



2016 APR Scholarship Application

PRSA Capital Region NY believes in investing in the profession and the professional. We are offering a scholarship to help members earn their Accreditation in Public Relations (APR) certification from the Universal Accreditation Board (UAB).

UAB and PRSA believe that the APR certification is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on broad knowledge, strategic perspective, and sound professional judgment. (For more information on APR certification, please visit www.praccreditation.org.)

This scholarship will fully cover the cost of the APR computer-based examination, which is the only fixed cost for APR candidates¹.

Applications must be submitted by email no later than **5:00 p.m. on Friday, May 6, 2016**. The scholarship recipient will be notified by **June 3, 2016**.

Requirements for applicants:

- Must be a PRSA Capital Region NY Chapter member in good standing as of May 2016;
- Must have five or more years of professional experience in public relations, communications, marketing or related fields;
- Must be willing to take the APR computer-based exam within one year of application acceptance from the Universal Accreditation Board²;
- If and when the candidate earns APR certification, he/she must be willing to provide guidance and/or support to other PRSA members seeking accreditation (as available and as required by the UAB for continuing APR certification).

Please fill out information on the following page completely (using additional pages as needed) and return no later than 5:00 p.m. on Friday, May 6, 2016, to:

Darlene Olivieri, APR, Accreditation Chair | Darlene.Olivieri@northernrivers.org

If you have questions, please contact Darlene via email or by phone at 518.426.2606.

¹ The cost of optional online or in-person study courses, reference books (aside from those available through PRSA Capital Region) and other supplies will remain the responsibility of the APR candidate.

² If the scholarship recipient is unable to complete his/her APR computer-based examination during his/her eligibility process, he/she will be responsible for any deadline extension costs required by UAB. If the applicant chooses not to continue pursuing his/her APR, he/she must reimburse PRSA Capital Region NY the cost of the scholarship. Reimbursement will not be required or expected if the applicant takes the APR exam and does not pass.



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1. Applicant Name: _____

2. Company Name: _____

3. Title: _____

4. Mailing Address: _____

5. Email Address: _____

6. Daytime Phone Number: _____

7. Are you a current PRSA member? Yes No

a. If "yes," how long have you been a member? _____

8. By checking this box, I verify that I will be a current member of PRSA Capital Region NY in good standing as of May 2016.

9. Please briefly describe your current barriers to seeking APR certification and your need for this scholarship:

10. *On a separate page*, briefly explain why you feel earning the APR credential is important to you personally and to the public relations industry. Please include how you feel earning your APR certification will enhance your career and your work as a public relations practitioner.