



## Press Release

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### **UAB announces 2018 results**

NEW YORK (Feb. 6, 2019) — For the second year in a row, the overall number of public relations professionals applying to earn their Accreditation in Public Relations (APR) increased compared to the previous year. After its January meeting, the Universal Accreditation Board (UAB) reported 275 candidates completed an application in 2018, which is 11 percent more than 2017, and 161 candidates completed the process to earn their APR for the year.

In addition, the number of practitioners who took the computer-based Examination for Accreditation in Public Relations (part of the Accreditation process) rose 6.5 percent compared to 2017, and the number of candidates participating in the Panel Presentation remained steady compared to 2017. In 2018, seven public affairs officers earned their Accreditation in Public Relations + Military Communication (APR+M) emphasis.

“The 2018 results are encouraging for the high practice standards that Accreditation is designed to promote,” said Douglas Cannon, Ph.D., APR+M, Fellow PRSA, 2019 chair of the UAB. “We’ve seen a slow-but-steady increase over the past three years in the number of practitioners earning APR and recognizing the value of Accreditation.”

Cannon said that the success of the Certificate in Principles of Public Relations is creating a pipeline of potential candidates for APR. Within six months before or after graduation, students complete an exam about basic public relations knowledge, with an emphasis on the four-step public relations process and ethics. In 2018, 97 graduates passed the exam with 25 universities and colleges participating, which is a record year for the Certificate in Principles of Public Relations program.

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

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