

# Sign up to mentor PRSA Members

PRSA's Mentoring Program is operated by the College of Fellows, a distinguished group of accredited PRSA members who have worked more than 20 years in the profession. The goal is to make the expertise of these individuals available to those with less experience in the profession, or in a particular aspect of the profession. The Mentoring Program is intended to help those in professional situations where an additional opinion would be helpful, or where there is limited opportunity to seek respected input from other sources. In many cases, Fellows serving as Mentors are active in the practice of public relations and accommodate requests for assistance in addition to meeting other professional obligations. Fellows who volunteer to serve as Mentors agree to be available to those seeking advice or assistance through e-mail or telephone. In most cases, it is unfeasible for mentors to meet protégés in person.

## What it means to be a Mentor

- Provide your professional opinion free of charge based on extensive experience in the practice of public relations
- Discuss issues related to public relations practice confidentially
- Offer a fresh perspective on seemingly daunting issues
- Make creative, yet proven suggestions for handling public relations challenges
- Opening a doorway to additional networking to resolve an issue or obtain critical information
- Offering encouragement and assurance to those who share your profession and skills

## What it isn't

- An employment agency
- A long-term counseling or consulting source
- A research provider
- An instant crisis solver
- A 24/7 service

## Matching the Protégé and Mentor

As requests for mentoring are received, we will match your expertise and availability to those requesting a mentor. When a match is made, she will forward you the protégé's contact information, as well as the industry and specialty in which they are seeking career advice. You may contact the protégé in the way that best fits your situation.

If you are unavailable to mentor, please contact [heather.ritchev@prsa.org](mailto:heather.ritchev@prsa.org) and the protégé will be re-matched.

## How it works

Fill out the form below, save it to a known folder on your computer and email the form to [heather.ritchev@prsa.org](mailto:heather.ritchev@prsa.org).

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

Organization: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Please mark the **industries** and **specialties** for which you are willing to mentor.

### Industries

Association/Nonprofit	<input type="checkbox"/>	International	<input type="checkbox"/>	Resume	<input type="checkbox"/>
Corporate	<input type="checkbox"/>	Internships	<input type="checkbox"/>	Sole Practice	<input type="checkbox"/>
Education	<input type="checkbox"/>	Investor Relations	<input type="checkbox"/>	Sports/Entertainment	<input type="checkbox"/>
Employee Communications	<input type="checkbox"/>	Management	<input type="checkbox"/>	Strategic Social Responsibility	<input type="checkbox"/>
Environment	<input type="checkbox"/>	Media/Communications	<input type="checkbox"/>	Technology	<input type="checkbox"/>
Ethics/Legal Issues	<input type="checkbox"/>	Military & Public Safety	<input type="checkbox"/>	Travel & Tourism	<input type="checkbox"/>
Financial Communications	<input checked="" type="checkbox"/>	Multicultural Communications	<input type="checkbox"/>	Other (please note below)	<input type="checkbox"/>
Health Care	<input type="checkbox"/>	Public Affairs/Government	<input type="checkbox"/>	_____	
Hospitality	<input type="checkbox"/>	Relocation	<input type="checkbox"/>		

### Specialties

Credibility w/management	<input type="checkbox"/>	Media relations	<input type="checkbox"/>
Crisis Communications	<input type="checkbox"/>	Program development	<input type="checkbox"/>
Developing public relations practice/Growing firms	<input type="checkbox"/>	Pursuing PR as a new career	<input type="checkbox"/>
Ethical/Legal issues	<input type="checkbox"/>	Relocation	<input type="checkbox"/>
Financial Communications	<input type="checkbox"/>	Resume review	<input type="checkbox"/>
Furthering your formal education	<input type="checkbox"/>	Seeking consultant or other sources of information	<input type="checkbox"/>
Internship opportunities	<input type="checkbox"/>	Seeking employment/Job opportunities	<input type="checkbox"/>
Investor Relations	<input type="checkbox"/>	Skill development	<input type="checkbox"/>

