

LAUNCH YOUR APR JOURNEY WITH CAPIO!

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.

AM I ELIGIBLE?

You're ready to pursue the APR if you have:

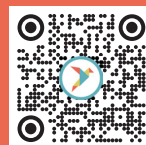
- At least 5 years of full-time public relations experience or teaching PR.
- A bachelor's degree in communications (e.g., public relations, journalism) or equivalent professional experience.

Not sure? Contact Julie Prayter, APR, CAPIO's Education and Development Chair, at apr@capio.org for a quick eligibility check.



GET STARTED TODAY!

- **Schedule a Date for Your Kickoff Meeting**
Julie Prayter, APR, or Rachel Dickman, MBA, APR, will reach out to you with dates/times.
- **Explore Resources**
Visit www.capio.org/apr for webinars, study guides, and more.
- **Questions?**
Contact CAPIO Education and Development Chair Julie Prayter, APR, at apr@capio.org.



Scan to view the
online resources.
www.capio.org/apr

Your APR Journey in Four Steps

CAPIO guides you through the APR process with personalized support. Here's how to earn your credential in 6–12 months:

1 APPLY FOR THE APR

- Submit your application to the Universal Accreditation Board (UAB) at www.praccreditation.org. Select “CAPIO” as your member organization.
- Cost: \$385 for CAPIO members.
- Bonus: Earn a \$110 refund from CAPIO upon completion (allow 1 month).

2 PREPARE WITH CAPIO'S SUPPORT

- Kickoff Meeting:** After paying the \$385 fee, you'll receive a free, one-on-one meeting with CAPIO APR Coach Rachel Dickman, MBA, APR, and CAPIO Education and Development Chair Julie Prayter, APR, to go over the APR process, answer questions and assist you with creating a personalized plan. Contact apr@capio.org.
- Resources:** Access CAPIO's webinars, study sessions, and the APR Online Study Course (\$195, 1-year subscription). Join the OC PRSA virtual study course or peer study groups.

3 SHINE IN YOUR PANEL PRESENTATION

- Present your expertise to three Accredited members (locally or virtually), showcasing the RPIE process (Research, Planning, Implementation, Evaluation) via a questionnaire and presentation.
- Prepare with CAPIO's mentors, study groups, and panel video (www.capio.org/apr). The panel assesses your readiness for the exam and recommends to UAB to Advance or Not Advance.

4 PASS THE EXAM & EARN YOUR APR

- Exam:** A 2–3.5-hour, computer-based, multiple-choice test (terms, situation analysis, examples) administered online by Examity. Tests KSAs like RPIE (30%), Ethics/Law (15%), and Crisis Communications (10%). Preliminary results immediate; final results in weeks.
- Study Resources:**
 - Free APR Study Guide: www.praccreditation.org (covers KSAs).
 - Textbooks: Cutlip and Center's Effective Public Relations and others
 - CAPIO study sessions, webinars, or OC PRSA course.
 - Celebrate: Earn your credential, pin, \$110 refund, and recognition at CAPIO's Annual Conference!
 - Stay Current with APR Renewal
 - Renew every three years with 15 CEUs (7 in continuing education, 1 in ethics, up to 7 in public service, awards, speeches, articles, or leadership in CAPIO/CalSPRA/PRSA).
 - To renew submit form and \$75 fee at <https://accreditation.prsa.org>.

YOUR ONE-YEAR TIMELINE: STAY MOTIVATED!

After your Kickoff Meeting, use CAPIO's One-Year Timeline to plan milestones and stay on track. Fill it in post-meeting, updating monthly with your mentor.



Download the timeline at www.capio.org/apr.

“Becoming accredited in public relations has changed how I approach all work-related and even extracurricular projects. RPIE and SWOT are not additional letters in the alphabet soup of government, but the lifeblood of all strategic communication plans and emergency responses. I'm grateful to have earned my APR—it's one of the best decisions I've made throughout my entire career.”



Sonja Dosti, APR
Communications Director
County of Fresno