



# Earning an APR: Accreditation in Public Relations

## What is an APR?

As a skilled public relations professional, you know that your success is dependent on staying relevant, resourceful, and inspired.

The Accreditation in Public Relations (APR) credential certifies your drive, professionalism, and principles, setting you apart from your peers and positioning you as a leader and mentor in the competitive public relations field.

### An APR:

- . Asserts professional competence
- . Projects professional expertise, plus personal and professional dedication and values
- . Reflects progressive public relations industry practices and high standards

Visit [praccreditation.org/apply/apr/](http://praccreditation.org/apply/apr/) for additional details.

## Who is Eligible and What Does It Take?

It takes a professional—someone with exceptional experience, broad expertise and strong dedication and values—to thrive at what you do. Profess what you know with the APR.

Begin your journey to Accreditation in four steps.

1. Review and complete the Application for Accreditation in Public Relations.

### Applicants must:

- Be a member of the [Public Relations Society of America \(PRSA\)](#) and the [Greater CT Chapter](#)
- Possess at least five years of professional experience in public relations, not including internships or education settings.

2. Study, prepare and sit for a Panel Presentation.

3. Continue to study and complete the online APR examination. The examination is administered at Prometric, either at their testing centers or through remote proctoring.

4. Demonstrate a commitment to lifelong learning through continuing APR education.

## Chapter Responsibilities

- Maintain an APR Committee chaired by an Accredited chapter member.
- Appoint members to APR Committee (Committee members must be Accredited and a member of PRSA National) to assist with applicants in their journey towards Accreditation with administrative support from the Chapter Administrator or designated chapter members.
- Host informational programs to outline the APR process for interested chapter members.

## The APR Journey: From Start to Accreditation

- Chapter members should reach out to the Greater Connecticut Chapter's APR Committee Chair to discuss the program, affirm commitment and review whether their application to the program would be successful.
- After consulting with the APR Committee Chair a member can submit an application for acceptance into the program. The application fee, which is paid to PRSA National, is \$385.
- The PRSA National APR Committee will review the application and may seek additional information from the applying candidate. The chapter's APR Committee Chair will be notified of an applicant's acceptance or non-acceptance into the Accreditation process.
- The chapter's APR Committee will meet with the approved candidates individually, orient them on next steps and provide guidance when and where necessary.
- Many PRSA chapters will assign each candidate an advisor or coach from the APR Committee. Members in these roles may NOT serve on the panel that will judge the candidate's presentation.
- A chapter coordinator will manage candidates' portfolios and provide a scoring sheet that looks at 12 different areas. A candidate's score determines if they will advance or not advance to the pass/fail APR exam.
- To prepare for their APR exam and presentation, candidates often take a review class (available online) or participate in a study group. There are also multiple textbooks that can help you prepare.
- A candidate makes their presentation before a panel of no less than three Accredited PRSA members. These members do not have to be from the same chapter, but they must be free of any conflicts (colleagues, friends, supervisors, etc.).
- The panel of judges look for a candidate to demonstrate their knowledge of the profession, their technical and presentation skills and their knowledge of the topic being presented.
- The panel will use a standard scorecard and judge the candidate following their presentation. These scorecards will be sent to the National APR Committee for review.
- Once the PRSA National Committee has confirmed receipt of the presentation scores, the candidate will sit for a pass/fail, multiple choice exam containing analytical questions as well as questions based on information from the program textbooks.
- The PRSA National Committee will notify the chapter's APR Committee Chair if the candidate will be awarded with Accreditation. The chapter's APR Committee will then notify the candidate of the outcome.

### Presentation Criteria

- ✓ Overall presentation
- ✓ Ability to communicate
- ✓ Comprehensiveness
- ✓ Spelling, grammar & format
- ✓ Conciseness
- ✓ Ethics

## Maintaining Your APR Accreditation Status

- Following the completion of the program your APR is good for three years
- You **do not** need to retake the exam to maintain your APR
- You **do** need to maintain both your Chapter and PRSA National memberships
- You **do** need to earn CEUs to maintain your status. The Universal Accreditation Board offers several ways for APRs to earn CEUs. Visit [www.praccreditation.org/renew](http://www.praccreditation.org/renew) to learn more.

To learn more or to get started on your APR Journey contact  
PRSA-CT Board Member Paddi LeShane at [pleshane@ctlobby.com](mailto:pleshane@ctlobby.com)