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Modest Gains Reported in Accreditation in Public Relations (APR) Program in Q1 2011

NEW YORK, April 20, 2011 – More candidates pursuing the Accreditation in Public Relations (APR) credential were Advanced from the Readiness Review process in first quarter 2011 than during the same period last year. A total of 34 candidates were Advanced during the January to March period, an increase of 8 percent.

These were among findings released today by the **Universal Accreditation Board (UAB)**, the leading certification body for the public relations profession, on results for the Examination for Accreditation in Public Relations.

Forty public relations professionals out of 57 passed the comprehensive Examination for Accreditation in Public Relations, the final stage of the process, to earn APR in first quarter. That results in a 70 percent success rate, which is on target with historical statistics recorded since the APR program was re-engineered to a computer-based Examination in 2003.

The chart below provides further January to March 2011 and 2010 quarter-over-quarter comparisons.

Activity	January 2011	February 2011	March 2011	January 2010	February 2010	March 2010
Candidate applications approved by UAB	9	44	30	22	21	46
Candidates participating in Readiness Review	11	16	13	10	12	15
Candidates Advanced from Readiness Review	10	14	10	9	6	12
Candidates completing the computer-based Examination	17	16	24	15	22	28
Candidates passing the computer-based Examination	12	11	17	11	16	20
Computer-based Examination Pass Rate	70%	68%	70%	73%	72 %	71%

“We attribute the slight increase in Readiness Review statistics to more concerted efforts by Accreditation chairs from across the participating organizations represented on the UAB,”, said Jay D. Rayburn, APR, Fellow PRSA and 2011 co-chair of the Universal Accreditation Board. “Naturally, we want to continue increasing the number of professionals who pursue and eventually earn Accreditation each quarter. The UAB continues to look for ways to improve study and training resources and communicate the value behind the APR.”

A recent survey, “Does Accreditation Really Matter in Public Relations Practice?,” revealed that age and experience were not substitutes for a professional earning the APR. The survey was based on responses from 9,950 Public Relations Society of America (PRSA) members who were questioned on 12 work categories and 10 professional competencies or Knowledge, Skills and Abilities.

Survey results revealed that APRs more often concentrate in specific types of public relations work than non-APRs, and they employ more of the 10 KSAs that non-APRs. The survey was conducted by Dr. Bey-Ling Sha, APR, a member of the UAB and associate professor at the School of Journalism and Media Studies at San Diego State University.

The Universal Accreditation Board administers the Examination for Accreditation in Public Relations and coordinates all activities related to the Accredited in Public Relations (APR) designation. The UAB was established in 1998 by a coalition of public relations professional organizations including the Agricultural Relations Council, Asociación de Relacionistas Profesionales de Puerto Rico, Florida Public Relations Association, Maine Public Relations Council, National School Public Relations Association, Public Relations Society of America, Religion Communicators Council, Southern Public Relations Federation and Texas Public Relations Association. Each organization contributes resources and senior-level volunteer members representing all segments of the public relations profession.

For a complete list of UAB members and other information about the APR designation, visit www.praccreditation.org.

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