

# The Urban Coalition

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## INFORMATION SERVICE FOR COALITIONS

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SUBJECT: Public Relations Society of America

The Public Relations Society of America, a 21-year-old organization of public relations professionals with 6,000 members of 63 chapters, has offered its assistance as a communications resource to the Urban Coalition and has urged its members to assist coalitions throughout the country. The program is being coordinated by the recently-formed Public Service Council of PRSA, which is encouraging and enlisting aid for coalitions as its first major national project. PRSA members already are playing key roles in some coalitions. Their experience and expertise could be a valuable continuing asset to many others in the crucial job of gaining broad community acceptance and understanding of the Coalition and its principles.

If you have not already made contact with your local PRSA chapter, and wish to do so, you may obtain the name of the chapter President and further information from the Associate Director for your area.