

Professional Associations/Networking Groups

What is a Professional Association?

A professional association (also called a professional body, professional organization, or professional society) is usually a [nonprofit organization](#) seeking to further a particular [profession](#), the interests of individuals engaged in that profession and the [public interest](#). (Wikipedia)

Why Join a Professional Organization?

- **Jobs:** Many professional organizations help their members find jobs, or at the least, offer up job listings that other members may be offering.
- **Mentoring:** Mentoring is the cornerstone of many professional organizations when it comes to working with younger members. You may never get in the room with someone at the top of your field, for a very long time. But professional organizations have the ability to pair you with someone much more experienced.
- **Professional Development:** Many organizations offer professional development via courses, workshops, publications, and information on their website shared only with members. They also keep members up to date on industry trends and how to deal with them. Some organizations (take the National Association of Black Journalists for example) offer news and print coverage of their annual conferences, run by students—which is an excellent opportunity to gain experience.
- **Networking:** Most organizations have an annual conference. This is an opportunity for you to mix and mingle with others in your field in both professional and leisure settings. There is also often a job fair where you can make contact and stay up to date with the very people who hire – even if they’re not hiring right now. In fact, some people find recruiters follow their career and stay updated when you stop by their booth at the job fair. They may be keeping an eye on you until they are ready to finally offer you a job.
- **Scholarships:** For the youngest of members (high school and college), scholarships may be the primary reason to join a professional organization. Many offer scholarships to the new members studying to enter the field. (MonsterCollege)

Advertising/Marketing/Public Relations

Ad 2 Milwaukee	http://ad2milwaukee.org/about/
American Academy of Advertising	http://aaoa.wildapricot.org
American Advertising Federation (AAF)	www.aaf.org
American Marketing Association (AMA)	www.ama.org
American Marketing Association Madison	www.amamadison.org
Black Public Relations Society of Milwaukee	http://www.bprsmilwaukee.org
Business Marketing Association	www.marketing.org
Business Marketing Association	http://www.bma-milwaukee.org
Chicago Advertising Federation (CAF)	www.chicagoadfed.org
Chicago Association of Direct Marketing	http://cadm.org
Chicago Interactive Marketing Association	www.chicagoima.org
Health Care Public Relations & Marketing Society	http://hcprms.org
Hispanic Public Relations Association	www.hpra-usa.org
Media Communications Association	http://www.mcai-milwaukee.com
Milwaukee Interactive Marketing Association	www.milwaukeeima.org
Milwaukee Press Club	http://www.milwaukeepressclub.org
Minnesota Interactive Marketing Association (MIMA)	www.mima.org
The National Agri-Marketing Association	www.nama.org
National Black Public Relations Society	www.nbprs.org
Publicity Club of Chicago (PCC)	www.publicity.org
Publicity Club of New York (PCNY)	www.publicityclub.org
Public Relations Society of America (PRSA)	www.prsa.org
Society for Marketing Professional Services	www.smps.org
Society of Marketing Professional Services	www.smpswisconsin.org
United Adworkers	http://adworkers.com
Wisconsin Healthcare Public Relations & Marketing Society	http://whprms.org

Broadcasting/Journalists/Reporting

American Copy Editors Society	www.copydesk.org
American Society of Media Photographers	www.asmp.org
Associated Press Media Editors	www.apme.com
Association of Food Journalists (AFJ)	www.afjonline.com
Association of Magazine Media (MPA)	www.magazine.org
Broadcast Education Association (BEA)	www.beaweb.org
Host Writer	http://hostwriter.org
International Food, Wine & Travel Writers Association	www.ifwtwa.org
Investigative Reporters and Editors Inc.	www.ire.org
Nat'l Alliance of State Broadcasters Associations (NASBA)	http://www.nasbaonline.net
National Association of Black Journalists	www.nabj.org
National Association of Broadcasters (NAB)	www.nab.org
National Association of Hispanic Journalists	www.nahj.org
National Association of Science Writers	www.nasw.org
National Lesbian and Gay Journalists Association	www.nlgja.org
National Press Photographers Association	www.nppa.org
National Religious Broadcasters (NBR)	http://www.nrb.org
National Society of Newspaper Columnists	www.columnists.com
Native American Journalists Association	www.naja.com
North American Broadcasters Association (NABA)	www.nabanet.com
Online News Association (ONA)	http://journalists.org
Radio Television Digital News Association (RTDNA)	www.rtdna.org
Society of American Business Editors and Writers	www.sabew.org
Society of Environmental Journalists	www.sej.org
Society of Professional Journalists	www.spj.org
Wisconsin Broadcasters Association (WBA)	www.wi-broadcasters.org
Wisconsin Newspaper Association (WNA)	www.wnanews.com

Communications/Event Planning

Association for Women in Communications	www.womcom.org
Event Planners Association	http://eventplannersassociation.com
Event Service Professionals Association	http://www.espaonline.org
Midwest Writers Association (MWA)	http://midwestwriters.com
National Communication Association	https://www.natcom.org
New York Women in Communications	www.nywici.org
Student Event Planners Association	http://www.studenteventplannersassociation.com

Sports Related

Associated Press Sports Editors (APSE)	http://apsportseditors.org
Association for Women in Sports Media (AWSM)	http://awsmonline.org
National Association of Sportswriters	www.sportswriters.net
National Sportscasters & Sportswriters Association	http://nssafame.com
National Sports Marketing Network	www.sportsmarketingnetwork.com

Tips

- Many National Organizations have regional and/or state or major city organizations
- Professional Organizations exist for all professions
- To find professional organizations:
<http://www.careeronestop.org/businesscenter/professionalassociations/find-professional-associations.aspx>, <http://www.weddles.com/associations/>
- Professional Networking Groups: <http://professional-networking.meetup.com>
- Meetup Groups: <http://www.meetup.com>
- Young Professional Groups – Google Young Professionals and Your City
- Magnet (in Madison, WI): <http://www.madisonmagnet.org/about/>