



Steps to Getting Your Accreditation in Public Relations (APR or APR+M) 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 or APR+M Study Guide and Readiness Review Preparation Guide

Our Chapter holds regularly scheduled Accreditation Panel Presentations twice a year: in June and November.

Here are the steps you will need to take and our Chapter's 2017 APR schedule:

- 1. Apply:** Submit your APR Application (at www.praccreditation.org) to the Universal Accreditation Board (UAB) with the application/exam fee. UAB will inform San Diego/Imperial's APR Chairperson that you are eligible for your Panel Presentation. **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 Panel Presentation.** (For June Panel Presentations, apply in April; for November Panel Presentations, apply in September.)
- 2. Pay Fees at the time you apply:** There is a \$25 Application Fee. The 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 Panel Presentation:** Schedule your Panel Presentation with the Chapter APR Chairperson. **A copy of the annual training cycle dates and activities can be obtained by contacting Mike Daily at: daily_michael@bah.com**
- 4. Prepare Your Panel Presentation Candidate Questionnaire:** Submit your responses in writing. E-mail a file in either PDF or Word format to San Diego's APR Chair, Mike Daily, APR, (address follows). Please do not exceed one page per answer. Typed, double-spaced, 12 point Times New Roman layout is preferred. Clearly note the corresponding questions and your name on the document. Mike Daily will provide your Written Submission Form to your Panel Presentation panelists. **Submit the email version in accordance with the due dates published on the Chapter website.**

5. Prepare Your Portfolio and Attend Panel Presentation: The Panel Presentation is a comprehensive interview/discussion before three local APR professionals who will assess your Panel Presentation Candidate Questionnaire, professional experience, portfolio and overall readiness to advance to the computer-based examination (CBE).

6. Sit for Computer-Based Examination: When you advance from the Panel Presentation, 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: Information regarding APR/APR+M preparation sources, including study guides, recommended textbooks the online study course, APR “Jump Start” courses and student learning cohorts is available on the UAB website (www.praaccreditation.org). Additionally, the San Diego/Imperial Chapter has a proactive team of volunteer APR Mentors and hosts a one-day “PR Boot Camp” study course, two times per year. We encourage you to take advantage of the local mentoring program and study course even if you have not yet submitted an APR application or advanced from the Panel Presentation.

8. PR Boot Camp: The chapter-sponsored “PR Boot Camp” is led by Dr. Bey-Ling Sha, Ph.D, APR, co-author of the seminal APR preparation text, “Effective Public Relations”. Dr. Sha is a Professor at, and Director of, the San Diego State University School of Journalism and Media Studies. **Watch this website for specific PR Boot Camp times and dates.** The PR Boot Camp are held in cooperation with the SDSU Glen Broom Center for Professional Studies in Public Relations. Course materials and continental breakfast and lunch are included with the course.

9. Maintenance: 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 Panel Presentation. 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. Scholarship 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. Scholarship awards are decided by the PRSA SD/IC Board of Directors. **Deadline to submit a 2017 scholarship application is December 31, 2017.**

11. **APR+M Candidates:** The San Diego/Imperial Counties Chapter of PRSA works closely with the Universal Accreditation Board and the National APR+M Program Executive Committee in setting up APR+M Panel Presentations 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 or Kathy.mulvihill@prsa.org.

APR Contacts and Resources

Who to Contact – San Diego/Imperial Chapter:

For more information about the APR or APR+M process in San Diego and Imperial Counties, contact:

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