



## **Steps to Getting Your Accreditation in Public Relations (APR) PRSA – San Diego/Imperial Chapter**

**The first step towards an exciting and very fulfilling advancement of your career begins by contacting our chapter APR chair (See contact information below).**

**We also encourage you to download and review the free APR Study Guide and Readiness Review Preparation Guide**

**Our Chapter holds regularly scheduled Accreditation Readiness Review panels twice a year: in June and December.**

**Here are the steps you will need to take and our 2015 APR schedule.**

- 1. Apply:** Submit your APR Application (at [www.praccreditation.org](http://www.praccreditation.org)) to the Universal Accreditation Board (UAB) with the application/exam fee. UAB will inform San Diego/Imperial's APR Chairperson (Bill Gay, APR, Fellow PRSA) that you are eligible for your Readiness Review. If you plan to participate in the June 2015 Readiness Review, please **apply by April 24, 2015**, to allow time for processing. For December 2015, please **apply by October 30, 2015**. **Hint:** You will have one year from the date your application is accepted to obtain your Accreditation. Therefore, we recommend that candidates submit their applications as close as possible to the date of their Readiness Review. (For June Readiness Reviews, apply in April; for December, apply in October.)
- 2. Pay Fees at the time you apply:** Exam fee is \$385 for PRSA members; \$110 will be refunded to PRSA members upon completion of the exam. Our Chapter also offers a \$250 APR scholarship to selected recipients as noted below.
- 3. Schedule Your Readiness Review:** Schedule your Readiness Review with Chapter APR Chair (Bill Gay, APR, Fellow PRSA). Regularly scheduled 2015 Readiness Reviews will be held **Saturday, June 6, 2015 and Saturday, December 12, 2015**.
- 4. Prepare Your Readiness Review Candidate Questionnaire:** Submit your responses in writing. E-mail a file in either PDF or Word format to San Diego's APR Chair, Bill Gay, APR, Fellow PRSA (address follows). Please do not exceed one page per answer. Typed, double-spaced, 12 pt Times New Roman layout is preferred. Clearly note the corresponding questions and your name on the document. Bill Gay will provide your Written Submission Form to your Readiness Review panelists. **Submit the email version by Monday, May 15, 2015**, to participate in the June 2015 Readiness Review. For the December 2015 Readiness Review, **submit the email version by Monday, November 30, 2015**.
- 5. Prepare Your Portfolio and Attend Readiness Review:** The Readiness Review is a comprehensive interview/discussion before three local APR professionals who will assess your Readiness Review Candidate Questionnaire, professional experience, portfolio and overall readiness to advance to the computer-based examination.

6. **Sit for Computer-Based Examination:** When you advance from the Readiness Review, the UAB will notify you by letter that you are authorized to take the computer-based examination at a local Prometric testing center at your own convenience. Candidates have one year to take the exam from the date of applying for accreditation. The computer-based examination is all multiple-choice and takes approximately three hours and 45 minutes to complete.
7. **Study:** Preparation Sources, including study guides, recommended textbooks and an online study course are available on the UAB website. **The San Diego/Imperial Chapter will host a one-day “Jump Start” study course February 7 to be facilitated by Dr. Glen Broom, Ph.D, principal author of Cutlip and Center’s Effective Public Relations.** We encourage you to take the local study course even if you have not yet submitted an APR application or advanced from the Readiness Review. The costs are very reasonable: \$30 for PRSA SD/IC chapter members; \$60 for San Diego and Imperial County area members of any professional public relations, advertising or communications association and \$100 for guests if you sign up prior to February 2. All prices will increase by \$20 after that date.

Lunch will be included.

8. **PR Boot Camp:** The chapter also will once again be sponsoring a Public Relations “Boot Camp”, to be facilitated by Dr. Bey-Ling Sha, Ph.D, APR, who joined with Dr. Broom as co-author of the recently-released 11<sup>th</sup> Edition of Cutlip and Center’s Effective Public Relations. Dr. Sha is Professor and Interim Director of the SDSU School of Journalism and Media Studies **The all-day boot camp will be in September 2015 at the San Diego State School of Journalism and Media Studies. Watch this website for the specific time and date.** Both the Jump Start and the PR Boot Camp are being held in cooperation with the SDSU Glen Broom Center for Professional Studies in Public Relations.
9. **Maintain:** Once you receive the APR credential, it is good for life with the fulfillment of Maintenance of Accreditation requirements and annual membership in an approved partner organization, such as PRSA (a.k.a., “UAB Participating Organizations”). Every three years, APR professionals must accumulate 10 points toward continuing education, professional development or public service and submit a \$50 maintenance fee.
10. **Chapter APR Scholarship:** The PRSA San Diego/Imperial Counties Chapter APR scholarship program seeks to encourage and help qualified public relations professionals in San Diego and Imperial Counties to pursue their Accreditation in Public Relations (APR) by providing financial assistance and resources. Competitive Scholarships of up to \$250 each will be awarded annually to APR or APR+M candidates who have, at minimum, successfully advanced from Readiness Review. The number of scholarships awarded each year will be annually determined by the chapter board. The scholarship will be paid to candidates after they have taken the computer based exam. Recipients must be current San Diego/Imperial Counties Chapter members, reside in PRSA SD/IC geographic territory, and meet all requirements of the Universal Accreditation Board APR or APR+M Application process. **Deadline to submit a 2015 scholarship application is December 31, 2015.**
11. **APR+M Candidates:** The San Diego/Imperial counties chapter of PRSA works closely with the Universal Accreditation Board and National in setting up APR+M Readiness Review panels in this region. Candidates wishing to pursue this designation are encouraged to review the criteria posted here: <http://www.praccreditation.org/apply/apr-m/> and contact Kathy Mulvihill, Accreditation Manager, Universal Accreditation Board at 212-460-1436.



## APR Contacts and Resources

### Who to Contact – San Diego/Imperial Chapter:

For more information about the APR process in San Diego and Imperial Counties, contact any of the APR Committee Members listed below:

Bill Gay, APR, Fellow PRSA  
APR Chair and Board of Directors, San Diego PRSA Chapter  
President, Reliance Public Relations  
P.O. Box 1944  
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**Who to Contact – Universal Accreditation Board:**

Kathy Mulvihill  
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Phone: 212-460-1436  
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**Online Resources:**

- Universal Accreditation website: [www.praccreditation.org](http://www.praccreditation.org)
- APR Application: [www.praccreditation.org/become\\_an\\_apr/application.pdf](http://www.praccreditation.org/become_an_apr/application.pdf)
- Written Submission Form: [www.praccreditation.org/become\\_an\\_apr/candidate\\_submission\\_form.asp](http://www.praccreditation.org/become_an_apr/candidate_submission_form.asp)
- Readiness Review Portfolio Preparation:  
[www.praccreditation.org/documents/9.2007%20Portfolio%20Prep%20Instructions%20for%20Candidates.doc](http://www.praccreditation.org/documents/9.2007%20Portfolio%20Prep%20Instructions%20for%20Candidates.doc)
- Explanation of Competency Areas: [www.praccreditation.org/becomeAPR/KSAs\\_Competencies.html](http://www.praccreditation.org/becomeAPR/KSAs_Competencies.html)
- Exam Application: [www.praccreditation.org/documents/application.pdf](http://www.praccreditation.org/documents/application.pdf)
- Study Resources and Recommended Books: [www.praccreditation.org/Preparation%20Sources/index.html](http://www.praccreditation.org/Preparation%20Sources/index.html)