Increase Reported in APR Readiness Review Component for Second Consecutive Quarter

NEW YORK, June 18, 2011 – For the second consecutive quarter, more public relations professionals advanced through the Readiness Review stage of the Accredited in Public Relations (APR) process than during the previous reporting period. A total of 78 candidates advanced in this portion of the Accreditation process in the second quarter 2011, which is also an increase from the 68 who advanced in the second quarter of 2010.

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

Fifty-six public relations professional passed the computer-based Examination, the final stage of the APR process, to earn Accreditation in the second quarter. That results in a 71.79 percent success rate, slightly higher than statistics for the first quarter of this year. A total of 78 candidates sat for the exam in the second quarter, down by 15.22 percent from the 92 who took the exam during the same period in 2010.

The chart below provides further April-June 2011 and 2010 quarter-over-quarter comparisons.
“It’s encouraging to learn that more candidates for Accreditation are advancing through the Readiness Review stage of the process,” said Dr. John E. Forde, APR, Fellow PRSA and 2011 Co-Chair of the Universal Accreditation Board. “However, our primary goal is to advance more professionals all the way through the program to earn the APR credential. We clearly need to continue to work at ways to demonstrate the value of APR and to increase our numbers.”

This year, 96 professionals so far have earned Accreditation, compared to 95 during the first two quarters of 2010. The 56 new APRs in second quarter is the highest quarterly total since the fourth quarter of 2010, when 57 earned Accreditation.

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, Southern Public Relations Federation and Texas Public Relations Association. Each organization contributes resources and senior-level volunteer members representing all segments of the public relations profession.

For a complete list of UAB members and other information about the APR designation, visit www.praccreditation.org.

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