
History	<p>In 1968, 20 years after its own establishment, the Public Relations Society of America (PRSA) founded the Public Relations Student Society of America. The declared purpose of PRSSA is to cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners. The student society aims to foster the following:</p> <ul style="list-style-type: none">• Understanding of current theories and procedures of the profession• Appreciation of the highest ethical ideals and principles• Awareness of an appropriate professional attitude• Appreciation of Associate Membership in PRSA and eventually accredited membership <p>Today The Public Relations Student Society of America has more than 9,600 members in 284 universities across the country. The University of Alabama PRSSA chapter has about 80 members.</p>
Mission	<p>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.</p>
Meetings/ Membership	<p>PRSSA holds monthly meetings every first Tuesday of every month. PRSSA Membership costs \$65 every year. Applications are accepted in the Fall and Spring Semesters.</p>
Opportunities	<p><u>National Conference</u> The 2009 PRSSA National Conference is November 6-10 in San Diego, California. This is PRSSA event that invites all university chapters from across the nation. Sessions given by PR professionals and an award ceremony are only a few of the many networking opportunities offered.</p> <p><u>Capstone Agency</u> The Capstone Agency is the university's own student-run PR firm. Students must apply to be a member of the agency and be an active PRSSA member. The agency works on several accounts for different clients throughout the year. Each member is given valuable, "real-world" experience and impressive resume material.</p> <p><u>Fundraising Committee</u> The PRSSA fundraising committee works closely with the Director of Fundraising to create and implement several fundraisers in the Fall and Spring semesters. These members are given event planning and fundraising experience. Money raised is used to fund students to attend National Conference and other regional PRSSA events.</p> <p><u>Scholarships and Internships</u> PRSSA offers many National Scholarships exclusively for PRSSA members. The University of Alabama PRSSA chapter also provides members with internship information and contacts.</p>
Awards	<p>The 2009 CCSO Foundation Award CCSO 2009 Crimson Star Award</p>