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## **PR Professionals Earning Accreditation in Public Relations (APR) Credential in Q3 2011 Up 17 Percent**

*NEW YORK, November 1, 2011* – The number of public relations professionals who earned the Accreditation in Public Relations (APR) credential in third quarter 2011 increased by 17 percent over the same period last year. A total of 54 candidates passed the comprehensive examination and were granted Accreditation during the July to August period versus 45 during the same three months in 2010.

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

In the first three quarters of this year, a total of 150 professionals earned the APR, in line with historical results over the past five years. The UAB, on average, has granted Accreditation to around 200 professionals annually since 2007.

A total of 73 sat for the comprehensive examination in third quarter of 2011, a 10.61 percent increase over the 66 who took the examination in third quarter last year. New applications and Readiness Reviews (the in-person panel interview required prior to taking the examination) in the quarter dipped slightly by 3.45 percent and 4.48 percent, respectively, when compared with 2010 figures.

The chart below provides further July to September 2011 quarter-over-quarter comparisons.

Activity	July 2011	August 2011	September 2011	July 2010	August 2010	September 2010
Candidate applications approved by UAB	27	6	23	22	20	16
Candidates participating in Readiness Review	27	26	13	26	27	24
Candidates Advanced from Readiness Review	23	23	11	13	26	21

Candidates completing the computer-based Examination	21	34	18	24	26	16
Candidates passing the computer-based Examination	15	24	14	19	18	8
Computer-based Examination Pass Rate	62.5%	70.5%	77%	79%	69 %	50%

“The double-digit increases in both the pass rate and number of professionals sitting for the examination are highly encouraging, said John Forde, APR, Fellow PRSA, and 2011 co-chair of the Universal Accreditation Board. “These numbers are especially are encouraging given the challenging economic times we’re in as a nation. The APR credential remains a solid value to public relations professionals who are serious about the public relations field.”

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](http://www.praccreditation.org).

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