

FOR IMMEDIATE RELEASE

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KELSEY ARCHER EARNS PUBLIC RELATIONS ACCREDITATION

OMAHA, Neb. – Kelsey Archer, Assistant Director of Marketing and Public Relations for Clarkson College, has earned her accreditation in public relations. Archer is a member of the Public Relations Society of America's (PRSA) Nebraska chapter.

The accreditation process Archer completed involves a comprehensive examination governed by the Universal Accreditation Board (UAB). The exam measures a candidate's knowledge, skills and abilities in the practice of public relations. Candidates must also have significant experience in the profession. Once accreditation is attained, the individual designates the professional achievement through the use of the initials APR (Accredited in Public Relations) after his or her name.

With the designation, Archer becomes one of about 4,500 active Accredited professionals. The APR is considered a symbol of distinction and professionalism. Approximately 25 percent of the Nebraska chapter of PRSA hold the APR distinction.

Archer, who earned a bachelor's degree in journalism from the University of Nebraska-Omaha, has 10 years of marketing, public relations and communications experience. She is also pursuing her master's degree in communication at UNO with a research emphasis on organizational communication and change. In addition to her membership in PRSA Nebraska, Archer serves on the PRSA Nebraska Board of Directors, and is actively involved in the Junior League and Girls Inc. of Omaha.

Photo attached.

About PRSA Nebraska:

The Public Relations Society of America (www.prsa.org), headquartered in New York City, is

the world's largest organization for public relations professionals with nearly 32,000 professional and student members. PRSA is organized into 109 Chapters nationwide and 19 Professional Interest Sections and Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 296 Chapters at colleges and universities throughout the United States and one Chapter in Argentina. PRSA Nebraska (www.prsanebraska.org) has over 200 members.

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**Public Relations Society of America -
Nebraska Chapter**

www.prsanebraska.org

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