Five Steps to APR+M
What is Accreditation In Public Relations (APR)?

• Professional credential
• Earned through a rigorous process
• Demonstrates:
  ✓ Commitment to professional advancement
  ✓ Broad and strategic public relations knowledge, skills and abilities
  ✓ High professional level of experience and competence

www.praccreditation.org
What is APR+M?

• The same professional credential of APR, plus... a “military communication” emphasis
• Designed for military public affairs officers, civilian DoD employees and defense contractors
• Includes additional material in the Panel Presentation concerning military public affairs from a joint perspective

www.praccreditation.org
Universal Accreditation Board (UAB)

Nine public relations “participating organizations”

- 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
APR Eligibility and Fee

• Who is eligible for APR?
  – Members of eight participating organizations
  – Recommended 5+ years of paid, full-time professional experience, or in teaching or administration of public relations courses in an accredited college or university

• Fee is $385
  – Some associations rebate part of fee to members once Accredited

• Good “for life,” with fulfillment of maintenance of Accreditation requirements
APR+M Eligibility and Fee

• Who is eligible for APR+M?
  – Military public affairs professionals, DoD civilians working in public affairs, defense contractors
  – Recommended 5+ years of experience in public affairs or PR
  – Military members seeking APR+M do not need to belong to a participating organization. Defense contractors do need to belong to a participating organization.

• Fee is $385

• Good “for life,” with fulfillment of maintenance of Accreditation requirements
Five Steps to Lifelong APR

1. Apply
2. Study
3. Panel Presentation
4. Computer-based Examination
5. Maintenance
1. Apply

• Initiate process at personal discretion
  – Review process first to be prepared prior to applying
• Print application form from APR website
• Submit completed eligibility form with payment
• Receive notification of eligibility
• Complete entire process within one year of application being approved
2. Study

• Read APR Study Guide and APR+M Study Guide
• Review Panel Presentation Questionnaire
• Identify additional texts to fill in gaps
• Work on your own or with a cohort
• Use resources at [www.praccreditation.org](http://www.praccreditation.org)
3. Panel Presentation

• Includes a questionnaire and portfolio review demonstrating RPIE/RACE process. When seeking APR+M, include a military example
  – Your organization and your role
  – Your experience

• Assesses competence in several areas not easily judged on the computer-based Examination

• Conducted by local panelists
  – 3 Accredited members (3 APR+M’s for candidates seeking APR+M)
  – Recommend to the UAB to Advance or Not Advance the candidate
4. Computer-based Examination (CBE)

- Computer-delivered and scored
- 100% multiple-choice questions – terms, situation analysis, examples
- Takes three hours and forty-five minutes
- Testing process is administered by Prometric at a local site
- Preliminary results immediate; final results in weeks
- Same CBE test for APR and APR+M
KSAs Assessed

• The Examination process tests knowledge, skills and abilities in these areas:
  – RACE or RPIE Process (33%)
  – Leading the Public Relations Function (18%)
  – Managing Relationships (15%)
  – Ethics/Law (13%)
  – Managing Issues and Crisis Communications (13%)
  – Understanding Communications Models, Theories and History of the Profession (8%)
5. Maintenance

• Remain current and involved in profession and professional growth
  – Continuing education and professional development
  – Professionalism
  – Public service

• APR+M practitioners require joint military experience/additional joint studies on maintenance

• Submit form and $75 fee every three years
What APRs Say . . .

“The process increased my understanding of the planning and strategy that goes into creating successful public relations campaigns versus the ‘it just happens’ syndrome.”

- Carol Crawford, APR, Principal, Crawford Communications, San Francisco, Calif.

“The APR preparation provided a thorough review of the proper thought-processes involving public relations issues and strategic planning process. Additionally, my APR experience has strengthened my confidence in my ability to counsel senior management on all public relations issues.”

Information and resources:

www.praccreditation.org