



Guidelines for Using Your Accreditation

- Accreditation is the voluntary certification program administered by the Public Relations Society of America (PRSA). Members of a Participating Organization*, with a recommended five years professional experience, can choose to take the written and oral examinations, designed to test a practitioner's competence in and knowledge of public relations.
- Members who successfully Advance Readiness Review and pass the computer-based Examination may use **APR or Accredited in Public Relations** with their names. Accredited/Accreditation is always capitalized.
- Accreditation can only be used as identification for an **individual. Organizations cannot be Accredited** or referred to as Accredited in any publication.
- Organizations who list in the phone directory's yellow pages may list the names of individuals on their staff who are Accredited. The individual staff member's name may appear with the Accreditation designation. However, the organization cannot list itself as Accredited.
- Members who are Accredited may indicate their Accredited status on business cards, letterhead, news releases, biographical sketches and other printed materials. APR logos for print can be downloaded on the Web site at <http://www.praccreditation.org/downloadLogos.html>.
- Members who are Accredited may use designation of their Accredited status on resumes, in job interviews and in client presentations. However, Members who are Accredited cannot imply the lack of Accreditation in any way affects a competing professional's competence.
- **If a Member who is Accredited voluntarily resigns membership, he/she cannot use the Accreditation identification. If a member who has voluntarily resigned membership chooses to reinstate his/her membership in any Participating Organization, Accreditation status is automatically reinstated.**
- If a Member who is Accredited has his/her membership suspended, Accredited status is also suspended. If a member who is Accredited is sanctioned by a government agency or convicted in a court of law of an action that is in violation of the PRSA Code of Ethics, they may be barred from membership or expelled from the Society. If so barred or expelled, Accreditation is automatically revoked.
- **An individual can have Accreditation revoked for improper use of Accreditation per these usage guidelines.**

* Participating Organizations consist of: Agricultural Relations Council, Asociacion de Relacionistas Profesionales de Puerto Rico, Florida Public Relations Association, Maine Public Relations Council, National School Public Relations Association, Public Relations Society of America, Religion Communicators Council, Southern Public Relations Federation.