

Why Accreditation?

Accreditation is an ideal way to enrich your industry knowledge, achieve a standard of education and distinguish yourself in an increasingly competitive industry. If you have five years' of experience and a desire to advance, Accreditation is an ideal way.

A newly re-engineered Accreditation process involves four phases:

- 1) Application and fee payment on-line at the Public Relations Society of America Web site.
- 2) Candidate preparation, which may be totally self-study or incorporate some structured local offerings.
- 3) Readiness Review, where the candidate presents his/her case to a panel of other APRs.
- 4) Written examination, which can be scheduled at any time at a local Prometric testing center. A 148-question multiple choice test is administered and results are available in 6 weeks' time.

Study aids are available online as well as recommended readings. Available locally are organized workshops and more informal study sessions and assigned mentors. If you're interested in learning more about Accreditation, contact Carol Skaff, APR, Kansas Chapter Accreditation Chair, at 316-262-6066, cskaff@cohlmiemarketing.com.