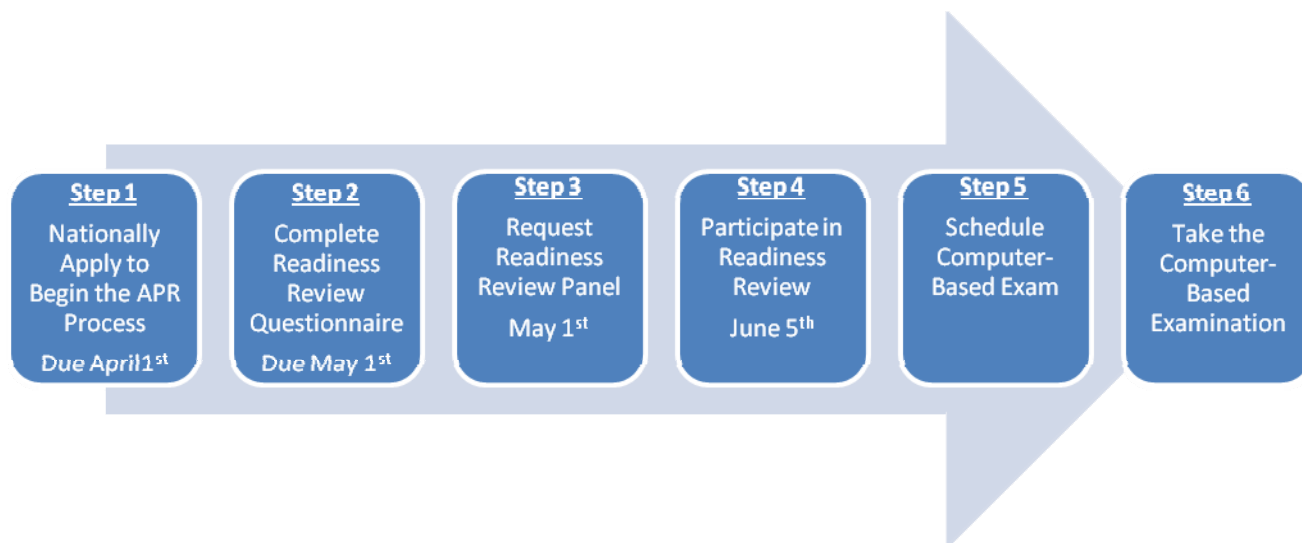


APR ACCREDITATION for CIEC

For questions regarding the APR process, email Aaron Norris at aaron@thenorrisgroup.com or call 646-418-4437. Please note application deadline is April 1st for the national application. For further information on accreditation, visit the Universal Accreditation Board Web site, www.praccreditation.org.



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.

What is the purpose of Accreditation?

The purpose is to unify and advance the profession by identifying those who have demonstrated broad knowledge, experience and professional judgment in the field. The program seeks to improve public relations practice. The designation APR signifies a high professional level of experience and competence.

Why become Accredited?

Increasingly, job listings are specifying APR preferred. Senior public relations professionals have been outspoken in support of Accreditation. It demonstrates that individuals have the knowledge, ethics and experience that set them apart. It also demonstrates that they care about their own profession and that they are dedicated to enhancing their own personal abilities. On average, APR certified professionals make \$102,031 vs. \$85,272. That's 25% more!

Costs

Required	Optional
\$385	National Application Fee
\$25	Application Fee
\$100 new	<i>Effective Public Relations</i> by Glen Broom (70% computer test)
\$11.50 new	<i>Associate Press Style Book</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

Mar 1 st	Start Reading Text Books
Apr 1 st	Application Deadline (\$410 to national)
May 1 st	Essay Deadline
Jun 5 th	Readiness Review

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

PRSA-CIEC 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

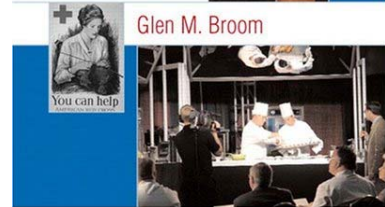
March

- 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



April

- 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



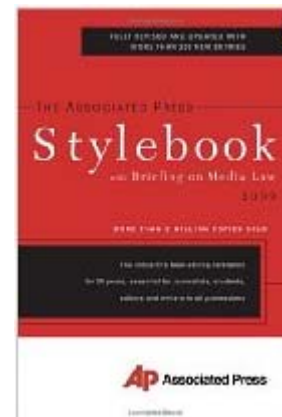
May

- Chapter 13: Step Three: Taking Action and Communicating
- Chapter 14: Step Four: Evaluating the Program
- Chapter 15: Business an 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

May

- Briefing on Media Law



Directions to Getting Your Accreditation in Public Relations (APR) PRSA –CIEC



1. **Apply:** Submit your [APR Application](#) (at www.praccreditation.org) to the Universal Accreditation Board (UAB) with the application/exam fee. UAB will inform Riverside's APR Chair (Aaron Norris) 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. If you plan to participate in the June 2009 Readiness Review in San Diego, please **apply by April 1, 2010**, to allow time for processing and coordination with San Diego chapter.
2. **Schedule Your Readiness Review:** Upon receipt of confirmation from UAB, confirm with Aaron Norris that you will be participating in the readiness review in June in San Diego and begin essays immediately. Email aaron@thenorrisgroup.com.
3. **Write Readiness Review Essays:** Submit your Written Submission Form (essay questions). **Special instructions:** Email the file (PDF or Word format) to CIEC's APR Coordinator, Aaron Norris (aaron@thenorrisgroup.com). Please do not exceed one page per answer. Typed, double-spaced, 12 pt Times New Roman layout. Clearly note the corresponding questions and your name on the document. Aaron will print and submit all applicants' essays to San Diego in preparation for the readiness review. **Submit the email version by 12 noon on Saturday, May 1st, 2010**, to participate in the June Readiness Review.
4. **Prepare Your Portfolio and Attend Readiness Review:** The Readiness Review is a comprehensive interview/discussion before three local APR professionals who will assess your Written Submission Form, professional experience, portfolio and overall readiness to advance to the computer-based examination. Readiness Reviews will be held on **Saturday, June 5, 2010, from 8:30 a.m. – 4:00 p.m.** Candidates will be assigned a one-hour time slot. Location to be determined.
5. **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. Candidates have one year to take the exam from the date of applying for accreditation. The computer-based examination is all multiple-choice and takes approximately three hours and 45 minutes to complete.
6. **Study:** Preparation Sources, including study guides, recommended textbooks and an online study course are available on the UAB website and suggested reading schedule is provided in this packet. There will be a one day "Jump Start" course available in San Diego scheduled on a Saturday in late March/early April 2010. The fee is \$120 for CIEC members. The course will cover approximately 70% of the computer-based examination content. You can take the local study course even if you have not yet submitted an APR application or advanced from the Readiness Review.
7. **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.