



## Steps to Getting Your Accreditation in Public Relations (APR) PRSA – San Diego/Imperial Chapter

1. **Apply:** Submit your APR Application (at [www.praccreditation.org](http://www.praccreditation.org)) to the Universal Accreditation Board (UAB) with the application/exam fee. UAB will inform San Diego/Imperial's APR Co-Chairs (Gayle Lynn Falkenthal, MS, APR and Bill Gay, APR) that you are eligible for your Readiness Review. Exam fee is \$385 for PRSA members; \$110 will be refunded to PRSA members upon completion of the exam. If you plan to participate in the June 2009 Readiness Review, please **apply by Friday, April 16, 2010**, to allow time for processing.
2. **Schedule Your Readiness Review:** Schedule your Readiness Review with San Diego's APR Chair (Gayle Lynn Falkenthal, MS, APR). The next Readiness Review will be held **Saturday, June 5, 2010**. There are NO makeup local review dates. The next Readiness Review is **Saturday, November 6, 2010**.
3. **Write Readiness Review Essays:** Submit your Written Submission Form (essay questions). **Special instructions:** Mail one printed copy and e-mail a file in either PDF or Word format to San Diego's APR Chair, Gayle Lynn Falkenthal, APR (address follows). Please do not exceed one page per answer. Typed, double-spaced, 12 pt Times New Roman layout is preferred. Clearly note the corresponding questions and your name on the document. Gayle Falkenthal will provide your Written Submission Form to your Readiness Review panelists. **Submit the email version by 12 noon on Friday, May 14, 2010**, to participate in the June Readiness Review. Your hard copy should be postmarked the same day.
4. **Prepare Your Portfolio and Attend Readiness Review:** The Readiness Review is a comprehensive interview/discussion before three local APR professionals who will assess your Written Submission Form, professional experience, portfolio and overall readiness to advance to the computer-based examination. Readiness Reviews will be held on **Saturday, June 5, 2010, from 8:30 a.m. – 4:00 p.m.** Candidates will be assigned a one-hour time slot. Location to be determined.
5. **Sit for Computer-Based Examination:** When you advance from the Readiness Review, the UAB will notify you by letter that you are authorized to take the computer-based examination at a local Prometric testing center at your own convenience. Candidates have one year to take the exam from the date of applying for accreditation. The computer-based examination is all multiple-choice and takes approximately three hours and 45 minutes to complete.
6. **Study:** Preparation Sources, including study guides, recommended textbooks and an online study course are available on the UAB website. Locally, a one day "Jump Start" course is available to San Diego candidates. It is scheduled **Saturday April 24, 2010, from 8:30 a.m. to 5 p.m. at Scripps Mercy Hospital's education center.** The fee is \$100 for Chapter member, \$120 for other PRSA member, and \$50 for all returning students. The course will cover approximately 70% of the computer-based examination content. You can take the local study course even if you have not yet submitted an APR application or advanced from the Readiness Review.
7. **Maintain:** Once you receive the APR credential, it is good for life with the fulfillment of Maintenance of Accreditation requirements and annual membership in an approved partner organization, such as PRSA (a.k.a., "UAB Participating Organizations"). Every three years, APR professionals must accumulate 10 points toward continuing education, professional development or public service and submit a \$50 maintenance fee.

**NOTE: San Diego/Imperial Chapter members may be eligible for a study course rebate after completing the computer based exam. Financial assistance grants are available for candidates unemployed three months or more, or for those who have personally incurred more than \$1,000 in Accreditation expenses. Please contact your APR committee for details.**



## **APR Contacts and Resources**

### **Who to Contact – San Diego/Imperial Chapter:**

For more information about the APR process in San Diego and Imperial Counties, contact:

Gayle Lynn Falkenthal, APR  
APR Co-Chair and Board of Directors, San Diego PRSA Chapter  
President, Falcon Valley Group  
11702 Pickford Road  
San Diego, CA 92131  
Phone: 619-997-2495  
Email: [gayle@falconvalleygroup.com](mailto:gayle@falconvalleygroup.com)

Bill Gay, APR  
Director of Media & Community Relations, Imperial Valley College  
Owner, Reliance Public Relations  
P.O. Box 1944  
El Centro, CA 92244  
Tel: 760-355-6124  
Email: [bill.gay@reliancepr.com](mailto:bill.gay@reliancepr.com)

Kristie Spalding, APR  
Dept. Supervisor, Marketing & Community Relations  
YMCA of San Diego County  
3708 Ruffin Road  
San Diego, CA 92123  
Tel: 858-292-9622 ext. 146  
Email: [kspalding@ymca.org](mailto:kspalding@ymca.org)

### **Who to Contact – Universal Accreditation Board:**

Kathy Mulvihill  
Accreditation Manager, Universal Accreditation Board  
Phone: 212-460-1436  
E-mail: [kathy.mulvihill@prsa.org](mailto:kathy.mulvihill@prsa.org)

### **On the Web:**

- Universal Accreditation website: [www.praccreditation.org](http://www.praccreditation.org)
- APR Application: [www.praccreditation.org/become\\_an\\_apr/application.pdf](http://www.praccreditation.org/become_an_apr/application.pdf)
- Written Submission Form: [www.praccreditation.org/become\\_an\\_apr/candidate\\_submission\\_form.asp](http://www.praccreditation.org/become_an_apr/candidate_submission_form.asp)
- Readiness Review Portfolio Preparation:  
[www.praccreditation.org/documents/9.2007%20Portfolio%20Prep%20Instructions%20for%20Candidates.doc](http://www.praccreditation.org/documents/9.2007%20Portfolio%20Prep%20Instructions%20for%20Candidates.doc)

- Explanation of Competency Areas: [www.praccreditation.org/becomeAPR/KSAs\\_Competerencies.html](http://www.praccreditation.org/becomeAPR/KSAs_Competerencies.html)
- Exam Application: [www.praccreditation.org/documents/application.pdf](http://www.praccreditation.org/documents/application.pdf)
- Study Resources and Recommended Books: [www.praccreditation.org/Preparation%20Sources/index.html](http://www.praccreditation.org/Preparation%20Sources/index.html)