

## PRSA Accreditation Fact Sheet

Visit [www.praccreditation.org](http://www.praccreditation.org) for more detailed information

The Universal Accreditation Board (UAB) was formed in 1998. It is administered by PRSA and nine public relations organizations participate including:

- Agricultural Relations Council
- Florida Public Relations Association
- Maine Public Relations Council
- National School Public Relations Association
- Public Relations Society of America Religion Communicators Council
- Society for Healthcare Strategy and Market Development
- Southern Public Relations Federation
- Texas Public Relations Association

### The process:

1. Begins with submitting the application from the UAB Web site, which involves a \$25 application fee.
2. The applicant must then wait for a letter of notification of eligibility from UAB through PRSA
  - a. Only members of PRSA or the participating organizations are eligible to test for the APR. The UAB recommends five years of paid, full-time professional experience or in teaching or administration of public relations courses in an accredited college or university. Five years is a recommendation, not a requirement.
  - b. The fee for the exam is \$385. However, PRSA offers a rebate of \$110 to each PRSA member after taking the exam – which lowers the cost to \$275.
  - c. Once someone passes the exam, the APR is good for life as long as the accredited member fulfills maintenance requirements – which include various types of professional development and service.
3. Once the application is approved, the applicant should begin studying for the exam. A list of recommended study resources is available on the Web site.
  - a. Topics include research, planning, implementing and evaluating programs
  - b. Ethics and law
  - c. Communication models and theories
  - d. Business literacy
  - e. Management skills and issues
  - f. Crisis Communication management
  - g. Media Relations
  - h. Using information technology efficiently
  - i. History of and current issues in public relations
  - j. Advanced communication skills

4. When the applicant is ready, he or she will complete a Readiness Review questionnaire and prepare a portfolio.
5. Once complete, the applicant will request a Readiness Review through PRSA and they will notify our chapter accreditation chair.
6. The applicant then submits copies of the completed questionnaire to the Readiness Review Chair 15 days prior to the scheduled review
7. At this time, the applicant will present his or her portfolio and respond to questions from the Readiness Review Panel. The panel is composed of three accredited members of our chapter.
8. The Readiness Review Panel will vote on whether to advance or not advance the applicant and then will notify PRSA. PRSA will then notify the candidate as to whether or not he or she has advanced to the written exam.
9. If the candidate did not advance, he or she can repeat the Readiness Review after 90 days
10. If the candidate did advance, the candidate will receive information on scheduling the exam. The exam can be taken here in Waco at the Sylvan Learning Testing Center. A special authorization code is required to schedule the exam.
11. The exam is multiple choice and is taken on a computer at the testing center.
12. Upon completion of the exam, the candidate will receive feedback information on how he or she did on the different sections, but the candidate will not know if he or she has passed until a letter of notification arrives in the mail.
13. If the candidate did not pass, the test can be retaken for the \$385 fee. There is still a \$110 rebate for PRSA members. The Readiness Review will not have to be repeated, only the test.
14. The written portion of the exam has to be completed within one year of receipt of the testing authorization code.
15. Study assistance and advice is available through the chapter's accreditation chair and other accredited members of our chapter.