

Information

What is Accreditation?

Accreditation in Public Relations (APR) is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on broad knowledge, strategic perspective, and sound professional judgment.

Why APR?

Did you know that 25% of all PRSA members have earned their Accreditation? Or that those professionals with the APR earn 20% more than their peers? Adding the APR acronym behind your name is a significant and meaningful step for any serious professional in the field.

In short, the APR designation signifies a high professional level of experience and competence, and there are several reasons to obtain the APR.

1. It formally acknowledges a professional's expertise regarding the accepted standards and best practices of the Public Relations profession.
2. It is recognized by more and more employers searching for those candidates who can bring established expertise to their position.
3. It brings stronger legitimacy to our profession by setting high standards and building accountability for practitioners in the field.
4. It demonstrates a professional's dedication to continued learning. All APRs must maintain their designation through continued professional development efforts.

Costs

Required	Optional
\$385	Examination Fee
\$25	National Application Fee
\$100 new	<i>Effective Public Relations</i> by Glen Broom (70% computer test)
\$11.50 new	<i>Associate Press Style Book. There's an App for that!</i>
\$195	Online Readiness Review Class
\$TBD	Readiness Boot Camp

Range = \$410 - \$700*

* Cost depends on resources and classes purchased in preparation for written test. There may be extra charges for the readiness review panel depending on the number of candidates interested.

Note: Upon successful completion of the computer-based test, PRSA returns \$110 to the applicant.

Important Dates

Aug 1	National application deadline
Aug 1	Begin reading/studying text
Aug 5	Q&A dinner
Oct 6	Essay Deadline
Nov 8	Readiness Review

Need Help?

If you have questions, email Gwen Kleist, APR at gwen.h.kleist@kp.org. See also the Universal Accreditation Board site at www.praccreditation.org.

CLASS OF 2015

APR'S 50TH ANNIVERSARY

APR ACCREDITATION TESTING MEASUREMENTS

COMPUTER-BASED COMPETENCIES TESTED

RESEARCHING, PLANNING, IMPLEMENTING & EVALUATING PROGRAMS (30%)

- Analytical skills
- Audience identification and communication
- Evaluation of programs
- Financial management
- Planning ability
- Research (Applied)
- Research (Basic)
- Stakeholder management
- Strategic thinking
- Methodology

ETHICS AND LAW (15%)

- Ethical behavior
- Integrity
- Knowledge of legal issues

COMMUNICATION MODELS AND THEORIES (15%)

- Communication models
- Understands barriers to communication

BUSINESS LITERACY (10%)

- Business literacy
- Environmental scanning
- Industry knowledge
- Knowledge of current organizational issues
- Knowledge of business technology and trends
- Understands all levels of management
- Uses organization's resources

MANAGEMENT SKILLS & ISSUES (10%)

- Diversity
- Decision-making abilities
- Leadership skills
- Looking beyond prejudices/mind-set
- Organizational skills
- Team building

CRISIS COMMUNICATION MANAGEMENT (10%)

- Understands different phases of a crisis
- Risk management capabilities

MEDIA RELATIONS (5%)

- Media relations
- News sensibility
- Understands media
- Understands distribution systems

USING INFORMATION TECHNOLOGY EFFICIENTLY (2%)

- Information management
- Knowledge of distribution channels
- Technology literacy

HISTORY OF AND CURRENT ISSUES IN PUBLIC RELATIONS (2%)

- Knowledge of the field of public relations

ADVANCED COMMUNICATION SKILLS (1%)

- Consensus-building
- Consulting skills
- Negotiating skills

READINESS REVIEW / KSAS TESTED

- Creative conceptualization/creativity
- Initiative
- Interpersonal skills
- Management skills
- Client focus
- Multi-tasking
- Flexibility
- Teaches others
- Time management
- Uses multiple delivery mechanisms
- Control analysis
- Communication skills/Speaking
- Communication skills/Interviewing
- Communication skills/Writing and Editing
- Communication skills/Listening
- Presentation skills



“Nearly 20 years after earning my APR, I still don’t take that designation for granted. I, like the many others who have earned this vital professional accreditation, wear this badge proudly. More than just the prestige of gaining additional letters after my name, I was motivated by the challenge of testing my knowledge, skills and critical thinking, while improving myself as a PR professional. I quickly discovered that the entire process was an education in itself. It became an opportunity to apply real-life experiences to the thorough examination process, while using the information I gained in my everyday decisions and actions. Those lessons remain valuable today, and there is no better mark of a true public relations professional than the distinction of APR.” – Sid Ribinson, APR

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PRSA-IE Suggested Reading Schedule

Starting the text books early will help applicants write better applications and prepares applicants for the readiness review panel.

Effective Public Relations
by Glen Broom

August

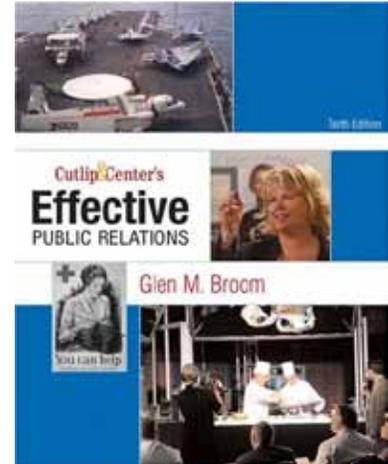
- Chapter 1: Introduction to Contemporary Public Relations
- Chapter 2: Practitioners of Public Relations
- Chapter 3: Organizational Settings
- Chapter 4: Historical Origins
- Chapter 5: Professional Ethics
- Chapter 6: Legal Considerations

September

- Chapter 7: Theoretical Underpinnings: Adjustment and Adaption
- Chapter 8: Communications and Public Opinion
- Chapter 9: Internal Relations and Employee Communications
- Chapter 10: External Media and Media Relations
- Chapter 11: Step One: Defining Public Relations Problems
- Chapter 12: Step Two: Planning and Programming

October

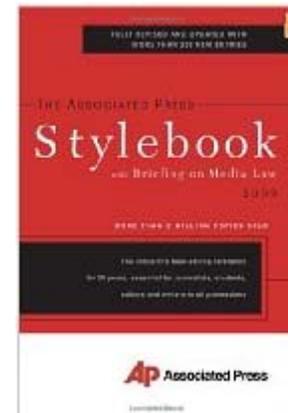
- Chapter 13: Step Three: Taking Action and Communicating
- Chapter 14: Step Four: Evaluating the Program
- Chapter 15: Business and Industry Public Relations
- Chapter 16: Government and Public Relations
- Chapter 17: Nonprofits, Trade Associations, and Nongovernmental Organizations



The Associated Press
Style book and Briefing
on Media Law

October

- Briefing on Media Law
- There is an App for that! AP Style Mobile App is now available in iTunes and Blackberry.



"I'm Aaron Norris, current President of PRSA Inland Empire. I'm a retired theater performer that found my second love in PR and marketing while living in New York City over a decade ago. During my MBA program at UC Irvine, I discovered PRSA and the APR while searching for professional organizations to further my education. I was also looking for a professional designation recognizing my work in the field. I found that the APR accreditation was the most comprehensive and difficult designation to obtain across all communication associations. I like a challenge. What's a designation worth if it isn't a true reflection of your knowledge in the field, peer acknowledgment of your quality work, and backed by an organization dedicated to moving the profession forward? My APR sits proudly behind my name as a commitment I've made to myself and my profession. #APRIsGold." – Aaron Norris, MBA, APR

Directions to Getting Your APR

- 1. Apply (8/1 deadline) & Dinner (8/5).** Submit your [APR Application](http://www.praccreditation.org) (at www.praccreditation.org) to the Universal Accreditation Board (UAB) with the application/exam fee. UAB will inform the Inland Empire APR Chair (Gwen Kleist) that you are eligible for your Readiness Review.
 - Exam fee is \$385 for PRSA members plus \$25 application fee; \$110 will be refunded to PRSA members upon completion of the exam. There are payment options available.
 - Please apply by August 1st if you plan to participate in our chapter-led APR process. **PLEASE NOTE: You have one full year to complete the entire process from the time of your application acceptance.**
 - The Inland Empire's APR launch dinner will take place August 5th. All candidates that have submitted their national application will be invited for this process review and Q&A dinner in Riverside.
- 2. Begin Study (8/1).** The recommended readings and schedule provided help prepare candidates for both the Readiness Review and the computer-based test. Please start studying as soon as possible.
- 3. Awards (Aug/Sept).** All APR applicants are expected to participate in the judging process for a sister chapter's PR awards. Each APR candidate will be joined by two local APRs to help judge entries. This helps cement core concepts as well as prepares candidates for the Readiness Review.
- 4. Schedule Readiness Review (Sept).** Upon receipt of confirmation from UAB, confirm with Gwen Kleist that you will be participating in the readiness review in November and begin essays immediately. Email gwen.h.kleist@kp.org.
- 5. Write & Submit Essays (10/6).** Submit your Written Submission Form (essay questions) by email (PDF or Word format) to APR Coordinator, Gwen Kleist, APR at gwen.h.kleist@kp.org. Please do not exceed one page per answer. Must be typed, double-spaced, and 12 pt Times New Roman font. Clearly note the corresponding questions and your name on the document. Chair will organize and forward all candidates' essays to the Readiness Review Panel. **Submit the email version by 12 noon on October 6, 2014**, to participate in the **November Readiness Review**.
- 6. Prepare Your Portfolio and Attend Readiness Review (11/8).** The Readiness Review is a comprehensive interview/discussion before three local APR professionals who will assess your Written Submission Form, professional experience, portfolio project you present live, and your overall readiness to advance to the computer-based examination. Be prepared for a 20-35 minute presentation on a project of your choice (may or may not be what was covered in your application) followed by 20 minutes of questions and follow up. Readiness Reviews will be held on **Saturday, November 8, 2014, from 10:00 a.m. – 3pm in Riverside** (subject to change). Candidates will be assigned a one-hour time slot. Location to be determined.
- 7. Sit for Computer-Based Examination.** When you advance from the Readiness Review, the UAB will notify you by letter that you are authorized to take the computer-based examination at a local Prometric testing center at your own convenience. If you followed the suggested reading in this guide, you will be ready for the computer based exam in December. Remember, candidates have one year to take the exam from the date of applying for accreditation. However, it is highly recommended you complete the exam as soon as possible after approval. The computer-based examination is all multiple-choice and takes approximately three hours and 45 minutes to complete.
- 8. Maintain.** Once you receive the APR credential, it is good for life with the fulfillment of Maintenance of Accreditation requirements and annual membership in an approved partner organization, such as PRSA (a.k.a., "UAB Participating Organizations"). Every three years, APR professionals must accumulate 10 points toward continuing education, professional development or public service and submit a \$50 maintenance fee.