

Media Alert FOR IMMEDIATE RELEASE

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Arlington PR pro receives Accreditation in Public Relations designation

Arlington, Texas (August 22, 2010) Gigi Westerman, founder of Arlington-based marketing and public relations firm Strategic Image, Inc., has received her Accredited in Public Relations (APR) designation after successfully completing the Examination for Accreditation in Public Relations. The Universal Accreditation Board (UAB), a consortium of nine professional communication organizations that directs this competency certification program, made the announcement this week. Only a small percentage of professionals attain the APR designation.

“Earning the APR reflects a mastery of the knowledge, skills and abilities needed to succeed in our increasingly complex profession,” said Felicia Blow, APR, UAB chair. “Practitioners who achieve the designation are demonstrating their commitment not only to our profession, but also to a strong code of ethics and to the betterment of their organizations and clients.”

The computer-based portion of the exam is administered throughout the year. A readiness review is conducted prior to the computer-based portion of the exam by a panel of three Accredited members of the organizations participating in the UAB. Professionals earning the APR must maintain their credential through continuing professional development, providing leadership to the profession and serving their local communities.

Westerman launched Strategic Image, Inc. in 2001. She is a member of the Texas Public Relations Association and the Public Relations Society of America and her work has received numerous accolades from trade and news organizations, including two Silver Spurs from the Texas Public Relations Association, Platinum and Gold Hermes Creative Awards, and awards from The Associated Press, International Television Association, Telly, and The Communicator.

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