## PUBLIC RELATIONS

### Professional Organizations:
- Public Relations Society of America (PRSA)
- PRSA Richmond Chapter

### Events & Training:
- UVa Center for Leadership Excellence classes
- SkillSoft classes
- Public Relations Society of America (PRSA) conferences
- Public Relations Society of America (PRSA) webinars & training
- Academic Impressions training & events
- College Media conference

### Education & Certifications:
- Certificate in Public Relations (UVa SCPS)
- Accreditation in Public Relations (APR)
- Community Scholar (UVa SCPS)

### Independent Learning:
#### Articles:
- Ragan's PR Daily

#### Books:
- How to Win Friends and Influence People by Dale Carnegie
- Crystallizing Public Opinion by Edward L. Bernays
- Spin: How to Turn the Power of the Press to Your Advantage by Michael S. Sitrick
- The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell
- For Immediate Release: Shape Minds, Build Brands, and Deliver Results with
  - Game-Changing Public Relations by Ronn Torrossian
- The New Rules of Marketing and PR by David Meerman Scott

#### Publications:
- Academic Impressions News & Publications

#### Social Media:
- PRSA Facebook
- PRSA LinkedIn
- PRSA Twitter

#### Other Resources:
On-the-job Resources:

**Mentoring:**
- Management Mentors
- National Mentoring Partnership
- Center for Creative Leadership (CCL) mentoring information
- Bringing People Together mentoring information
- Virginia Mentoring Partnership
- Free Management Library

**Job Shadowing:**
- Careers Out There
  - "The Job Shadow Knows: Try on a Career Before You Commit"
- About.com "Job Shadowing is Effective On-the-Job Training"
- Success Mentor Education Inc. "Top 7 Questions to Ask on a Job Shadow Interview"

**Informational Interviews/Networking:**
- My UVa Career
  - "Mastering the Informational Interview" (NY Times)
  - "What is an Informational Interview Anyway?" (U.S. News & World Report)
- Informational Interviewing: The Neglected Job Search Tool
  - "How Does an Informational Interview Work?"

**360 degree feedback:**
- UVa Center for Leadership Excellence: Leadership Consulting, 360 Degree Feedback
  - custom insight: "What is 360 Degree Feedback?"
- American Psychological Association "Do 360 Evaluations Work?"
- Sigma Assessment Systems: Best Practices in 360 Degree Feedback
- About.com: "Sample Questions for 360 Reviews" by Susan M. Heathfield
- SkillSoft: 360-degree Performance Appraisal