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Contact:

Missy MacFarlane, APR  
President, PRSA Tampa Bay  
c: 813.230.7736  
Missy@BayviewPR.com



**Seven Tampa Bay Professionals Earn Accreditation in Public Relations**  
PRSA Tampa Bay Chapter's spring class achieves APR designation

**TAMPA** (October 26, 2011) – The PRSA (Public Relations Society of America) Tampa Bay Chapter is proud to announce that seven of its members have successfully completed the Examination for Accreditation in Public Relations, entitling them to use the APR professional designation.

The Accreditation program aims to improve the practice of public relations by assessing competence in 60 areas of knowledge, skills and abilities associated with the profession. Candidates who successfully complete the rigorous process, including presenting his/her portfolio to a peer-review panel and sitting for 180-question computer-based examination, are granted the APR.

The seven individuals who achieved Accreditation in 2011 include:

- Susan Barnes, director of communications, Girl Scouts of West Central Florida
- Travis Claytor, communications manager, Tampa Bay & Company
- Lori Hudson, director of communications, Hillsborough County (Fla.)
- Missy MacFarlane, principal and account director, Bayview Public Relations
- Kate Sawa, senior communications director and affiliate digital strategy manager, American Heart Association
- Marissa Segundo, recycling coordinator, City of Largo
- Heather Sugg, account supervisor and Florida regional manager, William Mills Agency

Karen M. Frashier, APR, foundation executive director for Mental Health Care, Inc., serves as chair of PRSA Tampa Bay Chapter's Accreditation committee and mentors candidates throughout the process. Twenty-two chapter members have achieved accreditation within the past two years with mentorship from Frashier and former Accreditation chair Jeff Caponigro, APR, Fellow PRSA, president and CEO of Caponigro Public Relations.

The Examination is designed for public relations professionals with five to seven years of job experience and/or a bachelor's degree in a communication field. Professionals earning the APR must maintain their credential through continuing professional development, providing leadership to the profession and serving their local communities.

**About the Universal Accreditation Board**

The UAB was established in 1998 by a coalition of public relations professional organizations that today includes the Agricultural Relations Council, Asociacion de Relacionistas Profesionales de Puerto Rico, Florida Public Relations Association, Maine Public Relations Council, National School Public Relations Association, Public Relations Society of America, Religion Communicators Council, Southern Public Relations Federation and Texas Public Relations Association. Each organization contributes resources and senior-level volunteer members who represent all segments of the public relations profession. For more information about the UAB and the APR designation, visit [www.praccreditation.org](http://www.praccreditation.org).

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