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Universal Accreditation Board Announces Q4 2008 Results

NEW YORK, January 28, 2009 – The **Universal Accreditation Board** (UAB), the leading certification body for the public relations profession, today announced fourth quarter 2008 results for the Examination for Accreditation in Public Relations.

October-December 2008 Results & Quarter-Over-Quarter Comparisons

Activity	Oct-Dec 2007	Oct-Dec 2008	% Change	Grand Totals Since July 1, 2003
Candidate applications approved by UAB	60	45	-13.3%	1,770
Candidates participating in Readiness Review	79	71	-11.1%	1,280
Candidates Advanced from Readiness Review	70	61	-11.4%	1,096
Candidates completing the computer-based Examination	67	85	21.2%	1,115
Candidates passing the computer-based Examination	43	58	25.9%	761
Computer-based Examination Pass Rate	64%	67%	4.5%	68.2%

"The final months of 2008 resulted in very-welcomed, double-digit percentage increases in two key categories: candidates who completed the Computer-based Examination and, of course, candidates who passed the Examination to earn Accreditation," said Michael Tullier, APR, 2008 chairman of the Universal Accreditation Board. "The UAB continues to focus its efforts to support candidates' successful pursuit of accreditation through enhanced study tools and greater acceptance from public relations professionals on the value behind Accreditation."

From an annual perspective, a total of 195 professionals earned Accreditation in 2008 by passing the Computer-based Examination. A total of 296 professionals completed the Examination. These statistics are consistent with 2007 figures; in that year, a total of 198 earned Accreditation from a total of 284 who completed the Examination.

The attached bar graphs 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

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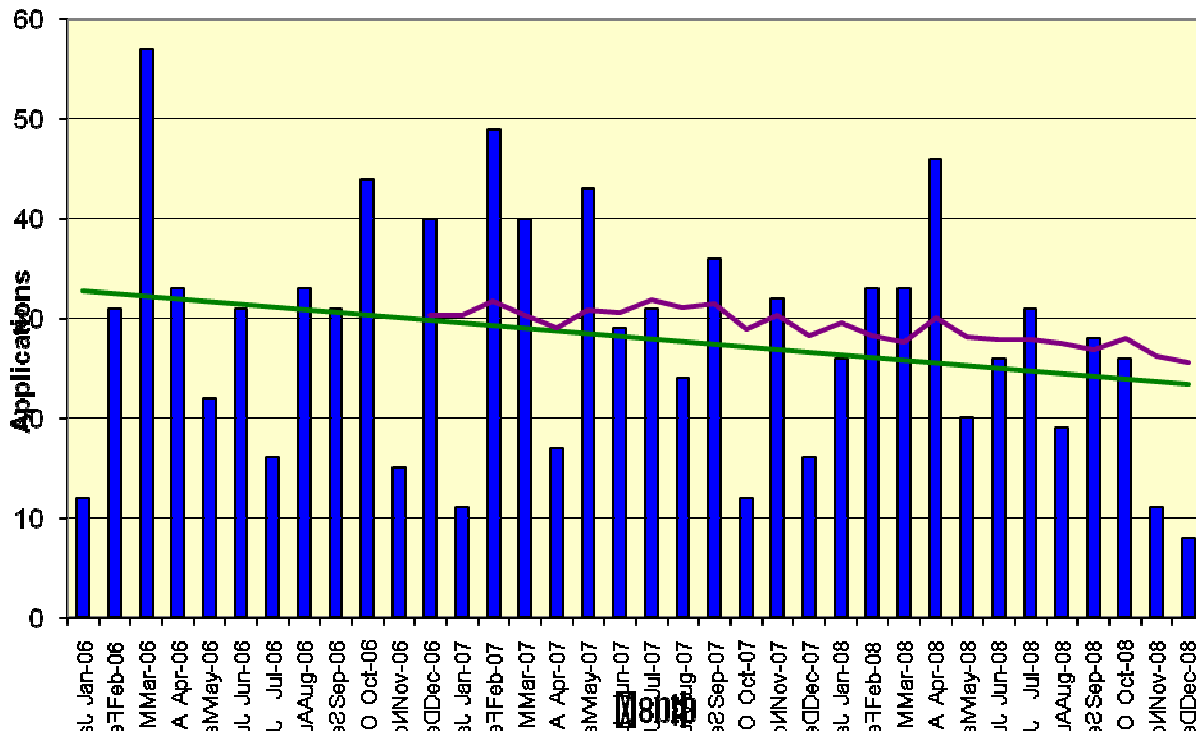
Council, National School Public Relations Association, Public Relations Society of America, Religion Communicators Council, Southern Public Relations Federation and Texas Public Relations Association. Each organization contributes resources and senior-level volunteer members representing all segments of the public relations profession.

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

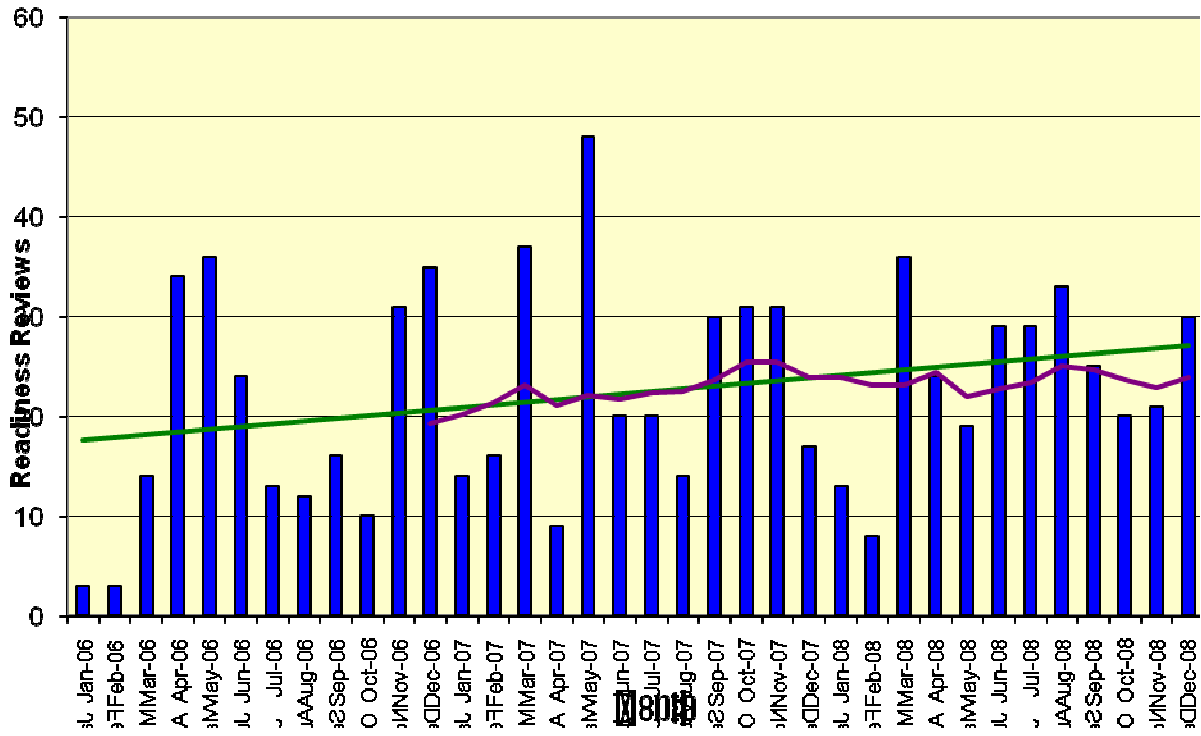
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NOTE: Trend graphs follow.

Applications by Month



Readiness Reviews by Month



Examinations by Month

