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Universal Accreditation Board Announces 2010 Leadership

NEW YORK, January, 2010 – The **Universal Accreditation Board (UAB)**, the leading certification body for the public relations profession, announced that it has rotated four members into key leadership positions and appointed one new professional to the board.

Anne M. Dubois, APR, CPRC, Fellow PRSA has been appointed 2010 UAB chair. She is partner of Dubois Betourné & Associates in Palm Coast, Florida.

“With a very dedicated board of public relations professionals and nine public relations organizations behind the Accreditation program, new initiatives in 2010 will expand our product offerings to support candidates, employers and the public relations industry,” Dubois said.

“We expect to launch a new, first-time brand extension of APR with an accreditation designation for public relations professions practicing in the military sector,” commented Dubois. Felicia Blow, APR and immediate past-chair of the UAB has been appointed vice chair overseeing the new APR-M designation. Blow is director of Public Affairs for Cox Communications in Chesapeake, Virginia.

“I’m also excited that the UAB will investigate a credentialing level for junior-level professionals and will continue work to maintain the integrity and scientific rigor behind the testing processes, study preparatory materials, and other systems for all candidates,” Dubois continued.

Jay D. Rayburn, APR, Fellow PRSA, was appointed vice-chair for the junior-level credential. He is associate professor, Department of Communications, at Florida State University in Tallahassee, Florida. **Janet E. Swiecichowski, APR** was named vice-chair overseeing Examination processes. She is executive director of Communication for the Minnetonka Public Schools in Minnetonka, Minnesota.

Melissa LaBorde, APR, was appointed to a three-year term on the UAB, joining the 20 other professionals currently serving. LaBorde is an educator and practitioner from Alexandria, Louisiana. She will represent the Southern Public Relations Federation (SPRF) on the UAB.

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PRSA board member, **Blake D. Lewis, III, APR, Fellow PRSA**, was named the UAB's liaison to the PRSA Board of Directors. He is principal at Lewis Public Relations, Richardson, Texas.

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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