



Five Steps to APR

What is Accreditation In Public Relations (APR)

- Professional credential
- Earned through a rigorous process
- Demonstrates:
 - ✓ Commitment to professional advancement
 - ✓ Broad and strategic public relations knowledge, skills and abilities
 - ✓ High professional level of experience and competence

www.praccreditation.org



Universal Accreditation Board (UAB)

Eight public relations “participating organizations”:

- Agricultural Relations Council
- Asociación de Relacionistas Profesionales de Puerto Rico
- Florida Public Relations Association
- Maine Public Relations Council
- National School Public Relations Association
- Public Relations Society of America
- Religion Communicators Council
- Southern Public Relations Federation



Eligibility and Fee

- Who is eligible?
 - Members of eight participating organizations
 - Recommended 5+ years of paid, full-time professional experience, or in teaching or administration of public relations courses in an accredited college or university
- Fee is \$385
 - Some associations rebate part of fee to members once Accredited
- Good “for life,” with fulfillment of maintenance of Accreditation requirements and continued membership in participating organization



Five Steps to Lifelong APR

1. Apply
2. Study
3. Readiness Review
4. Computer-based Examination
5. Maintenance



1. Apply

- Initiate process at personal discretion
 - Review process first to be prepared prior to applying
- Print application form from APR website
- Submit completed eligibility form with payment
- Receive notification of eligibility
- Complete entire process within one year of application being approved



2. Study

- Read APR Study Guide
- Review Readiness Review Questionnaire
- Identify additional texts to fill in gaps
- Work on your own or with a cohort
- Use resources at www.praccreditation.org



3. Readiness Review

- Includes a questionnaire and portfolio review demonstrating RPIE/RACE process
 - Your organization and your role
 - Your experience
 - Your assessment of your readiness for the computer-based Examination
- Assesses competence in several areas not easily judged other ways and whether candidate is ready to succeed on the computer-based Examination
- Conducted locally by a Readiness Review panel
 - 3 Accredited members
 - Recommend to the UAB to Advance or Not Advance the candidate



4. Computer-based Examination (CBE)

- Computer-delivered and scored
- 100% multiple-choice questions – terms, situation analysis, examples
- Takes three hours and forty-five minutes
- Testing process is administered by Prometric at a local site
- Preliminary results immediate; final results in weeks



KSAs Assessed

- The Examination process tests knowledge, skills and abilities in these areas:
 - RACE or RPIE Process (33%)
 - Leading the Public Relations Function (18%)
 - Managing Relationships (15%)
 - Ethics/Law (13%)
 - Managing Issues and Crisis Communications (13%)
 - Understanding Communications Models, Theories and History of the Profession (8%)



5. Maintenance

- Remain current and involved in profession and professional growth
 - Continuing education and professional development (*5 of 10 points required*)
 - Professionalism
 - Public service
- Submit form and \$50 fee every three years



What APRs Say . . .

“The process increased my understanding of the planning and strategy that goes into creating successful public relations campaigns versus the ‘it just happens’ syndrome.”

- Carol Crawford, APR, Principal, Crawford Communications, San Francisco, Calif.

“The APR preparation provided a thorough review of the proper thought-processes involving public relations issues and strategic planning process. Additionally, my APR experience has strengthened my confidence in my ability to counsel senior management on all public relations issues.”

- Robert Stillwell, APR, Corporate Communications, NV Energy, Las Vegas, Nev.



Information and resources:
www.praccreditation.org

