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 pare 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 updated 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://aaao.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 Chicago [http://bprschicago.org/]
Business Marketing Association [www.marketing.org]
Business Marketing Association of Milwaukee [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 [https://hprma.org/]
Hispanic Public Relations Association [https://hpgra-usa.org]
Insurance Marketing & Communications Association [https://imcanet.com/]
Milwaukee Interactive Marketing Association [www.milwaukeeima.org]
Minnesota Interactive Marketing Association (MIMA) [www.mima.org]
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]
Asian American Journalists Association      http://www.aaja.org/  
Associated Press Media Editors        www.apme.com  
Association of Food Journalists (AFJ)              www.afionline.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  
Midwest Writers Association (MWA)               http://midwestwriters.com  
Milwaukee Press Club                           http://www.milwaukeepressclub.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.spi.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  
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://www.apsportseditors.com/  
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/Professional Organizations have regional and/or state or major city chapters
• To find professional organizations:  
  http://www.careeronestop.org/businesscenter/professionalassociations/find-professional-associations.aspx  
• 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/