**PRC Next Board Application**

**PR COUNCIL BACKGROUND**

Thank you for your interest in joining PRC Next. The PR Council is the US trade association for public relations and integrated communications firms. Our 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 discipline. In doing so, the PR Council provides business management tools, networking and learning & development programs to help firms improve their businesses and their staffs.

**PRC NEXT BOARD MISSION**

The mission of the PRC Next Board is to bring next generation thinking to current industry challenges and strategic undertakings. The PR Council will outline specific issues for the PRC Next Board to focus on, while also being receptive to other issues and topics deemed important by the PRC Next Board given its unique perspective in the industry.

**PRC NEXT BOARD QUALIFICATIONS/ELIGIBILITY**

Applicants must have 7-15 years of experience in the PR industry, be employed for a minimum of one year by an active PR Council member firm, have the endorsement of their firm’s CEO or highest ranking executive, and be able to serve a two-year term. The PRC Next Board will convene by phone and/or in person four times per calendar year (two in person and two via phone), on a schedule that mirrors the Board of Directors meeting schedule in March, June, September and December.

All PRC Next Board applications will be reviewed and evaluated by members of the PRC’s Board of Directors. There will be three categories of PRC Next Directors selected, corresponding to the three tiers of PRC membership. Each tier will have four representatives on the PRC Next Board, for a total of 12 members. The tiers are defined as:

Tier 1 – Firms with revenue greater than $60 million per year

Tier 2 – Firms with revenue between $4 million and $60 million per year

Tier 3 – Firms with revenue less than $4 million per year

If a selected PRC Next Board member leaves their firm before the end of their term, the seat remains with the firm (not the individual) for the duration of that term period.

**PRC Next Board Application Continued**

*Please complete the following information:*

**Applicant Name:**

**Title:**

**Firm:**

**Address:**

**Phone:**

**Email:**

**Website:**

**Tenure at Firm (minimum 1 year):**

**Role at Firm (maximum 100 words):**

**Years of Industry Experience (must be 7-15 years):**

**Applicant Bio (maximum 400 words):**

**CEO/Executive Endorsement:** *Please attach to application email.*

**Video Submission:** *Please attach to application email.*

*PRC Next Board members must have a strong point of view on where they see the public relations industry headed and the role that they can play in advancing the industry. Please create a video (two minutes or less) communicating why you’d make an excellent PRC Next Board member, sharing what you think are our industry’s biggest challenges and opportunities.*

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*Please send all application materials to* *sghazaii@prcouncil.net* *with the subject line, “PRC Next Application.”*