

# PRSA



## Power Up Your PRofessional Life



## See Why the APR Is the Advanced PRofessional Credential That Will Set You Apart

Accreditation in Public Relations (APR) is a two-part voluntary credentialing program for communications professionals. It is designed to demonstrate your knowledge of the critical advanced PR and communications skills that deliver value in organizations large and small.

Like the lifelong learning programs of a certified public accountant (CPA), a human resources generalist (SPHR) or various therapist modalities, professional credentials amplify your ability to demonstrate competence, experience and proficiency. The knowledge, skills and abilities learned and tested through the APR journey result in the attainment of the highest level of experience and competence in the profession, differentiating you from other practitioners.

# Improve Your Personal Brand and Distinguish Yourself

APR is a true measure of excellence in the communications profession.

The APR credential demonstrates professional competence, excellence in the practice of public relations and communications, and a commitment to ethical practices.

APR, the essential PR credential, administered by the Universal Accreditation Board (UAB), is your key to next-level PR strategy — and it demonstrates your proficiency. Attaining the APR can define and catapult your professional brand and practice.



## Military Communications Professionals May Earn the Specialized APR+M

Accreditation in Public Relations + Military Communication (APR+M), a joint effort among the UAB, Department of Defense (DOD) and PRSA, signifies that an individual meets all the qualifications of APR and has demonstrated additional skills in and nuances of military public affairs.

APR+M improves the military public affairs practice, encourages ongoing professional development, and establishes a standard of knowledge within the public affairs community that is transferable to civilian work.

# Power Up Your PProfessional Life



Deeply enriching, the APR process creates a framework for every communications initiative you endeavor to implement. Used consistently, this ethics-based skill set elevates the profession and amplifies the speed at which you can implement research-based programs and track results that ultimately change behavior for the target audience.

Disciplined standards integrated as part of the Accreditation process equip you to swiftly and nimbly demonstrate the elements of research, planning, implementation and evaluation.

When you see the APR after your name, it reminds you of what you have accomplished. Today, the self-confidence and satisfaction it provides as a public relations professional is sterling.

Relative to industry certifications or a master's degree, the APR is less expensive and less time-consuming but bears a significant professional development accomplishment.

APRs join a cohort of professionals held to a higher level of standards. The network is priceless.

To participate in the journey, here are the key steps:

1 Review and complete the Examination for Accreditation in Public Relations Application online.





2 Study and sit for a Panel Presentation.

3 Complete the examination – at a testing center or through remote proctoring.

4 Demonstrate a commitment to lifelong learning through renewal.

# APRs Are Committed to Lifelong Learning and the Highest Ethical Practice of Public Relations

If you want to join nearly 4,900 communications professionals in a lifelong journey of continuous learning and self-improvement, there are a multitude of avenues where you can make a difference. Look at the life cycle below.

 <p><b>Student/Graduating Senior Majoring in PR/Communication:</b></p> <ul style="list-style-type: none"><li>• Take and pass Certificate of Principles in PR <i>(Student eligible to take examination six months before or after graduation.)</i></li></ul>	 <p><b>Practitioners With 5+ Years*:</b></p> <ul style="list-style-type: none"><li>• Apply for APR and prepare</li><li>• Panel Presentation</li><li>• Attend an APR Boot Camp <i>(optional)</i></li><li>• Sit for Exam</li><li>• Achieve APR</li></ul> <p><i>*recommended</i></p>
 <p><b>APR Renewal:</b></p> <ul style="list-style-type: none"><li>• Accumulate the required number of CEUs through continuing education and professional development, ethics, professionalism or service categories.</li></ul>	 <p><b>Current APR and APR+M:</b></p> <ul style="list-style-type: none"><li>• Become a PRSA Fellow</li><li>• Volunteer for Board service</li></ul>

From rising talents early in their careers to practitioners with a minimum of five years of experience to seasoned senior executives, Accredited colleagues demonstrate their skill through leading Chapters across the nation, teaching APR practices and boot camps, volunteering for Board service, or elevating to the Fellow-level of leadership through the iconic College of Fellows. Join us in the journey today.

To sit for the APR, it is recommended that you have a minimum of five years of professional experience. We offer the Certificate in Principles of Public Relations for college students as a first step toward Accreditation as they begin their PProfessional journey.



Are you a communications professional seeking to enhance your value in your current organization and dedicated to the continuous betterment of your craft?

Would you benefit from a communications architecture and method of thinking that provides a framework to solve the complex challenges your clients ask of you?

Are you engaged with a group of like-minded professionals who consistently challenge your communications theory?

Do you want to expand your career potential?

## Contact Info

 Accreditation Department

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The Universal Accreditation Board administers the Examinations for the APR (Accreditation in Public Relations), APR+M (Accreditation in Public Relations and Military Communication) and Certificate in Principles of Public Relations, and coordinates all activities related to these programs. The UAB was established in 1998 by a coalition of public relations professional organizations. Each organization contributes resources and senior-level volunteer members representing all segments of the public relations profession.

Currently, the UAB is comprised of nine Participating Organizations:

- Asociación de Relacionistas Profesionales de Puerto Rico
- California Association of Public Relations 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