



Press Release

CONTACT: Mitchell E. Marovitz, Ph.D., APR, Fellow PRSA
2018 Chair, Universal Accreditation Board, (240) 684-2420, mitchell.marovitz@umuc.edu

Number of Professionals Taking APR Exam Increases First Quarter of 2018

NEW YORK (June 7, 2018) — The number of professionals who took the computer-based Examination for Accreditation in Public Relations (APR) increased 13 percent in the first quarter of 2018 compared to the previous year. Thirty-eight of the 51 practitioners who took the Examination passed, representing a 75 percent pass rate.

The number of practitioners participating in the APR Panel Presentation (part of the Accreditation process) in the first quarter of 2018 dipped slightly compared to 2017, with 22 participating compared to 23 last year. However, the Panel Presentation pass rate increased by four percent.

“We would rather have candidates participate in the Panel Presentation when they are ready to succeed, as opposed to people signing up without preparation,” said Mitch Marovitz, APR, the 2018 chair of the Universal Accreditation Board (UAB). “Similarly, we want our candidates to pass the computer-based Examination on the first try. That’s why we offer so many different resources as study aids.” The Universal Accreditation Board offers personal mentors, online study groups, practice exams, study guides and other support material to help candidates earn Accreditation.

Seven public affairs officers earned their Accreditation in Public Relations and Military Communications (APR+M) in the first quarter of 2018. Two of the professionals had previously earned APR status and added the “+M” component. All of the newly Accredited public affairs officers belong to the sea services, with six serving in the U.S. Navy, and one in the U.S. Marine Corps.

“The Navy clearly has taken the lead on Accreditation compared to the other services,” said Marovitz. “The service recently incorporated APR+M as a professional competency in Navy public affairs officers’ professional development.”

In addition to Accreditation, 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. Five candidates earned the Certificate in Principles of Public Relations during the first quarter of 2018, compared to two the first quarter of 2017. However, UAB officials

caution the numbers are relatively small and don't necessarily represent a trend. As in previous years, the UAB expects the number to increase in the second quarter as students graduate and try to increase their marketability in the workforce. For more information on the Certificate in Principles of Public Relations, visit www.prcertificate.org.

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The UAB was established in 1998 by a coalition of public relations professional organizations, which includes the Asociación de Relacionistas Profesionales de Puerto Rico, Florida Public Relations Association, California Association of Public Information Officers, Maine Public Relations Council, National Association of Government Communicators, 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.