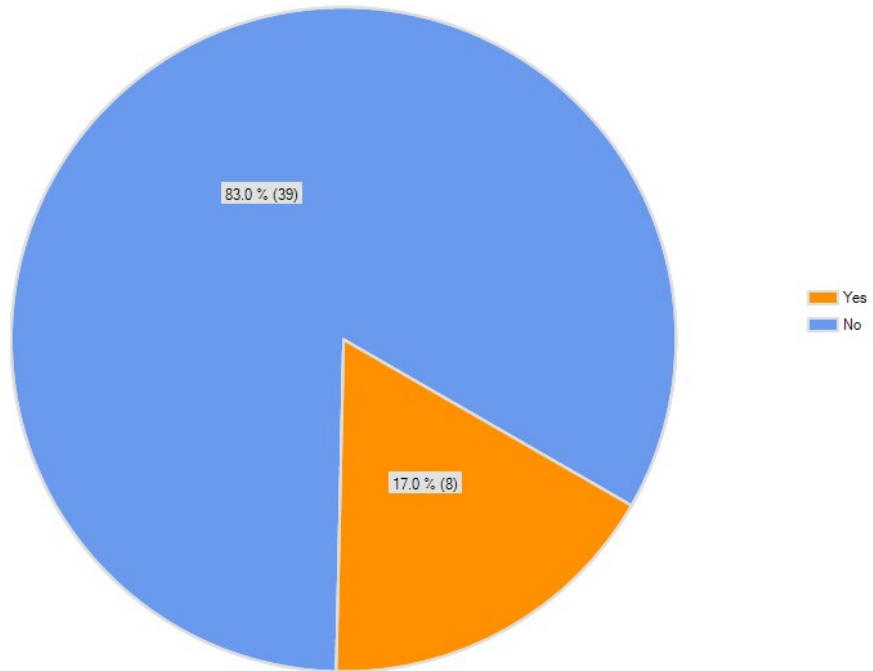


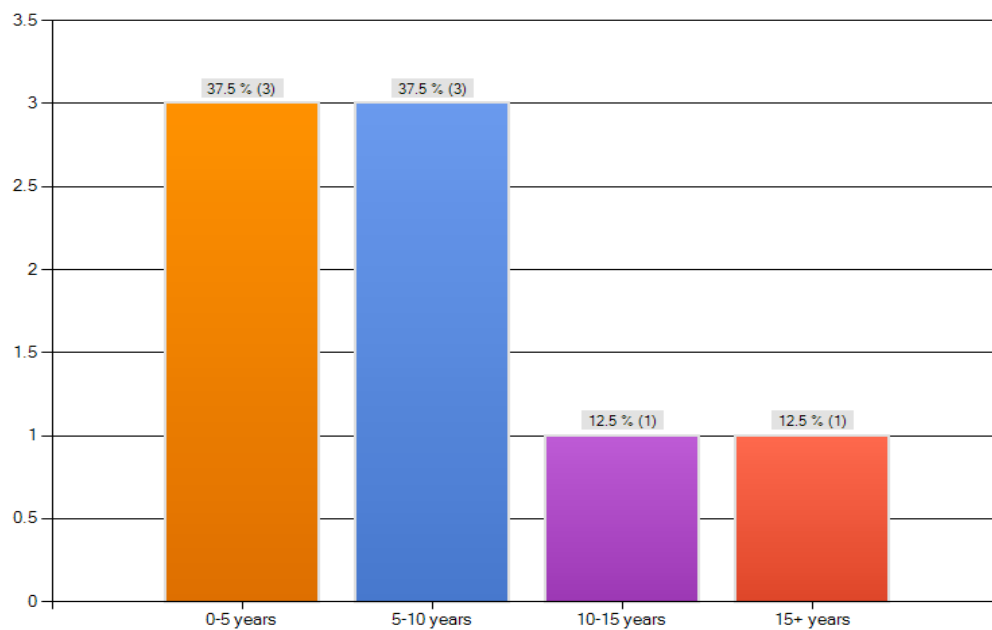
PRSA Chicago Accreditation Survey Results

March 9th, 2010

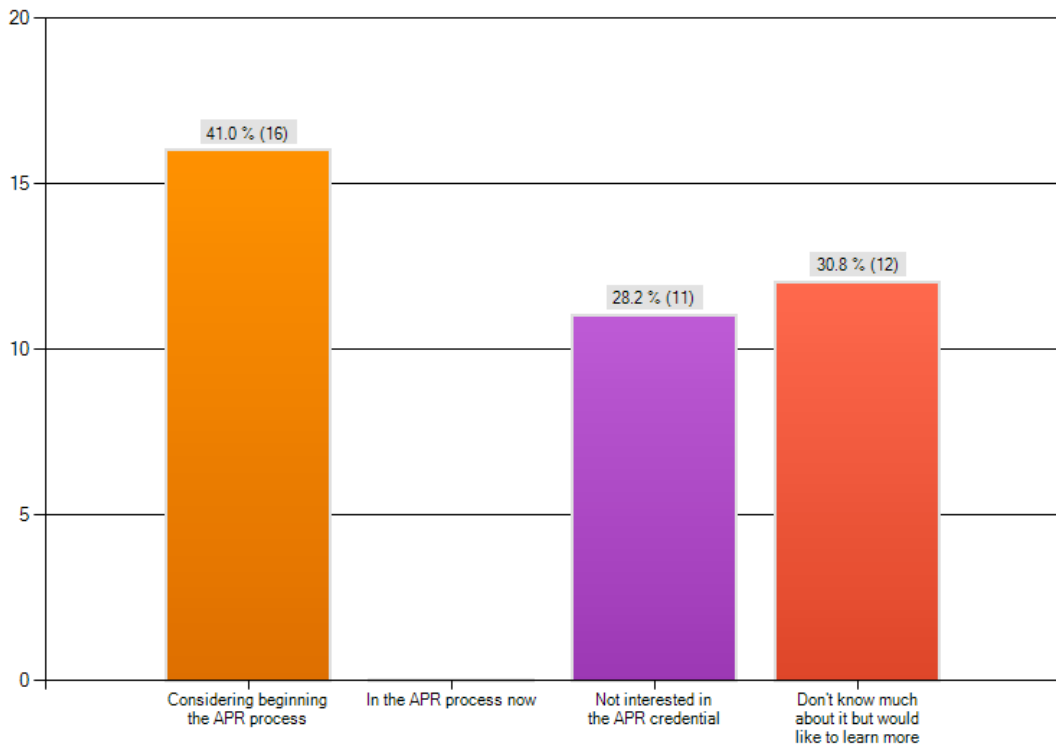
Are you Accredited in Public Relations and have your APR?



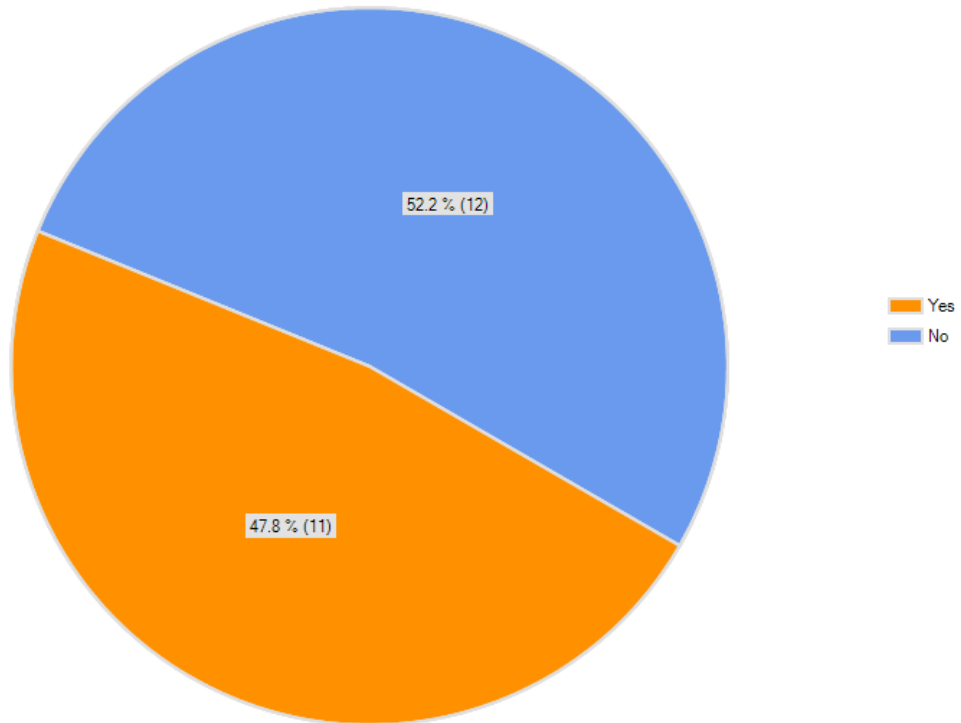
If yes, how long have you been accredited?



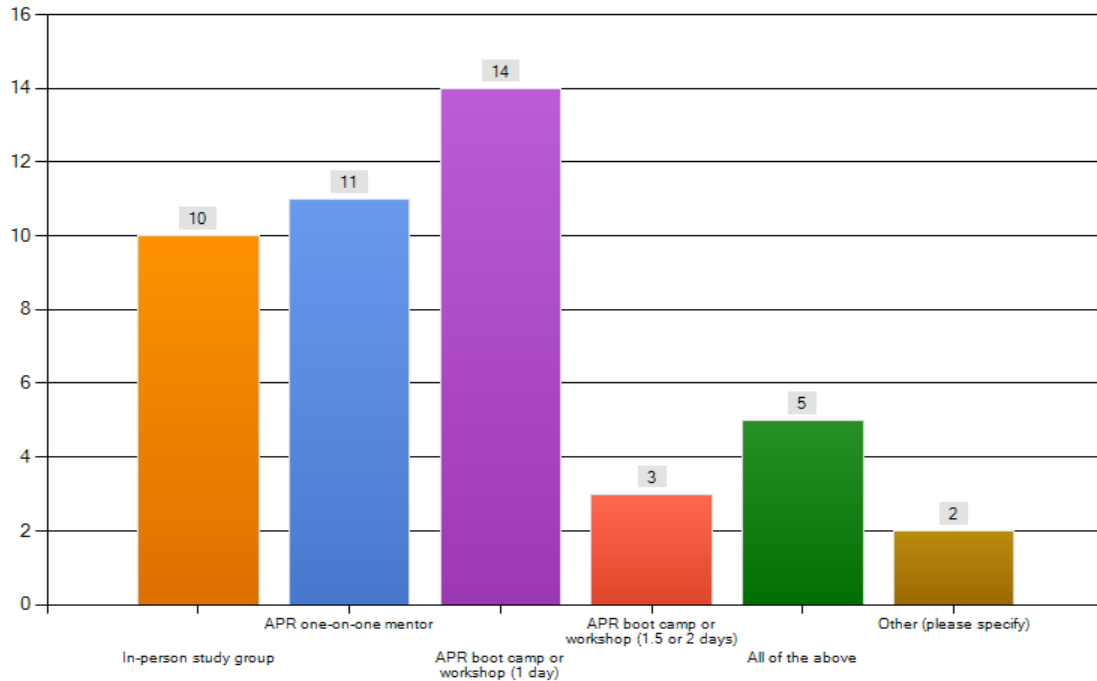
Are you (check only one answer):



Are you aware of no-cost online Accreditation resources available at www.praccreditation.org?



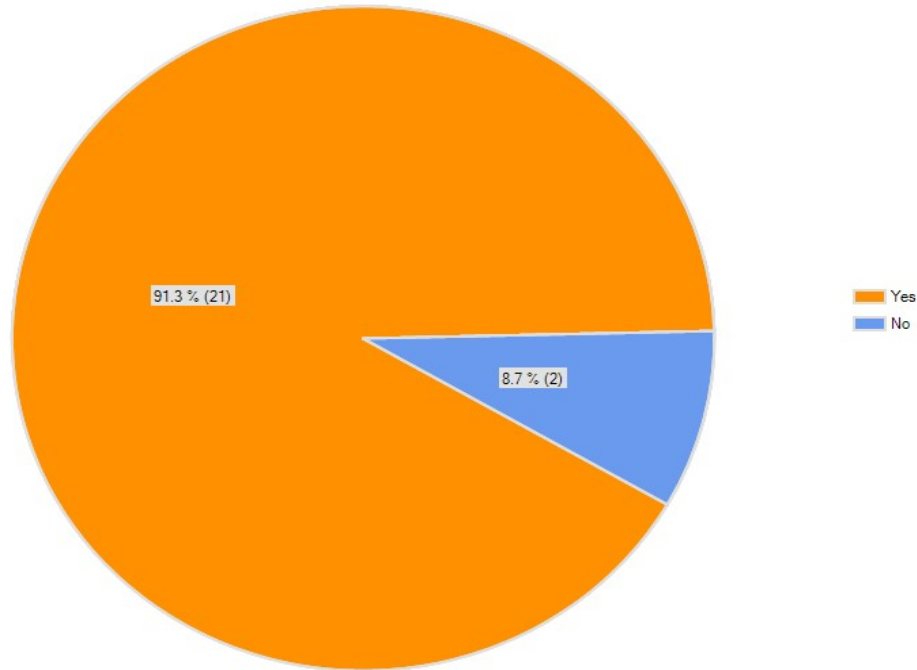
What type of preparation assistance should the Chicago chapter offer to members interested in earning their APR? Please answer even if you already have your APR. Check all that apply.



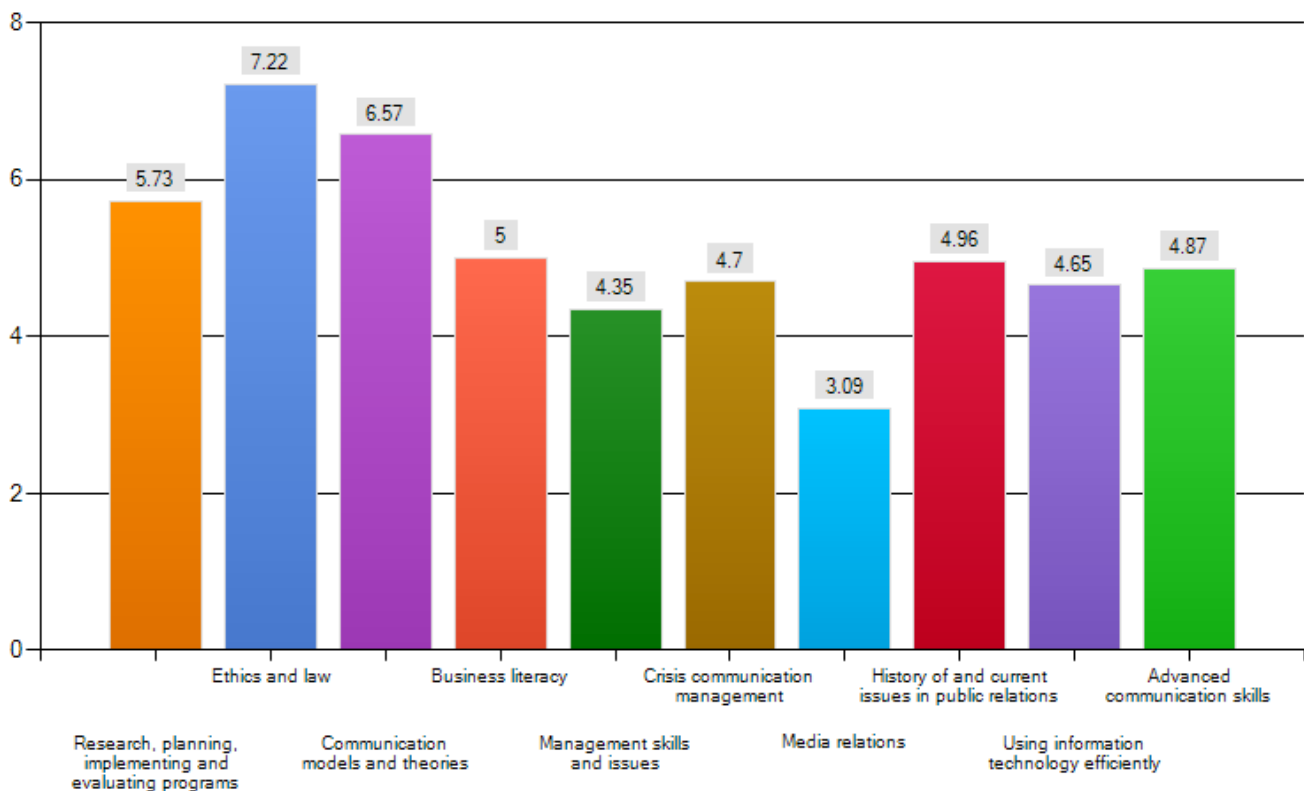
Other Comments:

1. "Not sure."
2. "Question the need to provide 'official' support from the chapter.....shouldn't achieving accreditation be based on your OWN knowledge, skills and experience?"

Do you believe Accreditation has value?



The APR exam is focused on 10 KSAs - Knowledge, Skills and Abilities - that are listed below in this question. Which of these KSAs do you feel you need/needed the most assistance on reviewing or understanding? You can answer this question based on your own experience taking the exam or if you were preparing to take the exam. Please number in the order of assistance needed with #1 as the KSA that you need the least assistance, and #10 being the KSA that would need the most assistance, in preparing for the exam. (Average response shown below)



5. Please share your comments or questions on the APR process.

1. "Tough to say a firm yes or no as to whether the APR has value. Like most industry certifications, I believe it may be respected among peers, but do not believe it has equity beyond the PR world. For that reason, it probably has more weight for practitioners on the agency side (or those that may wish to jump to the agency side from the corporate sphere)."
2. "I think it would be helpful to have some sort of 'here is how it works' session for the Chicago chapter so people know what is involved....and that they can do it...that is...earn their APR."