



What is PRSSA?

The Public Relations Student Society of America (PRSSA) provides students with the opportunity to learn more about public relations, to apply that knowledge in practical situations and to support one another in a professional and social environment.

History of UCA PRSSA?

Before UCA received its chapter in 2004, it was known as the Public Relations Club. The founding faculty adviser was Dr. Amy Hawkins, APR, associate professor, director of UCA Center of Teaching Excellence.

Membership Benefits?

For \$65 annually (\$55 national, \$10 chapter), PRSSA helps you gain experience that employers are seeking. In the fall, UCA's chapter will have an Arkansas PRSA workshop in the fall and an Arkansas PRSA Agency Tour Day in the spring.

What would we do?

The chapter's activities include sponsoring speakers, supporting students in the major and creating community connections that enhance employment opportunities. Through these activities students have the ability to network with peers and industry professionals to gain a well-rounded perspective on their chosen career field.

Sold. How can I join?

Get an application, fill it out, make a \$65 check out to PRSSA, then get ready to reap the rewards. Students can join by Nov. 1 in the fall and March 1 in the spring. Meetings are held every first and third Thursday in Win Thompson Hall, Room 206 from 1:40-2:30 p.m. (X-period).

