

# Accelerate Your Career



**“When I graduated and began attending PRSA meetings, I realized that there were a lot of people I could learn from. It wasn’t a coincidence that many of them had the APR distinction after their names.”**

**Rachel Beanland, APR**

Director of Communications, University of Richmond,  
School of Arts & Sciences

**“Getting Accredited represented not only a further commitment to my chosen career field but also a demonstration of professional excellence to my employers and colleagues. Getting your APR designation is not only a wonderful professional challenge and accomplishment; it can also help when looking for your next public relations job or negotiating salary compensation.”**



**James W. Law, APR**

Associate, Strategic Communications, Booz Allen Hamilton, Inc.



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Contact your local PRSA Chapter or visit [www.prsa.org](http://www.prsa.org).**

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**“The process of studying for the Readiness Review and Examination for Accreditation in Public Relations enabled me to identify gaps in my experience and knowledge, and then provided me with specific tools for filling those gaps.”**

**Michele Hujber, APR**  
Independent Public Relations Professional

**“I realized that the APR was VERY respected among PR professionals. It is the ideal way for me to continue to advance my career and knowledge base.**

**It is a tool that every professional should consider to not only refresh themselves on the most basic principles of public relations, but also to show their dedication to the profession.”**

**Michael Salzillo, APR**  
Account Supervisor  
Coyne Public Relations  
Parsippany, New Jersey



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**“Getting an APR is beneficial both to those who majored in the profession and to public relations professionals who have communications, journalism or other experience but no formal public relations training. Sure, it gives you credentials after your name, but what’s important is the credibility you earn.”**

**Jennifer Tornetta, MBA, APR**  
Manager, Community and External Relations  
AtlantiCare  
Egg Harbor Township, New Jersey

**“The additional, important credential and credibility that APR affords me personally and professionally has helped me in my work with my peers, students and organizations. I am eager to uphold my Accreditation in Public Relations throughout my career.”**

**Peter M. Smudde, APR**  
Assistant Professor  
Illinois State University



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**“Professional and personal growth keeps us interesting and interested — both of which are important for success in our jobs and career growth. A valuable part of the Accreditation process was that it forced me to make time to study and learn.”**



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**“The process of studying for the Readiness Review and Examination for Accreditation in Public Relations enabled me to identify gaps in my experience and knowledge, and then provided me with specific tools for filling those gaps.”**



**“I think every public relations professional should get their APR. As a young professional, I was at the mercy of executive management’s misconceptions about public relations. A person with an APR has more ammunition to assert their role, not just because they have the initials after their name, but also because they have the knowledge to explain the profession to others.”**

**What I learned during my studies for qualifying for the APR has been invaluable, mainly because I have been better able to understand where my company is in regard to strategic communication.**

**Michele Hujber, APR**  
Independent Public Relations Professional



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**“With my APR certification I believe I enhance our profession on a daily basis as I guide students in their learning, develop public relations research and serve by consulting and participating in university and national groups.”**

**Peter M. Smudde, APR**  
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**“Even though I had obtained a bachelor’s degree in public relations and a master’s in business, I knew that it was my professional responsibility to become Accredited. I gained more knowledge and understanding by studying for the Examination for Accreditation in Public Relations. When I interviewed for a job position, I made certain to mention to the employer that I had earned my Accreditation.”**

**Susanna Mendieta Beasley, APR**

Director, Marketing and Public Relations, Oak Valley Hospital District

**“I believed that having the APR credential would boost my self-confidence and my ability to compete for positions in public relations — and I was right.”**

**Natalie Lowman, APR**

Director of Communications, ConocoPhillips Alaska



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**“The Examination for Accreditation in Public Relations is a well-rounded learning program in which candidates gain an understanding of who they are as professionals. The main benefit for me was gaining confidence and clarity of my abilities as a public relations practitioner.**

**Accreditation enabled me to pursue higher-level career opportunities, as well as partake in many levels of involvement with PRSA — from the Chapter and District levels, to National committees.”**

**Todd M. Bulot, APR**

Director, Marketing and Communications, Rushmore Investment Advisors, Inc.

**“I believed that having the APR credential would boost my self-confidence and my ability to compete for positions in public relations — and I was right.”**

**Natalie Lowman, APR**

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**“I pursued Accreditation in Public Relations because it was a challenge.**

**I felt I needed to prove to myself that I was a complete practitioner. I was motivated by my belief that I belonged in the ranks of the best, and I believe Accredited members represent the best. Studying for the APR Examination helped**

**crystallize what are widely accepted to be sound, ethical and best public relations practices. Before becoming an APR, I was primarily a tactician. Today I maintain I’m a strategist.”**

**Edward M Bury, APR**

Director of Public Relations, CCIM Institute

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**Although I was fairly young to go through the process — I was 25 when I became Accredited — I had tremendous support and encouragement from my Chapter. Experience on meaningful campaigns and making strategic decisions are deciding factors on becoming Accredited — not age.**



**Having my APR has given me added credibility and has helped my boss, board and co-workers view me more as a strategic adviser than just a tactician.**

**It's the journey, not the end result, that gave me the confidence to do my job well, and inspired me to continue learning and bettering myself as a public relations professional.**

**Erin E. Page, APR**

Director of Communications & Marketing  
Oklahoma Heritage Association and the Gaylord-Pickens Museum



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