



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).

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](http://www.praccreditation.org).)

This scholarship will fully cover the cost of the APR computer-based examination, which is the only fixed cost for APR candidates<sup>1</sup>.

Applications must be submitted by email no later than **5:00 p.m. on Friday, May 8, 2020**. The scholarship recipient will be notified by **June 12, 2020**.

### Requirements for applicants:

- Must be a PRSA Capital Region NY Chapter member in good standing as of May 2020;
- Must have five (5) 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 Board<sup>2</sup>;
- 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 8, 2020, to:

**Jodie Orzechowski, APR, Accreditation Chair | [Jodie.Orzechowski@gmail.com](mailto:Jodie.Orzechowski@gmail.com)**

If you have questions, please contact Jodie via email or by phone at (518) 248-9877.

---

<sup>1</sup> 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.

<sup>2</sup> 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.

## 2020 APR Scholarship Application



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 (circle one)?    Yes    No
  - a. If "yes," how long have you been a member (month/year)?
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 2020.
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 also include how earning your APR will enhance your career and your work as a public relations practitioner.