



MAINTENANCE OF ACCREDITATION PROGRAM
 (Administered by the Public Relations Society of America)

To maintain your Accreditation, you should have accumulated points in continuing education, professionalism or public service within a three-year period. Below are descriptions of qualifying activities or programs and the point allocation for each. No activity can be counted in more than one category. **A MINIMUM OF 10 POINTS TOTAL IS REQUIRED.**

Please complete and sign the enclosed application form, and submit it with a \$50 fee (required to cover the cost of processing your application). **Mail to: PRSA, Attn: Accreditation Department, 33 Maiden Lane, 11th Floor, New York, NY 10038-5150**

PROGRAM or ACTIVITY

I. CONTINUING EDUCATION - Subject matter that relates to your work in public relations (e.g., management, social sciences, or research, etc). If any CEUs (Continuing Education Units) were earned for these activities, one CEU is equivalent to 1.25 points toward Maintenance of Accreditation.

A. College Programs

- | | |
|---|---------------------------|
| 1. Advanced Degrees | Automatic Reaccreditation |
| 2. Individual courses on a semester basis for credit when the subject matter relates directly to the practice of public relations | |
| 4 credit course | 4.0 |
| 3 credit course | 3.0 |
| 2 credit course | 2.0 |

B. Seminars and Continuing Education Programs - Taking part in Participating and public relations organizations, other industry or trade associations, and/or formal in-company training courses that apply to public relations practice (e.g., professional development programs, formal home study courses, national conferences, district, section and/or chapter programs, etc.).

- | | |
|-----------------|-----|
| 1-day | 1.0 |
| 1/2 day (up to) | 0.5 |

C. Readings from material that contribute to one's professional public relations abilities, including PRSA's "Public Relations Body of Knowledge."

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|---|-----|
| 1. Book | 1.0 |
| 2. A minimum of 10 articles or substantative material from the Public Relations Body of Knowledge | 0.5 |

II. PROFESSIONALISM

A. Leadership in Public Relations: service in public relations organizations*, and/or public relations committees or comparable positions.

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|--|--------------|
| 1. National officer or board member; chapter president; section or academy chair | 4.0 per year |
| 2. Chair of national committee; district chair | 3.0 per year |

* *Such as NAPRC organizations: ARC, AWC, ASHCMPR, BPRA, CPRS, FPRA, IABC, IPRA, NSPRA, PRSA, RCC, SPRF, TPRA

3. 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. 2.0 per year
4. Member of national committee; member of chapter local committee; member of section committee; assembly delegate; special participation in activities such as Readiness Review panelist, award judging, or other. 1.0 per year

B. Presentations or speeches including serving as a panelist on public relations practice 1.0 per presentation

C. Instruction - Serving as an instructor at a seminar, workshop or program on public relations requiring preparation of outlines and other course-related material where subject matter relates to public relations (includes accreditation instruction); or, instruction in credit courses related to public relations when sponsored by a fully accredited college or university; take credit only for time instructing.

4-credit course	4.0
3-credit course	3.0
2-credit course	2.0
1-day	1.0
1-1/2-day (up to)	0.5

D. Published works that contribute to the practice of public relations

1. Published book Automatic Reaccreditation
2. Each article, op-ed, or book review published in a public relations journal, magazine, newspaper or newsletter. 3.0

E. Awards for Significant Contributions in Public Relations

1. 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).

Education (Outstanding Educator Award)	Automatic
Practice (Gold Anvil Award; Dillin Award)	Reaccreditation
Service (Paul M. Lund Public Service Award; Fleishman Award)	" "

Programming (e.g., Silver Anvil Award; Golden Image Award Silver Spur Award)	3.0
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2. Regional and local awards by PRSA chapters, NAPRC organizations, or other industry awards related to excellence in public relations.

Service	2.0
Programming	2.0

(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)

III. SERVICE - Public Relations service to the local/national community (volunteer or pro-bono work which is outside normal work assignments).

60 hours or more	5.0
40-59 hours	4.0
20-39 hours	3.0
under 20 hours	2.0

B. Presentations

<u>Title</u>	<u>Date(s)</u>	<u>Points</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

C. Instruction

<u>Course Title</u>	<u>Where Taught</u>	<u>Date(s)</u>	<u>Points</u>
_____	_____	_____	_____
_____	_____	_____	_____

D. Published Works

<u>Title</u>	<u>Publisher</u>	<u>Date</u>	<u>Points</u>
_____	_____	_____	_____
_____	_____	_____	_____

E. Awards

<u>Name</u>	<u>Presenting Organization</u>	<u>Date</u>	<u>Points</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Professionalism Subtotal _____

III. PUBLIC SERVICE

<u>Type of Service</u>	<u>Organization</u>	<u>Date(s)/Hours</u>	<u>Points</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Public Service Subtotal _____

Subtotals: I. Education _____

II. Professionalism _____

III. Public Service _____

Total Points _____

I hereby apply to maintain my Accreditation and verify the above information is correct.

X _____
(signature) (date).

Method of Payment

___ check (please make check payable to PRSA;
U.S. Funds drawn on a U.S. bank only)

___ Credit Card (VISA, MasterCard, American
Express only)

Visa MasterCard Amex

Account Number _____

Exp. Date _____

Cardmember's Name _____

Signature _____

Return Application and \$50 Payment to:
Public Relations Society of America
Attn: Accreditation Department
33 Maiden Lane, 11th Floor
New York, NY 10038-5150