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Universal Accreditation Board Announces Q2 2010 Results

NEW YORK, July 13, 2010 – The **Universal Accreditation Board** (UAB), the leading certification body for the public relations profession, today announced second quarter 2010 results for the Examination for Accreditation in Public Relations.

April - June 2010 Results & Quarter-Over-Quarter Comparisons

Activity	Apr-Jun 2010	Apr-Jun 2009	% Change	Grand Totals Since July 1, 2003
Candidate applications approved by UAB	101	73	38.3%	2,276
Candidates participating in Readiness Review	78	83	-6.0%	1,689
Candidates Advanced from Readiness Review	68	70	-2.8%	1,449
Candidates completing the computer-based Examination	92	67	37.3%	1,635
Candidates passing the computer-based Examination	57	41	39%	1,087
Computer-based Examination Pass Rate	61.9%	61.2%	.07%	66.5%

“The second quarter results reveal some very positive statistics in three key areas,” said Anne M. Dubois, APR, Fellow PRSA and 2010 chairman of the Universal Accreditation Board. “The percentage of candidate applications approved for the Accreditation in Public Relations process climbed by nearly 40 percent compared to the same period last year. And, the UAB posted nearly 40 percent increases in the number of candidates completing and passing the computer-based Examination to earn the APR in the second quarter.”

The UAB offers candidates with a wide range of resources to prepare for the Accreditation in Public Relations Examination. These include:

- The [APR Online Study Course](#) offered by [Online2Learn](#), an online educational company
- A website containing study aids including an [Online Demonstration Exam](#)
- The no-cost [Study Guide](#) and companion Coach’s Guide
- The [Short Bookshelf](#) of recommended study texts

“The total of 57 new APRs continues the trend of an increased number of Accredited professionals passing the Examination as witnessed during 2009,” Dubois said. “Meanwhile, the number of candidate applications approved is the highest since the first quarter 2009.”

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 board members and other information about the APR designation, visit www.praccreditation.org.

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