Press Release

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One Hundred Thirty-Eight Public Relations Professionals Earn Accredited in Public Relations (APR) in 2014

NEW YORK (Jan. 21, 2015) — In 2014, 138 public relations professionals earned the Accredited in Public Relations (APR) credential. Additionally, the number of professionals taking the computer-based Examination for Accreditation in Public Relations (CBE) in 2014 rose 3.5 percent from 2013 numbers.

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.

“We continue to see strong interest from professionals looking to take the Examination for Accreditation in Public Relations in order to earn the national Accreditation,” said John E. Forde, Ph.D., APR, Fellow PRSA, the 2015 UAB chair. “We are encouraged by the number of candidates that make it through to the Examination, and we would like to see this number continue to grow each year.”

Overall, new APR applications decreased in 2014, with a total of 253 applications received in 2014 compared to 295 in 2013. Readiness Review (the in-person meeting required prior to taking the Examination) participants also dipped slightly, dropping from 228 candidates participating in Readiness Reviews in 2013, to 203 candidates in 2014.

However, the number of applicants who were Advanced through the Readiness Review and on to the computer-based Examination increased in 2014, with 266 professionals taking the Examination in 2014, compared to 257 in 2013 — a 3.5 percent increase.

For a full list of those individuals who earned their APR during 2014, 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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