

June 2026

Greetings APR Chairs!



Are you a new accreditation chair trying to find the right starting point?

Do you feel like your chapter's Accreditation in Public Relations program has stalled out and you're looking to re-energize it?

We have a proven, successful and turnkey solution. You're about to embark on an exciting new adventure: launching the **APR Ready to Roll** program for your chapter!

APR Ready to Roll is an accelerated, structured program—a road map that fills in the gaps from existing materials—providing support and resources for your cohorts to complete the APR process in five months (or less). It's an organized professional development environment offering structured schedule, weekly study sessions and APR mentors.

Most of all, APR Ready to Roll is spirited (you will be always wearing a cheerleader hat), inspires confidence and removes the fear, anxiety and uncertainty candidates experience when testing the APR waters. Just follow the APR Ready to Roll program's bouncing ball—*study, learn, do the work, show up for assigned sessions, take the exam immediately following completion of the program without delay*---and you are on your way to APR!

Since the program's Arkansas chapter inception in 2010, APR Ready to Roll has caught fire in chapters spanning five states (Arkansas, Las Vegas Valley, Utah, Nashville and a special pilot in North Texas) all to help chapter members achieve their goal: earning APR, the gold standard in public relations.

Included in this customizable toolkit for download, you'll find the following resources and more you will not find elsewhere, all easily customizable for your chapter:

- **APR Ready to Roll Jump Start Power Point:** orientation/introduction to the program, perfect for recruitment, in-person sessions to kick off the program, webinars, etc.
- **APR Ready to Roll Promotions and Communications:** the APR motherlode of sample chapter promotions, events, webinars, surveys, thank you certificates, texts, websites, and fill-in-the-blank sample email communications that will take you start to finish / recruitment to APR achievement in chronological order (including communications to APR panelists, APR work session leaders, and so much more)
- **APR Ready to Roll Packet** for candidates
- **Sample program timelines** with dates/span of time between events already built in (just change actual event dates and you're good to go)
- And, of course, we've thrown in all the standard APR study session decks, panel study session prep, APR Study Guide, etc., you'll find on PRSA's national site all in one place

If you should have any questions, please reach out to us. We want to see YOU and YOUR APR Ready to Roll program succeed and, most importantly, to help our APR candidates achieve APR (without the fear and anxiety, of course).

So put on your cheerleader hat and get ready to turn the standard APR approach on its ear. You are APR Ready to Roll!!!

Sincerely,

Dan, Sandra and Gretchen

Dan McFadden, APR
Past APR co-chair
PRSA Ark., LV Valley,
Nashville
danmcfaddenapr@gmail.com

Sandra McGrew, APR
APR chair
PRSA Arkansas
smcgrew@uams.edu

Gretchen Papez, APR
APR chair
PRSA Las Vegas Valley
gretchen.papez@uhsinc.com