

Alaska Oil and Gas Association



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Anchorage Professional earns Accreditation in Public Relations

Anchorage, May 18, 2015 – Sarah Erkmann, external affairs manager for the Alaska Oil and Gas Association (AOGA), has successfully completed the Examination for Accreditation in Public Relations, entitling her to use the APR professional designation. The announcement was made by the Universal Accreditation Board (UAB), a consortium of nine professional communication organizations that directs this competency certification program.

The Accreditation program aims to improve the practice of public relations by assessing competence in 60 areas of knowledge, skills and abilities (KSAs) associated with the profession. The Examination is designed for public relations professionals with five to seven years of job experience and/or a bachelor's degree in a communication field. Candidates who successfully complete the rigorous process, including presenting his/her portfolio to a Readiness Review panel of three peers and sitting for a computer-based Examination, are granted the APR.

"This accreditation just proves what we've known about Sarah; she is a consummate professional, always striving to improve her skills and knowledge," said Kara Moriarty, AOGA president and CEO. "We appreciate her hard work every single day."

Erkmann has been with AOGA for three years, and has worked in public relations for more than 15 years.

"Earning the APR reflects a mastery of the knowledge, skills and abilities needed to succeed in our increasingly complex profession," said John E. Forde, Ph.D., APR, Fellow PRSA, 2015 chair of Universal Accreditation Board. "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 Examination is administered throughout the year at more than 300 Prometric Testing Centers. The Readiness Review is conducted prior to the computer-based portion of the Examination by a panel of three Accredited members of one of the nine organizations participating in the UAB.

AOGA is a professional trade association whose mission is to foster the long-term viability of the oil and gas industry in Alaska for the benefit of all Alaskans. Its 14 members represent the majority of oil and gas producers, explorers, refiners, transporters and marketers in Alaska. More information can be found at www.aoga.org.

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