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## *Ocala Chapter*

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Kevin Christian, Communications Director

Phone: 352.671.7555 Fax: 352.671.7735

Email: [Kevin.Christian@marion.k12.fl.us](mailto:Kevin.Christian@marion.k12.fl.us)

# **OCALA PROFESSIONALS EARN CREDENTIALS IN PUBLIC RELATIONS**

**OCALA, FL** – The Ocala Chapter of the Florida Public Relations Association now boasts two additional members with state- and nationally-recognized PR credentials.

**Amanda “Mandy” Wettstein**, the agency director for That Company, now adds [“CPRC,” or Certified Public Relations Counselor](#), designation to her professional status. This credential is the second tier offered only by the [Florida Public Relations Association](#) and recognizes professional growth and achievement of senior members. Candidates for CPRC must have a minimum of 10 years of professional practice in public relations and have APR status (Accreditation in Public Relations). The 16-question essay exam is subjective and requires candidates to draw from their experience to solve problems and present solutions. Candidates must also pass an oral exam and present a public relations program or project to colleagues with CPRC credentials.

Meantime, **Heather Danenhowe**, a nuclear generational communications specialist with Progress Energy, successfully completed the examination for [Accreditation in Public Relations](#), entitling her to use the “APR” professional designation. APR status is awarded by the [Universal Accreditation Board \(UAB\)](#), a consortium of nine professional communication organizations responsible for national certifications in Public Relations. Danenhowe passed an objective, multiple-choice,

computer-based exam testing a variety of knowledge, skills and abilities in public relations. She also completed a Readiness Review panel and presented her portfolio before three peers.

PR professionals must maintain their credentials through continuing professional development, providing leadership to the profession, and serving their local communities.

**Wettstein serves as the membership director of the Ocala Chapter of the Florida Public Relations Association. Danenhower previously served as the chapter's Programs Director.**

Both Wettstein and Danenhower are members of [FPRA](#), an organization dedicated to developing public relations practitioners, who, through ethical and standardized practices, enhance the public relations profession in Florida. FPRA is comprised of 15 professional and 10 student chapters throughout the state, providing professional development, networking and professional recognition opportunities.

The Ocala FPRA Chapter, [www.fpraocala.org](http://www.fpraocala.org) , was established in 1980. The 50 plus members and guests normally meet the third Friday of each month at 11:45 a.m. at the Ocala Hilton on SR 200. However, this month that meeting takes place Wednesday, December 14, from 9am-1pm for a professional development seminar entitled "Media Makeover – On Air. On Target. On Top of Your Game." For more information, visit [www.fpraocala.org/events.html](http://www.fpraocala.org/events.html).

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