



Press Release

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Certificate in Principles of Public Relations Grows Nationally

NEW YORK (July 23, 2015) — Since January 2015, ten students and recent college graduates from around the country have successfully earned the Certificate in Principles of Public Relations offered by the [Universal Accreditation Board](#) (UAB). The Certificate is an entry-level certificate designed to demonstrate a fundamental level of knowledge for college graduates entering the public relations profession.

These ten students join the 54 others who previously earned the Certificate since its inception in January 2014. In 2015, the pass rate for those who took the exam was 77 percent. The overall pass rate since January 2014 is 89 percent (64 passed out of 72 exams given). Seventeen U.S. colleges and universities have offered the Certificate to students since January 2014.

“We are thrilled to see new public relations professionals starting their careers with this credential,” said John Forde, 2015 UAB chair. “This certificate gives these emerging professionals a competitive edge in the job market.”

To qualify for the Certificate examination, students must (a) be within six months of graduation (before or after) from an accredited college or university, whose degree is in public relations or a related area of study; AND (b) be members of the Public Relations Student Society of America (PRSSA) or student member of another UAB participating organization, such as the Florida Public Relations Association or the Southern Public Relations Federation; AND (c) take a formal, university-approved course of study specifically designated for Certificate preparation.

Test topics include the history of public relations, media relations, ethics and law, business literacy, social media, related public relations theories and research methods. Each student is able to study and take the test on their own schedule at a testing center.

The UAB 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 (PRSA), Religion Communicators Council, and the Southern Public Relations Federation. Each organization contributes resources and senior-level volunteer members representing all segments of the public relations profession. More information about the Certificate and the Universal Accreditation Board is available at www.praccreditation.org.

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