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**FOR IMMEDIATE RELEASE**

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**PRCA TO OFFER ACCREDITATION JUMPSTART WORKSHOP ON MARCH 10, 2007**

MONTGOMERY – The Public Relations Council of Alabama (PRCA) will host its annual Accreditation Jump-Start Workshop on Saturday, March 10, 2007, at the First Baptist Church of Montgomery (305 South Perry Street, Montgomery, AL 36104) from 10 a.m. to 4 p.m.

The event is free to all PRCA members and \$15 for non-members. Continental breakfast, lunch and all workshop materials will be provided to participants. To register, contact Nan Baldwin, APR - PRCA vice president for accreditation, at [nan@mdb.org](mailto:nan@mdb.org) or 205-912-5964.

The workshop delivers an excellent introduction to the accreditation process for Public Relations (PR) practitioners who are interested in pursuing this important milestone in their professional careers. It provides a thorough understanding of the steps involved in becoming an Accredited PR practitioner. Also included will be an overview of five of the major topics tested on the Examination for Accreditation in Public Relations (APR), a case study exercise and helpful study tips from cross-state Accredited PR practitioners.

“Earning the APR designation is a distinct honor that sets experienced PR practitioners apart from others in our profession,” said Baldwin. “Similar to other professional certifications, Accreditation is our professions’ seal of approval identifying those that have mastered the skills, knowledge and abilities specific to the PR profession.” Accreditation in Public Relations is a voluntary certification program for public relations professionals, administered by the Universal Accreditation Board. It is offered to any public relations professional with three or more years’ experience who is a member of a participating professional PR organization. The purpose of Accreditation is to unify and advance the profession by identifying those who have demonstrated broad knowledge, experience and professional judgment in the PR field. The designation APR signifies a high professional level of experience and competence.

As the marketplace becomes more competitive, job listings in the PR field are specifying “APR preferred.” Today, there are thousands of APR’s in the U.S., yet only 10 percent of practitioners in Alabama have attained the APR designation. Accreditation is ideal for PR practitioners seeking to increase their professional marketability. PRCA is a member of the Southern Public Relations Federation (SPRF).

For more information, visit [www.prcaonline.com](http://www.prcaonline.com) or [www.praccreditation.org](http://www.praccreditation.org). For directions to the Jumpstart workshop, go to [www.montgomeryfbc.org](http://www.montgomeryfbc.org).