



Make 2010 Your APR Year!

Public Relations Society of America's Accredited in Public Relations (APR) credential is valuable to those practitioners who earn it; to the agencies, clients and organizations they represent; and, perhaps most importantly, to the public relations profession itself.

Established in 1964, the Accreditation Program is the profession's only national post-graduate certification program. It measures a public relations practitioner's fundamental knowledge of communications theory and its application; establishes advanced capabilities in research, strategic planning, implementation and evaluation; and demonstrates a commitment to professional excellence and ethical conduct. The skills acquired through the process are applicable to any industry or practice area. Currently, more than 5,000 professionals from the agency, corporate, association and education fields hold the APR mark, Harold Burson and Daniel J. Edelman notable among them.

Did you know?

- 94% of those Accredited would become Accredited again.
- 96% would recommend it to a colleague.
- Professionals find Accreditation to:
 - be a source of pride (91%)
 - develop professional skills (78%)
 - provide personal benefit (75%)
 - help resolve ethical dilemmas (58%)
- 93% of Accredited professionals agree the Examination covers the KSAs needed to succeed.
- Accredited professionals find the process establishes the practice as strategic (93%) and ethical (91%).

Common Questions and Answers:

How do I get started, what are the steps and fees involved to achieve APR?

1. Reach out to Southeast Wisconsin PRSA chapter APR co-chairs Julie Larsen, APR (414-302-0727, julie-larsen@wi.rr.com) or Samantha Andrews, APR (414-805-9477 or saandrew@fmlh.edu) with any questions or how to get started.
2. Read through the materials available on PRSA's Web site at <http://www.praccreditation.org/becomeAPR/> to assess your public relations experience and ability before completing the application.
3. Complete and submit the application and fees to Universal Accreditation Board available at: http://www.praccreditation.org/documents/APR%20Application_2009.pdf. The application fee is \$25 and the examination fee is \$385 (Southeastern Wisconsin PRSA members may be eligible to receive their examination fee back once they pass their exam)
4. Notify Julie or Samantha which Readiness Review session where you can present your portfolio to a small group of your APR peers: 2010 Readiness Review sessions are scheduled for Saturday, April 17 and Saturday, Nov. 13, 9 a.m. – noon, Froedtert Hospital's Clinical Cancer Center in Wauwatosa.
5. In advance of the Readiness Review, complete the Readiness Review Candidate Questionnaire <http://www.praccreditation.org/documents/9.2007%20Candidate%20Questionnaire.doc> You will submit four printed copies of your typewritten responses to the Readiness Review Questionnaire no fewer than 15 business days prior to your scheduled Readiness Review Presentation. Submit your completed document to your local or organizational Accreditation chair.

6. Start preparing by reading recommended text books and/or enrolling in the Online Study Course
 - Recommended reading materials are available at:
<http://www.praccreditation.org/Preparation%20Sources/index.html>
 - Enroll in the APR Online Study Course:
 - Candidates who complete 75 percent of the online material successfully passed the APR computer-based Examination.
 - PRSA Members, UAB and Partner Organizations may enroll at the member price of \$195. Non-Members enroll at \$295. Group Discount - PRSA Members, UAB and Partner Organizations may apply for and enroll at the discount price of \$169. (For groups of 5 or more, who enroll at one time).
 - Review the APR free study guide:
http://www.praccreditation.org/documents/APR_StudyGuide_1stEd_final9.2009.pdf
 - Sign up and join free online APR national study cohorts at:
<http://online2learn.net/docs/APRPREP/Cohort/Current-Group.htm>
 - Sign up and connect with other local PRSA members and APR candidates on our Facebook page at:
http://www.facebook.com/group.php?v=app_2373072738&ref=ts&gid=51373476204#!/group.php?gid=235055958353

Where do I take the Examination?

At a Prometric testing location. You can find a listing of test locations at: www.prometric.com. In the Milwaukee area, the Prometric site is in Brookfield at 19435 W. Capitol Dr., Suite L04. There is also a location in Madison.

Do you have to be a PRSA member in order to become accredited?

Yes – you have to be a member of either PRSA or another UAB participating organization. A list of the other organizations can be found on the Web site at www.praccreditation.org.

How long does it take to become APR?

That is dependent on you. You have up one year to take the exam upon completion/approval of your Readiness Review. You can request an extension if needed.

Where can I find a link to forms on PRSA's Web site?

<http://www.praccreditation.org/Forms.html>

Once I'm accredited, what do I need to do to maintain my accreditation status?

Accredited members who earned their APR after January 1, 1993 are required to earn 10 points over three years to maintain their accreditation (those who earned their APR before 1/1/1993 continue to be “grandfathered” from the maintenance process).

Beginning with APRs whose maintenance of Accreditation cycle runs from January 2007 to December 2009, APRs must earn five of the required 10 points in Continuing Education and Professional Development. This recent UAB change brings the APR credential more in line with what similar professional organizations ask their certified members to achieve in the area of lifelong learning. You can find forms and more information at: <http://www.praccreditation.org/currentAPRs/Maintenance.html>