

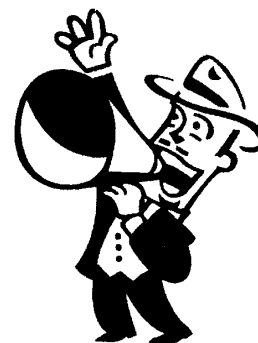
What is PRA?

The Public Relations Association of Central Illinois is an organization made up of public relations, public affairs, marketing and design professionals. Our members come from non-profit organizations, government agencies, private sector businesses and self-employed freelancers.

The PRA offers monthly presentations (September through May) covering the most current and pressing issues we face as public relations professionals. Every other year, the PRA also conducts a half-day seminar with break-out sessions.

Our monthly lunch meetings begin at 11:45 a.m. with networking. The meeting starts at noon, and adjournment is by 1 p.m. Members and guests have an opportunity to network with fellow public relations professionals and become friends with people who have similar goals.

We also sponsor public relations and media awards along with free memberships for college students. Visit us at www.pracentillinois.org.



PRA:
Spreading the word
for 61 years!

Show your creative side!

PRA honors a public relations professional for excellence in a campaign or project annually with the **Pat Landen Communications Award**. The award is named in honor of Frances “Pat” Landen, a prominent award-winning Peoria public relations professional and charter member and board member of PRA who died in 1985. Past recipients of the Pat Landen Communications Award include the Peoria Public Library, United Way, Race for the Cure, Bradley University’s Division of University Relations, The Salvation Army, Illinois Central College and the City of East Peoria.

In 2003, the PRA introduced the **Gold Star Media Service Award**. This award honors a local media outlet for a community service project or campaign that occurred during the previous calendar year.

Resources to help you succeed!

In addition to monthly presentations, the PRA maintains the **Bill Burdon Memorial Resource Library**. Established in 1993 and housed in the Peoria Public Library’s downtown branch, the collection of public relations and marketing communications-oriented books, videotapes and other materials are available to the general public. William F. “Bill” Burdon was a pioneer in the development of effective public relations and advertising programs in Central Illinois and a charter member of PRA.

2008-09
Meetings & Membership Information
pracentillinois.org

2008-09 Meeting Dates & Topics

Sept. 17, 2008—MEDIA PANEL: Ever wonder what it takes to get your event publicized in print or broadcast? Our media panel will have representatives from newspaper, radio and television to share their tips, as well as provide updates on recent personnel changes. This is always one of PRA's most popular meetings!

Oct. 15, 2008—CREATIVE WAYS TO PROMOTE WITHIN OUR COMMUNITY

Nov. 19, 2008—SOCIAL MARKETING/BLOGGING

Dec. 17, 2008—CUSTOMER SERVICE & PUBLIC RELATIONS

Jan. 21, 2009—PRA ROUNDTABLE DISCUSSIONS (including PR on a Shoestring Budget)

Feb. 18, 2009—PROMOTION WITHIN THE LAW (law panel)

March 18, 2009—PRA TECHNOLOGY CONFERENCE: Half-day conference on technology

April 15, 2009—ANNUAL PRA AWARDS

May 20, 2009—ANNUAL BOARD ELECTION & NETWORKING GAME

Membership Fees (Sept-May):

\$45

Free if college student — must present current college ID

Lunch Fees:

\$17/meal for members

\$22/meal for non-members

Special Lunch Deal:

\$15/meal for 4 prepaid meals

Get your PRA Bucks!

These coupons are redeemable for discounts on PRA lunch meetings and the 2009 technology conference. They may be used with other discount bucks.



Receive your PRA Bucks by bringing a guest(s) to a regular monthly meeting or the biennial conference. Extra bucks are awarded when your guest submits membership dues to become a PRA member. You can also receive bucks by submitting a potential member's name to the VP of Membership or bringing a door prize to a meeting.

Join the PRA!

It's easy — just fill in the application below!
Make checks payable to Public Relations Association.

Public Relations Association Membership Application

Name _____ Employer _____

Title _____ Email _____

Address _____

Office Phone _____

Type of Membership New Student If college student, name of school and major _____

Dues \$45 (free if college student — must present current college ID)

Optional \$15 Lunch Deal (circle one): 4 prepaid meals/\$60 8 prepaid meals/\$120

TOTAL AMOUNT DUE: _____ How did you hear about PRA? _____

Submit application with payment to: PRA, P.O. Box 120043, Peoria, IL 61614