

**PUBLIC RELATIONS COUNCIL OF INDIA
EXPERT SUB-COMMITTEE ON ACCREDITATION**

DRAFT RECOMMENDATION

Expert Sub Committee Chairman : K. Srinivasan (Prime Point Foundation)

Covering Note by Uma Bhushan (author of the zero draft)

Dear Mr Srinivasan,

Here are my responses to the brief you had given:

1. Consolidate and tabulate the practices in different countries like UK,USA, Canada, Australia, Singapore, New Zealand, South Africa, etc.
2. How can we accredit PR professionals individually? PRCI wants have two categories FPR and APR. What should be the minimum number of years of service needed to apply for APR? For FPR how many number of years of service / practise needed.
3. To award APR, what should be the procedure? Whether written test and viva. If it is written test, can there be any syllabus. Whether there could be study centers all over the country to prepare for the written exam.
4. For FPR, what should be the yard stick?
5. Can we have a separate independent body supported by PRCI and any other organisations to give Accreditation like UAB. Who can constitute the Top Board of the new body?
6. Who are the members for Accreditation Committee? How many members should sit?
7. Whether any Accreditation is needed for PR Agencies. If so what should be the norms?
8. I observe that many people nowadays join the PR Agencies and then move on to corporate communication departments. APR should help the professionals to get better employment opportunity.

My responses:

1. I have consolidated and studied the accreditation practices in the UK, USA, Canada, Singapore and South Africa. For some reason, the PR societies in New Zealand and Australia had blocked access to non-members. So I could not study their practices.
2. CPRS in England is the only organisation that has the FPR and APR categories. These are various categories of memberships which PRCI has to set for itself. Accreditation has got nothing to do with this process. Therefore I am considering this beyond the purview of the recommendations of the expert sub-committee.
3. Among all the practices I studied, the procedure is more or less the same – irrespective of the number of years of service. The procedure is more or less similar in these countries. First of all, people with a minimum of 5 years work experience fill up the eligibility evaluation form. Once their eligibility is approved, they submit a portfolio of their work. (there is a format given for this). Once this portfolio meets the standard, the applicants have to write an examination. This is an open book exam. After the examination is evaluated, the applicants are interviewed on their portfolio and examination performance. Only after clearing all these, does a person become an APR, which he can put after his name. There are procedures here which I have elaborated in a separate document. Having study centres will be unviable. The practice is to give applicants a preparation handbook (prepared by PRII) and a set of recommended books which they can procure on their own. The examination is an open book one; they will be tested on their understanding of PR principles and not like a rote learning examination.
4. Yardstick for FPR is for PRCI to define. Not within the purview of this sub-committee.
5. In order to achieve credibility and universal acceptability, the accreditation process should be handled by a separate body. PRCI members, like members of other PR associations in India like PRSI or ABCI can serve on this independent accreditation body. We can call this body the Public Relations Institute of India (along the lines of Press Institute of India) or Chartered Public Relations Institute of India or something else on common consensus.
6. Initially, this body can have some founder members to set up the organisation.
Later on, it has to be run and administered by accredited members only. That is the way to gain credibility and acceptability. Even senior members have to go through the accreditation process. PRCI may have initiated the process, but the accreditation should be distinct from PRCI and its members.
7. There is no accreditation for PR agencies in any countries I have studied.
Only

individual PR persons get themselves accredited voluntarily. But the industry in general seems to favor accredited PR people more than the non-accredited professionals. This answers your point No 8.

Please refer to the enclosed base document for the proposed accreditation process for PR persons in India. These incorporate practices in the countries studied. I have not mentioned the sources against each, since we are only in the discussion stage. We can appropriately credit the adopted procedure once it is finalized.

Best regards,
Uma Bhushan

Eligibility Evaluation Form

The Examination for Accreditation in Public Relations

Eligibility evaluation Form

SECTION ONE: YOUR ORGANIZATION AND YOUR ROLE

This section asks for your response to questions about your current employment in public relations, be it corporate, non-profit, agency or academic. Answer all questions completely and succinctly. There are no right or wrong answers for this section, only truthful and accurate statements.

1. Describe how your public relations firm, department or other operation is organized. Describe the reporting structure, personnel and the key relevant roles of each person.
2. Given the current economic climate and present social situations, what is/are the major problem(s)/opportunity(-ies) facing your department, firm or other public relations operation at this time? What about in the next three to five years? Pick and briefly articulate the most significant solution or approach you would recommend to address this opportunity or challenge?
3. Describe the changes, if any, you believe are needed in the structure/function of your public relations firm, department or operation.
4. Describe the steps you would recommend to implement these changes?
5. If you were starting a public relations department, academic department or public relations firm today (or starting over again in your organization, institution or firm), what would be your top three concerns or considerations in doing so and what would you plan for addressing them?
6. Describe what you do each day to contribute to helping your organization to achieve its objectives.
7. In what ways can you improve your productivity?

8. Provide an example of when and how you have provided training or mentoring to others, either as a public relations professional or other organizational advisor.
9. Describe a situation in which you had to deal specifically with the issue of time management in completing a major assignment.

SECTION TWO: YOUR EXPERIENCE

1. Describe how you planned or participated in the planning of a specific public relations program for your organization or a client. Clearly state the problem or opportunity the program was created to address, the research, the objective(s) of the program and all of the other components of a complete public relations plan. Include specific information to describe your role. If you never have written or participated in the development of a formal public relations plan, develop a program for some organization in which you are or have been involved. Please be sure that the plan that you are describing here is included in the portfolio presentation you make to the Readiness Review panel.
2. Describe the research you conducted to develop the plan described in the first question in this section. If no research was conducted, explain why not. In *specific* terms, how did the research guide the development of the plan?
3. Describe how you obtained or participated in obtaining approval for the plan described in the first question in this section.
4. Describe in detail the process you used to evaluate the outcome of the program described in the first question in this section. Describe the outcomes. (Do *not* attach work product samples; however you should include them in your portfolio review.)
5. Describe how you would, if given unlimited resources and authority, improve the process by which public relations programs in your organization are developed, approved and measured.

SECTION THREE: YOUR ASSESSMENT OF YOUR READINESS FOR THE WRITTEN PORTION OF THE EXAMINATION

1. Why have you chosen to become accredited at this time?
2. Describe what you have done and what you plan to do to prepare for the written portion of the examination.

3. Describe your strengths and weaknesses in terms of your *experience* and examination *preparation* in each of the major areas of the examination listed below. (For an expanded list visit www.accreditationboard.org. Use the expanded list to identify the specific skills that will be evaluated within each of the major categories below. Do *not* respond to each sub-item on the expanded list.)

§ History of and current issues in public relations	§ Management skills & issues
§ Business literacy	§ Crisis communication management
§ Ethics & Law	§ Using information technology
§ Communication models & theories	§ Media relations
§ Research, planning, implementing & evaluating communication programs	§ Advanced communication skills

Zero Draft of Recommendation

What is Accreditation?

Accreditation in Public Relations is a voluntary certification program for public relations professionals in India, administered by the PRII.

What is the purpose of Accreditation?

The purpose is to unify and advance the profession by identifying those who have demonstrated broad knowledge, experience and professional judgment in the field. The program seeks to improve public relations practice. The designation Accredited in Public Relations (APR) signifies a high professional level of experience and competence.

Why become Accredited?

Increasingly all over the world, job listings are specifying APR preferred. Senior public relations professionals have been outspoken in support of Accreditation. "APR is a symbol of professionalism. It demonstrates that individuals have the knowledge, ethics and experience that set them apart. It also demonstrates that they care about their own profession and that they are dedicated to enhancing their own personal abilities." Joe S. Epley, APR, Fellow PRSA, Chairman and CEO, Epley Associates, Charlotte, NC.

Q: Who is eligible to take the Examination for Accreditation in Public Relations?

A: The Accreditation is open to professionals with at least five years of paid experience in the full-time practice or in the teaching of public relations and who have earned a 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).

How old is the Accreditation Program?

The accreditation program of the Universal Accreditation Board in the US originated in 1964 and was administered by PRSA until 1998, when the Universal Accreditation Program was formed to administer the Examination. The public relations organizations that are members of the Universal Accreditation Program include the 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, Southern Public Relations Federation, Texas Public Relations Association and Asociación de Relacionistas Profesionales de Puerto Rico (Puerto Rico Public Relations Association)

About the Universal Accreditation Board

The Universal Accreditation Board (UAB) comprises one chair and representatives from each public relations participating organization. Each member serves a three-year term. The UAB oversees the Accreditation program and provides a balanced blend of backgrounds in a number of public relations specialties. This group of senior-level Accredited members meets several times a year. Day-to-day operations are administered at PRSA Headquarters. Responsibilities of the Universal Accreditation Board include the following:

- Develops and implements policy for the program
- Develops and maintains the Examination for Accreditation in Public Relations
- Reviews appeal cases
- Grants Accreditation

What is the Public Relations Institute of India?

The PRII will oversee the Accreditation program of PR people in India and will seek to provide a balanced blend of backgrounds in a number of public relations specialties.

Marketing of accreditation in India

The PRII is responsible for managing the APR credential and marketing the credential to external audiences.

Along the lines of the UAB, the PRII will be responsible for managing the APR credential and marketing the credential to external audiences. It will work towards stimulating demand for the credential within the public relations, business, executive and human resource communities.

The PRII will also educate professionals and employers of the Examination's relevance to today's public relations practice, as well as to validate one's professional and ethical experience.

PRII's Goals will be:

1. To increase the number of candidates applying to sit for the Examination for Accreditation in Public Relations.
2. To increase the number of candidates actually completing the process.
3. To raise awareness of the value of Accreditation and the process of achieving it.
4. To advance the APR brand among business and non-profit senior executives.
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7. To raise awareness of the value of Accreditation and the process of achieving it.
8. To advance the APR brand among business and non-profit senior executives.

The focus areas of PRII's marketing will be:

Key Messages	Audience	
	Internal	External
Examination is convenient, applicable and relevant to today's public relations practice	X	X
Examination process is confidential	X	
APR validates practitioner's capabilities	X	X
Accreditation sets the practitioner apart	X	X
Advancement of Accreditation benefits all public relations practitioners by increasing the profession's credibility	X	
APR is a mark of commitment to the Profession - nationally and internationally	X	X

What's in the Examination for Accreditation in Public Relations

The examination process tests 10 groupings of competencies or knowledge, skills and abilities (KSAs) that were identified through the Universal Accreditation

Board's landmark [2000 Practice Analysis](#). This analysis identified more than 60 subsets of these KSAs that are critical to successful public relations practice.

The Examination is organized around these 10 categories of KSAs. The chart below indicates the percentage of the Examination devoted to each of these categories. Detailed descriptions of the sub-sets of each KSA grouping tested in the computer-based examination are listed separately as Competencies/KSAs Tested.

KSA Group	% of the Examination
Researching, Planning, Implementing & Evaluating Programs	30%
Ethics and Law	15%
Communication Models and Theories	15%
Business Literacy	10%
Management Skills and Issues	10%
Crisis Communication Management	10%
Media Relations	5%
Using Information Technology Efficiently	2%
History and Current Issues in Public Relations	2%
Advanced Communication Skills	1%
	100.00%

Description of Competencies/Knowledge, Skills and Abilities (KSAs) Tested

RESEARCHING, PLANNING, IMPLEMENTING & EVALUATING PROGRAMS (30%)

Analytical skills

Distinguishes between long-range objectives and short-term goals. Recognizes the difference between strategies and tactics. Objectively interprets data. Thinks logically.

Audience identification and communication

Identifies appropriate audiences (publics) and the concerns of each, including employees, investors, suppliers, community, industry analysts, and government and non-government. Prioritizes and properly sequences

communications to the different audiences (publics). Tailors messages to various audiences (publics).

Evaluation of programs

Determines if goals and objectives of public relations program were met. Determines if, and the extent to which, the results or outcomes of public relations programs have been accomplished. Develops, states, and tests a public relations program's informational, motivational, and behavioral objectives using qualitative and quantitative methodologies.

Financial management

Prepares, justifies, and/or controls the budget for public relations programs/departments/agencies. Plans, administers, and monitors expenditures to ensure cost-effective support of public relations program. Maintains thorough and accurate records of expenditures. Bills clients accurately. Keeps accounts payables and receivables current.

Planning ability

Identifies a chain of events that reflect client or employer needs. Develops comprehensive public relations plan.

Research (Applied)

Gathers information about the client, company, or organization for which the practitioner is working. Gathers information on issues to help develop objectives, strategies, and target audiences (priority publics) using a variety of research tools (the Internet, interviews, library, focus groups). Plans and interprets research activities from the public relations activity at hand (projects, crisis management). Takes into account message recipients' understanding of the product, company, candidate, and issue when conducting research.

Research (Basic)

Develops a hypothesis. Develops the research plan. Determines appropriate qualitative and quantitative methods. Decides on the population and sampling techniques to use with that population. Designs instruments (questionnaire, interview, etc.). Uses the acceptable techniques to collect data. Codes and analyzes results and presents findings.

Stakeholder management

Identifies institutions, groups or individuals who have an interest in the success of a public relations program and are affected by some part of the program. Assesses interest of influential institutions, groups, and individuals. Mobilizes key stakeholders to help ensure the success of a program.

Strategic thinking

Determines what is needed to position a client favorably in its market/environment, especially with regard to changing business, political, or cultural climates.

Methodology

Develops public relations programs using research methodology or approaches that address the following components
Research, Goals, Planning, Execution, Monitoring, and Evaluation.

ETHICS AND LAW (15%)

Ethical behavior

Conducts professional activities in an ethical manner. Adheres to commonly accepted codes of professional ethical behavior.

Integrity

Recognizes and deals professionally with ethical and legal issues.

Knowledge of legal issues

Upholds applicable international, national, state, and local laws regarding libel, corporate governance, disclosure, copyright, trademarks, fair use, First Amendment issues, slander, privacy, regulations on commercial speech, corporate political expression, Foreign Agents Registration Act, lobbying, and grassroots lobbying. Uses laws regarding media access, due process, Freedom of Information Act (FOIA), or Sunshine Act to meet the needs of clients.

COMMUNICATION MODELS AND THEORIES (15%)

Communication models

Is familiar with, understands the implications of and can apply to practice the theoretical and research-based foundation of public relations practice. Demonstrates familiarity with current theory and research as well as older established models that should guide such practical communication program decisions as selecting and prioritizing target audiences, developing messages, selecting spokespeople, establishing credibility, the foundations of trust, how issues are formed and developed, how opinion can be changed, the effectiveness of public information programs and so forth. Is familiar with fundamental social science research that affects communication practice such as the Hawthorne Effect, co-orientation, cognitive dissonance and others.

Understands barriers to communication

Is familiar with, understands the implications of and can apply to practice the body of knowledge, drawn from public relations and social science disciplines that addresses the processes by which messages are interpreted by different audiences and how audiences are or are not moved to take action based upon those messages. Understands how factors such as semantics, cultural norms, timing, context, interference, competing messages and others may have an impact on the effectiveness of communication activities.

BUSINESS LITERACY (10%)

Business literacy

Understands and explains how employers/clients generate revenue and how their operations are conducted. Identifies relevant business drivers and how they impact the business.

Environmental scanning

Continuously analyzes the business environment that includes the client and employer.

Industry knowledge

Understands and explains the nature of the employer or client industry or industries. Discusses current issues, opportunities, and threats to those industry or industries.

Knowledge of current company issues

Takes into consideration the client's or employer's current internal and external business drivers. Performs strengths/weaknesses/opportunities/threats (SWOT) analyses.

Understands marketplace trends

Knows the processes of technology literacy and distribution media and the business of the client's field.

Understands all levels of management

Recognizes chain of command including senior leadership, middle management, direct line supervisor to the line worker and the distinctions. Analyzes stakeholder needs for purpose of crafting tailored messages. Knows how organizations are horizontally and vertically structured, (e.g., pyramid, flat), and how that affects organizational behavior. Comprehends how organizational structure affects organizational culture and the message.

Uses company resources

Identifies other divisions within a company that need to be involved in any communication program (e.g., legal in the case of product liability).

MANAGEMENT SKILLS & ISSUES (10%)

Cultural and gender diversity

Identifies and respects religious, ethnic, and gender differences of target audiences (publics). Crafts messages that are appropriate to diverse audiences (publics) that will gain their acceptance. Researches the cultural preferences of target audiences (publics) as necessary.

Decision-making abilities

Makes sound, well-informed, and objective decisions in a timely manner. Assesses the impact and implications of these decisions.

Flexibility

Responds to the changing business, social, and cultural landscape.

Leadership skills

Influences others to achieve desired goals. Motivates others. Builds coalitions. Inspires and motivates. Communicates vision.

Looking beyond prejudices/mind-set

Considers and accommodates alternative views to obtain alternative views on an issue or crisis and factors this information into devising a communication strategy and into message construction.

Organizational skills

Manages the efficient sequencing and execution of work. Integrates multiple dimensions of a public relations campaign. Integrates internal and external components so that there is a synergy between the messages. Staggers a campaign to ensure timely rollout of different tasks for maximum effectiveness. Adjusts the planned rollout of events as necessary to account for success or failures of previous campaign activity. Identifies bottlenecks in a campaign and develops workarounds. Prioritizes tasks and selects those most appropriate.

Problem-solving skills

Distinguishes between relevant and irrelevant information to make logical judgments. Identifies the sources of problems, evaluates opportunities for resolution, and devises appropriate course of action based on situational context and factual information. Uses sound reasoning to arrive at conclusions. Finds alternative solutions to complex problems.

Sensitivity to cultural concerns

Conducts research to determine cultural and gender concerns of affected audiences (publics). Understands how to develop strategies and messages that are relevant and non-offensive to different groups.

Team building

Builds and maintains positive work environment. Recognizes and optimizes talents of others. Involves others in planning and decision-making. Celebrates success of individual contributors and the team as a whole.

CRISIS COMMUNICATION MANAGEMENT (10%)**Understands different phases of a crisis**

Realizes the roles and responsibilities of public relations at the pre-crisis, crisis, and post-crisis phases. Understands and communicates the implications of pre-crisis, crisis, and post-crisis phases and understands the messaging needs of each.

Risk management capabilities

Identifies potential risks. Analyzes probability and potential impact of risk. Develops and deploys appropriate responses and controls for risk events.

MEDIA RELATIONS (5%)**Media relations**

Understands the relationships between public relations professionals and journalists. Builds effective relations with the mass and specialized media based on mutual respect and trust.

News sensibility

Relates current events and trends to employers/clients and markets. Analyzes current events and trends for potential business opportunities.

Understands media

Considers strengths and weaknesses of different media (e.g., radio, print, Internet, television). Identifies and uses controlled media for employee communications. Identifies and uses appropriate media for communicating with external audiences (all publics). Identifies drivers of different media. Selects appropriate media outlets for delivering message. Distinguishes lead times for different media. Identifies major changes resulting from the widespread use of new communications technology. Understands the impact of the Internet and other technologies to drive the economy and their impacts on the business.

Understands distribution systems

Understands information distribution systems including: publicity, advertising, special events, face-to-face communication, third-party communication, promotion, and all distribution techniques between sender and receiver.

USING INFORMATION TECHNOLOGY EFFICIENTLY (2%)

Information management

Identifies the types of information needed to be collected, evaluated, and retained. Knows how to obtain the information and store it, using information technology, so that it can be retrieved easily for future use.

Knowledge of distribution channels

Selects appropriate media, themes, and strategies to disseminate message. Deploys public relations tools (media kits, news releases, media alert, backgrounder, biographies, media contact list, news conferences/briefings/tours) appropriately.

Technology literacy

Understands the power as well as the limitations of the Internet and other technology that can be applied to public relations, as both a tool for clients and a weapon against clients. Properly analyzes Internet usage data and its meaning for the public relations campaign. Uses current desktop publishing, spreadsheet, word processing, presentation software, and the Internet, as appropriate, to plan, manage, and evaluate public relations programs.

HISTORY OF AND CURRENT ISSUES IN PUBLIC RELATIONS (2%)

Knowledge of the field of public relations

Identifies key figures in the history of public relations (George Creel, Edward Bernays, Arthur W. Page, etc.) and their contributions to the field. Identifies and describes major trends in the development of public relations as it is practiced today. Identifies key forces that influenced the field of public relations and describes their impact. Is familiar with the origins of earlier and out-moded stereotypes of the PR profession.

Defines and differentiates among related concepts, including publicity, advertising, marketing, press agency, public affairs, issues management, lobbying, investor relations.

ADVANCED COMMUNICATION SKILLS (1%)

Consensus building

Uses consensus building strategies and techniques to persuade key stakeholders to support a decision, even when they have personal reservations. Ensures that key stakeholders have an opportunity to express their opinions.

Consulting skills

Identifies a problem or opportunity, analyzes its causes and its implications and impacts on affected parties and other stakeholders. Generates alternatives, makes sound recommendations to the client, and assists client in implementing recommendations.

Negotiating skills

Conducts discussions with employers/clients to find a mutually acceptable solution to problems.

Creative conceptualization/creativity

Uses imagination to develop new insights into or responses to a public relations issue. Develops innovative solutions to the issue or problems posed. Devises new methods/processes or adapts existing ones when the standard methods and processes are not applicable.

Initiative

Displays courage in suggesting new ideas and justifying them to clients/employers.

Interpersonal skills

Relates empathetically to other individuals in order to understand their concerns or needs. Influences another's decision or behavior. Displays confidence when interacting with others.

Management skills

Develops expertise in planning, organizing, budgeting, communicating, coordinating, scheduling, monitoring, and evaluating.

Client/Employer/Organizational focus

Holds service to and interest in their employer or cause as a top priority. Considers long-term client needs as well as short-term demands. Makes and delivers on commitments to clients.

Multi-tasking

Effectively and efficiently manages numerous projects and responsibilities simultaneously. Applies prioritization and tracks progress toward completion of tasks

Flexibility

Responds to the changing business, social, and cultural landscape.

Teaches others

Identifies learning needs of staff. Coaches others on how to perform tasks. Serves as a mentor. Leads by example.

Time management

Prioritizes and sequences tasks to meet goals and deadlines.

Uses multiple delivery mechanisms

Uses advertising, direct mail, web and other delivery mechanisms and promotional tools effectively.

Control analysis

For selected media, determines who the owners are, their aims, their political allegiances, their influence on the content and editorial policies, and their legal constraints.

Communication skills/Speaking

Demonstrates logical thinking when describing client issues and framing approaches to solving public relations problems.

Communication skills/Interviewing

Asks relevant, insightful, and probing questions while interacting with employers/clients and target audiences (priority publics).

Communication skills/Writing and Editing

Communicates relevant information (including technical material) in a concise, organized fashion. Writes content that is factual and grammatically accurate, and at a reading level that is appropriate to the target audience. Authors persuasive communication material for public relations programs. Demonstrates the ability to examine and alter a document and correct for format, organization, completeness, factual accuracy, style, tone, and grammar.

Communication skills/Listening

Receives, interprets, verifies, and responds to verbal and non-verbal messages and other cues in the context of client, teammate, and audience concerns.

Presentation skills

Uses visual aids (charts, slides, transparencies, etc.) effectively. Maintains eye contact with audience. Uses appropriate language, gestures, tone of voice, and volume to convey information.

Candidate's Process Chart for the Examination for Accreditation in Public Relations

1. Apply for Eligibility and Prepare
 - a. Initiate process whenever you want
 - b. Submit eligibility evaluation form and fees to PRII
 - c. Receive notification of eligibility from PRII within 4 weeks

- d. Plan how you will proceed. Remember that you have one year from the date you receive PRII authorization to complete the examination.
2. Use Coaching, Mentoring, Support Services
 - a. Request coaching, mentoring or other support services through your local APR Chair as desired
 - b. Refresh your knowledge, skills and abilities by reviewing the general text of your choice and one or more of the prescribed books from the PRII Knowledge Bank
 - c. Use the body of knowledge and preparation resources to fill gaps in your knowledge, skills and abilities, e.g., areas where your experience is limited
3. Submit your portfolio
 - a. Select a public relations plan you have written that reflects your experience and complete the portfolio at your own discretion
4. Write your written examination
5. Participate in Personal interview
 - a. Respond to interview questions, allowing one-to-two hours for your session. The interview will be based on your portfolio and the written examination.
 - b. Panelists score your knowledge, skills and abilities in 16 areas and consider your readiness to proceed
 - c. Panelists help you identify gaps
6. Receive pass or fail notice from PRII within 4 - 8 weeks
 - a. If you passed, the PRII will grant Accreditation and you can add APR after your name
 - b. IF you failed, you will be advised which stage of the process you need to repeat

Q: What is the fee to take the Examination?

A: *PRII to decide.*

Q: Once Accreditation is earned, is it good for life?

A: Yes, with fulfillment of Maintenance of Accreditation requirements. Every three years, accredited members must accumulate the required number of points in continuing education, professionalism or service categories as part of the Maintenance of Accreditation Program. This further strengthens the value of the APR credential and keeps professionals actively involved in the currents of the public relations profession.

PRII Texts Recommended to Candidates for Accreditation in Public Relations

Advertising and Public Relations Law
by Roy Moore
Erlbaum, 1998

KSAs/Competencies Covered: History of and current issues in public relations; Business literacy; Ethics and law; Management skills and issues; Crisis communication management.

The Associated Press Stylebook
Briefing on Media Law with Internet Guide and Glossary
Norm Goldstein, Editor
Associated Press, 2004

KSAs/Competencies Covered: Business literacy; Ethics and law; Media relations.

Effective Public Relations
by Cutlip, Center and Broom
Prentice-Hall, 1999

KSAs/Competencies Covered: All

Campaign Strategies and Message Design
by Mary Anne Moffitt
Praeger, 1999

KSAs/Competencies Covered: Communication models and theories; Researching, planning, implementing and evaluating campaigns.

Primer of Public Relations Research
by Don Stacks
Guilford Press, 2002

KSAs/Competencies Covered: Researching, planning, implementing and evaluating campaigns; Management skills and issues.

Public Relations: Strategies and Tactics
by Dennis Wilcox, et. al.
Longman, 2000

KSAs/Competencies Covered: All

Strategic Planning for Public Relations
Ronald Smith, Editor
Erlbaum, Second Edition, 2005

**KSAs/Competencies Covered: Communication models and theories;
Researching, planning, implementing and evaluating campaigns;
Management skills and issues.**

**The Handbook of Strategic Public Relations and Integrated
Communications**
Clarke Caywood, Editor
McGraw-Hill, 1997

KSAs/Competencies Covered: All.

The Practice of Public Relations
by Fraser Seitel
Prentice-Hall, 2000

KSAs/Competencies Covered: All.

This is PR: The Realities of Public Relations
by Doug Newsom, et. al.
Wadsworth, 1999

KSAs/Competencies Covered: All.
