



10 Things You Can Do for Our APR Credential

1. Place APR on e-mail signature block and add APR after your name in the "from" field on your e-mail account so it's the first thing people see when they get an e-mail from you.
2. Use APR with your name on business cards, letterhead, your business literature, etc.
3. Wear your APR lapel pin. You can buy APR pins through the UAB Accreditation office if you don't have one.
4. Always include APR with your name on bios, introductions and applications.
5. Request "APR preferred" in recruitment ads for public relations professionals to work at your company, organization or agency.
6. Insert a link, using the APR seal as the button or hyperlinking APR following your name, to www.praccreditation.org from your biography page or other appropriate page on your Web site (especially suitable for agencies, consultants, etc.).
7. Start a personal movement to engage public relations practitioners who are your friends and colleagues in an introductory brown-bag lunch to discuss Accreditation.
8. Write op-ed columns or letters to the editors for local/regional newspapers, chambers of commerce newsletters, trade and industry-specific publications and others that reach the business community to promote the credential.
9. Pick up the phone and call the local president, APR chair or administrator of the Participating Organization of which you are a member to see how you can briefly assist in local efforts to promote or administer the credential and candidate process. Accreditation chairs can feel lonely, too!
10. Serve as a Readiness Review panelist for at least one candidate.