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Universal Accreditation Board Announces Q4 2010 Results

NEW YORK, February 2, 2011 – The **Universal Accreditation Board (UAB)**, the leading certification body for the public relations profession, has announced fourth quarter 2010 results for the Examination for Accreditation in Public Relations.

October - December 2010 Results & Quarter-Over-Quarter Comparisons

Activity	October 2010	November 2010	December 2010	October 2009	November 2009	December 2009
Candidate applications approved by UAB	15	22	10	9	19	13
Candidates participating in Readiness Review	18	23	20	25	39	25
Candidates Advanced from Readiness Review	15	14	18	21	37	22
Candidates completing the computer-based Examination	32	20	23	20	43	32
Candidates passing the computer-based Examination	21	16	20	9	25	13
Computer-based Examination Pass Rate	65.6%	80%	87%	45%	58.2%	41%

“The fourth quarter 2010 results showed significant increases in the percentage pass rate for the Computer-Based Examination when compared to the same time period in 2009, said John E. Forde, Ph.D., APR, Fellow PRSA and 2011 co-chairman of the Universal Accreditation Board. “In addition, the total number of APR candidates who passed the Examination in the final quarter of last year totaled 57; in fourth quarter of 2009, the total was 47.”

“A total of 206 professionals earned Accreditation in 2010, the second highest total since the process was re-engineered in 2003,” Forde said. “The UAB continues to work to introduce new initiatives to keep the APR program vital and valuable to public relations professionals today.”

Last year, the UAB introduced the APR+M credential designed for military public affairs professionals. Seven professionals earned the APR+M last September. Results from the 2010 Practice Analysis of public relations, conducted in February 2010, will be used to update exam components to be consistent with today’s public relations practices.

The PRSA Strategic Task Force for Accreditation, formed last fall, will continue study and research to shape the Accreditation programs into the next decade.

The bar graphs below depict overall trends in the fluctuation of month-to-month results for 2009 and 2010 fourth quarters.

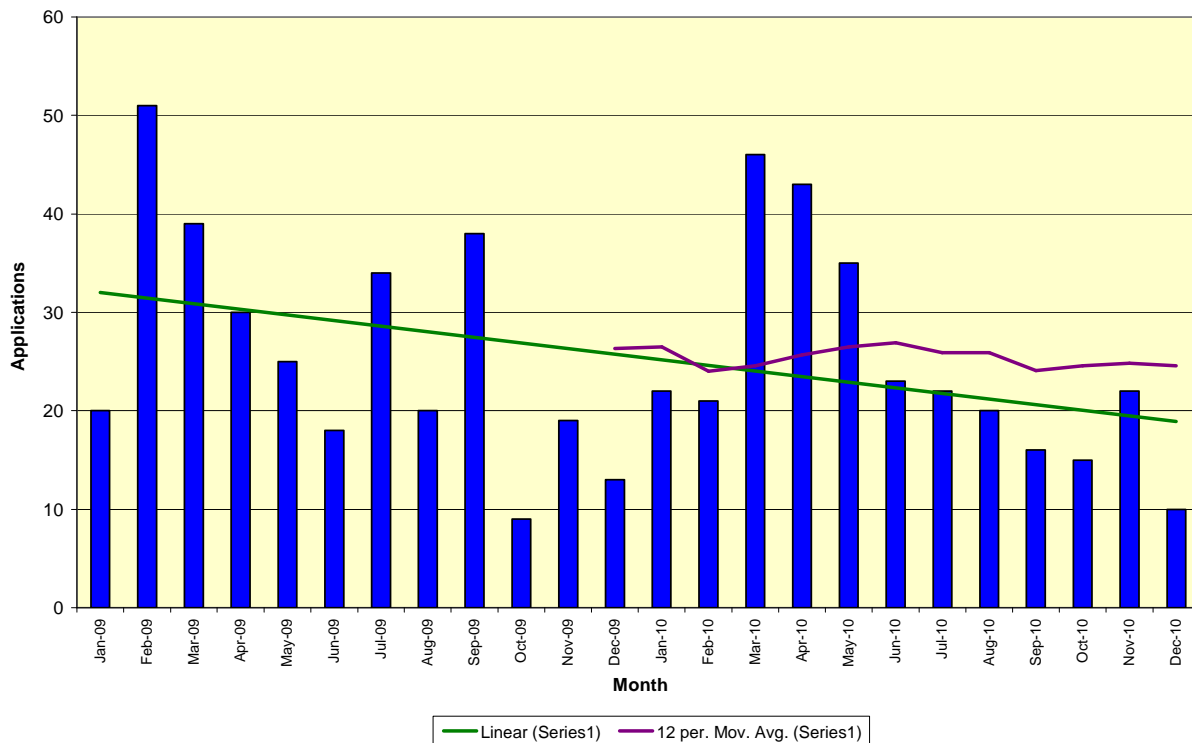
The Universal Accreditation Board administers the Examination for Accreditation in Public Relations and coordinates all activities related to the Accredited in Public Relations (APR) designation. The UAB was established in 1998 by a coalition of public relations professional organizations including the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

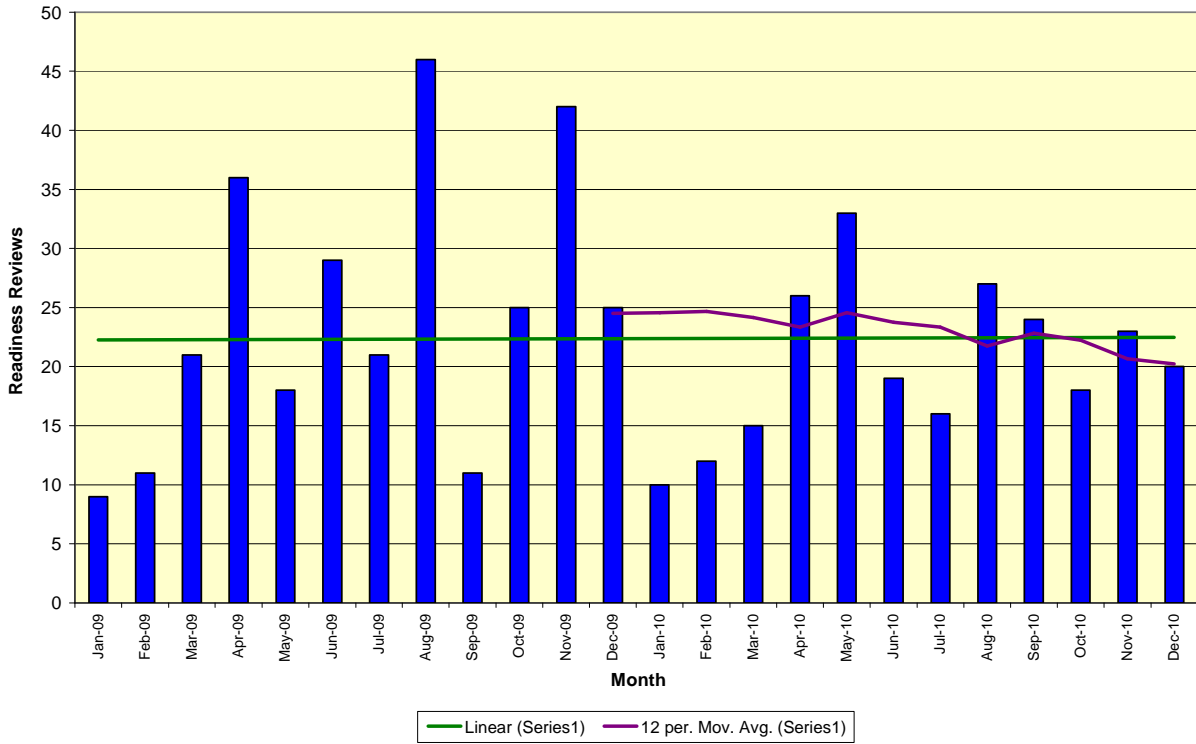
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NOTE: Trend graphs follow

Applications by Month



Readiness Reviews by Month



Examinations by Month

