA

Immediate Past President
Anthony W. D’Angelo, APR
Director
Marketing Communications & Training
Carrier Corp.
Replacement Components Division
Syracuse, NY

Immediate Past President
John J. Devaney, ABC, APR
President
Devaney Communication
New Orleans, LA

Immediate Past President
Rosamina M. Fiske, APR
Principal & Partner
Communications Group/Rise Strategies
Coral Gables, FL

Immediate Past President
Anthony W. D’Angelo, APR
Director
Marketing Communications & Training
Carrier Corp.
Replacement Components Division
Syracuse, NY

Immediate Past President
John J. Devaney, ABC, APR
President
Devaney Communication
New Orleans, LA

Immediate Past President
Rosamina M. Fiske, APR
Principal & Partner
Communications Group/Rise Strategies
Coral Gables, FL

Immediate Past President
Sue Bohle, APR, Fellow PRSA
President
The Bohle Company
Los Angeles, CA

Immediate Past President
Michael G. Chersonen, APR
President
The Chersonen Group
Livingston, NJ

Immediate Past President
Gerald F. Corbett, APR, Fellow PRSA
President
Branding & Corporate Communications Group
Hitachi America, Ltd.
Brisbane, CA

Immediate Past President
Anthony W. D’Angelo, APR
Director
Marketing Communications & Training
Carrier Corp.
Replacement Components Division
Syracuse, NY

Immediate Past President
John J. Devaney, ABC, APR
President
Devaney Communication
New Orleans, LA

Immediate Past President
Rosamina M. Fiske, APR
Principal & Partner
Communications Group/Rise Strategies
Coral Gables, FL

Immediate Past President
Sue Bohle, APR, Fellow PRSA
President
The Bohle Company
Los Angeles, CA

Immediate Past President
Michael G. Chersonen, APR
President
The Chersonen Group
Livingston, NJ

Immediate Past President
Gerald F. Corbett, APR, Fellow PRSA
President
Branding & Corporate Communications Group
Hitachi America, Ltd.
Brisbane, CA

Immediate Past President
Anthony W. D’Angelo, APR
Director
Marketing Communications & Training
Carrier Corp.
Replacement Components Division
Syracuse, NY

Immediate Past President
John J. Devaney, ABC, APR
President
Devaney Communication
New Orleans, LA

Immediate Past President
Rosamina M. Fiske, APR
Principal & Partner
Communications Group/Rise Strategies
Coral Gables, FL

Mary Deming Barber, APR, Fellow PRSA
President
The Barber Group Inc.
Anchorage, AK

Sue Bohle, APR, Fellow PRSA
President
The Bohle Company
Los Angeles, CA

Michael G. Chersonen, APR
President
The Chersonen Group
Livingston, NJ

Gerald F. Corbett, APR, Fellow PRSA
President
Branding & Corporate Communications Group
Hitachi America, Ltd.
Brisbane, CA

Anthony W. D’Angelo, APR
Director
Marketing Communications & Training
Carrier Corp.
Replacement Components Division
Syracuse, NY

John J. Devaney, ABC, APR
President
Devaney Communication
New Orleans, LA

Rosamina M. Fiske, APR
Principal & Partner
Communications Group/Rise Strategies
Coral Gables, FL

Cathryn Gibbs Harris, APR, Fellow PRSA
Independent Consultant
Charleston, WV

Margaret Ann Hennessy, APR
System Director for Communications
Fairview Health Services
Minneapolis, MN

Steven L. Lubetkin, APR,
Fellow PRSA
Managing Partner
Lubetkin & Co.
Communications, Public Relations and Technology Counsel
Cherry Hill, NJ

Gary D. McCormick, APR,
Director of Public Relations
DIY Network
Knoxville, TN

Tom Vitelli, APR, Fellow PRSA
Assistant Vice President
Public Relations & Advertising
Intermountain Health Care
Salt Lake City, UT

Executive Director & COO
Catherine A. Bolton
Public Relations Society of America
New York, NY

Public Relations Society of America
PRSA Publications Continue Award-Winning Ways
Guided by the best in communications principles, PRSA publications embrace a full range of electronic and print media.

PRSA’s resource-rich Web site, www.prsa.org, guides members and others interested in the site through the organization and the members-only programs and products that PRSA offers. The Public Relations Strategist is the only quarterly magazine that addresses executive-level public relations practitioners. Public Relations Tactics is a wide-ranging tabloid delivering news, trends and how-to information to help advance the profession and the professional.

In 2005, recognition of PRSA’s publications continued. Tactics and The Strategist combined for 10 prestigious industry awards for editorial excellence. In the MarCom Creative Awards 2005 competition, Tactics received the Platinum Award for association newspapers/newsletters; The Strategist received the Platinum Award for association magazines; and The Strategist received a Platinum Award in the writing/feature article category for the cover story from Spring 2005, “High Anxiety,” written by Katie Sweeney.

In addition, managing editor Alison Stateman received a 2005 APEX Award for Publication Excellence in the Feature Writing Category for her article, “Being Wal-Mart,” from the Fall issue of The Strategist while a 2005 APEX Award for Publications Excellence was given to Tactics in the Magazines & Newspapers — Printed Four Color category.

In the Communicator Awards 2005 Print Media competition, both publications received the highest honors, the Crystal Award of Excellence — Strategist for association magazines and Tactics for newsletters/newsletters. Strategist managing editor Alison Stateman received an Award of Distinction in the magazine writing category for her Fall 2004 Strategist article on Wal-Mart. Art director Susan Yp received an honorable mention for design/magazine covers for her Summer 2004 Strategist cover, “Inside the Mind of the CEO.”

Finally, in the SNAP Awards, Tactics received a Silver Award in the Society of National Association Publications’ 2005 Excel Awards competition in the “Newspapers, General Excellence” category.

PRCJob Center
Access to PRSA’s knowledge repository is just a click away. The PRSA Professional Resource Center has a proprietary electronic database of full-text articles from PRSA’s award-winning publications, Public Relations Tactics and The Public Relations Strategist, as well as more than 4,000 award-winning case studies from PRR campaigns that have won PRSA’s prestigious Silver and Bronze Anvil awards.

Now members can search and retrieve answers to their most challenging public relations research questions from this database — which they can access directly from their computers via the PRC Search feature, at no cost, 24 hours a day.

A New benefit for PRSA members: PR Issues & Trends
This daily news monitoring service reports on industry trends, advocacy and other issues impacting the profession and the professional. It is e-mailed to members each business day.