



APR RENEWAL

(Administered by the Public Relations Society of America)

To renew your Accreditation, you must have accumulated the required number of Continuing Education Units (CEUs) within a three-year period. Below are descriptions of qualifying activities or programs and the value for each. No activity can be counted in more than one category. **A MINIMUM OF 15 CEUs IS REQUIRED, INCLUDING AT LEAST 7 CEUs IN CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT AND 1 CEU IN ETHICS TRAINING.**

There is a \$75 filing fee (required to cover the cost of processing your application). Questions? Email accred@prsa.org

I. CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT (7 CEUs required)

A. Seminars and Continuing Education Programs

	CEUs
Completion Online APR study course (as an Accredited member)	1.5
One-day session	1
Less than one day session (webinar, virtual or in person program)	0.5

B. College and University Programs

	CEUs
Advanced Degrees <ul style="list-style-type: none"> • <i>From a regionally accredited institution</i> • <i>If earned during the current APR renewal cycle</i> 	15
Individual courses taken and completed on a semester basis for credit when the subject matter relates directly to the practice of public relations	
4 credit hour course	6
3 credit hour course	4.5
2 credit hour course	3
1 credit hour course	1.5

C. Presentations or Speeches, Including Professional or Student Organizations, or Serving as a Panelist on Public Relations Practice

	0.5
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D. Instruction**CEUs**

4 credit hour course	9
3 credit hour course	6
2 credit hour course	4.5
1 credit hour course	3

Up to 1-day course/workshop	2
Up to ½ day course/workshop	1

E. Accreditation in Public Relations or Certificate in Principles of Public Relations Instruction**CEUs**

Service as the instructor for Accreditation in Public Relations preparation course	2
Service as the instructor for Certificate in Principles of Public Relations preparation course	2

F. Published Works that Contribute to the Practice of Public Relations**CEUs**

Published work	
<ul style="list-style-type: none"> Published book (<i>if published during current renewal cycle</i>) 	15
<ul style="list-style-type: none"> Published book via self-publishing methods (if published during current renewal cycle) format. 	7.5
<ul style="list-style-type: none"> Published book chapter via traditional publishing house or peer-review (if published during current renewal cycle) format. 	5
Scholarly (Peer-Reviewed)	
<ul style="list-style-type: none"> Each article or book review published in an academic public relations (or related) journal in print or electronic format 	3
Trade	
<ul style="list-style-type: none"> Each article, op-ed, book review, blog post, podcast, or video published in a public relations journal, magazine, newspaper, newsletter, in print or electronic format. Includes ghostwriting. 	1

Digital media	
<ul style="list-style-type: none"> Each article, blog, vlog and/or podcast (at least 250 words or 2½ minutes in length) that is posted and/or published to your own digital channels and/or via your personal or company profile on one or more third-party social media sites including Facebook, LinkedIn and Instagram, that is specifically relevant or related to the public relations/communications industry format. 	0.5

G. Advanced Credentials	CEUs
Achieving a senior-level or advanced credential offered by a participating organization that requires an oral presentation and/or knowledge or experience-based examination	7.5

II. ETHICS TRAINING (1 CEU Required)

Ethics in Public Relations Training	1
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III. PROFESSIONALISM

A. Leadership in Public Relations	CEUs
National officer or board member or participating organization executive committee member; president; section or academy chair; president of a participating organization	5
Chair of national committee; district chair	4
Local chapter officer or board member; district officer or conference chair; section officer, board member or conference chair; chair of section committee; chair of local chapter committee; special participation in activities such as mentor, professional advisor, and newsletter editor	3
Member of national committee; member of Chapter local committee; member of section committee; assembly delegate	2
Participate in activities such as award judging	1

B. Leadership in Accreditation of Other Professionals	CEUs
Service as chapter/regional Accreditation chair	3
Service as APR mentor to candidate	2
Service as facilitator for the APR Online Study Course	1
Service as a Panel Presentation evaluator	0.5

Service as Subject-Matter Expert in Technical Review Session or Item-Writing for APR or Certificate in Principles of Public Relations examinations	0.5
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C. Awards for Significant Contributions in Public Relations

CEUs

Induction into PRSA College of Fellows	15
National awards by public relations organizations or other industry awards related to excellence in public relations practice, research or teaching (e.g., a public relations award given by an industry trade association). <i>Automatic reaccreditation applies only if award is earned during the current APR renewal cycle.</i>	15
<ul style="list-style-type: none"> • See attached list of recognized National honors 	
Programming (e.g., Silver Anvil Award; Golden Image Award, etc.)	3
Regional and local awards by PRSA chapters, UAB participating organizations, or other industry awards related to excellence in public relations (for service and/or programming). In order to receive credit for the award, the individual must have played a significant role in the design, implementation and evaluation of the program.	2

IV. PUBLIC SERVICE

A. Public Relations Service to the Local/National Community (Volunteer or Pro Bono Work Outside Normal Work Assignments)

CEUs

At least 50 hours	5
At least 40 hours	4
At least 30 hours	3
At least 20 hours	2
At least 10 hours	1