

## Want to become a Game Changer in Public Relations?

- Build your confidence with new skills and advance your industry knowledge
- Learn the value of strategic planning
- Help others solve their communication challenges or discover new opportunities
- Showcase your professionalism and your commitment to ethical standards
- Find your way to a seat at the C-suite table

**Achieving your accreditation in public relations (APR) is the path to becoming a game changer in PR.** Start by contacting your local chapter APR representative to learn more about how to get started.

### 4 steps to accreditation:

- 1) **Apply** - Review and complete the Examination for Accreditation in Public Relations Application. (Five years of industry experience recommended before you apply.)
- 2) **Panel Presentation** - Study and sit for an APR Panel Presentation.
- 3) **Computer-based Test** - Continue to study and complete the computer-based examination.
- 4) **Lifelong commitment** - Demonstrate a commitment to lifelong learning through maintenance.

### Tips to getting started:

- Review the APR Study Guide for a great overview of what to expect.
- Depending on your experience level, you may want to start studying before you apply. (*Once you apply and pay the fee, the clock starts ticking and you have one year to complete the process. Fee is non-refundable.*)
- Review or read Cutlip and Center's *Effective Public Relations* (11th or current edition) and the *AP Stylebook*, or other recommended books. Good books for any PR professional's bookshelf.
- For the readiness review, be prepared to discuss your portfolio and the application of KSAs (knowledge, skills and abilities) such as research, planning, implementation and evaluation, ethics, and communication theories in your public relations practice.
- Use the APR tools provided by PRSA for studying. (Studying and learning pays dividends.)
- Team up with fellow PRSA chapter members also pursuing APR to form a study group.
- Ask your APR representative lots of questions when you need assistance.

**Non-refundable accreditation application fee:** \$385 (ask about rebates)

**Optional APR Online Study Course fee:** \$195 (10 self-paced modules and webinars prepare you to know the KSAs and more. Learn how to prepare a strategic public relations plan, practice presenting your portfolio, and learn from national APR mentors.)

**Once you start the self-paced study**, you'll know when you are prepared to apply to sit for the Panel Presentation and take the exam. (Preparing for your APR can take from six months or longer ... it's at your own pace.)

## The only thing getting in between you and your APR is ... you!

Hesitate no more. Dive right in and get started. You'll be honored to put APR behind your name and before long, you will join the ranks of other game changers in the industry. Helpful resources to get you off to a good start include:

- **Learn about APR** - <https://www.praccreditation.org/apply/apr/>
- **APR study guide** - <https://www.praccreditation.org/resources/documents/apr-study-guide.pdf>
- **APR Online Study Course** - <https://online2learn.net/APR/>
- **Recommended texts for study** - <https://www.praccreditation.org/resources/recommended-texts/index.html>
- **KSAs/Competencies** - <https://www.praccreditation.org/resources/documents/2016-apr-KSAs-Tested.pdf>

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