



PUBLIC RELATIONS

Professional Organizations:

[Public Relations Society of America \(PRSA\)](#)

[PRSA Richmond Chapter](#)

Events & Training:

[UVA Center for Leadership Excellence classes](#)

[Public Relations Society of America \(PRSA\) conferences](#)

[Public Relations Society of America \(PRSA\) webinars & training](#)

[Academic Impressions training & events](#)

[College Media conference](#)

Education & Certifications:

[Certificate in Public Relations \(UVA SCPS\)](#)

[Accreditation in Public Relations \(APR\)](#)

[Community Scholar \(UVA SCPS\)](#)

Independent Learning:

Articles:

[Ragan's PR Daily](#)

Books:

[How to Win Friends and Influence People](#) by Dale Carnegie

[Crystallizing Public Opinion](#) by Edward L. Bernays

[Spin: How to Turn the Power of the Press to Your Advantage](#) by Michael S. Sitrick

[The Tipping Point: How Little Things Can Make a Big Difference](#) by Malcolm Gladwell

[For Immediate Release: Shape Minds, Build Brands, and Deliver Results with](#)

[Game-Changing Public Relations](#) by Ronn Torrossian

[The New Rules of Marketing and PR](#) by David Meerman Scott

Publications:

[Academic Impressions News & Publications](#)

Social Media:

[PRSA Facebook](#)

[PRSA LinkedIn](#)

[PRSA Twitter](#)

Other Resources:

[Higher Education Marketing](#)

On-the-job Resources:

Mentoring:

[Management Mentors](#)

[National Mentoring Partnership](#)

[Center for Creative Leadership \(CCL\) mentoring information](#)

[Bringing People Together mentoring information](#)

[Virginia Mentoring Partnership](#)

[Free Management Library](#)

Job Shadowing:

[Careers Out There](#)

["The Job Shadow Knows: Try on a Career Before You Commit"](#)

[About.com "Job Shadowing is Effective On-the-Job Training"](#)

[Success Mentor Education Inc. "Top 7 Questions to Ask on a Job Shadow Interview"](#)

Informational Interviews/Networking:

[My UVA Career](#)

["Mastering the Informational Interview" \(NY Times\)](#)

["What is an Informational Interview Anyway?" \(U.S. News & World Report\)](#)

[Informational Interviewing: The Neglected Job Search Tool](#)

["How Does an Informational Interview Work?"](#)

360 degree feedback:

[UVA Center for Leadership Excellence: Leadership Consulting, 360 Degree Feedback](#)

[custom insight: "What is 360 Degree Feedback?"](#)

[American Psychological Association "Do 360 Evaluations Work?"](#)

[Sigma Assessment Systems: Best Practices in 360 Degree Feedback](#)

[About.com: "Sample Questions for 360 Reviews" by Susan M. Heathfield](#)

[SkillSoft: 360-degree Performance Appraisal](#)