

PR professionals learn how to earn accreditation

Nancy McCarthy of the Firefly group leads the workshop

BY JESSICA LAVNE
YourNews contributor

Public relations professionals in a variety of industries and business sectors came together May 5 at the Florida Atlantic University Treasure Coast Campus to get a better understanding of how to earn their Accredited in Public Relations certification.

Nancy McCarthy, APR, of The Firefly Group in Palm City, serves as the accreditation and certification

chairwoman for the Treasure Coast Chapter of the Florida Public Relations Association. She presented "The ABC's of APR," a workshop covering information about the examination for accreditation in public relations. From what the test measures, to how to effectively prepare and study for the exam, McCarthy answered questions from many eager public relations professionals who are about to begin the task of applying for accreditation.

"Unlike other professional certifications where certification is mandatory to practice the profession, APR certification is voluntary," McCarthy said. "It's a valuable tool for professionals who take the time to become certified, as it demonstrates their understanding, application and value of the profession and the ethical standards associated."

The APR credential is valuable to those practitioners who earn it: to the agencies, clients and organizations they represent; and to the public relations profession itself.

For more information, call (772) 287-5272 or visit www.fireflyforyou.com.

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Cara Perry and Nancy McCarthy at "The ABC's of APR."