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NEWS RELEASE

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Lionberger earns APR designation



ROANOKE, VA — The Blue Ridge Chapter of the Public Relations Society of America is honored to announce that Charles “Chuck” Lionberger is now fully accredited in Public Relations (APR). Lionberger is a Community Relations Specialist for Roanoke County Public Schools. He has been a member of PRSA and in the Blue Ridge Chapter since 2007.

Prior to his career at Roanoke County Public Schools, Lionberger served as acting Public Affairs Manager for the Virginia Department of Transportation. He also served as Assignment Editor and Executive Producer, among other positions, for WSLs-TV.

Lionberger earned a bachelor of science degree in mass communications from James Madison University in 1993. The Roanoke County resident is a 1989 graduate of Salem High School.

Lionberger is 2009 President of the Roanoke County Council of PTAs and past President of Green Valley Elementary PTA. He is a member of the Salvation Army Advisory Board, the Burton Center for Performing Arts and Burton Center for Mass Communications Advisory Boards, and Employee Campaign Manager (ECM) for Roanoke County Public Schools’ United Way Campaign.

He was recently elected as the 2010 at-large board member of the Blue Ridge-PRSA Chapter.

Accreditation is gained through two steps: a rigorous computer-based exam administered by the Universal Accreditation Board and through an oral presentation to fellow APR-members. The APR accreditation is the only professional certification program open to public relations professionals. It is a mark of distinction identifying those who prove their commitment to the field and to its ethical practice.

PRSA is the world's largest association of public relations professionals who represent business and industry, government, non-profit, healthcare, schools and professional firms. The purpose of PRSA is to unite professionals, set industry standards and a Code of Ethics for performance, and to increase public recognition of the public relations profession. The Blue Ridge Chapter serves members in western Virginia.

For more information, visit the Blue Ridge-PRSA website at www.prsa-blueridge.org or contact Heidi Ketler, APR, Accreditation Chair, at hketler@verizon.net.

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