

# BETSY PLANK

CELEBRATING THE FIRST LADY OF PUBLIC RELATIONS



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2019  
**THE PLANK CENTER**  
FOR LEADERSHIP IN PUBLIC RELATIONS

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# MEET BETSY PLANK

## WHO IS #BETSYPLANK?

### LEADER.

Betsy attained national and international stature during a distinguished 63-year career in corporate, agency and non-profit sectors. Betsy is known as the First Lady of Public Relations, because she achieved multiple firsts for women.

- First female to head a division of Illinois Bell
- First female president of the Publicity Club of Chicago and PRSA (1973)
- First person ever to receive three of PRSA's top individual honors: The Gold Anvil Award (1977), the Paul M. Lund Public Service Award (1989) and the Patrick Jackson Award for Distinguished Service to PRSA (2001)

Her focus on others led her to become the most individually-recognized woman in the industry, a testament to the value of selflessness in professionalism.



### MENTOR.

Her first mentor, Duffy Schwartz, introduced Betsy to public relations. This led Betsy to really believe in the magic of mentors. Her legacy is most visible in the public relations' professionals, educators and students who credit her with taking the time to mentor them throughout her career.

### ADVOCATE.

Betsy devoted much of her time to advancing public relations education, consistently and passionately advocating for the profession's students.

- Co-founded Champions for PRSSA
- Co-chaired a national commission to develop guidelines for an undergraduate public relations curriculum
- Served as national advisor for PRSSA National (1981)

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# MEET BETSY PLANK

## WHAT ARE SOME OF BETSY'S BIGGEST LESSONS?



### ETHICS:

"Ethics in public relations is who you are here and now and what you do in your personal life when no one's watching."



### MENTORSHIP:

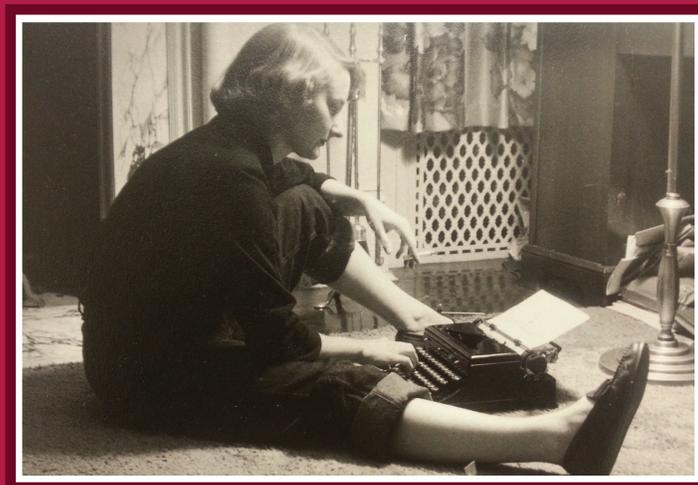
"Mentoring is really one of the strongest ways to spell success in public relations. . . you're never too young-or too old-to mentor others, especially students."



### LEADERSHIP:

"Public relations is a product and practice rooted in the genius of a democratic society - one of which its citizens make choices in the voting booth, marketplace & workplace, and in their everyday lives. Our mandate is to be a part of that precious process of informing, persuading, contributing to honest, ethical debate and consensus."

Discover more of Betsy's wisdom through her [Lessons from PR Leaders](#) interview and [Words of Wisdom](#) graphics.



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# #BETSYPLANK COMPETITION

## PRSSA CHAPTERS & PR ORGANIZATIONS

Join us in celebrating **#BetsyPlank** by coming together with your PRSSA Chapter or similar organization.

**STEP 1** Watch the [Betsy Plank Tribute Video](#) with your organization to learn about and get inspired by Betsy Plank's legacy. Snap a selfie, share and tag **@PlankCenterPR** on Twitter or Instagram with **#BetsyPlank**. (10 points)

**STEP 2** Betsy believed "volunteering was good for the soul." There is no better way to celebrate **#BetsyPlank** than by giving back to your local campus or community. Have your organization volunteer between now and April 4, 2019, and remember to share it by using **#BetsyPlank** on Twitter or Instagram. (65 points)

**STEP 3** Summarize how your organization completed Step 1 and 2 by combining words and visuals in a document. This document will be what the judges use to select the winners. Email the summary to [plank-center@ua.edu](mailto:plank-center@ua.edu) by April 4, 2019. (25 points)

The winners of the **#BetsyPlank** competition will be announced on April 25. Stay tuned to the Plank Center's social media platforms to find out who will take home the grand prize!

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# #BETSYPLANK COMPETITION



## GRAND PRIZES:

**Grand prize:** One Skype session with a Plank Center board member and one Skype session with an Emerging Leader Group member

**2nd place:** Two Skype sessions with an Emerging Leader Group member

**3rd place:** One Skype session with an Emerging Leader Group member



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# KEEP THE CELEBRATION GOING

Want to show off your love for Betsy Plank all month long? We've made it easy for you. With [downloadable graphics](#) and tweet-worthy content, this engagement guide is exactly what you'll need to commemorate Betsy Plank's legacy.

- **#BetsyPlank [Graphics](#):** Share Betsy's photo along with her most notable quotes and advice for PR professionals.
- **#BetsyPlank [YouTube Playlist](#):** Watch and share short clips from a collection of interviews with the First Lady of Public Relations herself.
- **#TBT [Photos](#):** Engage with The Plank Center on social media each Thursday to reflect on her contributions to the industry and students through quotes and photos.

## JOIN US

Betsy Plank embodied the true meaning of ethical leadership and mentoring for our industry. She believed that the credibility of public relations is built on a strong foundation of integrity, honesty and ethics. Those beliefs hold true today, which is why we all must emphasize the importance of sticking to an ethical and moral code in our professional and personal lives.

Join us as we discuss the importance of ethics, leadership and mentoring by commenting on our posts with your thoughts on these topics. Follow us [@PlankCenterPR](#) to join in on the month-long dialogue.

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# ABOUT THE PLANK CENTER

## WHO WE ARE

The Plank Center is the leading international resource for practitioners, educators and students who are passionate about advancing their careers and the public relations profession.

## OUR MISSION

The Plank Center strives to develop and recognize outstanding, diverse public relations leaders, role models and mentors to advance ethical public relations.

## RESOURCES



### INTERVIEWS WITH PR LEADERS AND LEGENDS

More than 25 interviews with successful PR leaders remind us to keep learning, dreaming and leading.



### WEBINARS

With more than 10 webinars online and on-demand, the time to discover and explore relevant topics is now. Favorites include [Getting a Job in PR](#) and [Hidden Figures in PR](#).



### PLATFORM MAGAZINE

Industry professionals stress the importance of writing skills. Pitch your article or blog post to *Platform Magazine*. It's the perfect way to advance your writing skills and add published work to your résumé .



### RESEARCH

Focused on leadership, mentorship, and diversity & inclusion, 35 completed studies explore the truths of the PR industry through a global lens.



### LEGACIES FROM LEGENDS SERIES

The heroes of our profession have inked personal messages of counsel, wisdom and experience for future generations of PR pros.

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# CONCLUSION

Thank you for joining The Plank Center as we celebrate the sixth year of **#BetsyPlank!**



We can think of no better way to honor Betsy's legacy than by sharing her messages about leadership and mentorship. We love hearing from you, and our hope is you will continue to live out Betsy's legacy not only during the month of April, but every day of the year.

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