



## **Preparation Resources for Becoming an APR**

### **The Accreditation in Public Relations Online Study Course**

One-year subscription:  
\$195 for members of UAB Participating Organizations  
\$295 for non-members

This interactive online multimedia course is designed to help candidates prepare for the Examination for Accreditation in Public Relations (APR). Course content, geared toward the knowledge, skills and abilities measured during the Examination, is presented through a variety of interactive methods, including multimedia module introductions, asynchronous activities, case study analysis, projects, directed discussions, self-correcting quizzes and simulations. It provides opportunities for self-study, collaboration and teamwork—all situations that public relations professionals encounter in their day-to-day work.

The Online Course is easy to use, with course managers available to help with any technological questions. Candidates can proceed through the course at their own pace, and monthly optional Web conferences allow candidates to ask questions and meet other course participants. This Online Study Course is helpful to those who can't participate in the study programs offered by local Chapters and member organizations because of distance or other constraints. It also is valuable to candidates who want to take advantage of additional preparation tools for the Examination for Accreditation in Public Relations.

### **APR Study Guide**

The First Edition APR Study Guide is a key tool in preparation for Accreditation in Public Relations and a tremendous resource for all APR candidates. Produced by the Universal Accreditation Board, the Guide is the product of many hours of research and evaluation. It contains exercises, case studies and insight into modern public relations practices. And, it's available at no cost to those pursuing Accreditation.

### **The Short Bookshelf of Texts Recommended to Candidates for Accreditation in Public Relations**

The Universal Accreditation Board recommends that candidates review selected contents of at least one general text from the Short Bookshelf of Texts Recommended for Preparation, and one or more specialized texts that provide in-depth material on KSA-related subjects such as planning, research or law. **The basis for every question on the computer-based portion of the Examination can be traced to one or several of these texts.**

Each text is listed with the Competencies or KSA groupings covered by its content to help candidates select those most appropriate for their individual preparation. Each candidate should select the text or texts best suited for his/her own preparation and professional development.

**NOTE:** Based on feedback from Accreditation chairs, coaches, and successful candidates, the Short Bookshelf now reflects those texts cited as the most widely used preparation resources.

***You do NOT need to buy or study every text on the Short Bookshelf.***

The Longer Bookshelf includes additional texts that candidates may also wish to review for personalized preparation and professional development.

### **Short Bookshelf of Texts Recommended to Candidates for Accreditation in Public Relations**

#### The Associated Press Stylebook and Briefing on Media Law

Fully Revised and Updated. 2004 ed.

Goldstein, Norm, ed.

New York: Basic Books, 2004

<http://www.apstylebook.com> (Note: this is an online version of the book.)

KSAs/Competencies Covered: Business Literacy; Ethics and Law; Media Relations.

#### Effective Public Relations. 9th ed.

Cutlip, Scott M., Allen H. Center, and Glen M. Broom.

Upper Saddle River: Prentice-Hall, 2005.

[http://wps.prenhall.com/hss\\_cutlip\\_effectivpr\\_9](http://wps.prenhall.com/hss_cutlip_effectivpr_9) (Note: this is an online study guide for the text.)

KSAs/Competencies Covered: All

#### Primer of Public Relations Research.

Stacks, Don W.

New York: Guilford Press, 2002.

<http://tinyurl.com/2824o8> (Note: this offers a brief overview of the book.)

KSAs/Competencies Covered: Researching, Planning, Implementing and Evaluating Campaigns; Management Skills and Issues.

#### Public Relations: Strategies and Tactics. 9th ed.

Wilcox, Dennis L., and Glen T. Cameron.

Boston: Allyn & Bacon, 2008.

[http://wps.ablongman.com/ab\\_wilcox\\_pubrelat\\_8](http://wps.ablongman.com/ab_wilcox_pubrelat_8) (Note: this is an online study guide for the 8th edition text.)

KSAs/Competencies Covered: All

#### Strategic Planning for Public Relations. 2nd ed.

Smith, Ronald D.

Mahwah: Lawrence Erlbaum, 2005.

<http://tinyurl.com/36j2rn> (Note: this offers a brief overview of the book.)

KSAs/Competencies Covered: Communication Models and Theories; Researching, Planning, Implementing and Evaluating Campaigns; Management Skills and Issues.

### **Longer Bookshelf of Texts Recommended to Candidates for Accreditation in Public Relations**

#### Advertising and Public Relations Law.

Moore, Roy L., Ronald T. Farrar, and Erik L. Collins.

Mahwah: Lawrence Erlbaum, 1998.

<http://tinyurl.com/ywkjnh> (Note: this offers a brief overview of the book.)

KSAs/Competencies Covered: History of and Current Issues in Public Relations; Business Literacy; Ethics and Law; Management Skills and Issues; Crisis Communication Management.

#### Campaign Strategies and Message Design.

Moffitt, Mary Anne.

Westport: Praeger Press, 1999.

<http://www.praeger.com/catalog/B6470.aspx> (Note: this offers a brief overview of the book.)

KSAs/Competencies Covered: Communication Models and Theories; Researching, Planning, Implementing and Evaluating Campaigns.

#### The Handbook of Strategic Public Relations & Integrated Communications

Caywood, Clarke L., ed.

New York: McGraw-Hill, 1997.

(Note: no text Web site available.)

KSAs/Competencies Covered: All.

#### The Practice of Public Relations. 10th ed.

Seitel, Fraser P.

Upper Saddle River: Prentice-Hall, 2006.

[http://wps.prenhall.com/hss\\_seitel\\_practicepr\\_10](http://wps.prenhall.com/hss_seitel_practicepr_10) (Note: this is an online study guide for the text.)

KSAs/Competencies Covered: All.

#### This is PR: The Realities of Public Relations. 9th ed.

Newsom, Doug, Judy VanSlyke Turk, and Dean Kruckeberg.

Belmont: Thomson Wadsworth, 2006.

<http://tinyurl.com/245jhy>

(Note: this is an online study guide for the text.)

KSAs/Competencies Covered: All.