



Top 10 Reasons for Students to Join PPRA

1. **Access to future employers** – With a cross-section of about 300 members, PPRA provides access to the region's top public relations professionals (many of whom could be your future boss!).
2. **Networking!** – PPRA offers numerous networking opportunities throughout the year. They are a great way for students to start meeting public relations professionals, members of the media and other students who are serious about the communications industry.
3. **Educational and social events** – At PPRA events, you can mingle with new PR professionals as well as seasoned, established PR mavericks. Students are welcome to attend the happy hour social programs (if of age, of course!) and learn more about new communications tools and trends at educational programs featuring top PR practitioners, media professionals and newsmakers from around the city.
4. **PPRA Membership and Media Directory** – PPRA members receive the annually updated PPRA Membership Directory, which contains contact information for every member. It's like having 300 business cards in one little binder! *New in 2012 - You also will have a valuable resource at your fingertips with our first-ever print and online Philadelphia-region media directory!
5. **Valuable resources** – Students can post their resumes, get insightful tips and advice from PPRA members, and learn about job, internship and volunteer opportunities on ppra.net. Plus, you can stay on top of emerging trends and industry news with our e-newsletter, podcasts, blog and Facebook page. You'll also receive a free subscription to Philly *AD NEWS* magazine, Greater Philadelphia's most comprehensive news source for the communications industry.
6. **Mentoring and community outreach** – Get matched with a seasoned PR professional through our Mentorship program and find rewarding ways to give back to the community with our Philly PRoactive program!
7. **Careers 101** – This annual PPRA event held in the spring is not to be missed! Students from schools throughout Greater Philadelphia gather to hear a panel of PR experts discuss their careers and the public relations industry.
8. **Dr. Jean Brodey Award** – The Dr. Jean Brodey Student Achievement Award is given annually to a college junior or senior who has exhibited outstanding professional promise in the field of public relations, has an excellent academic track record and contributes to his or her community.
9. **Looks great on a resume** – Involvement in professional organizations like PPRA is a wonderful way to get involved in the field and set yourself apart from others when competing for an internship or job.
10. **Committee experience** – Students looking for ways to enhance their resume and portfolio are welcome to volunteer on a PPRA committee. It's also a great way to meet PR professionals from the area's top organizations!

For membership information, please visit www.PPRA.net or email info@ppra.net.