



CONTACT: Felicia Blow, APR – 2009 Chair, Universal Accreditation Board
757-222-8432 felicia.blow@cox.com

Universal Accreditation Board Announces Q1 2009 Results

NEW YORK, April 17, 2009 – The **Universal Accreditation Board** (UAB), the leading certification body for the public relations profession, today announced first quarter 2009 results for the Examination for Accreditation in Public Relations.

January-March 2009 Results & Quarter-Over-Quarter Comparisons

Activity	Jan-Mar 2008	Jan-Mar 2009	% Change	Grand Totals Since July 1, 2003
Candidate applications approved by UAB	92	110	16.4%	1,880
Candidates participating in Readiness Review	57	41	-13.9%	1,321
Candidates Advanced from Readiness Review	51	38	-13.4%	1,134
Candidates completing the computer-based Examination	58	96	39.6%	1,211
Candidates passing the computer-based Examination	37	60	38.4%	821
Computer-based Examination Pass Rate	63%	62%	-2%	67.7%

“For the second consecutive quarter, the percentage of candidates completing the computer-based Examination and passing the computer-based Examination increased by double-digit levels,” said Felicia Blow, APR, 2009 chairman of the Universal Accreditation Board. “When comparing first quarter of 2009 to the same period last year, the percentage increase in these two Examination-related categories totaled just below 40 percent – a significant increase and trend that the Universal Accreditation Board is pleased to see.”

In fourth quarter 2008, percentage totals for candidates completing and passing the Examination were 20.3 and 23.3, respectively. As noted by the above chart, the Examination results for first quarter 2009 were 39.6 percent and 38.4 percent. Candidate applications approved by the UAB in first quarter increased by 16.4 percent over the same period last year.

“Despite the economic conditions, we are pleased to see that public relations professionals are allocating time and devoting resources to pursue Accreditation,” Blow said.

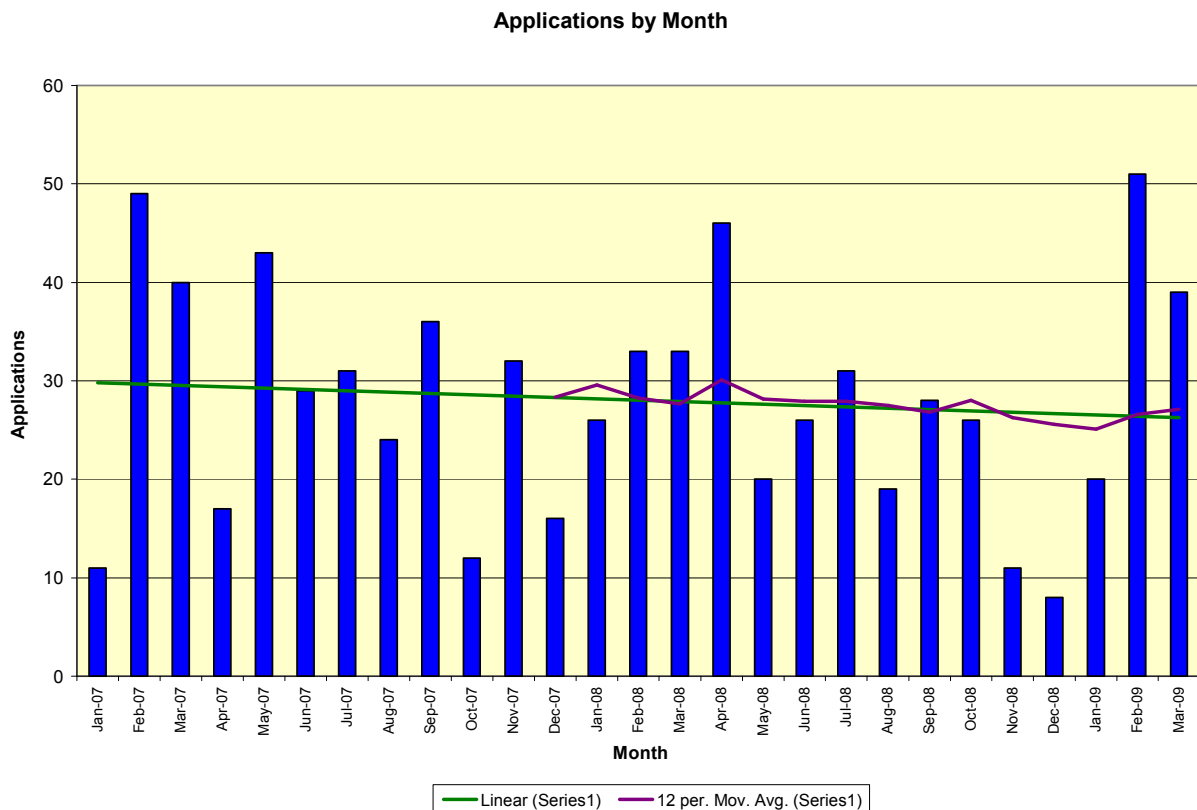
The bar graphs below depict overall trends since January 2007 as well as the fluctuation in month-to-month results.

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.

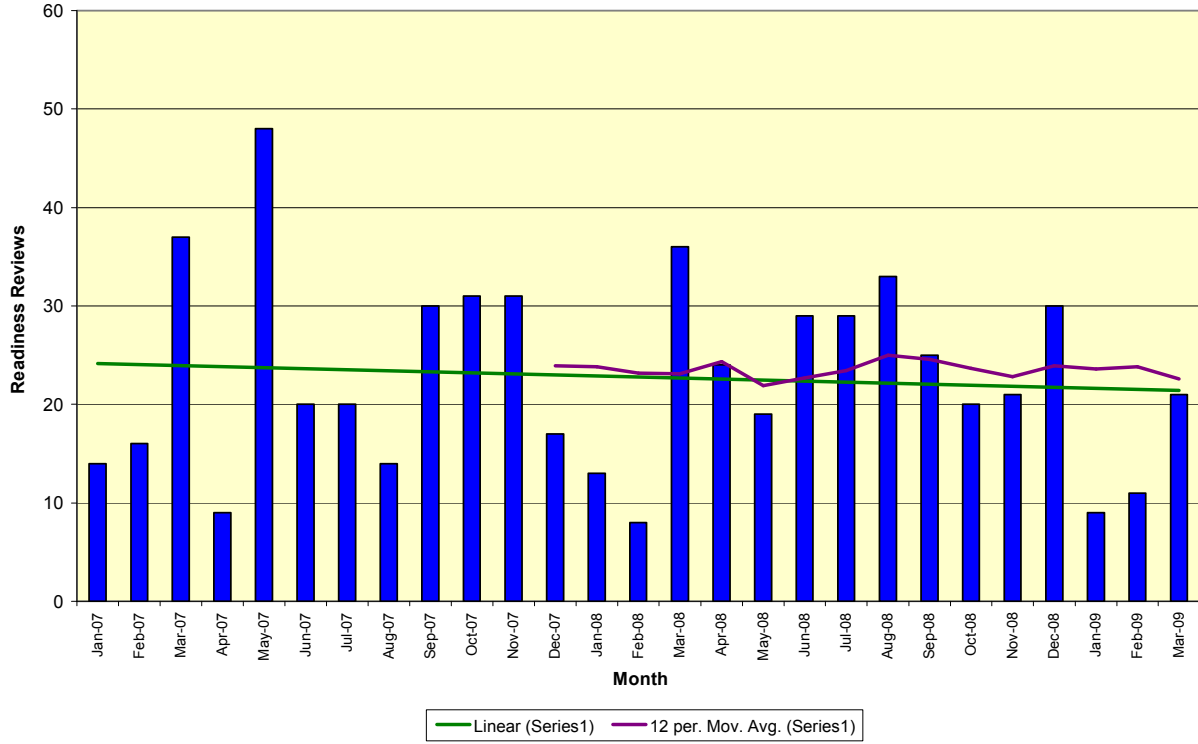
For a complete list of UAB members and other information about the APR designation, visit www.praccreditation.org.

#

NOTE: Trend graphs follow.



Readiness Reviews by Month



Examinations by Month

