



APR Preferred

Why you should consider hiring
an APR for your next public relations
management position?



What is the Value of Certifications for Employers?

- PHR[®] (Professional in Human Resources)
- SPHR[®] (Senior Professional in Human Resources)
- GPHR[®] (Global Professional in Human Resources)
- Others: CPA – accountants; APR – for public relations



What is the Value of Certifications for Employers?

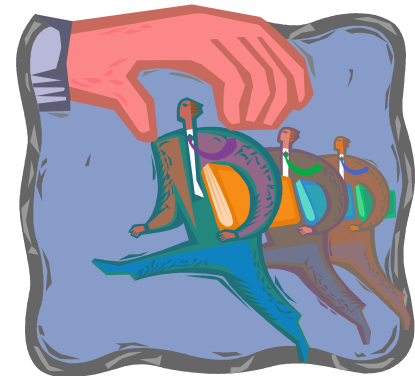
“Organizations that employ certified HR professionals can be assured that their certified employees understand and can apply forward thinking employment practices and policies and are staying abreast of changes in the field ...”

Source: HR Certification Institute



What is the Value of Certifications for Employers?

- Evaluation Criteria for Comparing Candidates for Professional/Technical Positions
- Independent Validation of Specialized Knowledge, Skills and Abilities for Professions
- Improves Odds of Selecting Quality Employees – committed to professionalism and ethics



Focus of Today's Message: Consider adding "APR Preferred" to your next public relations job description



What does APR Stand For?

- Accredited in Public Relations
- A mastery of the knowledge, skills and abilities (KSAs) needed to excel
- A commitment to ethics and professionalism

93% of Accredited professionals agree the Examination for Accreditation in Public relations covers the KSAs needed to succeed.



How does APR compare to other credentials?



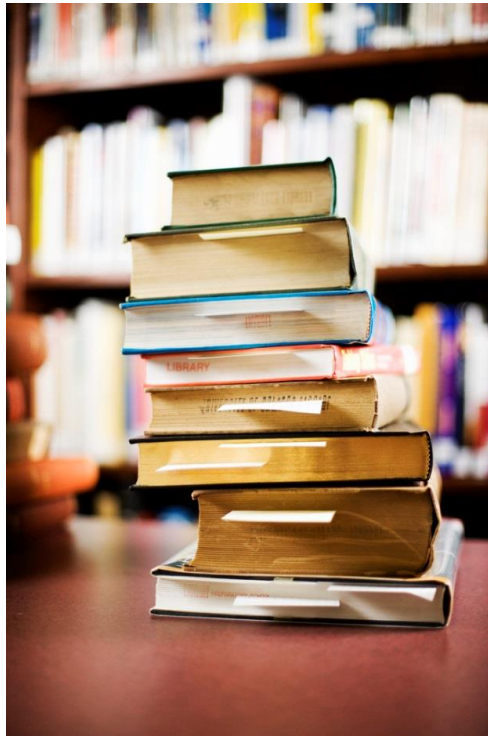
- Voluntary process
- Involves a Panel Presentation (oral presentation)
- Computer-based examination administered at Prometric

How does APR compare to other credentials?



- The APR is the leading credential for the public relations industry.
- Represents 90% of all practitioners certified in public relations.

How does APR compare to other credentials?



Comprehensive:

- 43 specific learning objectives in 6 areas of professional practice;
- 12 tested in the Readiness Review,
- 31 in computer-based examination

What Knowledge, Skills and Abilities are tested?

- Research, Planning, Implementing and Evaluating Programs
- Applying Ethics & Law
- Understanding Communication Models, Theories & History of the Profession
- Leading the Public Relations Function
- Managing Issues and Crisis Communication
- Managing Relationships



How the Test Questions are Developed & Maintained

- More than 700 test questions were written
 - By consultant-trained UAB members who trained another 150 Accredited subject-matter experts
 - Trained teams and individuals wrote questions
 - Each question was vetted for appropriateness to the KSA, edited by an English editor for clarity and edited by a professional psychometrician for form



How the Test Questions are Developed & Maintained

- Technical Review: minimum 5-person panels, in four 8-hour-long web conferences
- Reviewed each question for an average of 45 minutes *each* for clarity, ambiguity, accuracy, appropriateness and other factors



About The Universal Accreditation Board (UAB)

- Formed in January 1998
- Administered by PRSA
- Nine public relations organizations participate
 - Asociación de Relacionistas Profesionales de Puerto Rico
 - California Association of Public Information Officials
 - Florida Public Relations Association
 - Maine Public Relations Council
 - National Association of Government Communicators
 - National School Public Relations Association
 - Public Relations Society of America
 - Religion Communicators Council
 - Southern Public Relations Federation



What the UAB Does

- Develops and implements policies
- Develops and maintains APR Examination
- Oversees the development of questions and answer keys
- Ensures content is based on the Body of Knowledge
- Grants Accreditation



Why Hire an APR

- Bound by strict ethical guidelines
- Successful completion of examination process



Why Hire an APR

- Professional development & education requirements
- Demonstration of desire & ability to succeed



What APRs Say . . .

“APR has meant everything to me as a professional. I studied journalism, public relations and marketing in college, but that just scratched the surface. To me, the APR process is equivalent to earning your master’s in the field. It gave me depth of understanding of the science of communications that taught me to think strategically and formulate actions with a precise intent and outcomes. Thanks to the APR, I started thinking like a public relations strategist and manager, and my career naturally followed that track.”

*Kim Patterson, APR, Senior Foundation Specialist
McLennan Community College
Waco Texas*



What APRs Say . . .

“Preparing for the APR was both a professional and personal challenge and thus provided opportunity for growth. This step presents a platform to take my career to the next level by practicing as a professional instead of merely a technician. My field of vision has broadened to encompass higher level communications theories and complex public relations plans.”

*Lesly Rascoe, APR, Vice President Communications
Greater Waco Chamber of Commerce
Waco Texas*



Conclusion - Consider adding “APR Preferred” to your next public relations job description

