

Meet our latest APR ... Stephanie Hungerford from Children's Hospital and Health System!

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- Stephanie Hungerford, APR



Congratulations to Stephanie Hungerford, our most recent Public Relations Society of America (PRSA) Southeastern Wisconsin Chapter member to earn the Accredited in Public Relations (APR) credential!

Stephanie—a senior public relations and marketing specialist from Children's Hospital and Health System—received her official APR pin at the June chapter luncheon. Here is what she had to share about the APR preparation process and what earning the APR meant to her. For more information about earning APR please contact Southeast Wisconsin PRSA chapter APR co-chairs Julie Larsen, APR (414-302-0727 or julie-larsen@wi.rr.com or Samantha Andrews, APR (414-805-9477 or saandrew@fmlh.edu with any questions or how to get started. You can also visit our fact sheet on the Chapter's Web site at <http://www.prsawis.org/PDFs/Make2010YourAPRYear.pdf>.

What is your job title and duties at Children's Hospital and where did you work before?

As a senior public relations specialist for the health system, I support the public relations and marketing efforts for the following internal clients:

- Gastroenterology, Hepatology and Nutrition Center
- Herma Heart Center.
- Facilities Development (including construction projects).
- Emergency Services
- Children's Urgent Care
- Transport and Physician Referral Services
- Family Services and Patient Amenities (including Child Life, Spiritual Care, Bereavement, Patient Relations, Language Services, The Daniel M. Soref Family Resource Center, Medical Social Work and Family Accommodations).

My role requires me to serve as a strategic advisor to my internal customers in an effort to promote their programs internally and externally.

Why did you decide to pursue your APR?

As a PR student at Marquette University, I served on the board of Public Relations Student Society of America. I was exposed to the APR at that time and set a goal to achieve APR status in my own professional career. I had just completed a large project at work (I presented the plan to my readiness review panel) and felt well poised to pursue a new challenge.

What benefits did you feel you gained from obtaining your APR?

After all phases of the accreditation process (readiness review, exam), I felt an enormous sense of pride and accomplishment. I now feel much more confident in my abilities. As a result, I am able to provide a much better product to my employer and feel that I have increased my value as a PR professional.

What would you say to other non-APR professionals to encourage them to consider obtaining their APR?

The most difficult part of the process is making the decision to obtain your APR. Once the application has been approved, you're well on your way to learning and growing as a PR professional. Without a doubt, this process requires work. It can be nerve-wracking at times. But, every minute of preparation is absolutely worth it!

Any other thoughts or words of wisdom would you like to share?

I highly recommend purchasing the online study course. This is a tremendous resource that allows APR candidates to participate in weekly webcasts, ask questions and test their knowledge of the profession. Participating in the online study course was really what helped me pass the test.

The Southeastern Wisconsin Public Relations Society of America is on a mission to help more of our members earn their APR. APR is valuable to those practitioners who earn it; to the agencies, clients and organizations they represent; and, perhaps most importantly, to the public relations profession itself.

Our next Readiness Review is Saturday, Nov. 13, 9 a.m. – noon, Froedtert Hospital's Clinical Cancer Center in Wauwatosa. We are also looking to plan a Jumpstart education session this fall for those members who may want additional help in preparing for APR. If you are interested in these events or for more information please contact Southeast Wisconsin PRSA chapter APR co-chairs Julie Larsen, APR (414-302-0727 or julie-larsen@wi.rr.com) or Samantha Andrews, APR (414-805-9477 or saandrew@fmlh.edu) with any questions or how to get started. You can also visit our fact sheet on the Chapter's Web site at <http://www.prsawis.org/PDFs/Make2010YourAPRYear.pdf>