Fifty-One Public Relations Professionals Earn Accreditation in Public Relations (APR) During the Second Quarter of 2016 — an 82 Percent Increase Over First Quarter

NEW YORK (Sept. 25, 2016) — Fifty-one (51) public relations professionals earned the Accreditation in Public Relations (APR) credential during the second quarter of 2016. This is five more than earned their APR during the same time period last year, and an 82 percent (82%) increase over the 23 APRs earned in first quarter 2016. Three public affairs practitioners earned APR+M, the military communication emphasis added to the APR credential. There are now 55 active APR+Ms, which has been available since 2010.

“We congratulate all the new APRs for the time and energy they invested in earning their APR,” said Elizabeth McMillan, APR, 2016 UAB chair. “Judging by the feedback we receive in our post-APR surveys as well as chatter on our APR social media channels, earning this important industry credential evokes personal and professional pride as a result of both the process undertaken and the result — Accreditation.”

Total APR applications also were up for the quarter compared to last year’s numbers — 66 applications during the second quarter of 2016 versus 53 applications during the second quarter of 2015.

The UAB has initiated a number of changes this year to ensure it remains aligned with today’s PR profession, including launching an “It Takes A PRo” APR marketing campaign and extensive updates to the computer-based Examination for Accreditation in Public Relations. In addition, the UAB recently welcomed the National Association of Government Communicators as its ninth participating organization — extending the reach of the APR industry credential to even more PR professionals.

Fifty-nine professionals sat for their Readiness Review in the second quarter of 2016; eighty percent (80%) were advanced from their Readiness Review to the computer-based Examination. Sixty-one professionals sat for the Examination in the second quarter of 2016; eighty-four percent (84%) passed the Examination. While both of these numbers are lower than the second quarter of 2015, this is likely in response to the updated Examination released in January 2016. The UAB observed a distinct peak in the Readiness Review and the Examination in 2015.

For a full list of those individuals who have earned their APR during 2016, see www.praccreditation.org.

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The Universal Accreditation Board (UAB) 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 Association of Government Communicators, 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.