

CONTACT: Edward M. Bury, APR at edwardmbury@yahoo.com or 773-463-9811



Universal Accreditation Board Announces 2011 Leadership

NEW YORK, February, 2011 – The **Universal Accreditation Board (UAB)**, the leading certification body for the public relations profession, announced that it has rotated three members into key leadership positions and appointed six new professionals to the board.

John E. Forde, APR, Fellow PRSA, and **Jay D. Rayburn, APR, Fellow PRSA**, were appointed co-chairs of the UAB. Forde is Associate Professor and Head of the Department of Communication at Mississippi State University; Rayburn is Associate Professor, Department of Communications, at Florida State University in Tallahassee, Florida.

Rayburn has served as the vice-chair of the P-APR work group, a new junior-level credential being developed by the UAB.

Bey-Ling Sha, Ph.D., APR, was named vice-chair overseeing the research process. She is Associate Professor in the School of Journalism & Media Studies at San Diego State University.

“The UAB took a great stride forward last year with the successful introduction of the APR+M, the only industry credential available to military public affairs professionals,” Rayburn said. “And, this year we plan to advance the P-APR credential as a way to build awareness for the value of the Accreditation program to recent graduates of college public relations programs.”

“The professionals appointed in 2011 to the UAB bring a wealth of industry knowledge and experience from the military, education and private sector,” Forde said. “We’ll rely on this collective pool of talent to keep the Accredited in Public Relations credential as the true standard of individual achievement in public relations.”

These six professionals were appointed to the UAB in 2011 and will represent the Public Relations Society of America:

- **Susan G. Barnes, APR, Fellow PRSA**, Instructor, Belmont University, Nashville.
- **Adam Shane Bashaw, APR+M**, Deputy Director, Public Affairs, United States Marine Corps, New Orleans.
- **Barbara A. Burfeind, APR+M**, Strategic Communications Director, Defense Visual Information (DVI), Alexandria, Virginia.
- **Debra A. DeCourcy, APR**, Vice President & Director, Corporate Communications, Fifth Third Bancorp, Cincinnati.
- **Rose M. McKinney, APR**, President, Risdall McKinney Public Relations, New Brighton, Minnesota.
- **Elizabeth McMillan, APR**, Account Director, William Mills Agency, Atlanta, Georgia.

UAB Announces New Leadership

Page 2

Also, **Kathleen M. Giery, APR**, Director of Public Relations, LifeQuest Organ Recovery Services, Gainesville, Florida, was appointed as a representative of the Florida Public Relations Association.

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.

#