

The Commission on Public Relations Education is the authoritative voice on public relations education. Since its founding in 1973 by the Public Relations Division of the Association for Education in Journalism, joined by co-sponsor the Public Relations Society of America, the Commission has provided recommendations on public relations education for universities and professional associations across the globe. As such we have recognized an ongoing decline in the work produced by entry-level candidates in the field. We have decided to take an active approach to improving the state of writing by these candidates. We ask that you take a look at the stats posted below from studies and surveys conducted while observing these issues.

WHAT YOU NEED TO KNOW!

Over 10% of respondents strongly disagreed that today's PR Practitioners are not good writers and 14% agreed that they are reducing their expectations of writing skills for entry-level practitioners.

WHAT CAN YOU DO?

Help us curb this issue by joining forces with us. CPRE is committed to improving the state of writing within the United States so that our practitioners can become premier competitors on the international stage within this field. We are open to working with Non-profit organizations, Universities and any other firms or organizations associated with our field of study.

WHAT WE DO!

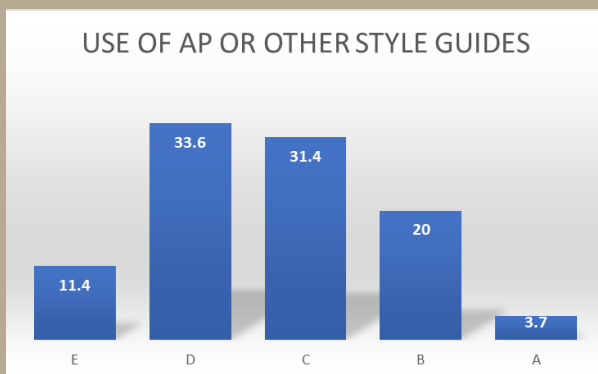
- CPRE wants to improve the state of writing in the United States.
- CPRE is dedicated to the consistent improvement of Public Relations practitioners. There is a general concern among educators and business leaders that younger Americans lack the necessary writing skills to be successful in today's job market.
- CPRE is a nonprofit that provides recommendations on public relations education to universities and professional associations. It was founded in 1973 by the public relations division of the Association for Education in Journalism and Mass Communication (AEJMC), which was later joined by the Public Relations Society of America (PRSA) as a cosponsor (CPRE, n.d.)

The Commission on Public Relations Education is a nonprofit organization that provides recommendations on Public Relations education to universities and professional associations. For more information about the Commission on Public Relations Education (CPRE), visit <http://www.commissionpred.org/about-the-commission>.

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IMPORTANT STATS!

It was found that 33.6% of entry-level practitioners had a poor score in using AP style guidelines when writing, a basic skill that should be at least halfway mastered by the entry-level stage for PR Practitioners.




THE END GAME!

CPRE has a strategic goal to solve the problem of poor writing skills in the United States. CPRE wants to garner support from potential industry partners (such as for-profit public relations firms, news organizations, and marketing companies) and from nonprofit research organizations like the Poynter Institute and the Institute for Public Relations (IPR) to fund a new study on writing in the United States.

**FOR MORE
INFORMATION
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www.commissionpred.org