



Press Release

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Second Quarter of 2017 Sees Increase in APR Applications and Panel Presentations

NEW YORK (Aug. 18, 2017) — The number of professionals who applied to earn their Accreditation in Public Relations (APR) continues to increase compared to last year. Ninety-one candidates applied the second quarter of 2017 compared to 66 candidates in the second quarter of 2016, representing a growth of 38 percent. The number of professionals completing the Panel Presentation increased 22 percent, from 59 candidates in the second quarter of 2016 to 72 in 2017. Fifty-six professionals earned the APR credential in the second quarter of 2017.

“The upturn in applications and Panel Presentations (compared to a year ago) will likely correlate with an increase in the number of people who earn APR in the coming year,” said Judy Katzel, APR, the 2017 chair of the Universal Accreditation Board (UAB). “We also expect a record year of practitioners earning the Accreditation in Public Relations with a Military Communications (APR+M).”

Two public affairs officers, one soldier and one sailor, earned the APR+M certification in the second quarter of 2017, bringing the year’s total so far to 11 professionals earning APR+M. In 2016, 12 professionals earned the APR+M credential.

Interest in the Certificate in Principles of Public Relations also has increased. Ninety candidates applied for the Certificate program in the first half of 2017, surpassing the total number of candidates who applied in 2016 by 17 percent (77 candidates in 2016).

“We expect to see increased interest in the Certificate program,” said Katzel, referring to the Certificate in Principles of Public Relations. “Earning it gives new graduates an advantage in a competitive job market, and graduating seniors are looking for ways to stand out from their peers in the workforce.”

To be eligible for the Certificate program, students must be within six months of graduation (before or after) from an accredited college or university whose degree is in public relations or a related area of study; AND the students must be members of the Public Relations Student Society of America (PRSSA) or student member of another UAB participating organization. To date, 372 students and recent graduates have applied for the program. Drake University, New Jersey City University, San Diego State University and Virginia Tech have the most candidates of the 31 schools participating in the program.

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.