

Renewal of Accreditation in Public Relations Credential

Fillable Tracking Worksheet

To renew your Accreditation, you must have accumulated the required number of Continuing Education Units (CEUs) within a three-year period. Below are descriptions of qualifying activities or programs and the value for each. No activity can be counted in more than one category.

A MINIMUM OF 15 CEUs IS REQUIRED, INCLUDING AT LEAST 7 CEUs IN CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT AND 1 CEU IN ETHICS TRAINING.

There is a \$75 filing fee (required to cover the cost of processing your application). Questions? Email accred@prsa.org

For more information and the most current version of the APR Renewal Application and the APR+M Renewal Application, visit <https://www.praccreditation.org/renew/>.

An example of a completed APR Renewal is highlighted in yellow.

I. CONTINUING EDUCATION & PROFESSIONAL DEVELOPMENT (7 CEUs required from this category)			My CEUs
A. Seminars and Continuing Education Programs			
	CEUs		
Completion Online APR study course (as an Accredited member)	1.5	Example: Completed the APR Online Course. Course link: https://online2learn.net/APR/ .	1.5
One-day session (at least 10 hours)	1		
Less than one day session (webinar, virtual or in person program)	0.5	Example: Attended a one day seminar on the topic of public relations	0.5
B. College and University Programs			
	CEUs		
Advanced Degrees			

<ul style="list-style-type: none"> From a regionally accredited institution If earned during the current APR renewal cycle 	15		
Individual courses taken and completed on a semester basis for credit when the subject matter relates directly to the practice of public relations			
<ul style="list-style-type: none"> 4 credit hour course 3 credit hour course 	6		
	4.5		
<ul style="list-style-type: none"> 2 credit hour course 	3	Example: Completed a semester of a 2 credit hour course.	3
<ul style="list-style-type: none"> 1 credit hour course 	1.5		

C. Presentations or Speeches, Including Professional or Student Organizations, or Serving as a Panelist presenting about the practice of Public Relations	CEUs		
	0.5	Example: Served as a panelist at your local chapter professional development meeting.	0.5

D. Instruction	CEUs		
4 credit hour course	9		
3 credit hour course	6		
2 credit hour course	4.5		
1 credit hour course	3		
Up to 1-day course/workshop	2		
Up to ½ day course/workshop	1		

E. Accreditation in Public Relations or Certificate in Principles of Public Relations Instruction	CEUs		
Service as the instructor for Accreditation in Public Relations preparation course	2		
Service as the instructor for Certificate in Principles of Public Relations preparation course	2		

F. Published Works that Contribute to the Practice of Public Relations	CEUs		
Published work			
<ul style="list-style-type: none"> Published book (if published during current renewal cycle) 	15		
<ul style="list-style-type: none"> Published book via self-publishing methods (if published during current renewal cycle) format. 	7.5		

<ul style="list-style-type: none"> Published book chapter via traditional publishing house or peer-review (if published during current renewal cycle) format. 	5		
Scholarly (Peer-Reviewed)			
<ul style="list-style-type: none"> Each article or book review published in an academic public relations (or related) journal in print or electronic format 	3		
Trade			
<ul style="list-style-type: none"> Each article, op-ed, book review, blog post, podcast, or video published in a public relations journal, magazine, newspaper, newsletter, in print or electronic format. Includes ghostwriting. Includes ghost-writing 	1	Example: Wrote an article for your local chapter.	1
Digital media			
<ul style="list-style-type: none"> Each article, blog, vlog and/or podcast (at least 250 words or 2½ minutes in length) that is posted and/or published to your own digital channels and/or via your personal or company profile on one or more third-party social media sites including Facebook, LinkedIn and Instagram, that is specifically relevant or related to the public relations/communications industry format. 	0.5	Example: Wrote a published article contributing to the practice of public relations.	0.5

G. Advanced Credentials

	CEUs		
Achieving a senior-level or advanced credential offered by a participating organization that requires an oral presentation and/or PR knowledge or experience-based examination	7.5		

* **SECTION TOTAL:** 7

II. ETHICS TRAINING (1 CEU Required)

	CEUs		
Ethics in Public Relations Training	1	Example: Attended two online ethics training webinars at 0.5 CEUs each.	1

* **SECTION TOTAL:** 1

III. PROFESSIONALISM

A. Leadership in Public Relations

	CEUs		
National officer or board member or participating organization executive committee member; president; section or academy chair; president of a participating organization	5		
Chair of national committee; district chair 4 Local chapter officer or board member; district officer or conference chair; section officer, board member or conference chair; chair of section committee; chair of local chapter committee; special participation in activities such as mentor, professional advisor, and newsletter editor			
3 Member of national committee; member of Chapter local committee; member of section committee; assembly delegate 2 Participate in activities such as award judging 1	4		

Local chapter officer or board member; district officer or conference chair; section officer, board member or conference chair; chair of section committee; chair of local chapter committee; special participation in activities such as mentor, professional advisor, and newsletter editor	3	Example: Served on a PRSA local chapter board for one year.	3
Member of national committee; member of Chapter local committee; member of section committee; assembly delegate	2		
Participate in activities such as award judging	1		

B. Leadership in Accreditation of Other Professionals

	CEUs		
Service as chapter/regional Accreditation chair	3		
Service as APR mentor to candidate	2		
Service as facilitator for the APR Online Study Course	1	Example: Served as a facilitator for the APR Online Study Course.	1
Service as a Panel Presentation evaluator	0.5		
Service as Subject-Matter Expert in Technical Review Session or Item-Writing for APR or Certificate in Principles of Public Relations examinations	0.5		
Presenting a webinar, APR jumpstart or other discussion about Accreditation to potential candidates	0.5		

C. Awards for Significant Contributions in Public Relations

	CEUs		
Induction into PRSA College of Fellows	15		
National awards by public relations organizations or other industry awards related to excellence in public relations practice, research or teaching (e.g., a public relations award given by an industry trade association). <i>Automatic Renewal applies only if award is earned during the current APR renewal cycle.</i> <ul style="list-style-type: none"> See list of recognized National honors here: https://www.praccreditation.org/resources/documents/apr-maintenance-awards-addendum.pdf 	15		
Programming award (e.g., Silver Anvil Award; Golden Image Award)	3		
Regional and local awards by PRSA chapters, UAB participating organizations, or other industry awards related to excellence in public relations (for service and/or programming). In order to receive credit for the award, the individual must have played a significant role in the design, implementation and evaluation of the program.	2	Example: Won a local award from PRSA chapter or UAB participating organization.	2

SECTION TOTAL:

6

IV. PUBLIC SERVICE

A. Public Relations Service to the Local/National Community (Volunteer or Pro Bono Work Outside Normal Work Assignments)

	CEUs		
At least 50 hours	5		
At least 40 hours	4		

At least 30 hours	3		
At least 20 hours	2		
At least 10 hours	1	Example: Performed 10 hours of Pro Bono	1
SECTION TOTAL:			1
TOTAL CEUs			TOTAL: 15

NOTES:

1 CEU = 10 Contact Hours (The system will do the calculation.)

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EXAMPLES

Here are several diverse examples of activities and CEUs vs. contact hours:

If you attend a **monthly professional development meeting**, you would get .5 CEUs (which would be 5 contact hours).

If you attend a webinar, you would get .5 CEUs (which would be 5 contact hours).

If you serve on the local board for a year, you would get 3 CEUs (which is 30 contact hours).

If you serve on a national board for a year, you would get 5 CEUs (which is 50 contact hours).

If you wrote an article, you would get .5 CEUs (which would be 5 contact hours).

If you serve as a presenter or speaker at a meeting, you would get .5 CEUs (which would be 5 contact hours).

If you completed a semester of a 4-hour course, you would get 6 CEUs (which is 60 contact hours).

If you won a regional or local award, you would get 2 CEUs (which is 20 contact hours).

If you won a national programing award (such as Silver Anvil), you would get 3 CEUs (which is 30 contact hours).

If you served as a APR mentor to a candidate, you would get 2 CEUs (which is 20 contact hours).

If you served as a PR awards judge, you would get 2 CEUs (which is 20 contact hours).

If you served as a Panel Presentation evaluator, you would get .5 CEUs (which would be 5 contact hours).

If you volunteered your time or did pro-bono work, you would get 1 CEU for each ten hours (which would be 10 contact hours).

If you took one ethics class, you would get 1 CEU (which would count for 10 contact hours)