



CONTACT: Anne M. Dubois, APR – 2010 Chair, Universal Accreditation Board
386.447.2211 or ad@duboisbetourne.com

Universal Accreditation Board Announces Q1 2010 Results

NEW YORK, April 8, 2010 – The **Universal Accreditation Board** (UAB), the leading certification body for the public relations profession, today announced first quarter 2010 results for the Examination for Accreditation in Public Relations.

January - March 2010 Results & Quarter-Over-Quarter Comparisons

Activity	Jan-Mar 2009	Jan-Mar 2010	% Change	Grand Totals Since July 1, 2003
Candidate applications approved by UAB	110	89	-19.0 %	2,175
Candidates participating in Readiness Review	41	37	-9.76%	1,611
Candidates Advanced from Readiness Review	38	27	-28.9%	1,381
Candidates completing the computer-based Examination	96	71	-26.0%	1,549
Candidates passing the computer-based Examination	60	53	-11.6%	1,036
Computer-based Examination Pass Rate	62.5%	74.6%	12%	68.5%

“Although first quarter results revealed a decrease in applicants and candidates sitting for the exam compared to the same period of a year ago, we are pleased to note that candidates appeared to be better prepared for taking the exam – as indicated by a higher pass rate” said Anne M. Dubois, APR, Fellow PRSA and 2010 chairman of the Universal Accreditation Board. “We are confident that earning Accreditation is the best personal and professional achievement a public relations professional can make.”

The UAB continues to offer APR candidates with resources to prepare for the Accreditation process, including the [APR Online Study Course](#) offered by Online2Learn, an online educational company, the [Online Demonstration Examination](#), the no-cost [Study Guide](#) and companion Coach’s Guide and the [Short Bookshelf](#) of recommended study texts. Also, many of the UAB’s participating organizations and the Public Relations Society of America (PRSA) chapters offer structured programs to assist those pursuing Accreditation.

“April is APR month, and we hope potential candidates will be energized by the increased awareness nationwide for the Accreditation program,” Dubois said. “Messages about the value of Accreditation will be distributed and posted throughout the month on social media sites, in print articles and through other email and other communications tactics.”

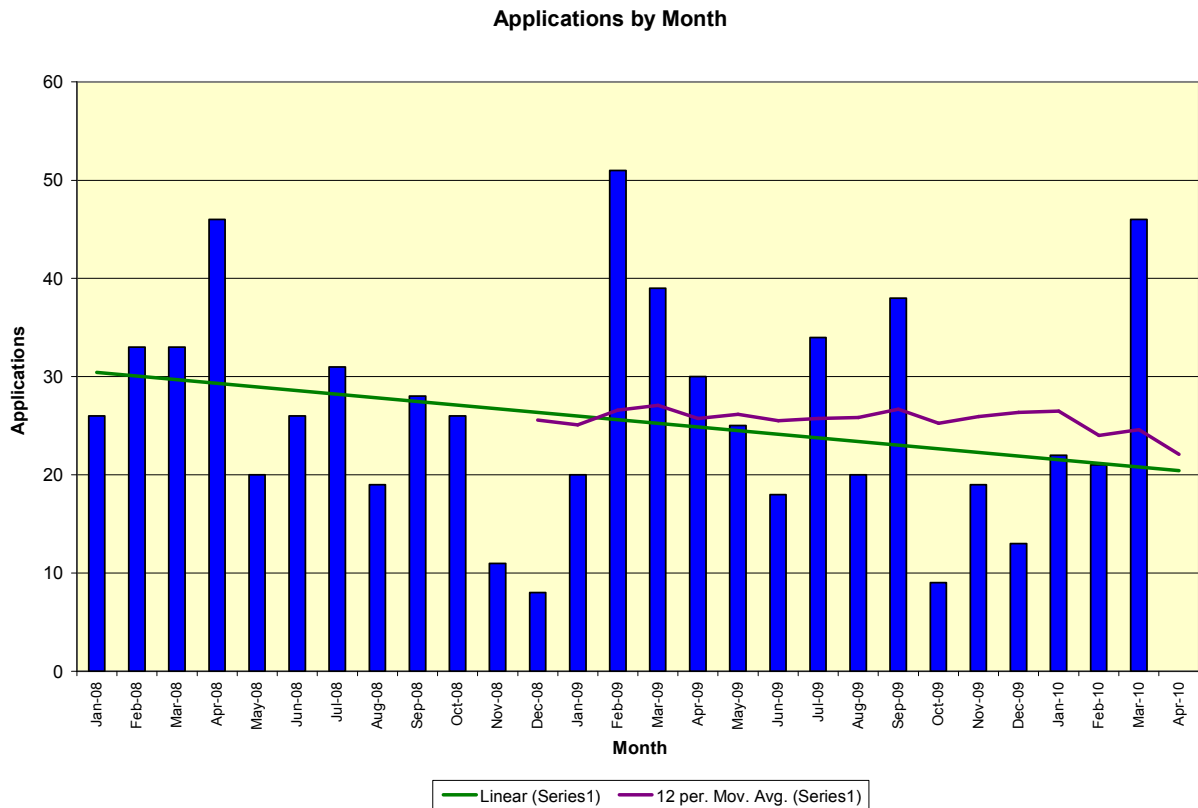
The bar graphs below depict overall trends since the program's inception as well as the fluctuation in month-to-month results.

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, Southern Public Relations Federation and Texas Public Relations Association. Each organization contributes resources and senior-level volunteer members representing all segments of the public relations profession.

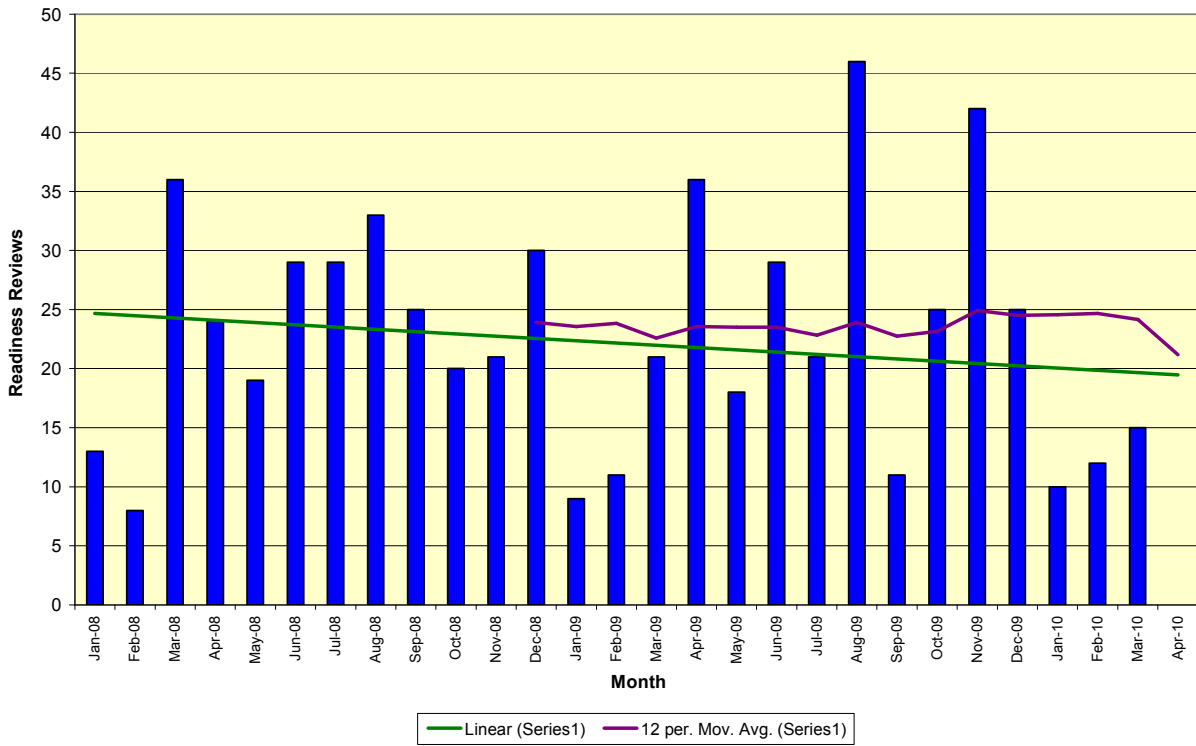
For a complete list of UAB members and other information about the APR designation, visit www.praccreditation.org.

#

NOTE: Trend graphs follow.



Readiness Reviews by Month



Examinations by Month

