

## WHAT IS PRSSA?

PRSSA is the largest, most respected and widely recognized organization for pre-professional students interested in PR. Founded in 1968 by the Public Relations Society of America (PRSA), the student society boasts more than 10,000 members in 300-plus chapters in the United States and Argentina.

## WHAT IS OUR MISSION?

- To serve our members by enhancing their knowledge of public relations and providing access to professional development opportunities.
- To serve the public relations profession by helping to develop highly qualified, well-prepared professionals.

## WHAT DOES PRSSA OFFER?

**PROFESSIONAL DEVELOPMENT | NETWORKING | TRAVEL | SERVICE LEARNING | SCHOLARSHIPS | INTERNSHIPS | AWARDS | PROFESSIONAL EXPERIENCE**

- Network with professionals in your community for contacts in finding the best internships and jobs.
- Take part in professional development conferences, seminars and workshops to learn best practices from the pros.
- Apply for a wide range of national scholarships and internship opportunities – more than \$20,000 worth of scholarships awarded annually.
- Participate in state and national PR competitions that provide invaluable experience to build your portfolio and earn recognition and cash awards for your chapter.
- Take part in service projects where you can learn PR by doing and give back to your community.
- Offers real world experience through its student-run PR firm.

## WHAT IS **MaverickPR**?

**MaverickPR** is the UNO chapter of PRSSA and its student-run firm, one of the most active student organizations on campus.

## ACCOMPLISHMENTS:

- Named a PRSSA Star chapter in 2011.
- Earned third place in the Random Acts of Kindness Campaign in 2011.
- Won one Award of Excellence and two Awards of Merit at the 2011 Nebraska PRSA Paper Anvil Awards.
- Won the F.H. Teahan National Award for University Service in 2010.
- Won the F.H. Teahan National Award for Outstanding Chapter in 2009.
- Won the F.H. Teahan National Award for Community Service in 2008, 2006 and 2004.

### ACCOMPLISHMENTS: (Continued)

- Won first place in National Ethics Advocacy Competition in 2009.
- Earned first place in the National Organ Donor Awareness Competition (NODAC) in 2010, 2008, 2006 and 2004, third place in 2009 and 2007 and fourth place in 2011.
- Awarded the UNO Strategic Planning Award for Community Engagement in 2007.

### COMMUNITY AND UNIVERSITY SERVICE

- Filled 100 backpacks with hygiene products and non-perishable food items for Youth Emergency Services.
- Raised \$300 for Hearts United for Animals at 2011 Santa Paws.
- Filled sandbags during 2011 Missouri river floods.
- Held National Organ Donor Awareness event on campus.

### WHAT ARE THE POINTS FOR?

- Being an active member of the UNO chapter of PRSSA can offer outstanding opportunities in professional development, networking, national competitions and service.
- Students who are active in the chapter and firm often earn scholarships within the School of Communication and are eligible to compete in national scholarships.
- PRSA Nebraska also offers \$500 scholarship annually to one member from our chapter.
- We have a point system installed to award our members when they participate in projects, events, workshops and conferences.

### WHAT EARNING POINTS CAN DO FOR YOU:

- Attend the National PRSSA Conference where you attend workshops and hear nationally recognized speakers.
- Earn enough points for a spot on a National Conference team.
- Attend the Nebraska PRSA Professional Development Conference where you can network with local professionals.
- Attend PRSA Media Relations Summit where you can hear from experts, meet pros and students and participate in discussions on key topics such as social and traditional media.

## PROFESSIONAL DEVELOPMENT

### Attendee 10 points

Attends National or Regional PRSSA Conference or National Assembly.

Attends Nebraska PRSA Professional Development Conference

Attends Nebraska PRSA Media Relations Summit.

### Attendee 5 points

Attends meeting or class with a professional speaker in PR or related field.

Attends chapter or School of Communication sponsored workshop in PR or related field.

Attends Nebraska PRSA luncheon meeting with speaker.

## UNIVERSITY OR COMMUNITY SERVICE

### Event coordinator 10 points

Coordinates service project, fundraiser or special event.

Oversees committees and holds committee meetings as needed.

### Committee member 5 points

Serves on committee for service project, fundraiser or special event.

### Volunteer 3 points

Serves as volunteer for service project, fundraiser or special event.

### Attendee 2 points

Attends event planning meetings.

## MAVERICKPR NEWSLETTER

### Volunteer 5 points

Write articles or take photos for chapter newsletter.

Help edit or proofread newsletter.

## CHAPTER BAKE SALES

### Volunteer 3 points

Works to set up or clean up at a chapter-sponsored bake sale.

Works at the sale table.

### Volunteer 2 points

Makes or donates items for chapter-sponsored bake sale.

## PRSSA CHAPTER MEETINGS

### Attendee 2 points

Attends regular monthly chapter meetings.

### PRSSA SOCIALS

### Attendee 2 points

Attends chapter-sponsored socials.

# REGISTRATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Expected Graduation Date: \_\_\_\_\_

Annual dues are \$60 (includes free T-shirt!) and go directly to the national PRSSA office to help pay for scholarships and professional development opportunities.

Checks should be made out to UNO PRSSA and dropped off in ASH 140 in care of UNO PRSSA, faculty adviser Karen Weber

For more information, contact Weber at 554-2246 or [kweber@unomaha.edu](mailto:kweber@unomaha.edu) or [karenann.weber@unomaha.edu](mailto:karenann.weber@unomaha.edu)

## UPCOMING MAVERICKPR EVENTS

### JANUARY

Su (1-15) Executive Board Retreat 1-3:30 p.m. Weber & Thorson  
F (1-20) Nebraska PRSA PDC 8 a.m.- 4 p.m. Scott Conference Center  
Su (1-22) PRSSA Chapter Meeting 3-4 p.m. ASH 112

### FEBRUARY

T (2-7) Executive Board Meeting 6-7 p.m. ASH 107-I  
Su (2-19) PRSSA Chapter Meeting 3-4 p.m. ASH 112

### MARCH

T (3-6) Executive Board Meeting 6-7 p.m. ASH 107-I  
Su (3-11) PRSSA Chapter Meeting 3-4 p.m. ASH 112

### APRIL

R (4-5) Executive Board Meeting 6-7 p.m. ASH 107-I  
Su (4-15) PRSSA Chapter Meeting 3-4 p.m. ASH 112  
T (4-24) Communication Week Presentations 4:30-6 p.m. MBSC Chancellor's  
Room  
Sa (4-28) Senior Farewell & Induction 6-8:30 p.m. Location TBA

### MAY

date/time TBA School of Communication Graduation Breakfast 9-10:30 a.m.  
Thompson Alumni Center