



Public Relations
Society of America

September 12, 1995

Del Galloway, Executive Vice President
Husk Jennings
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Jacksonville, FL 32202

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RAY GAULKE

Dear Mr. Galloway:

On behalf of the Public Relations Society of America, I welcome you as a special member of PRSA's National Accreditation Board. As you know, your new role signals an important step in the Public Relations industry's movement toward a universal Accreditation process and Florida Public Relations Association's commitment to work cooperatively toward that end.

As an Accredited member of PRSA, you know that the Accreditation process is conducted under very strict rules and procedures to ensure confidentiality of the examination contents, scoring and grading procedures, and candidates' identities. As I welcome your participation in this important process, I also remind you of your obligation to keep in strictest confidence all information that becomes available to you as a result of your work with the Accreditation Board.

Since your invitation to join the Accreditation Board as a non-voting member came directly from Florida Public Relations Association, it is important that you understand PRSA's intentions in opening its Accreditation process to your participation, the nature of your role, and the timeframe associated with it. I have enclosed a copy of the PRSA Board's January 1995 resolution which was accepted by the Board of Florida Public Relations Association.

You will have three roles with the PRSA Accreditation Board:

- Full participation, with the exception of voting privileges, in the routine work of the Board. This includes review of marginal examinations and appeals and an assignment as a working member of one of the Board's standing committees which include Test Administration and Development; Chapter Support and Relationship Management; Long-Range Strategic Planning; and Current Issues Management;

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- Development of case study question representing the special interests of members of Florida Public Relations Association following an agreed-upon template for developing this type of question and validating it;
- Full participation in a separate NAPRC Joint Accreditation Task Force, comprising delegates from PRSA's Accreditation Board and other special members from the NAPRC organizations that have endorsed the enclosed resolution. The work of this task force will take place almost exclusively outside of the regular Accreditation Board meeting schedule.

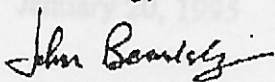
By June 1, 1996, this NAPRC Joint Accreditation Task Force is to develop a definition of a process to create the intended result of the resolution. After September 1, 1996, any NAPRC-member organization that agrees to move forward with that process will have the right to appoint a regular, voting member to the PRSA Accreditation Board (pending approval by PRSA's governing body, the membership assembly).

The next meeting of the PRSA Accreditation Board is scheduled for **Sunday, September 17, 1995 from 1:00 p.m. to 5:00 p.m. and Monday, September 18 from 9 a.m. to about 3:00 p.m. at PRSA's New York headquarters, 33 Irving Place, 3rd Floor.**

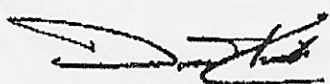
The NAPRC Task Force will meet in advance of the regular meeting of the Accreditation Board from 10 a.m. to 12 p.m. on **Sunday, September 17.** Please call Brenda Sanders, our staff member in charge of Accreditation, at (212) 460-1436 to confirm your attendance. Tom Bartikoski, APR, Fellow PRSA, who leads PRSA's delegation to the NAPRC Joint Accreditation Task Force, will contact you to arrange the meetings and teleconferences that are expected to take place prior to that meeting.

If you need additional information, please don't hesitate to call David Kirk, APR, Fellow PRSA, chairman of the PRSA Accreditation Board at (215) 731-1371.

Cordially,



John Beardsley, APR
President



David Kirk, APR, Fellow PRSA
Chair, Accreditation Board

enclosure

Be it resolved that the Public Relations Society of America will participate with diligence and good faith in cooperation with fellow NAPRC organizations to define a process for instituting a universal public relations credentialing program that could operate independently from the control of any individual NAPRC group.

The PRSA Board of Directors recommends the following procedure.

Any NAPRC organization that has approved this resolution as of April 1, 1995, will appoint one PRSA-Accredited member to participate as an ex-officio member of the PRSA Accreditation Board with full access to and involvement in all aspects of the PRSA Accreditation process, with the exception of voting to grant Accreditation to PRSA exam candidates.

The ex-officio members will have the following responsibilities in addition to their ongoing contribution to and participation in the work of the PRSA Accreditation Board:

- ▶ Development of a case-study question representing each organization and any special interests or areas of expertise which should be included as an option in a final universal exam. Each question will be developed following an agreed-upon template for case-study questions and a process for validation.
- ▶ Participation on a committee assignment to define a possible transition process to an independent exam, specifically addressing issues including but not limited to:
 - ▶ Exam Content
 - ▶ Administration
 - ▶ Grading
 - ▶ Governance
 - ▶ Terminology
 - ▶ Reciprocity
 - ▶ Maintenance
 - ▶ Income and Expense

By December 31, 1995, these ex-officio members and the PRSA Accreditation Board will define a process for implementing a universal certification program. By April 1, 1996, NAPRC member organizations will consider the proposed program and reach a decision on their participation.

Adopted by the PRSA Board of Directors
January 20, 1995