



[A letter from our president](#)

As PRSA national works to modernize the definition of public relations, I can't help but think that this is a good time for all of us to define the role of public relations within our organizations, if we haven't already. Your department may be called public relations, communications, corporate communications or some other name. What's important is knowing what it is your department does for your organization and being able to articulate it. I learned this lesson the hard way many years ago when I was in the corporate world. The company I worked for was going through the first of many internal reorganizations and layoffs. I was meeting with an executive vice president who had just had human resources added to his already outrageously heavy workload. This usually affable man had turned into an ogre and he took it out on me. I worked in corporate communications and was not the department head, but that didn't stop him from looking me in the eye and asking, "So what exactly does your department do for our company?" The real question was, "Does this company need your department?" I was blindsided and unprepared. That's my only excuse for a wholly inadequate response. Our department head should have had a clear vision of our role within the company. She should have made sure all her employees could recite that role in 15 seconds. While PRSA is busy working on a definition, maybe we should all be working on our own kind of definition. -- Tom Ellis

[February meeting features freelance panel](#)

This month we'll hear from what's it's like to begin working in public relations in a freelance capacity. How do you set your rates? Who makes the best clients? Full or part-time? How do you advertise for work? What are the best networks and resources?

Is freelance something you've considered? Come hear the ups and downs of this aspect of our profession. Bring your questions.

This meeting will take place at **noon on Feb. 28** at the Great Southern Bank Operations Center, 218 S. Glenstone (just south of St. Louis Street). Please RSVP to rsvp@swmoprsa.org by **noon Friday, Feb. 24**. Cancellations must also be made by noon that day to avoid being invoiced for the cost of the meeting.

Lunch for members is \$12, students cost \$8 and first time guests are free. Subsequent meetings for non-members cost \$17.

[Welcome new members](#)

We have four new members that have recently joined our chapter. Welcome:

Daniel Ortega
Jenny Reynolds
Amy Rosendahl
Susan Venker

New membership special

Don't forget about our new membership special for the month of February. Pass this along to anyone who may be interested in joining our chapter.

When a new member joins PRSA National during February and uses promotion code FEB12, they will receive a free one-year membership to the PRSA Chapter of their choice (THAT WOULD BE OUR CHAPTER!). PRSA National covers the cost of the first-year Chapter dues! This free Chapter offer is open to new members and reinstating members who have been inactive for at least one year and rejoin as regular members. (Associate and renewing members are not eligible).

PRSSA Day

The SWMo Chapter of PRSA has been asked to help host PRSSA Day scheduled in April. Check out [more on this story here](#).

PRSA has been engaging in a series of discussions regarding the proper role of public relations professionals and editing entries on Wikipedia. Given that Wikipedia is one of the most widely-used resources in the world, we believe it is important that our members are made aware of this ongoing debate. [Read more here](#).