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Universal Accreditation Board Announces Q2 2009 Results

NEW YORK, July 16, 2009 – The **Universal Accreditation Board** (UAB), the leading certification body for the public relations profession, today announced second quarter 2009 results for the Examination for Accreditation in Public Relations.

April-June 2009 Results & Quarter-Over-Quarter Comparisons

Activity	Apr-Jun 2008	Apr-Jun 2009	% Change	Grand Totals Since July 1, 2003
Candidate applications approved by UAB	92	73	-20.7%	1,953
Candidates participating in Readiness Review	72	83	15.3%	1,404
Candidates Advanced from Readiness Review	65	70	7.7%	1,204
Candidates completing the computer-based Examination	80	67	-16.3%	1,278
Candidates passing the computer-based Examination	57	41	-28.1%	862
Computer-based Examination Pass Rate	71%	61%	-14.1%	68%

“Candidates participating in the Readiness Review element of the APR process increased in second quarter of this year, which is a positive trend for the Accreditation program,” said Felicia Walker Blow, APR, 2009 chairman of the Universal Accreditation Board. “We are pleased that utilization of the process is increasing from previous years. And, we are confident that the candidates will be better prepared in the coming months with the enhanced resources and new processes being rolled out by the various Participating Organizations.”

In 2009, an updated [APR Online Study Course](#) offered by the UAB through Online2Learn, an online educational company, debuted. Early results proved very positive, as 100 percent of course participants who completed more than 75 percent of the study modules passed the Computer-based Examination.

“In these challenging economic times, Accreditation can be a positive factor for career advancement and to distinguish a professional from the competition,” Blow said

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

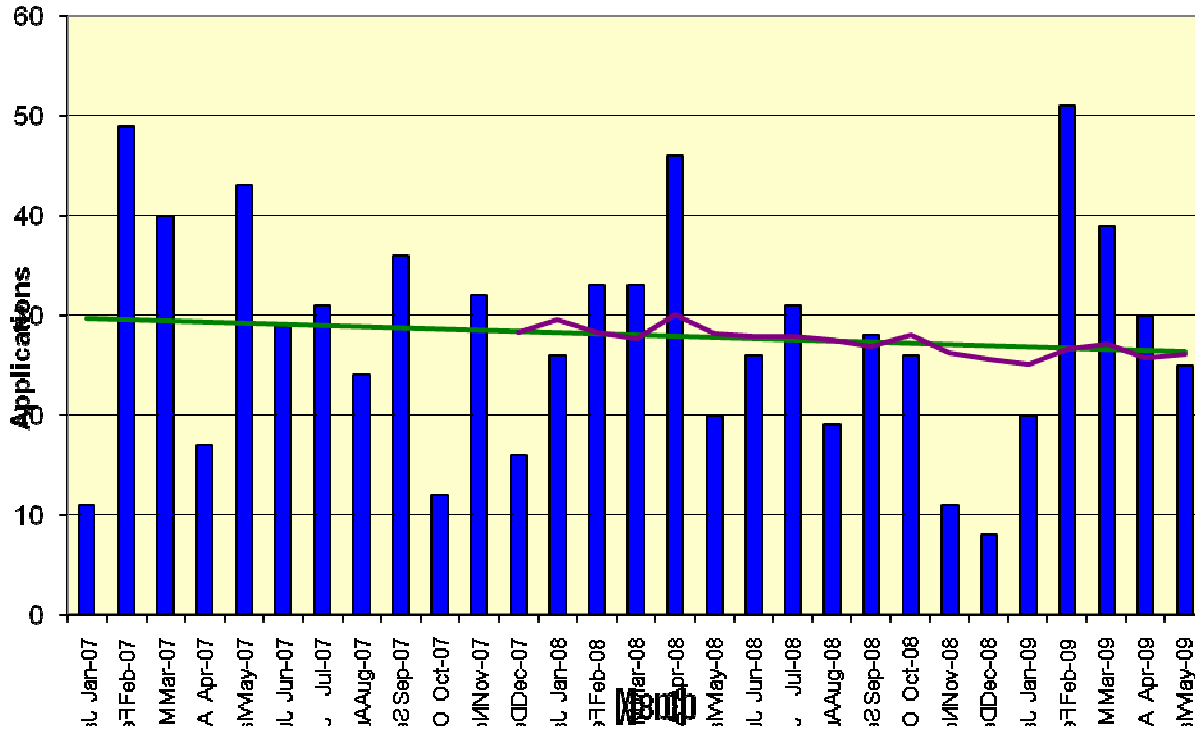
The Universal Accreditation Board administers the Examination for Accreditation in Public Relations and coordinates all activities related to the Accredited in Public Relations (APR) designation. The UAB was established in 1998 by a coalition of public relations professional organizations including the 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.

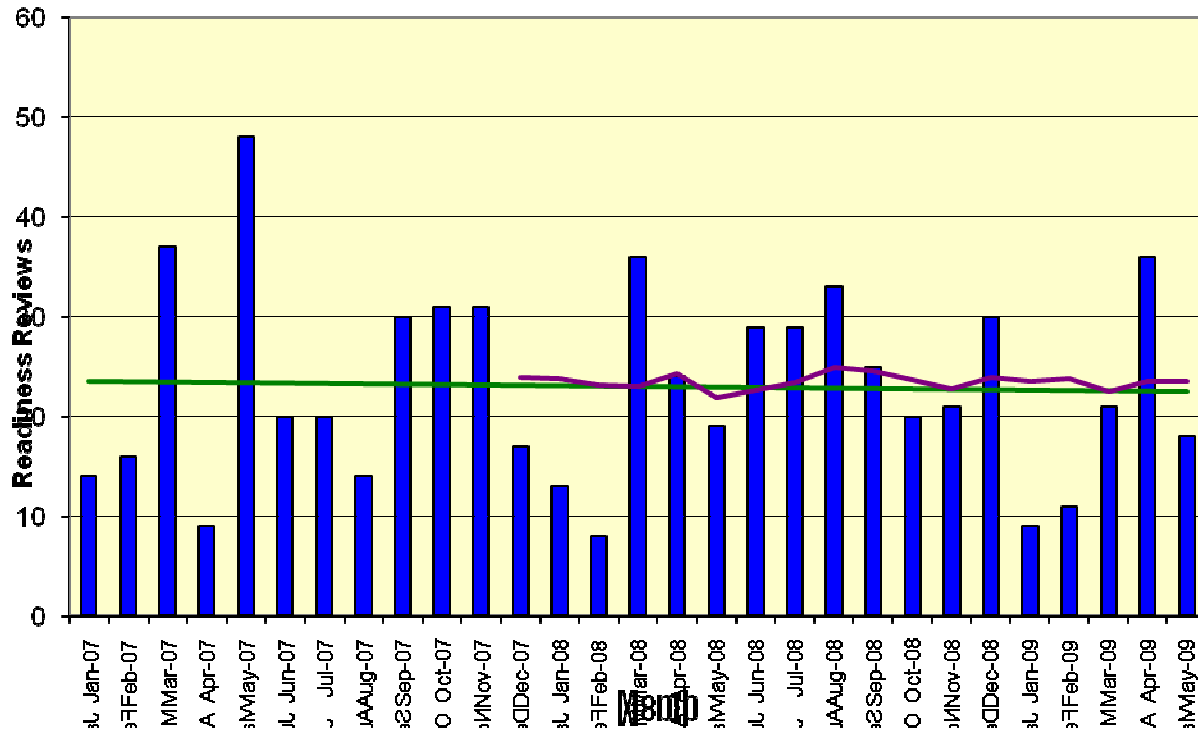
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NOTE: Trend graphs follow.

Applications by Month



Readiness Reviews by Month



Examinations by Month

