



**For Immediate Release
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Public Relations becoming a disaster in the US.

According to the Commission on Public Relations Education (CPRE), there seems to be a multitude of speculation on the decline of proficient writing skills of Public Relations Practitioners, more specifically those at the entry-level, in the United States. Discussions have been had regarding the lack of good quality writing being practiced by Public Relations professionals. This is a call for help as when compared to previous Eras there seems to have been found a decrease in the ability to write sound articles and to convey information that is useful and accurate. Also in the talks are comparisons made among practitioners from other countries. If the United States is to do better in this discipline, then it must find a solution to alleviate this issue and put all its doubts to rest regardless of who agrees with the speculations.

We at CPRE are concerned about the state of the Public Relations discipline and would like to do our part in ensuring we play our role in the continued development of the necessary skillsets for the newer generation of practitioners. As such it has been drawn to our attention that writing as a core competency of public relations needs improvement. This was found to be mostly noticed by supervisory level practitioners on entry-level practitioners. A survey carried out by the Journalism & Mass Communication Educator uncovered that “Practitioners, especially 10+-year veterans, view new college graduates entering the PR field as less capable writers than desirable”. It was also found that 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.



The study also mentions growing concerns amid not only educators but also business leaders. They fear that younger Americans lack the necessary writing skills to be successful in today's job market. Similarly, the business press has also seen fit to pen stories about employers' travails in seeking candidates with unbeatable writing skills.

It is to be concluded that while there is an agreement on the nature of the problem, there is no such consensus regarding its genesis or rectifications. Some people cast blame on the soaring increase in 'screen time' American youngsters engage in, others on the fact that formal writing is no longer a regular element of the educational curriculum, and others on the widespread use of Twitter and other messaging apps.

CPRE is a nonprofit 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>.