



Press Release

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Number of New APR Applications Increases 1st Quarter of 2017 Compared to Previous Year

NEW YORK (June 1, 2017) — The number of professionals who applied to earn their Accreditation in Public Relations (APR) increased 21 percent the first quarter of 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 24 percent compared to the first quarter of 2016, while the number of candidates participating in the Panel Presentation remained the same. Thirty-seven candidates earned their APR in the first quarter, compared to 28 last year, representing a 39 percent increase.

“Professionals continue to see the value in earning their Accreditation in Public Relations,” said Judy Katzel, APR, the 2017 chair of the Universal Accreditation Board (UAB). “With an increase in applications, we expect to see an increase in professionals who earn their APRs in 2017.”

Katzel said the increase in candidates could be due to a variety of factors including more awareness of the credential among practitioners through the Universal Accreditation Board’s marketing campaign, “It Takes A Pro,” and overall economic and employment trends.”

Nine public affairs officers earned their Accreditation in Public Relations and Military Communications (APR+M) the first quarter of 2017, with the Navy leading the way with five newly Accredited officers. Three Marines and one Army practitioner also earned their APR+M the first quarter of 2017. This represented a 50 percent increase over the first quarter of 2016.

“The Navy continues to lead among the services with the number of officers who have earned their APR+M,” said Katzel. “This is likely due to our strong partnership with San Diego State University, where public relations master’s candidates have the option to include the Accreditation process in their graduate curriculum.”

Other partnerships in academia include Northeastern University. The school recently announced students who are Accredited in Public Relations may count the credential toward nine school credits, the equivalent of three graduate courses. In addition, the Universal Accreditation Board also offers undergraduate seniors majoring in PR the opportunity to take the examination to earn the Certificate in Principles of Public Relations.

The Universal Accreditation Board (UAB) 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.