



Who Wants To Be an APR?

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We've all seen the popular
television game show



Who Wants To Be an AP&R?



Who Wants To Be an APR?

- Correctly answer a series of multiple choice questions
- There are four possible answers
- Player receives lifelines
 - 50:50 – two wrong answers are removed
 - Ask a friend
 - Ask the audience

Who Wants To Be an APR?

Question 1:

Which of the following identifies needs and wants, provides products to meet them and deals with customers?

a. Advertising

c. Public Relations

b. Marketing

d. Lobbying

Who Wants To Be an APR?

Question 1:

Which of the following identifies needs and wants, provides products to meet them and deals with customers?

Correct Answer:

b. Marketing

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Question 2:

An attitude is?

- a. A thought-out reasoned choice
- b. A predisposition to act
- c. A response to a specific situation
- d. A common interest among individuals

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Question 2:

An attitude is?

Correct Answer:

b. A predisposition to act

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Question 3:

When selecting a medium for your message, you should select _____?

- a. The one that reaches the most people
- b. The one you can most effectively control
- c. The most credible for the target audience
- d. The one preferred by your CEO or boss

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Question 3:

When selecting a medium for your message, you should select _____?

Correct Answer:

c. The most credible one for the target audience

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Question 4:

What is the most effective type of communication to change an opinion?

- a. Face-to-face meetings
- b. Well written op-ed pieces
- c. Periodic objective newsletters
- d. A series of 30-second radio spots

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Question 4:

What is the most effective type of communication to change an opinion?

Correct Answer:

a. Face-to-face meetings

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Question 5:

What is the first step to solving a PR problem?

- a. Define the problem
- b. Develop a plan of action
- c. Recognize how the problem affects your company
- d. Ensure that you have a budget to address the problem

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Question 5:

What is the first step to solving a PR problem?

Correct Answer:

a. Define the problem

Thanks for playing
Who Wants To Be an AP&R?



What Is Accreditation in Public Relations (APR)?

- Accreditation in Public Relations is a voluntary certification program for public relations professionals, administered by the Universal Accreditation Board (UAB)
- The program originated in 1964 and in 1998, the UAB was formed to administer the program for 10 member organizations
- APR is the only certification for PR professionals
- APR is a life-long designation

Why seek Accreditation?

■ Benefits

- APR designation shows knowledge, experience and ethical judgment in PR
- Employers prefer APR's – it's a symbol of professionalism
- Gives credibility in the PR profession
- Potential opportunity to increase earnings or advance career
- Illustrates commitment to career and profession
- A personal achievement

Who Is Eligible to Become an APR?

- Any member that is in good standing with a member PR organization
 - Agricultural Relations Council
 - Florida Public Relations Association
 - Maine Public Relations Council
 - National School Public Relations Association
 - Public Relations Society of America (PRSA)
 - Religion Communicators Council
 - Society for Healthcare Strategy and Market Development
 - Southern Public Relations Federation (SPRF)
 - Texas Public Relations Association
 - Puerto Rico Public Relations Association
- It is recommended you have five years' experience working or teaching full time in the PR profession

How Do You Become an APR?

■ Milestone 1 – Apply to the UAB

- Submit application to the Universal Accreditation Board (UAB)
- Obtain resource guides and documents to complete the Accreditation Process

■ Milestone 2 – Study for Exam

- Join a study-group or take the on-line study course
- Review the 10 Knowledge, Skills, and Abilities (KSA's) that will be tested on the computer-based examination

■ Milestone 3 – Portfolio

- Prepare your portfolio
- Compile and catalog samples of your most important works in PR field
- Highlight major PR program(s) or campaign(s)

■ Milestone 4 – Readiness Review (RR)

- Complete your RR questionnaire and submit it to the local Accreditation Chair
- Schedule your RR interview/presentation
- Advance through RR interview

■ Milestone 5 - Comprehensive computer-based examination

- Review the 10 KSA's
- Schedule to take the computer-based examination
- Take the Exam; Receive notice from UAB (Pass or Fail)

What KSA's will you be tested on?

- Research, Planning, Implementation & Evaluating Programs
- Ethics and Law (UAB Member Code of Ethics)
- Communication Models and Theories
- Business Literacy
- Management Skills and Issues
- Crisis Communication Management
- Media Relations
- Using Information Technology Efficiently
- History and Current Issues in Public Relations
- Advanced Communications Skills

How much does it cost?

■ **\$385 Total cost (Examination Fee)**

- Application fee \$25 (app fee waived if single payment made)
- Two payment options:
 - Single payment of \$385 (application fee waived)
 - Two payments of \$205 plus the \$25 application fee = \$410
 - One payment due at time of application
 - Second payment due after candidate completes Readiness Review

■ **PRSA members receive \$110**

- rebate upon completion of computer-based exam

■ **SPRF members receive \$100**

- subsidy (if candidate pay fees out of own pockets)

■ **Retesting fee is \$200 (up to six months)**

- no rebates apply for retests

■ **Other costs (optional)**

- On-line Study Course - \$195 members/\$295 non-members (group and chapter discounts may apply through SPRF)
- Resource guide and books - \$60 to \$150 each

When Can You Start?

- Anytime
 - Be sure you can commit the time and energy to prepare
- How long does it take?
 - It varies depending on each person's skill sets and knowledge base
 - Allot enough time for three major milestones –
 - Portfolio preparation
 - Readiness Review Process
 - Examination
- When is the computer-based exam offered?
 - Anytime throughout the year

Primary Contacts:

- Local Chapter Accreditation Chairs
 - Birmingham – Helen Todd, APR, helen_todd@timeinc.com
 - East Alabama - Michael Tullier, APR, tullimj@auburn.edu
 - Mobile – Suzanne Fornaro, APR, sfornaro@volkert.com
 - Montgomery – Linda Lee, APR, llee@aap.net
 - North Alabama – Karen Behr, APR, kpb@carletonpr.com
 - West Alabama – Brad Fisher, APR, bfisher@dchsystem.com
- State Contacts
 - PRCA State Vice President-Accreditation
Nan Baldwin, APR, nan@mdb.org
- National Contacts
 - Southern Public Relations Federation
Michael Tullier, APR, tullimj@auburn.edu
- Universal Accreditation Board Website
 - www.praccreditation.org

Thanks!

First step...attend

Accreditation Jump-Start Workshop

Saturday, March 10, 2007

10 a.m. – 4 p.m.

First Baptist Church of Montgomery
305 South Perry Street
Montgomery, Alabama 36104