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Universal Accreditation Board Announces Q3 2010 Results

NEW YORK, October 12, 2010 – The **Universal Accreditation Board** (UAB), the leading certification body for the public relations profession, today announced third quarter 2010 results for the Examination for Accreditation in Public Relations.

July - September 2010 Results & Quarter-Over-Quarter Comparisons

Activity	July 2009	August 2009	Sept. 2009	July 2010	August 2010	Sept. 2010
Candidate applications approved by UAB	34	20	38	22	20	16
Candidates participating in Readiness Review	21	46	11	16	27	24
Candidates Advanced from Readiness Review	19	40	11	13	26	21
Candidates completing the computer-based Examination	38	41	26	24	26	16
Candidates passing the computer-based Examination	27	31	16	19	18	8
Computer-based Examination Pass Rate	72%	76%	62%	80%	70%	50%

“The third quarter results revealed a more than double the number of Readiness Review candidates in September 2010 compared to September 2009,” said Anne M. Dubois, APR, Fellow PRSA and 2010 chairman of the Universal Accreditation Board. “This statistic will likely translate to a similar increase in candidates completing the computer-based Examination in the fourth quarter.”

“From an annual perspective, the Accreditation program is on target to reach our goals in applications, Readiness Reviews, number of candidates completing the Examination, and new programming,” Dubois said.

In July, the UAB launched its new credentialing program for military communicators, APR+M, with the first Readiness Review panels to take place in October, 2010. In addition, the PRSA national board has commissioned a Strategic Task Force for Accreditation that will conduct an in-depth review of all Accreditation components. Using the results of the 2010 Practice Analysis conducted by the UAB and other research activities, the Task Force will build a plan for the next decade of Accreditation programs.

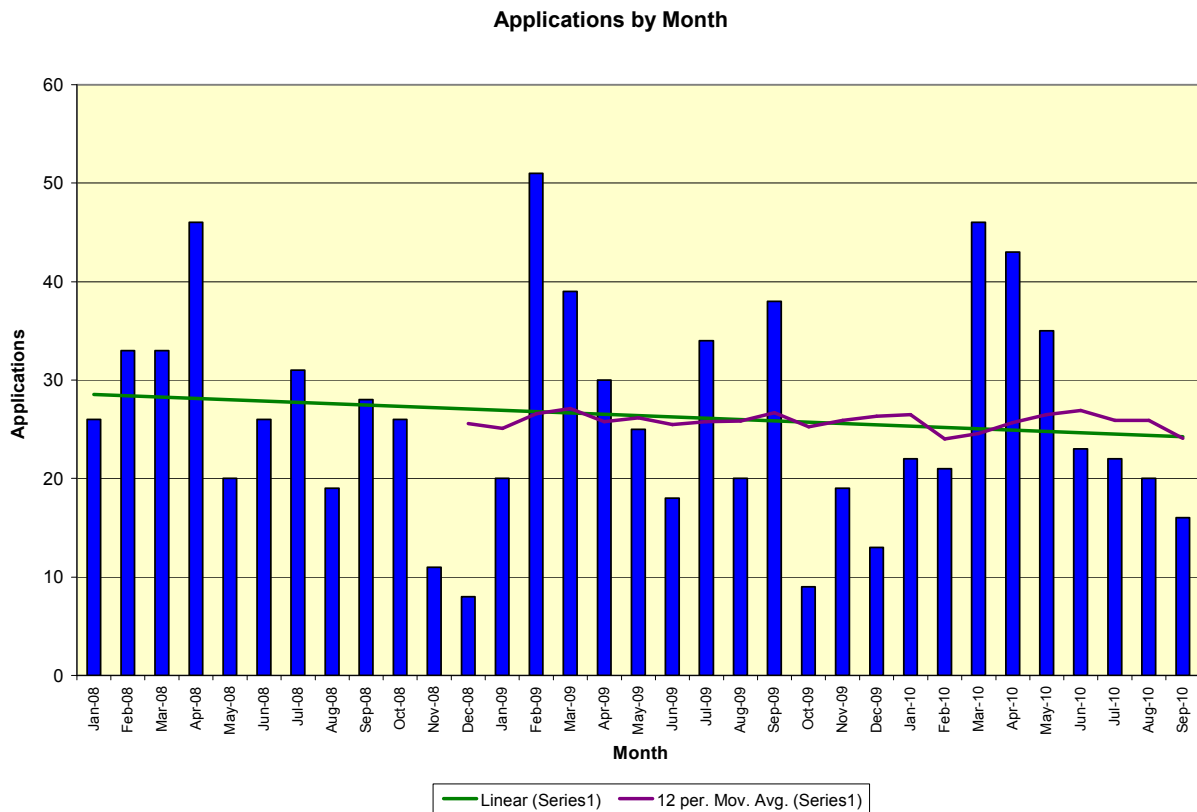
The bar graphs below depict overall trends in the fluctuation in month-to-month results between 2009 and 2010.

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.

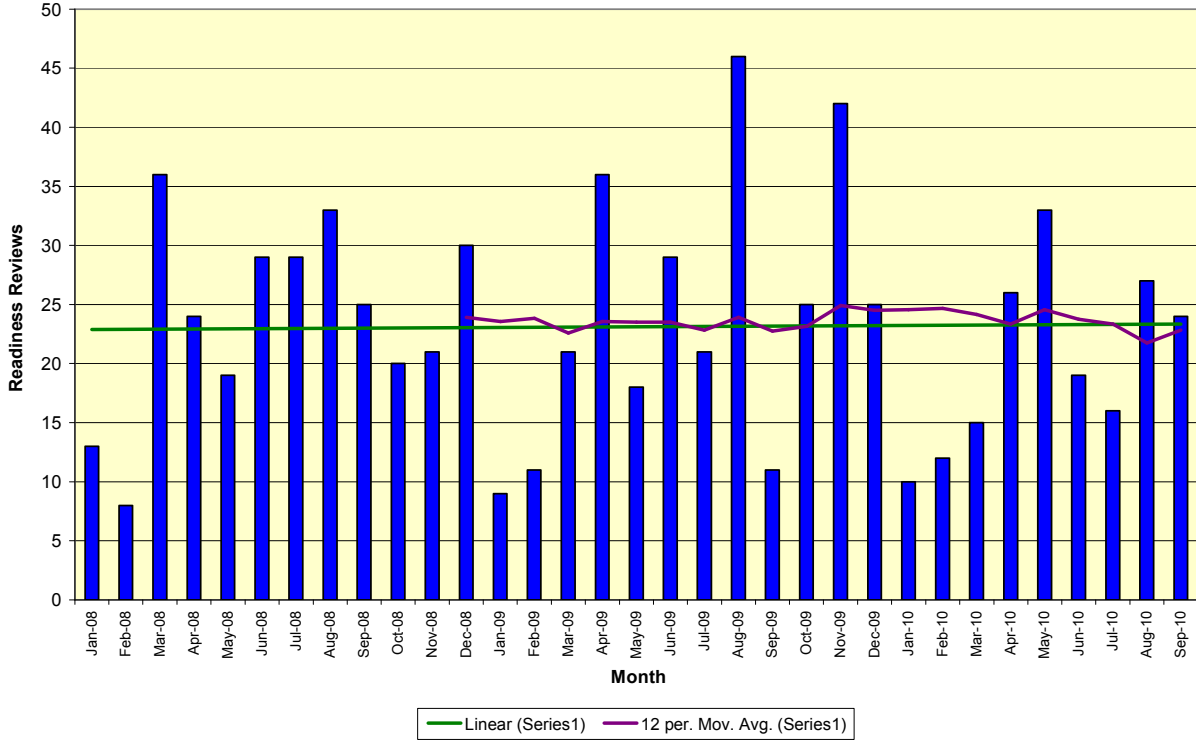
For a complete list of UAB members and other information about the APR designation, visit www.praccreditation.org.

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NOTE: Trend graphs follow



Readiness Reviews by Month



Examinations by Month

