



Press Release

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

UAB grants 40 candidates Accreditation in Public Relations in Second Quarter of 2018

NEW YORK (July 18, 2018) — The Universal Accreditation Board (UAB) granted Accreditation in Public Relations (APR) credentials to 40 candidates who passed the computer-based Examination for Accreditation in Public Relations in second quarter 2018. Fifty-seven candidates took the Examination in the second quarter with a pass rate of 72 percent compared to a 76 percent pass rate for the same time period in 2017 when 57 candidates also took the Examination.

The number of practitioners participating in the APR Panel Presentation phase of the Accreditation process in second quarter 2018 dropped to 58 compared to 72 in second quarter 2017. However, the Panel Presentation pass rate increased by 2 points to 91 percent.

“While we always want to see more candidates pursue Accreditation, we’re pleased to see the changes we’ve made to the Panel Presentation result in higher pass rates. This means more people are demonstrating a high level of professionalism in those presentation skills and are eligible to sit for the computer-based Examination,” said Mitchell Marovitz, Ph.D., APR, Fellow PRSA, the chair of the 2018 UAB. “We have been encouraging thorough preparation before candidates complete their Panel Presentation. We’ve also been working closely with the participating organizations to provide the right kinds of study tools to help candidates successfully complete the entire Accreditation process.”

In addition to Accreditation, the Universal Accreditation Board also offers undergraduate seniors majoring in public relations the opportunity to take an examination to earn the Certificate in Principles of Public Relations. In the second quarter 2018, 38 students earned their Certificate by passing the computer-based exam. Forty-six took the Certificate exam with 82 percent passing compared to 34 taking the exam with a 79 percent pass rate for the same time period in 2017.

“We have seen steady growth in the Certificate in Principles of Public Relations and it’s exciting to see more and more students pursue the distinction as they start their professional careers in public relations,” said Marovitz. “These students have chosen to stand out among their peers by making a commitment to test their knowledge about the foundational skills and ethics of a public relations professional.”

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.

About the Universal Accreditation Board

The UAB was established in 1998 by a coalition of public relations 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.

###