

## **Accreditation in Public Relations (APR) Checklist**

- 1. Apply:** Submit your completed APR Application to the Universal Accreditation Board (UAB) with your fees. UAB will inform your local APR Chair that you are eligible for your Readiness Review. Allow at least one month for processing prior to the Spring session (held the first week of June) or the Winter session (held in November). Your PRSA membership must be current when you apply.
- 2. Schedule Your Readiness Review:** Schedule your Readiness Review with your local APR Chair. The San Diego chapter holds Readiness Reviews on the first Saturday in June and in November annually.
- 3. Written Submission Form:** At least 15 business days prior to your scheduled Readiness Review, submit your Written Submission Form (essay questions). E-mail one PDF copy to your local APR Chair (address listed below). **Please do not exceed one page per answer, typed, double-spaced, 12 pt Times New Roman.** Clearly note the corresponding questions and your name on the document. E-mail copy should be a single IBM-compatible, Microsoft Word file.
- 4. Prepare Your Portfolio and Attend Readiness Review:** The Readiness Review is a comprehensive interview/discussion with a panel composed of three APRs who will assess your Written Submission Form, professional experience, portfolio and overall readiness to advance to the computer-based examination. Learn more about Readiness Review and Portfolio Preparation.
- 5. Take the Exam:** Upon advancement from the Readiness Review, the UAB will notify you that you are authorized to take the computer-based examination. Candidates have approximately one year to take the exam from the date of application at a local testing center. The exam is multiple choice and takes approximately three hours and 45 minutes to complete.
- 6. Studying:** Preparation Sources, including study guides, recommended textbooks and an online study course are available on the Universal Accreditation Board website. The San Diego/Imperial Chapter offers a study course when a minimum number of candidates express interest, taught by a team of experienced APRs from the San Diego Chapter.

You can take the local study course even if you have not yet submitted an Application or advanced from the Readiness Review. For 2011, the fee is \$100 for first-time Chapter Members; \$120 for non-Chapter Members; and \$50 for returning students. The study course is widely credited for the San Diego Chapter's high pass rate on the computer-based exam, which is currently among the highest of any PRSA Chapter in the United States.

7. **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. Every three years, APR professionals must accumulate 10 points toward continuing education, professional development or public service and submit a \$50 maintenance fee. Learn more about what activities qualify for Maintenance of Accreditation.

**Who to Contact - San Diego Chapter**

For more information about the APR process in San Diego, contact:

Gayle Lynn Falkenthal, APR

APR Co-Chair, San Diego/Imperial Counties Chapter

President, Falcon Valley Group

11702 Pickford Road San Diego, CA 92131-3641 Phone: 619-997-2495 Email:

[gayle@falconvalleygroup.com](mailto:gayle@falconvalleygroup.com)