44 PR Professionals Earn Accreditation in Public Relations (APR) in second quarter 2013; 1 earns APR+M Accreditation

NEW YORK, Aug. 10, 2013 – 44 public relations professionals earned the Accreditation in Public Relations (APR) credential during the second quarter of 2013, reflecting a 34% jump over the same time frame last year. One professional earned APR with a military communications (APR+M) emphasis.

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.

In addition to the 33% increase in professionals earning Accreditation, the UAB also noted a 23% increase in applications for Accreditation. The pass rate was 96% for the second quarter, indicating better preparation among professionals taking the computer-based exam.

“The UAB was pleased to see the 2nd quarter jump in both newly accredited professionals and new applications,” said Susan Barnes, APR, the UAB chair for 2013. In a highly competitive job market, the APR credential is even more important to career advancement, plus an improving economy and emphasis on the value of professional development have contributed to the spike in the number of newly accredited practitioners.”

The APR credential is gaining increased attention this year as it gets closer to its symbolic 50th anniversary. Since the inception of APR in 1964, more than 5,000 public relations professionals have earned Accreditation. The Accreditation process has changed several times over the last few decades, allowing professionals a more flexible exam and readiness review schedule while still maintaining APR’s rigorous standards.

-More -
2nd Quarter 2013 Results - 2

The chart below provides further April to June quarter-over-quarter comparisons for various steps in the Accreditation in Public Relations.

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<tbody>
<tr>
<td>Candidate applications approved by UAB</td>
<td>28</td>
<td>46</td>
<td>21</td>
<td>29</td>
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<td>Candidates participating in Readiness Review</td>
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<td>Candidates advanced from Readiness Review</td>
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<td>30</td>
<td>22</td>
<td>20</td>
<td>14</td>
<td>25</td>
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<td>Candidates completing computer-based exam</td>
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<td>17</td>
<td>32</td>
<td>16</td>
<td>13</td>
<td>24</td>
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<tr>
<td>Candidates passing computer-based exam</td>
<td>17</td>
<td>10</td>
<td>17</td>
<td>12</td>
<td>8</td>
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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 UAB, visit [www.praccreditation.org](http://www.praccreditation.org).

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