



Public Relations

- **Public Relations Society of America (PRSA)**

The organization offers a variety of professional development programs throughout the year. Prices vary based on membership status. They also have a free email newsletter subscription.

- **Ragan Communications**

This company offers insights into overall communications-focused content but also a dedicated PR track. Their articles are free but their events are not, however their members do get a reduced rate. PR Daily, owned by Ragan Communications, delivers news, advice, and opinions on the public relations, marketing, social media, and media worlds. You can sign up for their daily free email.

- **Muck Rack**

Muck Rack provides a media monitoring service as well as campaign tracking and a reporter contact database for a membership fee. For free, they offer a blog and daily email.

- **PR News**

PR News offers a variety of webinars and live events, but they are not low cost – the webinars run a few hundred dollars depending on topic and conferences are \$1,000-\$2,000. They have a free daily email called The Skinny you can sign up for, as well.

- **Bulldog Reporter**

Bulldog Reporter has been providing news, best practices, and insights to PR and communications professionals since 1980. The Bulldog Reporter email newsletter –

available daily or weekly – offers compelling and relevant articles, plus timely updates about media moves and agency news.

- **Agility PR Solutions**

For a membership fee, they offer a media database, media monitoring, and measurement services. They have a PR News section that provides articles about what is trending in the PR industry and access to sign up for a daily email. They also offer a selection of PR Resources (some free some at cost).

- **Spin Sucks**

Their information is marketing focused overall with some PR mixed in. They offer multiple blog posts a day, as well as the ability to sign up for email newsletters.

- **Social Media Examiner**

The site is strictly social media focused. They offer free weekly content sent to your email, including their social media industry report. They also provides a list of suggested events for social media professionals to attend as well as hosting their own conference (none are “low cost” or free).

- **MarketingProfs**

This content is more marketing focused with some PR mixed in. They offer the ability to sign up for their free email on their home page (email offers marketing tools, trends, and more). Their PR related articles are available for free to members.