



Press Release

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Candidate Pass-Rate Increases 17 Percent for the Examination for Accreditation in Public Relations (APR)

NEW YORK (April 29, 2016) — Twenty-eight public relations professionals earned the Accredited in Public Relations (APR) credential during the first quarter of 2016. The number of candidates passing the Examination increased by 17 percent over the same time period compared to last year. In addition, six public affairs practitioners earned APR+M, the military communication emphasis added to the APR credential. This represents one of the most significant jumps of new APR+M credentials earned in one quarter since the launch of APR+M in 2010, bringing the total number of APR+Ms to 52.

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

UAB members cited the [2016 Examination update](#) as a possibility for the increasing pass rate. The Examination tests knowledge, skills and abilities (KSAs) used in the field. It was updated at the beginning of 2016 to reflect today's practice.

"The refreshed Examination is better aligned with how PR is practiced today," said Elizabeth McMillan, APR, 2016 UAB chair. "For example, managing relationships and the four-step RPIE process (research, planning, implementation and evaluation) are the most frequently used KSAs for mid- to senior-level practitioners, and this is reflected in the updated Examination."

Continuing a trend among the APR+M applicants, all of the newly Accredited practitioners who earned their APR+M in first quarter 2016 belong to the U.S. Marine Corps or U.S. Navy. Among the Armed Services, the U.S. Navy boasts the highest number of military public affairs practitioners who have earned the credential.

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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 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.