

## PRSA Independent Practitioners Alliance Searchable Directory Form

In order to add you to the IPA searchable database, please complete all of the information below and **return to William Titus at PRSA, 33 Maiden Lane, 11<sup>th</sup> Fl., New York, NY 10038-5150 or fax to 212-995-0757**. Once PRSA receives and reviews your database form, your information will be added to the database. You may update your database information at any time using your PRSA membership ID and password. Call Will at (212) 460-1421 if you have questions or problems with the service.

Name \_\_\_\_\_

Name of Business \_\_\_\_\_

Business Address To Be Listed \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Business Phone Number \_\_\_\_\_ E-Mail \_\_\_\_\_

Your Local PRSA Chapter \_\_\_\_\_

Professional PR Experience (Circle One)    0-5 yrs    5-10 yrs    10-20 yrs    20+ yrs

APR? (Circle One)    Yes    No

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Industry Specializations: (Please check no more than 5 categories. Only your first five choices will be included in the database.)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Agriculture/Horticulture   | <input type="checkbox"/> Fashion/Beauty             | <input type="checkbox"/> Retail/Wholesale         |
| <input type="checkbox"/> Architecture/Engineering   | <input type="checkbox"/> Government                 | <input type="checkbox"/> Restaurant/Food/Beverage |
| <input type="checkbox"/> Arts/Entertainment         | <input type="checkbox"/> Healthcare                 | <input type="checkbox"/> Sports                   |
| <input type="checkbox"/> Associations               | <input type="checkbox"/> Hotels/Resorts/Hospitality | <input type="checkbox"/> Technology/Biotechnology |
| <input type="checkbox"/> Automotive                 | <input type="checkbox"/> Insurance                  | <input type="checkbox"/> Telecommunications       |
| <input type="checkbox"/> Banking/Financial Services | <input type="checkbox"/> Law                        | <input type="checkbox"/> Tourism/Travel           |
| <input type="checkbox"/> Building/Construction      | <input type="checkbox"/> Manufacturing/Industrials  | <input type="checkbox"/> Transportation           |
| <input type="checkbox"/> Business-to-Business       | <input type="checkbox"/> Nonprofit                  | <input type="checkbox"/> Utilities                |
| <input type="checkbox"/> Defense Industries         | <input type="checkbox"/> Pharmaceuticals            |   |
| <input type="checkbox"/> Education                  | <input type="checkbox"/> Philanthropy               |   |
| <input type="checkbox"/> Energy                     | <input type="checkbox"/> Professional Services      |   |
| <input type="checkbox"/> Entertainment/Celebrities  | <input type="checkbox"/> Publishing                 |   |
| <input type="checkbox"/> Environment/Conservation   | <input type="checkbox"/> Real Estate                |   |

Service Specialties: (Please check no more than 5 categories. Only your first five choices will be included in the database.)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Advertising           | <input type="checkbox"/> Crisis/Issues Management | <input type="checkbox"/> Public Affairs     |
| <input type="checkbox"/> Analyst Relations     | <input type="checkbox"/> Direct Mail              | <input type="checkbox"/> Publications       |
| <input type="checkbox"/> Annual Reports        | <input type="checkbox"/> Design                   | <input type="checkbox"/> Special Events     |
| <input type="checkbox"/> Award Submission      | <input type="checkbox"/> Employee Communications  | <input type="checkbox"/> Speechwriting      |
| <input type="checkbox"/> Branding              | <input type="checkbox"/> Investor Relations       | <input type="checkbox"/> Sponsorships       |
| <input type="checkbox"/> Campaigns             | <input type="checkbox"/> Marketing                | <input type="checkbox"/> Strategic Planning |
| <input type="checkbox"/> Case Studies          | <input type="checkbox"/> Market Research          | <input type="checkbox"/> Trade Shows        |
| <input type="checkbox"/> Collateral            | <input type="checkbox"/> Media Relations          | <input type="checkbox"/> Training           |
| <input type="checkbox"/> Consulting            | <input type="checkbox"/> Media Training           | <input type="checkbox"/> Video Production   |
| <input type="checkbox"/> Communications Audits | <input type="checkbox"/> Press Conferences        | <input type="checkbox"/> Web Services       |
| <input type="checkbox"/> Community Relations   | <input type="checkbox"/> Product Rollouts         | <input type="checkbox"/> Writing & Editing  |

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Full Service Agency?\* (Circle one)    Yes            No

\* Check yes if your business is capable of more than 80 percent of the services listed, to more than 50 percent of the industries listed. (This information will not appear in the searchable database, but is for internal use by IPA leadership.)

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The information I have provided in this document is accurate. I understand that this information will be used for PRSA's IPA searchable database, which will be available to the public on the Internet.

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Signature

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Date