Contents

50th Anniversary Logo ............................................................................................................................................................ 2
Talking Points/Questions & Answers ...................................................................................................................................... 2
  Talking Points and Key Messages........................................................................................................................................ 2
  Questions and Answers....................................................................................................................................................... 3
Draft Op-Ed ............................................................................................................................................................................. 6
Draft Social Media Messages .................................................................................................................................................. 6
Draft Press Release ................................................................................................................................................................. 8
APR Information Session ......................................................................................................................................................... 9
Desired Qualifications Sheet: Hiring Managers ...................................................................................................................... 9
Webinar Promotion ................................................................................................................................................................. 10
“Ask an APR” Campaign ...................................................................................................................................................... 10
APR LinkedIn Discussion Group ............................................................................................................................................. 11
Testimonial Requests for Chapters and Participating Organizations ................................................................................... 11
PRSA Invite-A-Peer Tool .......................................................................................................................................................... 12
PRSA ComPrehension Blog ................................................................................................................................................... 13
APR Recognition Script ......................................................................................................................................................... 13
APR Red Ribbons Flyer .......................................................................................................................................................... 14
APR-Hosted Networking Event ............................................................................................................................................. 15
“50 for 50” Campaign .......................................................................................................................................................... 15
Talking Points/Questions & Answers

Talking Points and Key Messages

**PURPOSE:** To provide Universal Accreditation Board (UAB) members and leadership from UAB participating organizations (POs) with talking points to include in discussions, presentations, talks, interviews and tactics related to the 50th anniversary of Accreditation in Public Relations (APR).

**BACKGROUND:** 2014 marks the 50th anniversary of Accreditation in Public Relations. The anniversary provides an opportunity to explain the APR program, reaffirm its purpose, tout its successes and demystify the Accreditation process.

**PUBLIC RELATIONS POSTURE:** Active. During 2014, the UAB, POs and other stakeholders should make every attempt to proactively weave factual information into communications concerning Accreditation and professionalism in the field of public relations. This document is for reference in communicating and developing tactics related to the 50th anniversary. Additional documents are provided in the toolkit.

- **APR is a mark of distinction for public relations practitioners** who commit to the profession through ethical practices and sound judgment, demonstrating both broad and deep knowledge of best practices, and use of the research, planning, implementation and evaluation (RPIE) process.

- **Ethics are a central part of the Accreditation process.** Once professionals are Accredited in Public Relations, they are actively and personally committing themselves to follow a strict ethical code of standards.

- **The process of Accreditation continues to evolve.** The APR process focuses on continuous improvement, and has changed quite a bit since its inception 50 years ago. Throughout the years, there have been changes in the administration of the examination, the content of the examination and the process of Accreditation. Participating organizations have joined together to strengthen the profession under a unified credential, forming the Universal Accreditation Board (UAB) in 1998. The UAB evolved to serve as a governing body to administer and manage the Accreditation process. Accreditation will continue to evolve as the field of public relations continues to mature.

- **Accreditation supports the maturation of the field of public relations, helping it move toward becoming a true profession** (such as medicine or law). At this time, Accreditation and adherence to ethical codes are voluntary in the public relations field, but these high standards of practice contribute to the credibility and positive perception of the field of public relations.

- **Accredited professionals are committed to lifelong learning.** Once they have earned their Accreditation, practitioners today are required to continue learning through continuing education, giving back to the public relations community and other professional development programs to demonstrate continuing commitment to the profession.
Questions and Answers

Q1: What is the value of APR?

- The APR offers public relations practitioners a proven process for ethical decision making, assuring employers and hiring authorities they are hiring a practitioner who is experienced in organizational management decisions, has an excellent grasp of the public relations field, and understands and abides by ethical standards common to all the organizations participating in the credentialing program.

- Accredited professionals also have exposure to, experience with and understanding of the critical components of a comprehensive, strategic planning process in public relations that includes research, planning, implementation and evaluation.

- The process of Accreditation represents an excellent professional development opportunity for public relations professionals. APR is the nation’s largest credentialing program specifically designed as a postgraduate certification program for public relations professionals.

Q2: How do Accredited professionals benefit employers?

- The question is not whether Accredited professionals are better or earn more than their non-Accredited peers, but instead, what does Accreditation tell hiring managers and clients about the public relations professional? Accreditation demonstrates competency to employers and clients in the following ways:
  
  - Accredited professionals are likely to be senior-level strategists who have demonstrated skills and abilities necessary to ethically advise executives or managers on how best to establish and maintain the relationship necessary to meet organizational objectives.
  
  - They have successfully completed a challenging and proven review of the practice and situation-based examination process, focused on “doing” in addition to “knowing.”
  
  - Professionals with the APR distinction are required to maintain their certification through professional development and educational activities, helping them stay up-to-date with trends in the field.
  
  - They have committed to enhancing the profession and have demonstrated the commitment to succeed.

Q3: What role do ethics play in Accreditation?

- Professionals with the APR designation are bound by a professional code of ethics that was agreed upon by the participating organizations that came together to unify the profession under one credentialing program. The professional values found in the code are advocacy, honesty, expertise, independence, loyalty and fairness. The code is available at www.prsa.org/AboutPRSA/Ethics/documents/Code%20of%20Ethics.pdf.

- Adherence to these values builds respect and credibility with the public and hence trust for the profession of public relations, which in turn improves and expands professional practices among the public relations community.

- A portion of the Examination for Accreditation in Public Relations covers ethics and legal concerns that public relations practitioners will likely encounter in their careers. Ethics have been part of the Examination since its inception 50 years ago, and ethics continue to be integrated into the APR process.

Q4: How was the Universal Accreditation Board (UAB) developed?

- The Universal Accreditation Board was established in 1998 when five professional public relations associations recognized the value of “strength in unity.” At the time, several of these associations offered some form of certification or accreditation in public relations. Unfortunately, the several certifications caused confusion among practitioners and potential employers, and diluted the value of certification in the
marketplace. The participating organizations that came together formed the UAB to administer a unified, voluntary certification program.

- In its early stages, the UAB never clearly decided whether it should be administrators or thought-process leaders, or an entity to market the APR Examination. Today, the UAB has largely assumed all three functions by default.

- Today, UAB participating organizations include the Agricultural Relations Council, Florida Public Relations Association, Maine Public Relations Council, National School Public Relations Association, Public Relations Society of America (PRSA), Religion Communicators Council, Southern Public Relations Federation, and Asociación de Relacionistas Profesionales de Puerto Rico (Puerto Rico Public Relations Association). There is also a seat for a non-UAB external board member, which is considered a best practice in credentialing programs. In the past, this seat has been held by a professional from the human resources industry, often a member of the Society for Human Resources Management.

- Member organization representatives come from all areas of the field, including academia, business, government and nonprofit organizations. Such diversity provides a wide range of expertise to ensure the certification program remains relevant to today’s practice and is well managed.

- This group of senior-level Accredited members meets several times a year. Day-to-day operations are administered at PRSA National Headquarters.

- Responsibilities of the Universal Accreditation Board include the following:
  - Develops and implements policy for the program.
  - Develops and maintains the Examination for Accreditation in Public Relations.
  - Reviews appeal cases.
  - Grants Accreditation.

Q5: What was the “Reengineering” of the Examination?

- The APR process was reviewed in the late 1990s as more and more professionals sought Accreditation. By 2001, the UAB recognized the need to reengineer the Accreditation process in an effort to meet the requirements for best practices in professional credentialing and certification, to improve legitimacy and credibility of the Examination and credential so it legitimately could be used as a requirement for employment or career advancement, and to reflect the changing field of public relations.

- The process also had to be changed because administration of the previous examination process was no longer viable. The old written examination could only be administered twice a year, and required testing facilities to be monitored and proctored. Modern computer technology rendered that process obsolete. Also, grading was subjective, making results contestable and indefensible as a means of granting a credential that could be used as a requirement for employment or advancement. Costs were escalating rapidly. The reengineered examination improved convenience to test takers, who now can complete the computer-based Examination at testing centers virtually anywhere in the United States, year-round. The current computer-based Examination is graded using scientific-based criteria that meet best practices in credentialing examinations.

- The reengineered examination represented a philosophical change with the inclusion of a Readiness Review prior to the examination. The Readiness Review replaced the oral examination under the previous testing format. The Readiness Review was designed to enhance the chances of candidate’s success with a coaching perspective before they commit to the computer-based Examination. The Readiness Review helps candidates gauge their level of readiness and reveals areas where candidates might want to improve their knowledge or skills before taking the computer-based Examination.
A highlight of the current Accreditation process is testing directly related to knowledge, skills and abilities (KSAs). Because of this, the new Accreditation process can be used in job advancement criteria and also may be useful in hiring screens and employment advancement of public relations professionals for hiring managers.

A major difference between the previous examination and the reengineered examination was the inclusion of independent, third-party organizations in the development, assessment and execution of the examination. Third party inclusion further validated the Accreditation process, increasing credibility of the APR designation.

Q6: What does the APR process test or assess in a practitioner?

The following competencies are assessed during the Readiness Review and computer-based Examination, which together comprise the Accreditation process:

- Research, planning, implementation and evaluation of public relations programs.
- Ethics and law affecting the field of public relations.
- Communication models and theories.
- Business literacy.
- Management skills and issues.
- Crisis communication and management.

Q7: How does Accreditation support public relations as a profession?

- The Accreditation process is a valuable step in a practitioner’s career, benefiting the practitioner, the employer and the public relations profession as a whole.

- APR is one step in the effort to move the public relations field from a craft to a true profession, increasing the credibility and positive perception of the discipline. It is well documented that early public relations practices were rooted in press agentry, with historical figures like P.T. Barnum shaping the public’s perceptions of the field. The advent of Accreditation and its ethical roots have improved the image of the public relations discipline, moving it from so-called “flacks” to professional communicators executing a management function critical to an organization’s success.

- The APR process has helped the public relations profession mature as a whole. Accredited professionals demonstrate understanding of and experience with continually evolving best practices in the field, as well as a commitment to a code of ethics and to excellence in public relations practice.

50th Anniversary of APR — Points of Contact

- Universal Accreditation Board [www.praccreditation.org/about/](http://www.praccreditation.org/about/)
- 50th Anniversary Toolkit
- Public Relations Society of America (PRSA) [www.prsa.org/learning/accreditation/](http://www.prsa.org/learning/accreditation/)
- Video Testimonials
- Contact: Kathy Mulvihill, Senior Manager, Accreditation, PRSA  kathy.mulvihill@prsa.org
  33 Maiden Lane, 11 Floor
  New York, NY 10038
  212-460-1436 / 212-995-0757 (fax)
Draft Op-Ed

Public Relations: An Important and Evolving Profession


For years, those were the perceptions of the public relations practitioner. In the early days of the 20th century, there was some truth to those perceptions. Lack of training and ethical standards on the part of some practitioners perpetuated the negative perception of individuals who claimed to be public relations “professionals.”

In today’s world, the emergence of Accreditation has helped to bring stronger credibility to the public relations profession, especially by practitioners who have chosen to complete the strenuous process that leads to Accreditation. Being able to use APR (Accredited in Public Relations) is a mark of distinction for public relations practitioners who commit to the profession through ethical practices and sound judgment, strategic perspectives, knowledge of best practices, and the use of the research-planning-implementation-evaluation process.

Accreditation supports the maturation of the field of public relations, helping it move toward becoming a true profession similar to other professions that require certification or other credentialing. Ethics are and have been a central part of the Accreditation process. Once professionals are Accredited in Public Relations, they are required to follow a strict code of ethical standards.

Hiring managers and clients who choose Accredited public relations professionals know that they have chosen strategic thinkers who have demonstrated skills and abilities necessary to advise executives or managers on how best to establish and maintain the relationship necessary to meet organizational objectives. These professionals have completed the Accreditation process and are committed to maintaining that Accreditation through professional and personal development. That sets Accredited professionals apart from other practitioners.

Today, eight professional organizations comprise the Universal Accreditation Board (UAB) and participate in the Accreditation process — Agricultural Relations Council, Florida Public Relations Association, Maine Public Relations Council, National School Public Relations Association, Public Relations Society of America, Religion Communicators Council, Southern Public Relations Federation, and Asociación de Relacionistas Profesionales de Puerto Rico (Puerto Rico Public Relations Association). More than Accredited professionals are members of these organizations. In , this includes individuals. (This paragraph can be localized with participating organizations.)

This year marks the 50th anniversary of APR. It is a process that continues to evolve, but it is a process that has brought credibility to an important profession that has wide-ranging impact. Spin doctors can’t be APR. Remember that the next time you need a public relations professional.

Draft Social Media Messages

SOCIAL MEDIA CONTENT

VALUE OF ACCREDITATION

Thinking about the Examination for Accreditation in Public Relations? Study reveals value employers and HR place on professional certification: http://bit.ly/1jmub0k.


Interested in APR? Download an application form for the Examination for Accreditation in Public Relations and then review “Become an APR.” [http://bit.ly/1gIRS1a](http://bit.ly/1gIRS1a)


Ready to take the Examination for Accreditation in Public Relations challenge? Here’s what you need to know about the process. [http://bit.ly/1h01lBd](http://bit.ly/1h01lBd)

If you have questions about the Examination for Accreditation in Public Relations, we have answers here: [http://bit.ly/18NjfUY](http://bit.ly/18NjfUY).


If you want to get a feel for the Examination for Accreditation in Public Relations, try this demo examination: [http://bit.ly/1g4GbPn](http://bit.ly/1g4GbPn).

Are you ready for the Examination for Accreditation in Public Relations? Watch this video! [http://bit.ly/1h01SmD](http://bit.ly/1h01SmD)


Are you a fan of the Examination for Accreditation in Public Relations? Join us on Facebook: [http://on.fb.me/1c8fzvp](http://on.fb.me/1c8fzvp).


How to pass the Examination for Accreditation in Public Relations. [http://slidesha.re/1c8gcVz](http://slidesha.re/1c8gcVz).
Accreditation in Public Relations (APR)
Celebrates 50th Anniversary Year

2014 marks a landmark year for the Accreditation in Public Relations (APR). The credential, the only nationally recognized certification of the public relations profession, celebrates 50 years in 2014. Currently, more than 5,000 professionals from the agency, corporate, association and education fields hold the APR mark.

Established in 1964, the Accreditation in Public Relations is the profession's only national postgraduate certification program. It measures a public relations practitioner's fundamental knowledge of communications theory and its application; establishes advanced capabilities in research, strategic planning, implementation and evaluation; and demonstrates a commitment to professional excellence and ethical conduct. The skills acquired through the process are applicable to any industry or practice area. Granting of the APR is overseen by the Universal Accreditation Board (UAB).

Unlike other professional certifications, such as CPA, Accreditation in Public Relations is a voluntary demonstration of competency; as such, it reflects a strong commitment to the profession. Earning Accreditation also provides a distinction that can set individuals apart and open doors to career advancement and higher compensation. Through their high professional and ethical standards, Accredited professionals contribute to greater understanding of public relations as a vital management function, and undermine those who would refer to our craft as spin, our professionals as flacks, and our currency as misrepresentation and disinformation.

Universal Accreditation Board (UAB)
The UAB oversees the APR program and provides a balanced blend of backgrounds in a number of public relations specialties, with representatives from each public relations participating organization. The UAB grants Accreditation, develops the Examination for Accreditation in Public Relations and policies, and reviews appeal cases. The public relations organizations that are members of the Universal Accreditation Board include the Agricultural Relations Council, Florida Public Relations Association, Maine Public Relations Council, National School Public Relations Association, Public Relations Society of America, Religion Communicators Council, Southern Public Relations Federation, and Asociación de Relacionistas Profesionales de Puerto Rico (Puerto Rico Public Relations Association).
APR Information Session

APRs to Host Free Accreditation Information Session
2014 marks the 50th anniversary of the Accredited in Public Relations (APR). With all the celebration, you may have questions about the APR and what it could do for your career. After 50 years, the APR remains the only nationally recognized certification of the public relations profession.

The APR is a rigorous voluntary certification program that tests a public relations professional’s knowledge, skills and abilities (KSAs) in more than 40 areas ranging from research, planning, program evaluation, business literacy, ethics, management skills and more. Candidates must pass a rigorous computer-based Examination for Accreditation in Public Relations after being evaluated by a panel of peers.

Interested? Join us (insert date) for a free information session featuring well-known APRs to hear about the APR credential and its value, the process, what’s involved and to ask any questions you may have.

Desired Qualifications Sheet: Hiring Managers

Hiring Managers —
Add Three Initials to That Next Job Description for a Public Relations Professional.

What Do the Initials ‘APR’ Mean for Your Organization?

APR stands for Accreditation in Public Relations, the only nationally recognized certification of the public relations profession. The APR credential is valuable to employers because the credential represents a public relations practitioner’s knowledge of communications theory and application, and establishes advanced capabilities in research, strategic planning, implementation and evaluation. It also demonstrates a commitment to professional excellence and ethical conduct. Currently, more than 5,000 public relations professionals have the distinction.

Established in 1964, the Accreditation Program is the profession’s only national postgraduate certification program. Granting of the APR is overseen by the Universal Accreditation Board (UAB). The APR is a voluntary certification program and tests a public relations professional’s knowledge, skills and abilities (KSAs) in 60 areas ranging from research, planning, program evaluation, business literacy, ethics, management skills and more. Candidates must pass a rigorous computer-based Examination for Accreditation in Public Relations after being evaluated by a panel of peers. All APRs are required to complete continuing education programs, pursue volunteer work or pursue other professional development activities to keep their skills sharp and their Accredited status active. Unlike other professional certifications such as CPA, Accreditation in Public Relations is a voluntary demonstration of competency; as such, it reflects a strong commitment to the profession.

More and more employers are adding the APR as a ‘desired qualification’ to public relations, communications and marketing job descriptions, such as the October 2013 job posting by the City of Santa Cruz, Calif., for a communications manager:
DESIABLE QUALIFICATIONS

• Accreditation in Public Relations (APR) from Public Relations Society of America (PRSA)

Some employers are requiring senior level communications professionals possess an APR. Recruiters and hiring managers are seeing a demand for credentialed professionals due to the value they bring to their employers.

“Our clients are Fortune 500 companies and they retain us to find the best talent in the marketplace. We are finding that they are requesting certifications or the willingness to pursue the certifications often times before asking for a master's degree.”
— Tanya A. Hinton, CPC President/CEO, Diversified Search Services

Consider adding “Accreditation in Public Relations by a Universal Accreditation Board (UAB) organization” to your next public relations, communications or related job posting.

Webinar Promotion

How the APR Can Boost Your Career
April 10, 2014 from 3-4 p.m. EST

Do those three little letters after a colleagues’ name really spell success? Is Accreditation—and maintenance—worth the time and effort? What’s the ROI on APR, and does it pencil out? Join Sue Walton, APR, vice president for university and public affairs, University of North Dakota; Grace Leong, APR, managing partner, Hunter Public Relations and Steven Zenofsky, APR, assistant vice president and manager, public relations, FM Global for a fast-paced webinar as they share concrete examples of how the APR took their career to the next level, and how it continues to deliver value. The webinar is scheduled for April 10, 2014, from 3-4 p.m. EST.

“Ask an APR” Campaign

“Ask an APR” Campaign
The “Ask an APR” campaign utilizes current local APRs to evangelize the program to potential candidates. By raising the profile of current APRs, it promotes the professional and the APR program in a positive way, and empowers APR to spread the word. The components are simple and easy:
• Draft content to email current APRs, telling them in advance about the campaign.
• Purchase red APR ribbons to hand out to APRs who attend Chapter events.
• Podium mention of the “Ask an APR” campaign to raise awareness at events and promote discussion.

Draft content to email to current APRs:

Accredited Colleague,

2014 marks a landmark year for the Accredited in Public Relations (APR) program. This year, the APR will turn 50 years old and we’d like you to join us in celebrating the credential and promoting its value to prospective candidates you know.
During 2014, (insert name of organization) will be working hard to raise awareness of the APR and what it means. Who better to explain the value of the APR than our local Accredited colleagues? Over the next 12 months, you will see testimonials from Accredited colleagues and messages sent to our members to encourage them to “Ask an APR” about Accreditation. Feel free to visit the Universal Accreditation Board (UAB) website for the latest details on the program.

Also, when you arrive for registration at our local events during the year, you may be provided with a special name tag and ribbon that denotes that you are an APR, and you may receive a special introduction identifying you as an Accredited colleague. The purpose is to highlight and celebrate this distinction to our public relations professionals and encourage them to ask and pursue Accreditation.

Thank you in advance for your participation in the 50th anniversary of the APR!

Signature

APR LinkedIn Discussion Group

APR LinkedIn Discussion Group

Draft email to APRs

Accredited Colleague,

The APR LinkedIn discussion group is a special interest discussion group open only to those professionals Accredited in Public Relations (APRs). Discussions range from issues dealing with Accreditation, requests for advice or assistance by other APRs or general public relations subjects and strategies. It’s a good place to network and a great place to contribute.

All you need to do is visit the page and request to join. A group manager will accept your request as an APR. Visit the APR LinkedIn Discussion page and get started.

Testimonial Requests for Chapters and Participating Organizations

Testimonial Request Draft Content

Fellow APR,

Happy New Year! 2014 marks the 50th anniversary of the Accreditation in Public Relations (APR). The anniversary is an opportunity to celebrate and promote the credential. Some of the most powerful reasons for professionals to pursue Accreditation often come from respected colleague APRs such as you, who can speak to the value of the APR and the impact it has had on your career. APRs like you across the country are being contacted to provide short written testimonials and accompanying color photo jpeg headshots, specifically about what the APR has meant for their career. We hope to use your powerful comments on our website, in newsletters and emails to celebrate and promote the 50th anniversary of the APR in 2014 and beyond.

Would you please provide such a brief testimonial? A short paragraph of two to four sentences is all that is requested, along with your color photo headshot, in a jpeg format if possible, to accompany your
quote. Statements as to the value of the credential and the impact it has made on your career in terms of professionalism, quality of practice, salary impact, career advancement and more are perfect. A short paragraph along with your photo is all that is needed. Simply send it to (insert name and email address of APR chair).

Thank you for your willingness to help celebrate and promote the APR in the upcoming 50th anniversary year. After 50 years, the APR remains the only nationally recognized certification of the public relations profession. Your assistance will help raise awareness of the credential and its value through the words of some of the leaders of our profession.

Best regards,

Your name, APR

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**PRSA Invite-A-Peer Tool**

**PRSA Invite-A-Peer Tool Suggest**
The PRSA Invite-A-Peer tool is a quick and easy way for APRs to suggest Accreditation to a fellow colleague. The tool is on the PRSA website and enables any APR to send a friendly email to a fellow colleague suggesting Accreditation and providing information. The email is already drafted for busy APRs. All an APR need do is enter their email address and the recipient colleague’s email address. A personal note is optional, but not required.

**Draft email to APRs**

Accredited Colleague,

As you may know, 2014 is the 50th anniversary of the APR and a perfect time to suggest to a fellow colleague you know the value of Accreditation. The suggestion of Accreditation is often most effective when mentioned by a respected colleague.

Public Relations Society of America (PRSA) has developed a tool that makes suggesting Accreditation quick and easy for you. It’s the Invite-A-Peer tool. The tool is on the PRSA website and enables any APR to send a friendly email to a fellow colleague suggesting Accreditation and providing information. The email is already drafted for busy APRs. All an APR need do is enter their email address and the recipient colleague’s email address. A personal note is optional, but not required.

We’re asking all our APRs to suggest Accreditation to three colleagues they know who may be ready for that step in their career. Know three colleagues? Simply go to the Invite-A-Peer page of the PRSA website.

Thank you for your efforts to celebrate and promote the 50th anniversary of the APR!

**Signature**
**PRSA ComPRehension Blog**

**ComPRehension Blog Draft Content for Newsletters**

**PRSA’s ComPRehension blog** is a lively and interesting discussion site for a broad spectrum of subjects for public relations professionals, including Accreditation. The blog features fresh conversations about Accreditation and anecdotes from APRs about their journey through the Accreditation process. Enjoyed by both APRs and professionals interested in Accreditation, the blog serves as a stimulating dialogue on Accreditation and its value. We encourage APRs to post and all professionals to visit. The blog is found under Learning on the PRSA website.

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**APR Recognition Script**

**Template Script to Recognize APRs at Chapter Programs**

**EMCEE**

"I'd like to draw your attention to some individuals in the room today. Can I ask the following individuals to please stand and remain standing when I call your name? (Examples of how names can be read; the list of names will depend upon the APRs who attend.)

Pete Smith (Pause) (Pete stands up)

Suzy Brown (Pause) (Suzy stands up)

José Green (Pause) (José stands up)

"Each of these professionals is highly respected. They are solid public relations practitioners recognized for their leadership, knowledge and professionalism. They are well-known and widely regarded to be at the top of their game. (Pause)

"But they all have something else in common. They are all nationally Accredited in Public Relations. They are APRs. (Pause)

"It's not surprising. It's part of who they are; one reason why they're at the top of their game. In fact, can we have all of the APRs in the room please stand? (APRs in the room stand)

"Let's give these professionals a hand ... (Applause)

"You may be seated. These professionals have met a high standard established by the Universal Accreditation Board and have passed a rigorous process to become nationally Accredited in public relations. They are among a select group of some 5,000 professionals nationwide to carry the initials A-P-R. (Pause)

"After 50 years, the APR remains the nation’s only recognized postgraduate certification program for public relations. These professionals embody the distinction of the APR, as they have been evaluated by their peers and passed a rigorous set of standards of knowledge in areas such as research, strategic planning, implementation and evaluation. Being an APR means they have also demonstrated a commitment to professional excellence and ethical conduct.

"If you are interested in Accreditation, any of these individuals would be happy to chat with you. All you have to do is simply, “Ask an APR.”
Ask me —
I’m an APR!

Are you interested in learning about Accreditation?

Now is the perfect time to ask!

Look for the red ribbon APRs. These APRs are ready and willing to answer your questions about the process and benefits of becoming an APR. They have a wealth of knowledge to share!

Don’t be shy — just ask!
Draft Content for Promotion of an APR-Hosted Networking Event

Networking Event to Be Hosted by Area APRs
Looking to expand your professional contacts and build new relationships? Looking to take the next step up in your career but not sure how? Area professionals who are Accredited in Public Relations (APR) will be hosting a networking event to meet you, discuss public relations issues and topics, and expand professional circles. APRs are public relations colleagues who have passed a rigorous voluntary certification program that tests a public relations professionals' knowledge, skills and abilities (KSAs) in 60 areas ranging from research, planning, program evaluation, business literacy, ethics, management skills and more. Candidates must pass a rigorous computer-based Examination for Accreditation in Public Relations after being evaluated by a panel of peers.

APRs such as (insert names of 2-3 highly respected and well known APRs) will be looking forward to meeting you and connecting you to fellow colleagues. Join us for this casual but powerful networking event.

“50 for 50” Campaign

“50 for 50” Campaign
Public relations professionals in the Detroit area had a terrific idea — a “50 for 50” campaign to offer a $50 discount off an APR prep course for the 50th anniversary. Interested? Here’s draft content for your Chapter or organization to use.

“50 for 50” Promotion for 2014
Did you know the Accreditation in Public Relations (APR) credential has been in place for 50 years? To celebrate the 50th anniversary of the APR, prospective APR candidates will receive a $50 discount off a Chapter APR preparation course this year. The incentive may help you decide if the APR is right for you at this point in your career. APRs in the region are happy to share their experiences of the value the credential and the impact obtaining the APR has had on their career. Interested? Simply contact (insert Chapter or program contact).