



PUBLIC RELATIONS INSTITUTE OF SOUTHERN AFRICA

UPGRADING APPLICATION FORM

THIS APPLICATION MUST BE ACCOMPANIED BY A CV, ID & CERTIFIED COPIES OF ACADEMIC QUALIFICATIONS

PLEASE TYPE OR USE BLOCK CAPITALS TO COMPLETE ALL DETAILS ON THIS FORM LEGIBLY – INFORMATION REQUIRED BY ALL CITIZENS FOR GOVERNMENT STATISTICAL PURPOSES (SAQA RECOGNITION OF PRISA LEVELS OF DESIGNATIONS)

Title: First name: Other name: Surname:

ID No: Alternative ID type: eg Passport: No:

Date of birth: Y ____ /M ____ /D ____ Nationality:

Citizen Resident Status: Permanent Resident South Africa Dual (SA plus other) Other Unknown

Gender: Male Female Disability: None Sight Hearing Physical Other

Equity: Black Coloured Indian/Asian White Other Home Language:

Name of Company: Invoice Address: Code:

Company VAT registration no: Personal postal address: Code:

Personal physical address: Province:

Work: Cell : Alternative No :

E-mail : (please print clearly)

Designation : Date taken up present appointment: Y ____ /M ____ /D

To whom in the company do you report to?:

INDICATE WHICH ONE OF THESE CATEGORIES MOST ADEQUATELY DESCRIBES YOUR ORGANISATION'S BUSINESS:

- | | |
|---|---|
| <input type="checkbox"/> 01 Advertising/Marketing | <input type="checkbox"/> 16 Agriculture |
| <input type="checkbox"/> 02 Chemical | <input type="checkbox"/> 17 Construction/Property |
| <input type="checkbox"/> 03 Consumer | <input type="checkbox"/> 18 Education |
| <input type="checkbox"/> 04 Electronics/Computers/High-tech | <input type="checkbox"/> 19 Engineering |
| <input type="checkbox"/> 05 Entertainment/Leisure | <input type="checkbox"/> 20 Local, Provincial & National Government |
| <input type="checkbox"/> 06 Fashion/Clothing/Beauty | <input type="checkbox"/> 21 Manufacturing |
| <input type="checkbox"/> 07 Food/Beverages | <input type="checkbox"/> 22 Mining/Metals |
| <input type="checkbox"/> 08 Health care/Pharmaceutical | <input type="checkbox"/> 23 Non-profit/Welfare |
| <input type="checkbox"/> 09 Finance/Banking/Insurance | <input type="checkbox"/> 24 Public Utilities |
| <input type="checkbox"/> 10 Media/Publishing | <input type="checkbox"/> 25 PR Consultancy |
| <input type="checkbox"/> 11 Motor | <input type="checkbox"/> 26 Sport |
| <input type="checkbox"/> 12 Oil/Petroleum | <input type="checkbox"/> 27 Travel/Tourism/Hotel |
| <input type="checkbox"/> 13 Professional Services | <input type="checkbox"/> 28 Fulltime Student |
| <input type="checkbox"/> 14 Wholesale/Retail trade | <input type="checkbox"/> 29 Community Services |
| <input type="checkbox"/> 15 Transport | <input type="checkbox"/> 30 Armed Forces & SAPS |
| | <input type="checkbox"/> 31 Other |

INDICATE YOUR OCCUPATIONAL CLASSIFICATION:

- | | SENIOR MANAGEMENT | MIDDLE MANAGEMENT | SUPERVISORY | NON-MANAGEMENT |
|----------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| Corporate | <input type="checkbox"/> 01 | <input type="checkbox"/> 02 | <input type="checkbox"/> 03 | <input type="checkbox"/> 04 |
| Consultant | <input type="checkbox"/> 05 | <input type="checkbox"/> 06 | <input type="checkbox"/> 07 | <input type="checkbox"/> 08 |
| Education - Teaching | <input type="checkbox"/> 09 | <input type="checkbox"/> 10 | <input type="checkbox"/> 11 | <input type="checkbox"/> 12 |
| Government | <input type="checkbox"/> 13 | <input type="checkbox"/> 14 | <input type="checkbox"/> 15 | <input type="checkbox"/> 16 |

PLEASE COMPLETE IN DETAIL

<u>Degrees accredited with CHE (Council for Higher Education):</u>	<u>UNIVERSITY & YEAR</u>
3-Year degree - specify :	
3-Year Communication degree	
4-Year Communication degree	
Honours degree in Communication	
Honours degree in Communication (specialisation in Public Relations)	
Masters degree in Communication (specialisation in Public Relations)	
Doctors degree in Communication (specialisation in Public Relations)	
Post-graduate qualifications in Human Sciences/ Behavioural Sciences	
<u>Diplomas accredited with CHE</u>	<u>INSTITUTION & YEAR</u>
Any 3-year diploma - specify :	
3-Year diploma in Public Relations	
Higher National diploma in Public Relations	
Masters diploma in Public Relations	
Laureates in Public Relations	
Post-diploma qualifications in Human Sciences/Behavioural Sciences	
B Tech	
M Tech	
D Tech	
<u>Individual university and other accredited higher education providers:</u>	<u>INSTITUTION & YEAR</u>
The following individual subjects (outside a degree/diploma) will be recognised :	
Communication I, II, III - Specify :	
Communication Law	
Public Relations	
Journalism	
Business Economics	
Industrial Psychology	
Sociology	
Psychology	
<u>OTHER QUALIFICATIONS :</u>	<u>INSTITUTION & YEAR</u>
PRISA Intermediate Certificate in Public Relations	
PRISA Certificate in Advanced Principles of Public Relations Practice	
PRISA Final Certificate in Public Relations	
PRISA 3-year Diploma	
<u>OTHER QUALIFICATIONS endorsed by PRISA</u>	
PRISA/ProVox Certificate in Basic Business Communication	
PRISA/ProVox Certificate in Elementary Public Relations	
PRISA/ProVox Certificate in Basic Principles of Public Relations Practice	
PRISA/ProVox Certificate in Community Relations and Communication Development	
PRISA/ProVox Certificate in Financial Accounting	
PRISA/ProVox Certificate in Public Relations Practice	
PRISA/ProVox Certificate in Public Relations Management	
PRISA/ProVox Certificate in Public Relations Writing	
PRISA/ProVox PRCC Public Relations Consulting	
Other - Specify :	

CO-ORDINATION AND MANAGEMENT OF PUBLIC RELATIONS ACTIVITIES

	LEVEL:	CO-ORDINATION NUMBER OF YEARS	MANAGEMENT NUMBER OF YEARS
Budgetting			
Change management			
Communication strategy of organisation			
Community relations			
Corporate advertising			
Corporate communication			
Corporate identity			
Corporate positioning			
Crisis communication			
Employee relations and communication			
Environmental programmes			
Government liaison			
Industrial relations			
Industry affairs			
Information services			
International relations			
Issues management			
Lobbying			
Media strategy management			
Research (Overseeing of research done by others for the organisation)			
Social investment programmes			
Sponsorships			
<u>MEDIA RELATIONS AND PLACEMENT</u>			<u>NUMBER OF YEARS</u>
Evaluation of coverage			
Identification of publics			
Media relations			
Planning			
<u>ORGANISING</u>			<u>NUMBER OF YEARS</u>
Conferences and seminars			
Exhibitions			
Fund-raising			
Promotions			
Special events			
Visits, tours, open-house days			
<u>WRITING/EDITING</u>			<u>NUMBER OF YEARS</u>
Annual reports			
Articles for in-house publications			
Audio/audio-visual presentations			
Brochures, pamphlets			
Direct mail			
Electronic material			
Feature articles			
In-house publications			
Manuals			
Media releases			
Posters			
Speeches			
<u>PRODUCTION</u>			<u>NUMBER OF YEARS</u>
Budget control			
Design			
Photography			
Production management			
Strategy determination			

<u>SPEAKING</u>	<u>NUMBER OF YEARS</u>
Evaluation	
Planning	
Presentation	
Strategy determination	
<u>RESEARCH</u>	<u>NUMBER OF YEARS</u>
Communication audit	
Focus groups	
Other forms of basic research (to be specified by candidates)	
Source research, e.g. Literature studies and other forms of secondary research	
Surveys (actual compilation and processing of questionnaires)	
<u>TRAINING</u>	<u>NUMBER OF YEARS</u>
Counselling (staff and seniors with regard to communication skills)	
Lecturing at the formal sector	
Presentations at training courses	
Public speaking training for management	

STATEMENT BY APPLICANT:

"In applying for registration as a member of PRISA - The Institute for Public Relations & Communication Management Southern Africa, I attest to the accuracy of the information in this application and to the fact that public relations is the primary function of my present position. I agree to and understand the Institute's Code of Professional Standards for the Practice of Public Relations and, if accepted, pledge to adhere to this code and to the Constitution PRISA - The Institute for Public Relations & Communication Management Southern Africa and all its bylaws. I pledge to do everything in my power to maintain and enhance the prestige and practice of public relations".

By signing below, I agree/disagree to receive PRISA's professional communication by electronic messaging e.g. email & sms.

SIGNED: DATE:

REGISTRATION DETAILS

PRISA annual registration fees afford membership of the Institute from January to December of each year. **Members who have not paid** their annual subscription fee **will pay** the upgrading fee of **R2 248.00**. Members are invoiced in September/October for the following year's subscription.

Bank details: Account holder: PRISA; Account No: 1965 206 298; Universal code: 198765; Swift code: NEDSZAJJ; Branch: Nedbank Braamfontein

THE MEMBERSHIP FEE OF R HAS BEEN PAID BY EFT DIRECT DEPOSIT

How did you hear about Prisa?

Friend/colleague (name) **Other: eg Website**

FOR OFFICE USE ONLY :

	REGISTRATION COMMITTEE
TOTAL POINTS FOR ACADEMIC QUALIFICATIONS AND EXPERIENCE	
TOTAL POINTS	
REGISTRATION LEVEL ALLOCATED:	

	SIGNATURE	DATE
1.		
2.		

REMARKS:.....