

APPLICATION FOR MEMBERSHIP

Revised November 2017



QUALIFICATIONS FOR FIRM MEMBERSHIP

Thank you for your interest in membership in the PR Council (PRC), the U.S. trade association for public relations and integrated communications firms. The PRC'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 PRC provides business management tools, networking and learning & development programs to help firms improve their businesses and their staffs.

Membership applications are reviewed by the PRC'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 according to chart below:

2018 Dues Tiers
TIER 1
Tier 1 (\$60MM+ est. revenue): \$45,000 dues
TIER 2
Tier 2a (\$20.1-\$25MM est. revenue): \$15,000 dues
Tier 2b (\$25.1-\$30MM est. revenue): \$17,500 dues
Tier 2c (\$30.1-\$60MM est. revenue): \$25,000 dues
TIER 3
Tier 3a (\$9.1-\$12MM est. revenue): \$7,500 dues
Tier 3b (\$12.1-\$20MM est. revenue): \$10,000 dues
TIER 4
Tier 4a (\$0-\$5MM est. revenue): \$3,000 dues
Tier 4b (\$5.1-\$9MM est. revenue): \$5,000 dues

Send completed application to Katie Doherty (kdoherly@prcouncil.net)

PR COUNCIL ELIGIBILITY REQUIREMENTS

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

Firms must gross \$1MM in revenue per year.

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

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- Marketing communications
- Media relations
- Social / digital communications
- Public affairs / issue management
- Reputation management
- Influencer marketing
- Communications training
- Corporate and issues advertising
- Paid digital and social media
- Creative services
- Research

PLEASE COMPLETE THE FOLLOWING:

1) Company Name	
2) Principal/CEO	
3) Firm liaison to the PRC (if not 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 PRC.

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.

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10) What were your firm's U.S. revenues for the most recent calendar year?

Internal use only; information will be kept confidential.

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

- \$20.1-25MM \$25.1-30MM \$30.1-60MM >\$60MM
 \$0-5MM \$5.1-9MM \$9.1-12MM \$12.1-20MM

BUSINESS PLANS:

The PRC 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 viewed against planned goals and objectives.

CLIENT SERVICES:

The PRC 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 email address).

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STANDARD OF PRACTICE

14) Member firms must agree to abide by the PRC's Code of Ethics & Principles. The PRC 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, please review carefully before signing.)

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

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 PRC 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:

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 PRC and is not intended for use for any other purpose.

Name (Firm CFO,
Financial Manager or
CPA)

Name of Firm:

Signature:

Phone:

Date: