



Press Release

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2017 Shows Modest Increase in Professionals Seeking Accreditation in PR

NEW YORK (Jan. 31, 2018) — The overall number of professionals who applied to earn their Accreditation in Public Relations (APR) increased 16 percent in 2017 compared to the previous year. In addition, the number of practitioners who took the computer-based Examination for Accreditation in Public Relations (part of the Accreditation process) rose 7 percent compared to 2016, and the number of candidates participating in the Panel Presentation increased 15 percent. Overall, 152 candidates earned their APR, compared to 150 candidates last year, representing a marginal increase.

Four public affairs officers earned their Accreditation in Public Relations + Military Communication (APR+M) emphasis the last quarter of 2017. The Navy continues to lead among the services, with three newly Accredited officers. One Marine also earned Accreditation in the final quarter of 2017. The total number of practitioners earning APR+M in 2017 is 15, with a grand total of 75 since its inception.

“We saw a surge in APR applications during the fourth quarter of 2017,” said Mitch Marovitz, APR, the 2018 chair of the Universal Accreditation Board (UAB). “Eighty-seven people applied between October and November, and we expect to see these professionals taking the Examination in 2018.”

Marovitz said the Certificate in Principles of Public Relations also is gaining more visibility and interest among college seniors. In 2017, 108 graduates applied for the Certificate program. Drake University, San Diego State University and Virginia Tech boasted the highest number of students passing the exam. Now in its fifth year of existence, the exam offers undergraduate seniors majoring in PR or a related area of study the opportunity to earn a Certificate in Principles of Public Relations.

The Universal Accreditation Board administers the Examination for Accreditation in Public Relations and coordinates all activities related to the Accredited in Public Relations (APR) certification. The UAB was established in 1998 by a coalition of public relations professional organizations including the Asociación de Relacionistas Profesionales de Puerto Rico, California

Association of Public Information Officials, Florida Public Relations Association, Maine Public Relations Council, National Association of Government Communicators, National School Public Relations Association, Public Relations Society of America, Religion Communicators Council, and Southern Public Relations Federation. Each organization contributes resources and senior-level volunteer members representing all segments of the public relations profession. For more information about the APR designation and the UAB, visit www.praccreditation.org.