Sixty-Five Public Relations Professionals Earn Accreditation in Public Relations (APR) in First and Second Quarters of 2014; Three Earn APR+M Accreditation

NEW YORK (Aug. 1, 2014) — Sixty-five public relations professionals earned the Accreditation in Public Relations (APR) credential during the first and second quarters of 2014, reflecting a slight dip over the same time frame last year. Three professionals earned APR with a military communications (APR+M) emphasis, reflecting a steady climb of new APR+Ms.

These were among findings released by the Universal Accreditation Board (UAB), the leading certification body for the public relations profession on results for the Examination for Accreditation in Public Relations.

“The number of professionals earning APR+M has continued to climb over the last four years,” said Dr. Bey-Ling Sha, APR. “This is not surprising, since the military employs a significant number of professional communicators who are trained to think strategically. The APR+M encourages ongoing professional development and establishes a standard of knowledge within the public affairs community that is transferable to civilian work.”
Launched in 2010, the APR+M credentialing effort provides public affairs and communication certification for military, contractor and Department of Defense public communication professionals. This program is a joint effort of the Universal Accreditation Board (UAB), Joint Public Affairs Support Element (JPASE), and the Public Relations Society of America (PRSA). Among the services, the Navy has the largest number of professionals who earned APR+M.

2014 represents a symbolic year for the APR credential, as it celebrates its 50th anniversary. The Accreditation process has changed several times over the last few decades, allowing professionals a more flexible examination and Readiness Review schedule while still maintaining APR’s rigorous standards.

The list of newly-Accredited professionals is located on the UAB’s website at www.praccreditation.org/about-uab/new-notable/recent-aprs/.

The Universal Accreditation Board 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 Agricultural Relations Council, Asociación de Relacionistas Profesionales de Puerto Rico, Florida Public Relations Association, Maine Public Relations Council, 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.

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