

APR -

Accredited in Public Relations



What is APR accreditation?

The APR accreditation is the only professional certification program open to public relations professionals. 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 judgement.

Can I become accredited?

Any NSPRA member in good standing can take on the challenge of earning accreditation. However, it is recommended that candidates have at least five years' experience in the full-time practice or teaching of public relations and who have earned either a bachelor's degree in a communication-specific field (e.g., public relations, journalism, mass communication) or have equivalent work experience, which includes public relations principles, public relations writing, public relations campaigns, research, ethics and law and internship (practical experience under supervision).

Why should I become accredited?

Earning Accreditation is more than receiving a pin and putting APR after your name. APR signifies a high professional level of experience and competence. The APR designation is a lifetime accreditation. However, APRs must complete maintenance requirements every three years.

What is the cost?

The cost is \$385. NSPRA members receive a rebate of \$110 upon successful completion of the computer-based examination.

I'm interested!

Now what should I do?

- You must **complete an application** - that lets the UAB gauge your full-time public relations experience.
- You must **complete a Readiness Review Questionnaire** - that addresses: your organization and position in public relations; overall experience; and assessment of readiness to pass the computer-based written examination.
- You must **schedule a Readiness Review**, which is a face-to-face review by three APRs to determine whether you have a grasp of the knowledge, skills and abilities required to pass the comprehensive examination. (NOTE: This can only be done if your application is approved).
- You must schedule and successfully pass a **Comprehensive Examination** that is administered at numerous testing centers around the nation. (NOTE: This can only be done if you are passed by the Readiness Review Panel).

Is it really worth all of the time, money and effort?

Hear what your colleagues have to say!

"The benefits of attaining my APR are many, but two stand out for me. One, the personal satisfaction of having my peers acknowledge my skills as fitting for accreditation. And, two, the ability to refer to my APR in my job as the hallmark of our profession. In this age of accountability and budget cuts, this "seal of approval" means my district is getting the most bang for their buck!"

*Janet Roberts, APR
Community Relations and
Fund Development Director
Huron Valley Schools*

continued next page...

*Hear what your colleagues have to say,
continued...*

“The accreditation program truly enriched my love of the profession that I chose. And, beginning with the fall term immediately following my receipt of the APR, and continuing literally to the present, I have made direct references to the program’s core principles in assisting my coworkers and district leadership, as well as others, about the long-term value of sustained and supported public and community relations programming.”

*Steve Wasko, APR
Assistant Superintendent for Community
Relations, Pupil Accounting
and External Affairs
West Bloomfield School District*

“Thinking about APR? Do it. Is it difficult? Yes. Is it worth it? Yes. It is interesting, invigorating and affirming. Most importantly, earning accreditation will make you more confident in your work and in the advice you offer others.”

*Ronald Koehler, APR
Assistant Superintendent
Organizational and Community Initiatives
Kent ISD*

Where can I learn more?

- NSPRA website - www.nspra.org, then click on Universal Accreditation
- PRSA website - www.prsa.org, then click on Accreditation (APR)

To access the application, click on:

www.praccreditation.org/become_an_apr/application.pdf or <http://tinyurl.com/nw4m7>

If you have questions or would like to schedule a Readiness Review

Please contact:

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