

Getting Ready for APR Has Never Been Easier!

Central Ohio offers seven sessions to prepare for Accreditation in Public Relations

APR is for every professional who qualifies! That's why the Diversity & Inclusion committee of Central Ohio is providing a seven-session preparation program to get you ready to successfully pass the exam. Among Diversity & Inclusion committee goals is to increase the number of diverse members who have achieved APR accreditation; we've determined that these group preparation sessions will benefit all members of PRSA seeking accreditation.

Educators and leaders in the chapter are volunteering their time and expertise to facilitate bi-weekly sessions held downtown at the Columbus Metropolitan Library, 96 S. Grant Avenue from 6 to 7:30 pm:

Date	KSA Topic	Facilitator
June 1	Research, Planning, Implementing and Evaluation Programs	Lois Forman-Wernet, PhD, APR Capital University
June 15	Leading the PR Function	Gayle Saunders, APR Ethics Officer
June 29	Managing Relationships	Natalie Kompa, MBA, APR Ohio Dominican University
July 13	Applying Ethics and Law	Steve Iseman, PhD, APR, Fellow PRSA Ohio Northern University (retired)
July 27	Managing Issues and Crisis Communications	Jaron Terry, MS, APR, Fellow, PRSA Franklin University (adjunct)
Aug. 10	Understanding Communication Models, Theories and History of the Profession	Alisa Agozzino, PhD, APR Ohio Northern University
Aug. 24	Portfolio Review	Gayle Saunders, APR, and Jaron Terry, MS, APR, Fellow PRSA

Each session will cover one of the six groupings of KSAs (knowledge, skills and abilities) covered on the computer-based APR examination. The Study Guide developed by the Universal Accreditation Board (<http://www.praccreditation.org/resources/documents/apr-study-guide.pdf>) will be the primary text for the study sessions, along with the "Information and Resources," including "Readings," listed on page 6 of the Guide as supplemental material.

Perhaps you've just reached the five-year experience mark that qualifies you to take the PRSA APR exam; perhaps you've watched your colleagues receive their pins, wondering why you've waited; perhaps you've been putting it off for years. Wherever you are on the timeline, now is the time to make the commitment to your own career and to the profession by stepping up to earn your APR.

Thanks go to our generous facilitators, as well as to members of the Diversity & Inclusion committee: Shanikka Flinn, chair; Kevin Terry Smith; and David Welch, as well as Gayle Saunders, APR, board liaison, and Jaron Terry, MS, APR, Fellow PRSA, advisor. To register, please contact Gayle Saunders, APR, at gayle@thesaunderscompany.com