



## MAINTENANCE OF ACCREDITATION PROGRAM

(Administered by the Public Relations Society of America)

To maintain your Accreditation, you should have accumulated the required number of points 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, INCLUDING AT LEAST 5 POINTS IN CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT.**

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, 11<sup>th</sup> Floor, New York, NY 10038-5150 or fax to: (212) 995-0757.**

### I. CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT (5 POINTS REQUIRED)

Continuing Education and Professional Development includes formal study (in a college/university or workshop setting, whether in-person or online), as well as time devoted to subject matter research that prepares you to instruct or mentor others in public relations and related disciplines. If CEUs (Continuing Education Units) were earned for these activities, one CEU is equivalent to 1.5 points toward Maintenance of Accreditation.

**A. Seminars and Continuing Education Programs** — Taking part in formal educational opportunities by public relations organizations, other industry or trade associations and/or your company that apply to public relations practice (e.g., professional development programs, formal home study courses, online seminars, national conferences, district, section and/or chapter programs, etc.).

1 day	2 points
1 hour to ½ day	1 points
Completing Online APR study course (as an Accredited member)	4 points

### B. College and University Programs

Advanced Degrees <i>(if earned during the current maintenance cycle)</i>	Automatic Reaccreditation
Individual courses on a semester basis for credit when the subject matter relates directly to the practice of public relations	
<ul style="list-style-type: none"> <li>▪ 4 credit course</li> <li>▪ 3 credit course</li> <li>▪ 2 credit course</li> <li>▪ 1 credit course</li> </ul>	4 points 3 points 2 points 1 point

### C. Presentations or speeches including serving as a panelist on public relations practice

	1 point per presentation
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**D. 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 points
3-credit course	3 points
2-credit course	2 points
1-day course/workshop	1 point
Up to ½ day course/workshop	0.5 point

**E. Published works (print or digital) that contribute to the practice of public relations**

Published book ( <i>if published during current maintenance cycle</i> )	Automatic Reaccreditation
Each article, op-ed or book review published in a public relations journal, magazine, newspaper or newsletter	3 points

**F. Leadership in Accreditation of other professionals**

Service as chapter/regional Accreditation chair	3 points per year
Service as facilitator for APR Online Study Course	2 points per year
Service as mentor to APR candidate	2 points per year
Service as an APR Readiness Review panelist or teaching an Accreditation review course.	1 point per panel or course
Service as Subject-Matter Expert in Technical Review/Item-writing Session	1 point per session

**G. Advanced Credentials**

Achieving a senior-level or advanced credential offered by a participating organization that requires an oral presentations and/or knowledge- or experience-based examination.	5 points per maintenance cycle
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## II. PROFESSIONALISM

### A. Leadership in Public Relations — Service in public relations organizations, and/or public relations committees or comparable positions.

National officer or board member; chapter president; section or academy chair; president of a participating organization	4 points per year
Chair of national committee; district chair	3 points per year
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 points per year
Member of national committee; member of Chapter local committee; member of section committee; assembly delegate; special participation in activities such as award judging, or other.	1 point per year

### B. Awards for Significant Contributions in Public Relations

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). <i>Automatic reaccréditation applies only if award is earned during the current maintenance cycle.</i> <ul style="list-style-type: none"> <li>▪ See attached list of recognized National honors</li> </ul>	Automatic Reaccréditation
Programming (e.g., Silver Anvil Award; Golden Image Award, Silver Spur Award)	3 points
Regional and local awards by PRSA chapters, UAB participating organizations, or other industry awards related to excellence in public relations (for service and/or programming). 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.	2 points

## III. PUBLIC SERVICE

### A. Public Relations service to the local/national community (volunteer or pro-bono work outside normal work assignments).

60 hours or more	5 points
40-59 hours	4 points
20-39 hours	3 points
Under 20 hours	2 points

Rev. 1/2012



**Maintenance of Accreditation  
Application**  
(Type or print legibly in ink.)  
(Attach addition sheets, if necessary.)

<b>For Office Use Only</b>
Account #

<b>Last Name, First Name</b>	
<b>Title</b>	
<b>Company</b>	
<b>Address</b>	
<b>City, State Zip</b>	
<b>Phone</b>	
<b>Email</b>	

**I. CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT (5 POINTS REQUIRED)**

**A. Seminars & Continuing Education Programs**

Sponsor	Title of Program/Location	Date(s)	Points
1.			
2.			
3.			

**B. College and University Programs**

College Courses	Where Taken	Date(s)	Points
1.			
2.			
3.			

**C. Presentations and Speeches**

Presentation/Speech	Where Given	Date(s)	Points
1.			
2.			
3.			

**D. Instruction**

Course Title	Where Taught	Date(s)	Points
1.			
2.			

**E. Published Works**

Title	Publisher	Date(s)	Points
1.			
2.			

**F. Leadership in Accreditation of other professionals**

Organization	Position	Date(s)	Points
1.			
2.			
3.			

**G. Advance Credential**

Organization	Position	Date(s)	Points
1.			

<b>EDUCATION/PROFESSIONAL DEVELOPMENT SUBTOTAL</b>	
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**II. PROFESSIONALISM**

**A. Leadership Positions**

Organization	Position	Date(s)	Points
1.			
2.			
3.			
4.			

**B. Awards for Significant Contributions in Public Relations**

Name	Presenting Organization	Date	Points
1.			
2.			
3.			
4.			

<b>PROFESSIONALISM SUBTOTAL</b>	
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**III. PUBLIC SERVICE**

Type of Service	Organization	Dates(s)/Hours	Points
1.			
2.			
3.			
4.			

<b>PUBLIC SERVICE SUBTOTAL</b>	
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**SUBTOTALS:**

<b>I. Education/Professional Development (5 points required)</b>	
<b>II. Professionalism</b>	
<b>III. Public Service</b>	
<b>TOTAL POINTS</b>	

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

X

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(Signature) (Date)

**Method of Payment (please check one)**

<input type="checkbox"/>	<b>CHECK</b> (Please make check payable to PRSA; U.S. Funds drawn on a U.S. bank only)
<input type="checkbox"/>	<b>CREDIT CARD</b> (Visa, MasterCard, American Express ONLY)

**For Credit Card Payment**

<b>Card Number</b>	
<b>Exp. Date</b>	
<b>Cardholder's Name</b>	
<b>Signature</b>	