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Universal Accreditation Board Announces Q3 2009 Results

NEW YORK, October 14, 2009 – The **Universal Accreditation Board** (UAB), the leading certification body for the public relations profession, today announced third quarter 2009 results for the Examination for Accreditation in Public Relations.

July-September 2009 Results & Quarter-Over-Quarter Comparisons

Activity	July-Sept 2008	July-Sept 2009	% Change	Grand Totals Since July 1, 2003
Candidate applications approved by UAB	78	92	17.9%	2,045
Candidates participating in Readiness Review	87	89	2.3%	1,482
Candidates Advanced from Readiness Review	72	70	-1.2%	1,274
Candidates completing the computer-based Examination	73	105	43.8%	1,383
Candidates passing the computer-based Examination	43	74	72.1%	936
Computer-based Examination Pass Rate	58.9%	70.4%	19.5%	67.6%

“The third quarter of 2009 has proved to be successful in terms of the pass rate for the Examination, as well as several other factors,” said Felicia Walker Blow, APR, 2009 chair of the Universal Accreditation Board. “In fact, this quarter is one of the most successful since the Accreditation program transitioned to the computer-based format.”

For the first three quarters of 2009, results show 268 candidates took the Examination and 188 passed, for a pass rate of 65.3%. This compares favorably with the first three quarters of 2008, when 211 candidates sat for the Examination and 137 passed, for a pass rate of 64.9%.

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

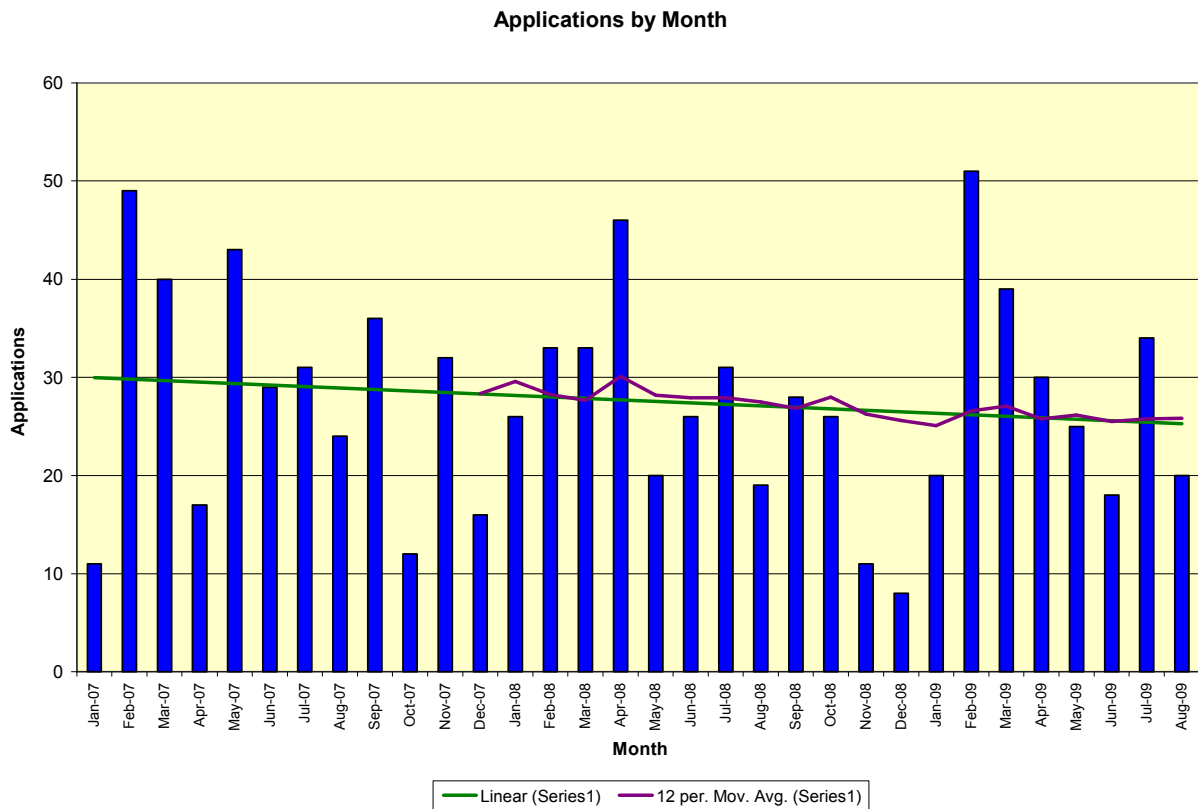
The Universal Accreditation Board administers the Examination for Accreditation in Public Relations and coordinates all activities related to the Accredited in Public Relations (APR)

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.

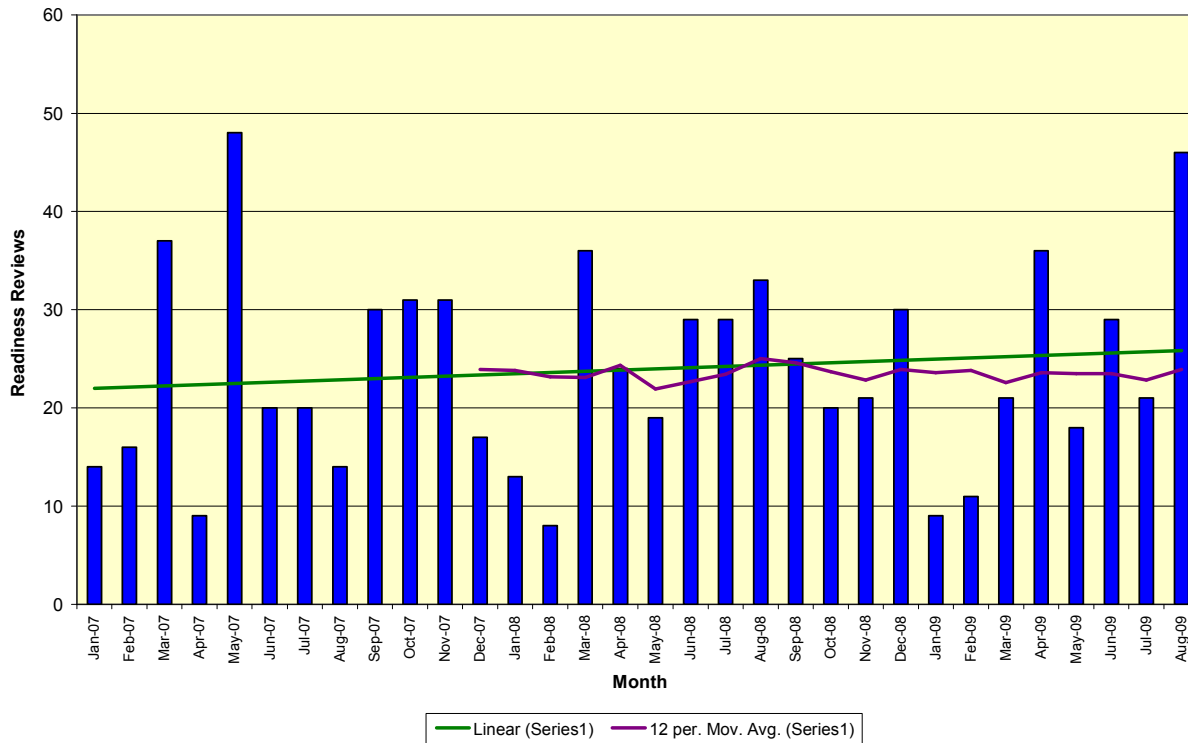
For a complete list of UAB members and other information about the APR designation, visit www.praccreditation.org.

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NOTE: Trend graphs follow.



Readiness Reviews by Month



Examinations by Month

