

**EXPERIENCED.
EDUCATED.
ETHICAL.**

CAPIO is one of only nine public relations organizations to offer its members the internationally recognized Accreditation in Public Relations (APR). Now is the time to distinguish yourself from your peers and fine-tune your proficiency with the APR. You've come this far. Here is what's next.



ABOUT **CAPIO**

CAPIO is a professional association serving nearly 800 public sector communicators in California. While many communication principles are universal, government communicators face unique requirements, challenges and demands from their communities and stakeholders. At CAPIO, we help our members develop and advance as communication professionals to meet the needs of their agencies.



P.O. Box 8840 | Chico, CA 94927
1-844-CAPIO55
capio.org

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Robin Rockey, APR
Communications
Manager
City of San Marcos



**ACCREDITATION
IN PUBLIC
RELATIONS**

The APR Process

The APR recognizes timeless communications principles with contemporary strategies and tactics. 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—APR holders who will guide you through the process of achieving Accreditation—and provides the tools you need to distinguish yourself as a luminary in the public relations field. The process to earn your APR consists of:

- A Panel Presentation where APR candidates meet with a panel of three APRs to ensure they can effectively demonstrate public relations expertise.
- A computer-based exam, which tests knowledge, skills and abilities.
- Demonstration of a commitment to life-long learning through renewal of your APR.

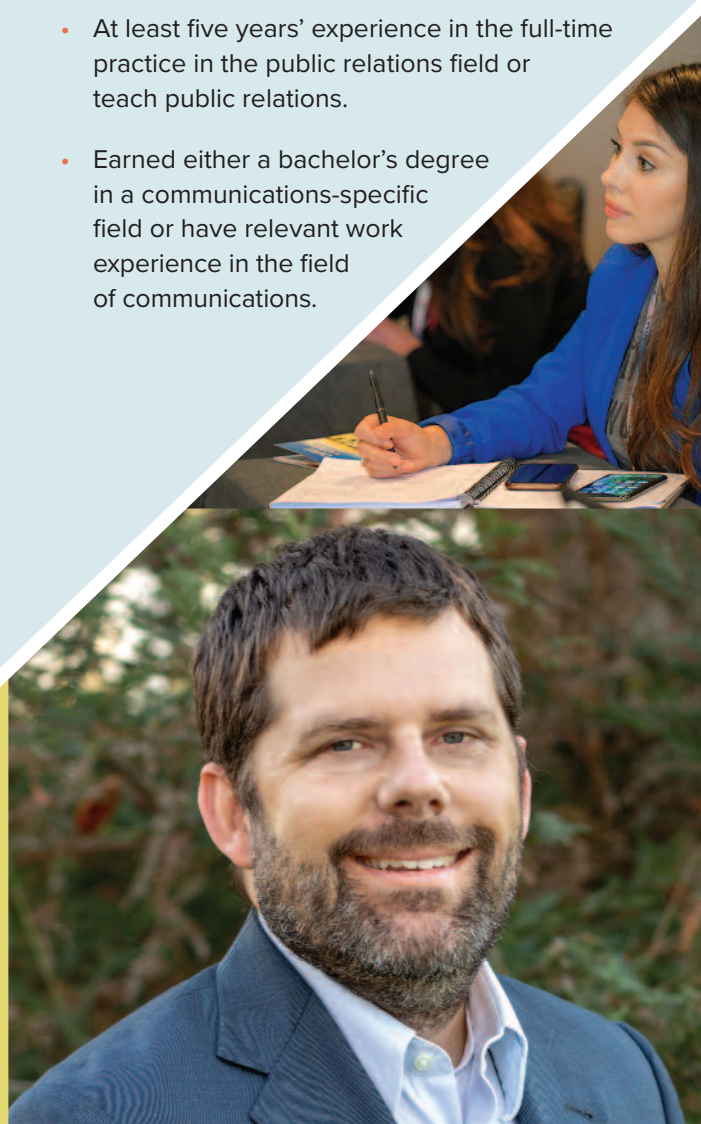


Lael Wageneck, APR
Public Information Officer
Santa Barbara County
Public Works Department

As a CAPIO Member, How Can I Receive My APR?

CAPIO offers our members an exclusive refund of \$110 upon successful completion of the APR exam. Any CAPIO member may register to take the APR; however, it is recommended that candidates have the following:

- At least five years' experience in the full-time practice in the public relations field or teach public relations.
- Earned either a bachelor's degree in a communications-specific field or have relevant work experience in the field of communications.



Visit [CAPIO.org](https://www.capio.org) to learn more. You'll find resources, including:



Informational webinars and videos



Information about upcoming study sessions



Mentor matching opportunities



Tips and strategies from current APRs



The APR application and a step-by-step guide to earning your APR