



Press Release

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UAB grants 20 candidates Accreditation in Public Relations

NEW YORK (October 10, 2018) — The Universal Accreditation Board (UAB) reports 19 candidates were granted Accreditation in Public Relations (APR) and one candidate earned APR+M for the period July to August 2018.

In addition, the UAB reports year-to-date results through the end of August 2018 with 182 candidates completing an application, 119 candidates completing Panel Presentations, 132 taking the computer-based Examination for Accreditation in Public Relations and 99 earning their APR. Overall, when compared to 2017 through the end of August, applications, Panel Presentations and applicants taking the computer-based Examination have decreased. Pass rates for both the Panel Presentations and the computer-based Examination have remained about the same with an 88 percent pass rate for Panel Presentations and a 75 percent pass rate for those completing the computer-based Examination.

“The Universal Accreditation Board continues challenging itself to encourage more public relations professionals to earn their APR,” said Mitchell Marovitz, APR, Fellow PRSA, the chair of the 2018 UAB. “The UAB is developing its 2019–2022 strategic plan now, and a key goal will be to evolve along with our rapidly changing profession and continue to make APR the mark of distinction for public relations and communications professionals who are committed to the highest standards of the ethical practice of public relations.”

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. Through the end of August, 47 students earned their Certificate by passing the computer-based examination. Sixty-four took the Certificate examination with 73 percent passing. This is a 45 percent increase in students taking the examination compared to 2017.

“The UAB is thrilled to see the Certificate in Principles of Public Relations program grow among students entering the public relations profession. This program will serve as a pipeline for future APRs,” said Marovitz. “These professionals, who are starting a career in public relations, have chosen to stand out among their peers by showing their passion for the profession and demonstrating that they understand the foundational elements of ethical public relations.”

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.