

# APPLICATION FOR MEMBERSHIP

Revised November 2015



## QUALIFICATIONS FOR FIRM MEMBERSHIP

Thank you for your interest in membership in the PR Council, the U.S. trade association for public relations and integrated communications firms. The PR Council's mission is to advance the interests of member firms and the public relations profession through advocacy of public relations as an effective and strategic business tool. In doing so, the PR Council provides business management tools, networking and learning & development programs to help firms improve their businesses and their staffs.

Membership applications are reviewed by the association's Eligibility Committee. Firms applying for membership should seek to achieve an exceptionally high standard of client service, professional development and ethical conduct for its staff.

Dues: Assessed at .065% of U.S. revenues, minimum \$2,750 (revenue <\$4 million) and maximum \$45,000 (revenue >\$60 million) based on a calendar year.

Send completed application to: Eligibility Committee/PR Council, 32 East 31st Street, 9th Floor S, New York, NY 10016.

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## PR COUNCIL ELIGIBILITY REQUIREMENTS

A primary revenue stream for firms applying for membership should come from core public relations services. Qualifying public relations services may include but are not limited to:

- Stakeholder relations
- Corporate counseling / consulting
- Crisis preparedness / management
- Employee relations
- Government relations
- Investor relations
- Marketing communications
- Media relations
- Social / digital communications
- Public affairs / issue management
- Reputation management
- Influencer marketing

Services such as, (but not limited to), the following that support one or more of the above core public relations capabilities also can be considered:

- Communications training
- Corporate and issues advertising
- Paid digital and social media
- Creative services
- Research

To qualify for membership, the firm principals must have been conducting business as a public relations firm for at least one year or have principal(s) who recently were PR Council members.

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## PLEASE COMPLETE THE FOLLOWING:

1) Company Name	
2) Firm liaison to the Council	
3) Principal/CEO	
4) Address	
5) Phone	
6) E-mail	
7) Website	

### 8) Please check all statements that are true:

- The person(s) who exercises operating control of the firm are employees of the firm.
- The firm is not a client-owned (in-house) firm.
- In the interest of objectivity, if the firm owns an interest in a medium or supplier, or where a medium or supplier owns an interest in the firm, this information has been disclosed to the PR Council.

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**9) Please provide the name of firm ownership and contact information (if different from the applicant firm itself).**  
*Describe nature of the relationship and verify that the applicant firm is in compliance with the membership guidelines.*

**10) What were your firm's U.S. revenues from public relations services for the most recent calendar year?**   
*Internal use only; information will be kept confidential.*

If this information cannot be disclosed for legal reasons, please indicate which U.S. revenue category is appropriate:

- <\$4 million       \$4-10 million       >\$10-25 million       >\$25-60 million       >\$60 million

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## BUSINESS PLANS

The PR Council seeks member firms that operate with a clear vision of its business direction, financial performance and staff development goals and objectives.

**11) Does your firm have a regular business planning process which includes defining goals and objectives?**  
*If yes, briefly describe the process and how the firm performance is reviewed against planned goals and objectives.*

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## CLIENT SERVICES

The PR Council seeks members who provide consistent standards of practice to their clients.

**12) Please provide links to two recent cases:**

**13) Please provide contact information for two current clients as references (name, telephone number and e-mail address).**

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## STANDARD OF PRACTICE

14) Member firms must agree to abide by the PR Council's Code of Ethics & Principles. The PR Council is a member of the International Communications Consultancy Organization (ICCO) and as such approves and accepts its charter of principles. Only firms that give reasonable assurance of their readiness and ability to uphold the highest ethical standards of the business will be received into membership. (The full copy of the Code of Ethics & Principles can be found at [www.prcouncil.net/join/the-council-of-pr-firms-code-of-ethics](http://www.prcouncil.net/join/the-council-of-pr-firms-code-of-ethics), please review carefully before signing.)

I agree to operate my firm in accordance with the PR Council Code of Ethics & Standards

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## CERTIFICATION OF ACCURACY AND ACCEPTANCE

I certify that the information provided in this application and the attached supporting material is accurate. I accept and agree to abide by the standards of practice outlined in the PR Council Code of Ethics & Principles outlined above. These standards of practice will be observed by all staff of the undersigned company.

Principal's name:

Title:

Principal's signature:

Date:

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## FINANCIAL ACCOUNTABILITY

I have reviewed the Application for Membership, specifically information provided in response to Question 10 regarding firm U.S. revenue. This report relates only to the accounts and items specified above and does not extend to the financial statements of the applicant firm and its wholly owned subsidiaries. It is understood that this application is solely for the information of the PR Council and is not intended for use for any other purpose.

Name (Firm CFO,  
Financial Manager  
or CPA)

Name of Firm:

Signature:

Phone:

Date: