



# 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](http://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

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# 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.”

- Robert Stillwell, APR, Corporate Communications, NV Energy, Las Vegas, Nev.



Information and resources:  
[www.praccreditation.org](http://www.praccreditation.org)

