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## Universal Accreditation Board Announces Q4 2009 Results

NEW YORK, January 7, 2009 – The **Universal Accreditation Board** (UAB), the leading certification body for the public relations profession, today announced fourth quarter 2009 results for the Examination for Accreditation in Public Relations.

### October –December 2009 Results & Quarter-Over-Quarter Comparisons

Activity	Oct-Dec 2008	Oct-Dec 2009	% Change	Grand Totals Since July 1, 2003
Candidate applications approved by UAB	45	41	-8.9	2,086
Candidates participating in Readiness Review	71	80	12.7	1,574
Candidates Advanced from Readiness Review	61	68	11.5	1,354
Candidates completing the computer-based Examination	85	95	11.8	1,433
Candidates passing the computer-based Examination	58	47	-18.9	983
Computer-based Examination Pass Rate	68.2	49.5	-27.4	68.6

“Results for the final quarter of 2009 reveal continued strong interest by public relations professionals in pursuing the Accreditation in Public Relations,” said Felicia Walker Blow, APR, 2009 chairman of the Universal Accreditation Board. “The Universal Accreditation Board was pleased to learn more candidates took on the challenge in fourth quarter versus the same period in 2008.

“This is especially encouraging given the challenging economic times we face,” Blow continued. “Public relations practitioners recognize the value behind the APR and are prepared to work hard to earn it.”

From a 12-month perspective, 2009 proved to be an improvement over 2008 in key categories:

- The number of applicants for Accreditation totaled 316, a 2.93 percent increase.
- The number of Readiness Reviews totaled 294, a 2.44 percent increase.
- The number of individuals taking the Computer Based Examination totaled 363, a 22.6 percent increase.
- A total of 222 professionals earned Accreditation versus 195 in 2008.

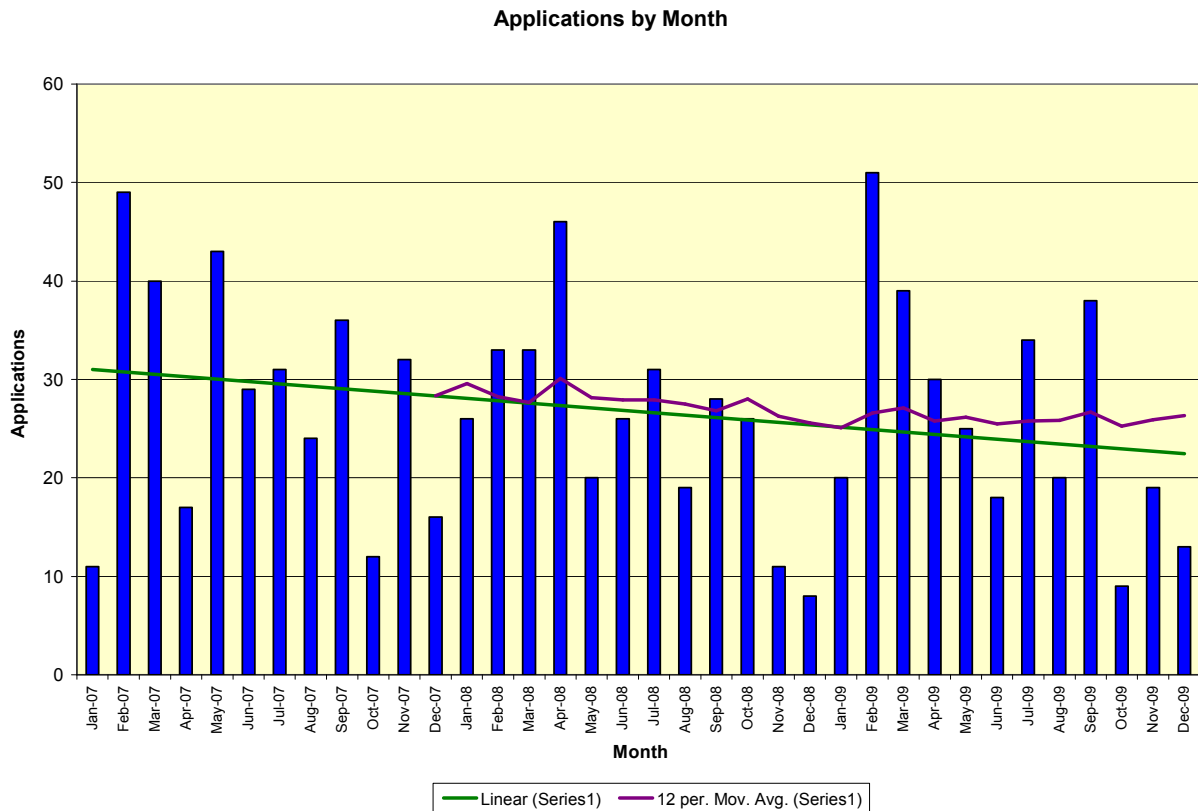
The bar graphs below depict overall trends since the program's inception as well as the fluctuation in month-to-month results.

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.

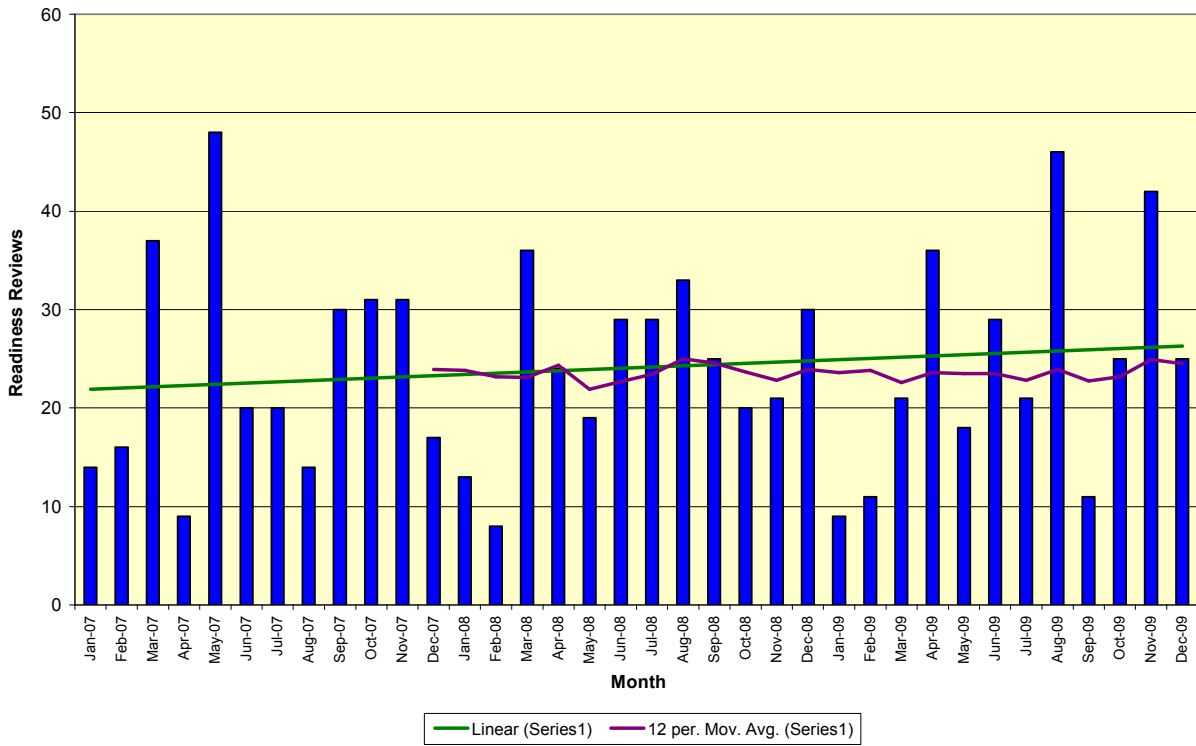
For a complete list of UAB members and other information about the APR designation, visit [www.praccreditation.org](http://www.praccreditation.org).

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NOTE: Trend graphs follow.



Readiness Reviews by Month



Examinations by Month

