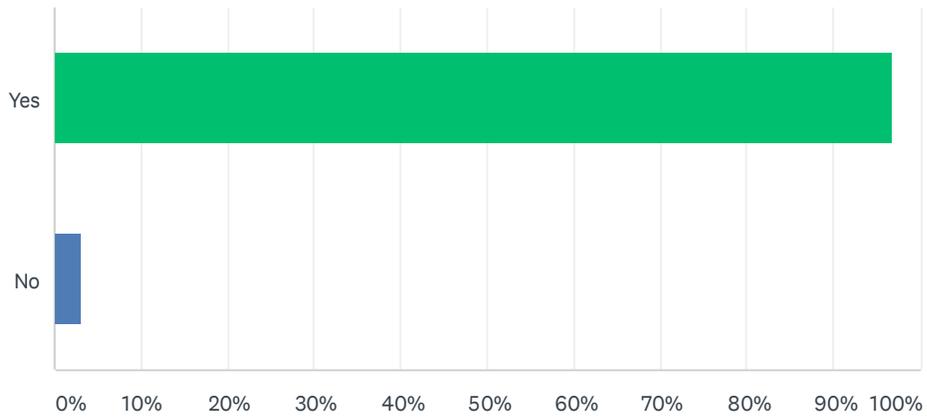


## Q2 Are you a PRSA MD Member? It is ok if you are not. We welcome feedback from all communications professionals.

Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	96.77%	30
No	3.23%	1
TOTAL		31

Q3 Professional development will be key this year for our industry as we enter this post-pandemic period. We know you may have a million ideas of what programs we could offer members this year, but in your opinion, what is the one "must" program or professional development activity PRSA MD should have in 2021? Please be as specific as possible.

Answered: 30 Skipped: 1

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#	RESPONSES	DATE
1	Incorporating virtual events/ideas into your communications planning. How do you launch a service or product virtually? Virtual ribbon cuttings? Virtual announcements? Share successful case studies. Regarding internal communications, any successful virtual ideas? Cakes, giveaway items, etc. don't work when most people are now remote. I think it will be this way through June 2021 so this topic still resonates in Q1 and Q2 in my opinion. We're Zoomed out, so what's next or what else works well?	1/15/2021 2:02 PM
2	More on how to engage and work with the general public and stakeholders. Programs beyond media relations.	1/15/2021 10:51 AM
3	Would like to see a dynamic annual conference that addresses trends in the industry.	1/14/2021 1:04 PM
4	Guiding leaders through communications regarding equity, inclusion and social justice issues.	1/13/2021 10:35 AM
5	Business Development	1/12/2021 6:47 PM
6	Creative and innovative ways to reach audiences. How to PR on a budget.	1/12/2021 11:56 AM
7	Combatting misinformation	1/12/2021 8:51 AM
8	Race, equity and inclusion training; equity in storytelling	1/11/2021 1:22 PM
9	Webinar and resources on how PR professionals can impact society on a variety of levels - volunteer opportunities, politics, etc	1/11/2021 12:57 PM
10	Brand Journalism	1/11/2021 10:40 AM
11	Increased online offerings such as webinars with industry experts and local media.	1/11/2021 10:22 AM
12	Honest, effective synchronized communications across all media platforms. One consistent message.	1/11/2021 9:52 AM
13	How to build your client base in the midst of a pandemic... business development ideas	1/11/2021 9:29 AM
14	Managing work and expectations/getting things done given that all has been upended due to COVID	1/11/2021 8:45 AM
15	How to formulate an effective plan when faced with so many tactical options and various audiences - all with a limited budget and staff	1/11/2021 8:13 AM
16	Being a trusted strategic advisor to the client	1/9/2021 1:53 PM
17	I don't know what "the" one program would be, but the programs that are most useful to me are the ones that either introduce me directly to new media contacts and outlets; or introduce me to new specific tools or strategies to generate media coverage and/or social media engagement.	1/8/2021 4:33 PM
18	Strategies to communicate with a dispersed workforce	1/7/2021 3:36 PM
19	As the media-world turns more to "data-driven" storytelling--I'd love to learn more about this exciting field! I'd also love to hear about how to become a more multi-faceted PR professional--I do media relations but I'm trying to get out of being so specialized by learning new skills.	1/7/2021 1:23 PM
20	crisis communications - when to issue a statement / when not (sorry, answer may be wholly related to current moment and not what I would have answered two days ago...will leave you to sort out :-)	1/7/2021 12:53 PM
21	More offerings to discuss the intersection of digital and PR. It would also be nice if there was emphasis placed on the specific skills gained or learning outcomes by participating in a program.	1/7/2021 12:30 PM
22	Personalized career coaching/mentorship	1/7/2021 12:14 PM
23	Diversity Inclusion - not just lip service; best practices; implementation internal and external	1/7/2021 11:41 AM
24	Hearing insights from professionals on the front lines...key lessons learned.	1/7/2021 8:55 AM
25	Strengthening our social media acumen by going over the basics of various (existing and beta) platforms, the use analytics, social media ad campaigns, and customer engagement strategies/tactics.	1/6/2021 8:24 PM

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26	I would like to participate in a diversity and inclusion workshop.	1/6/2021 6:44 PM
27	Given the duration our society has been living through an ongoing crisis, I think crisis communications is a valuable skill for every communicator to possess. Additionally, as the worlds between earned and paid media continue to blur, professional development on the integration of paid and earned media in a digital world leveraging SEO and more.	1/6/2021 5:21 PM
28	I'm not sure but happy to get the question. if I think of something another day, I will send.	1/6/2021 4:37 PM
29	How do you communicate with different audiences when you aren't able to poll their preferences? How much communication is too much, especially during stressful times across the global and locally?	1/6/2021 4:05 PM
30	Anything media relations	1/6/2021 4:00 PM

Q4 What are you personally expecting from PRSA MD as a member to have happened in order feel that the financial investment in your membership was worth the cost? In other words, by December 2021 how will you personally determine if this membership this year was worth your time and dollars? (Honest answers, please).

Answered: 30 Skipped: 1

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#	RESPONSES	DATE
1	If I was able to put into practice something that I learned from a program or professional development activity and it worked. If I grew my network by four new PR professionals.	1/15/2021 2:02 PM
2	To have some other aspects of our profession brought to us. While we might do social science, it definitely informs what we do. To me PRSA is about making connections and I'd like to see complimentary disciplines presented/put forward so we could possibly partner with these types of practitioners.	1/15/2021 10:51 AM
3	Networking opportunities.	1/14/2021 1:04 PM
4	Virtual workshops that are meaningful/informative - even after the pandemic -- showing a diversity of perspectives and topics. In-person meetings/workshops are great for networking, but virtual will allow more participation for those with hectic schedules.	1/13/2021 10:35 AM
5	Fees not going to pay a management company	1/12/2021 6:47 PM
6	Valuable educational content (preferably free to members). Networking is great, but educational opportunities are the reason why I originally joined.	1/12/2021 11:56 AM
7	When things return to "normal," please offer activities outside of the Baltimore area. There is more to Maryland than the city.	1/12/2021 8:51 AM
8	At least a couple of webinars that pertain to current social events, like COVID and racial equity	1/11/2021 1:22 PM
9	Webinars, resource articles, building a community	1/11/2021 12:57 PM
10	I would like to acquire new skill sets and learn tricks from others in the industry.	1/11/2021 10:40 AM
11	My employers currently pays for my PRSA-MD membership and expects that I make impactful connections with local media and PR practitioners. It's about more than just paying money to add this membership to my resume; meaningful connections need to happen in order for the membership to be worthwhile.	1/11/2021 10:22 AM
12	From all the opportunities presented to learn.	1/11/2021 9:52 AM
13	If the free webinars have good content (which they normally do)	1/11/2021 9:29 AM
14	1. PD that helps me with my job 2. Opportunities to get points toward my accreditation	1/11/2021 8:45 AM
15	Did I make important connections that either enhanced my network or led to new business (or both)	1/11/2021 8:13 AM
16	Rich programming	1/9/2021 1:53 PM
17	I'd like to say that I've been able to participate in multiple valuable programs that taught me something new I could apply directly to my clients.	1/8/2021 4:33 PM
18	Professional development, relationships with other practitioners, mentorship	1/7/2021 3:36 PM
19	I would love to 1) Have networking opportunities 2) Learn from others' about new & exciting topics	1/7/2021 1:23 PM
20	quality programming offerings that help me do my work better, more efficiently, learn new skills / enhance others, help navigate new communications challenges	1/7/2021 12:53 PM
21	If I truly learned things that are valuable to my work as a PR professional. I am not terribly interested in networking opportunities, especially if they are virtual. I want to gain skills that will bring value to my organization.	1/7/2021 12:30 PM
22	Access to insights/practical strategies from practitioners across the region.	1/7/2021 12:14 PM
23	Feeling more engaged. Perhaps because I'm not in Baltimore...	1/7/2021 11:41 AM
24	Consistent monthly programming	1/7/2021 10:55 AM
25	-Diversity of educational offerings	1/7/2021 8:55 AM
26	Participating in the course(s) listed above.	1/6/2021 8:24 PM
27	I would like to expand my professional network and this is a reason for joining PRSA MD.	1/6/2021 6:44 PM

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28	The breadth of opportunities to connect with reporters through virtual events and professional development opportunities	1/6/2021 5:21 PM
29	Seeing 2-3 webinars that seem interesting, actually attending, and feeling like I've learned something new.	1/6/2021 4:05 PM
30	Media relations programming is number one for me, so if several programs are offered, I will remain a member.	1/6/2021 4:00 PM

## Q5 Any word of advice to the 2021 board as it begins planning for PRSA MD this year?

Answered: 25 Skipped: 6

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#	RESPONSES	DATE
1	Don't be so hard on yourselves. The fact that you're serving the organization is commendable!	1/15/2021 2:02 PM
2	Look beyond what serves the traditional PR practitioner, those dealing with the media. My work is with clients that interact and engage the public. I think we are in a new era of not just informing, but engaging with the stakeholders. I'd like to see more about how to use google analytics for measurement.	1/15/2021 10:51 AM
3	Continue to look for ways to involve PRSSA chapter members.	1/14/2021 1:04 PM
4	It's been a trying year for PR professionals, professionally and emotionally. Make wellness checks on each other, listen to the diverse voices around you, have honest and respectful conversations, strive for perfection but don't beat yourself up if you don't quite reach the bar.	1/13/2021 10:35 AM
5	Engage throughout the state and not just in Baltimore. Find social activities to bring us together.	1/12/2021 6:47 PM
6	We're here for you! Let us know what you need.	1/12/2021 11:56 AM
7	Please consider ways to engage people in other parts of the state. It is difficult for those of us who don't live/work in Baltimore to benefit from the seminars held there.	1/12/2021 8:51 AM
8	Not that I can think of	1/11/2021 12:57 PM
9	Start early and have contingency plans in place	1/11/2021 10:40 AM
10	So many of us have either lost our jobs or feel we're on the brink of losing our jobs due to the pandemic. I would encourage you to create programming that helps members broaden their skillset and also prove the value of PR/comms to employers. And it needs to go beyond just creating monthly dashboards. These times call for more creative practices.	1/11/2021 10:22 AM
11	Truth always prevails.	1/11/2021 9:52 AM
12	Other issues: inclusivity, how to continue promoting safe behaviors to manage COVID spread and avoid COVID fatigue	1/11/2021 8:45 AM
13	Expand base of members, continue to get their feedback and deliver content and services that meet their interests and needs	1/11/2021 8:13 AM
14	Deliver excellent programming	1/9/2021 1:53 PM
15	Your 2020 virtual conference was wonderful! If 2021 programming continues in that direction, it will be a great year!	1/8/2021 4:33 PM
16	None	1/7/2021 3:36 PM
17	I'm looking forward to what you all come up with!	1/7/2021 1:23 PM
18	You've got this! Thanks for your service...	1/7/2021 12:53 PM
19	Many of us have lost clients/revenue and our salaries have been cut. Professional development budgets have been slashed, so participation will likely come out of our own pockets. Please keep that in mind when determining program pricing, especially if the "value" of the program is murky.	1/7/2021 12:30 PM
20	Listen to understand. Less might be more. I sit on several boards and advisories where the list of we could, should -- outnumber meaningful results. Have fun in the process which I'm sure under Dr. Marshall's leadership, all will!	1/7/2021 11:41 AM
21	- Would be great if the chapter could hold a scheduled (one time) mentoring opportunity for Baltimore college students -- students could sign-up in advance and be assigned an experienced chapter member for mentorship. A few years back the chapter conducted a speed mentoring workshop at Loyola University -- it was a tremendous success.	1/7/2021 8:55 AM
22	Not at the moment. Looking forward to an exciting year!	1/6/2021 8:24 PM
23	We get so many robo emails from PRSA, its hard to know when to stop and read. I read this one because I say a real person's address. It would be nice sometimes to get a real person's email.	1/6/2021 4:37 PM
24	Good luck! Thank you for volunteering!! Please plan virtual and in-person events and hold	1/6/2021 4:05 PM

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them on different days of the week/time of day.

25	Good luck!	1/6/2021 4:00 PM
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