Forty-Six Public Relations Professionals Earn Accreditation in Public Relations (APR) During the Second Quarter of 2015; Two Earn the APR+M Credential

NEW YORK (July 28, 2015) — Forty-six public relations professionals earned the Accreditation in Public Relations (APR) credential during the second quarter of 2015. This is nearly double the number of people who earned their APR during the first quarter of the year, when 26 earned this prestigious Accreditation. Two professionals earned APR with a military communications (APR+M) emphasis, reflecting a steady climb of new APR+Ms.

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 Accreditation in Public Relations.

Other highlights from the second quarter report include:

- Total APR applications were down slightly for the quarter compared to last year’s numbers — 53 applications during the second quarter of 2015 versus 57 applications during the second quarter of 2014.
- The number of professionals who sat for their Readiness Review increased drastically this year — 37 percent over second quarter numbers from last year (96 in 2nd quarter of 2015 vs. 70 in 2nd quarter of 2014).
- The number of professionals who sat for the computer-based Examination (CBE) increased by a huge margin of 50 percent in 2015 during the second quarter (93 in 2nd quarter of 2015 vs. 62 in 2nd quarter of 2014).

Additionally, the number of professionals who were Advanced from the Readiness Review and passed the CBE both increased this year over last year’s second quarter numbers. Here is how those numbers break down:

- Ninety-one percent (91%) of the professionals who sat for the Readiness Review during the second quarter of 2015 were Advanced, while only 81 percent were Advanced in the second quarter of 2014.
- Almost 50 percent (49.5%) of the professionals who then took the CBE during the second quarter of 2015 passed the Examination, while only 42 percent passed it in the second quarter of 2014.
“The Accreditation process has two components — the Readiness Review and the actual computer-based Examination (CBE),” said John E. Forde, Ph.D., APR, Fellow PRSA, the 2015 UAB chair. “We are excited to see that more people are being Advanced from the Readiness Review portion of the process and then also being successful on the CBE stage.”

For a full list of those individuals who earned their APR in 2015, click here.

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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