

2020 APR Ready to Roll Program Arkansas PRSA Chapter

Why APR? Not just anyone can do what you do.

As a skilled public relations professional, you know that your success is dependent on staying relevant, resourceful and inspired. The Accreditation in Public Relations (APR) credential certifies your drive, professionalism and principles, setting you apart from your peers and positioning you as a leader in the competitive public relations field. Building on the foundation of your educational degree, the APR keeps you current on today's best practices and applications in the ever-evolving communications world.

The APR:

- Asserts professional competence
- Communicates professional expertise, plus personal and professional dedication and values
- Reflects progressive public relations industry practices and high standards

Earning the APR demonstrates your mastery of today's strategic communications practice and your commitment to lifelong learning and ethical standards. Attaining this valuable distinction is a personal and professional achievement that can lead you to the next level in your career.

APR Candidate Requirements

- Must be a member in good standing of a Universal Accreditation Board organization (Agricultural Relations Council, Asociación de Relacionistas Profesionales de Puerto Rico, Florida Public Relations Association, Maine Public Relations Council, National School Public Relations Association, Public Relations Society of America, Religion Communications Council, Southern Public Relations Federation).
- Candidate should have at least five years of experience in the full-time practice or teaching of public relations.
- Candidates should have earned bachelor's degree in a communication-specific field (e.g., public relations, journalism, mass communication) or have equivalent work experience, which includes public relations principles, public relations writing, public relations campaigns, research, ethics and law and internship (practical experience under supervision).

APR Ready to Roll Program

The APR Ready to Roll program, established by the Arkansas PRSA Chapter, is an accelerated, structured program that provides the support and resources needed to help candidates complete the APR process in five months. The program provides an organized professional development environment offering a structured schedule, weekly study sessions and APR mentors. Study sessions are led by the tremendously skilled and experienced APRs in our chapter. Assigned APR mentors are available as an additional resource for providing guidance and answering questions.

The APR Process

The process of earning your APR takes your skills to the next level by exposing you to today's cutting-edge strategies and practices, assessing your skills to identify strengths and opportunities for growth, and demonstrating your personal and professional commitment to excellence. Pursuing the APR gives you direct access to top public relations leaders—APRs who will guide you through the process of achieving the Accreditation—and provides the tools you need to distinguish yourself as a luminary in the public relations field.

Accreditation in 5 Steps

The Accreditation process can be summarized in five steps. It is important to review resources available for all five steps before pursuing APR.

1. Apply – Complete the Examination for Accreditation in Public Relations [Application](#).
2. Study – Complete and submit the [Panel Presentation Questionnaire](#). Tips: Read the [APR Study Guide](#) before completing the questionnaire. Identify one (1) PR campaign (portfolio) that you will use for your Panel Presentation. Allow two to three weeks to complete the questionnaire. Questionnaire should represent the candidate's best public relations writing.
3. Panel Presentation – Discuss your career and questionnaire; review PR campaign (portfolio) demonstrating your knowledge of best practices in public relations, the RPIE/RACE process, etc.
4. Sit for the computer-based examination – continue studying after Panel Presentation. Tip: Study one (1) KSA at a time reading *APR Study Guide*, *Cutlip & Center's Effective Public Relations*, other materials, take the sample test, review sample questions, etc. Dedicated study is vital to successfully complete the program. Also, the [APRPREP](#) course is an option for applicants.
5. Demonstrate a commitment to lifelong learning through [maintenance](#).

For more insights on Accreditation in 5 Steps, listen to the PRSA webinar:

<http://www.praccreditation.org/resources/five-steps-to-apr-video/index.html>

Commitment to the APR Program

The reasons to earn the Accredited in Public Relations (APR) credential are both professional and personal. Many seek to earn the APR credential as part of their own professional growth goals, professional ethics and a commitment to the best practices in public relations. The APR Ready to Roll Program is an aggressive program that requires a time commitment to study, learning and preparation. Candidates must recognize the APR process is an exercise in professional development and learning much like enrolling in a college course. Preparing for the APR is an exercise in success, as the process provides an assessment of your proficiency, increases your knowledge and advances your career goals.

2020 APR Ready to Roll Program Virtual Schedule*

Date	Event	Leader / Location
Mon., Aug. 31	APR Jump Start Info Session	Denver Peacock, APR
Panel Questionnaires / Panel Presentations		
Tues, Sept. 8	Panel Questionnaire Work Session	Denver Peacock, APR
Fri., Sept. 11	APR Applications/Payments Due to PRSA	
Fri., Sept. 18	Panel Questionnaires Due to APR Chair	
Sat., Oct. 3	Virtual Panel Presentations Held	Panelists
Study Group Sessions		
Mon., Oct. 5	Applying Ethics & Law (13%)	Heather A. Haywood, APR
Mon., Oct. 12	Managing Relationships (15%)	Jason Brown, APR
Mon., Oct. 19	Managing Issues/Crisis Communications (13%)	Jessica Szenher, APR
Mon., Oct. 26	Understanding Communication Models, Theories	Kristen Nicholson, APR
Mon., Nov. 2	Leading the PR Function (18%). & History of the Profession (8%)	Markham Howe, APR
Mon., Nov. 9	RPIE (33%) Part 1 – Research	Lisa Van Hook, APR
Wed., Nov. 11	Schedule APR Computer Examination	
Mon., Nov. 16	RPIE (33%) Part 2 – Planning, Implementation and Evaluation	Natalie Ghidotti, APR
Mon., Nov. 23	APR Final Review	Denver Peacock, APR
APR Computer-Based Exams		
By Thurs., Dec. 31	APR Candidates Complete Computer-Based Exams	
Fri., Jan. 15, 2021	Formal APR Pinning at January Chapter Meeting	

**Study session dates and session leaders subject to change. Most study sessions will begin by 5:30pm. Panel presentations will conclude by noon each Saturday. Zoom links will be shared weekly.*

It takes a professional — someone with exceptional experience, broad expertise and strong dedication and values — to thrive at what you do. Profess what you know with the APR. Begin your journey to Accreditation today! Please contact me if you have questions. I look forward to supporting you on your APR journey.

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For information and resources, visit <http://www.praccreditation.org/apply/apr/>