

FOR IMMEDIATE RELEASE

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BEV CARLSON EARNS PUBLIC RELATIONS ACCREDITATION

OMAHA, Neb. – Bev Carlson, Public Relations Specialist for Blue Cross and Blue Shield of Nebraska, has earned her accreditation in public relations. Carlson is a member of the Public Relations Society of America's (PRSA) Nebraska chapter.

The accreditation process Carlson 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. Typically, candidates must 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, Carlson 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.

Carlson, who earned her bachelor's degree at the University of South Carolina, has more than 20 years of experience in broadcast journalism production, marketing communications and public relations. In addition to her membership in PRSA Nebraska, Carlson serves on the board of Activate Omaha and the Ted E. Bear Hollow Center for Grieving Children and Teens.

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**

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