

ADVANCING PUBLIC SECTOR COMMUNICATORS

The Accreditation in Public Relations (APR) is a globally recognized credential that showcases your expertise, ethics, and strategic skills as a public relations leader. CAPIO's tailored support makes earning your APR achievable and rewarding for public sector communicators like you. Join 25+ CAPIO members who've earned their APR!

WHY PURSUE THE APR?

■ CREDIBILITY

Prove your skills to stakeholders and employers.

■ LEADERSHIP

Open doors to senior roles in public sector communications.

■ SKILLS

Master strategic PR tailored to your role.

■ ETHICS

Uphold the highest standards in communications.

"Earning my APR was a boost to both my confidence and professional growth. It gave me the knowledge, skills, and strategic perspective that accelerated my career. Gaining a deeper understanding of the communications planning process—based in research, planning, implementation, and evaluation (RPIE)—provided a framework for success in public sector communications."



Christine Brainderd, MPA, APR
Communications Manager
City of Folsom



"Earning my APR helped me increase my confidence. I started off in video production and my background was in theater. After years of working in government communications, going through the process of earning my APR helped me learn more about public relations and address my blind spots. By the time I received my accreditation, I felt more confident in my ability to serve my community as a communications professional."



Lael Wageneck, MPA, APR
Public Information Officer
Santa Barbara County Public Works Department



STAY CONNECTED



CaliforniaPIO



The California Association of
Public Information Officials



CaliforniaCommunicator



ADVANCING PUBLIC SECTOR COMMUNICATORS

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CAPIO'S GUIDE TO EARNING YOUR APR



YOUR APR JOURNEY IN FOUR STEPS

1 APPLY FOR THE APR

- Submit your application to the UAB at www.praccreditation.org, selecting “CAPIO” for benefits.
- Cost: \$385. Bonus: \$110 rebate on completion.

2 PREPARE WITH CAPIO'S SUPPORT

- Kickoff Meeting:** Once registered, a CAPIO representative will reach out to you and schedule free, one-on-one meeting with CAPIO APR Coach Rachel Dickman, APR, and CAPIO Education and Development Chair Julie Prayter, APR
- Study Resources:** Free APR Study Guide and Panel Presentation Questionnaire: www.praccreditation.org.
- Textbooks:** Cutlip and Center's Effective Public Relations and more.
- Resources:** CAPIO webinars, OC PRSA/CAPIO online APR study course, study sessions, APR Online Study Course (\$195), peer cohorts, or free CAPIO/UAB mentor matching.

3 SHINE IN YOUR PANEL PRESENTATION

Present to three Accredited members (virtual/local), showcasing your organization, role, and experience via a questionnaire/ portfolio demonstrating RPIE (Research, Planning, Implementation, Evaluation).

- The panel assesses competence and recommends Advance/Not Advance to UAB (results: 1–2 weeks).
- Prepare with CAPIO coaches, study groups, and panel video (www.capio.org/apr).

4 PASS THE EXAM & EARN YOUR APR

- Exam:** 2–3.5-hour, 100% multiple-choice test (terms, situation analysis) via Examity online or Prometric locally. Tests KSAs: RPIE (30%), Ethics/Law (15%), Communication Models (15%), Crisis Communications (10%), others. Preliminary results are immediate; final in weeks.
- Study:** APR Study Guide, textbooks, CAPIO/OCPRSA groups, webinars.
- Celebrate:** Earn credential, pin, \$110 rebate, and Annual Conference recognition!

ELIGIBILITY AND COST

- Who's Eligible?** 5+ years of full-time PR experience or teaching PR, plus a communications bachelor's degree or equivalent experience.
- Cost:** \$385 application fee; \$110 rebate upon completion (1 month).

STAY CURRENT WITH APR RENEWAL

- Renew every 3 years with 15 CEUs: 7 in education (ex: CAPIO webinars), 1 in ethics, others from public service, awards, speeches, articles, or leadership in CAPIO and other UAB associations.
- Submit form and \$75 fee at <https://accreditation.prsa.org>.

“Becoming accredited in public relations has had two major benefits: first, it tells colleagues that I take seriously my commitment to my profession, and secondly, the process of becoming accredited affirmed the prescribed steps to develop thoughtful and effective communications plans. Taking the course is one of the best things I've done professionally – other than being active in CAPIO, of course!”

Sheri Benninghoven, APR
Principal, SAE Communications

