



## Press Release

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### **California's Premier Government Communications Organization Joins Universal Accreditation Board for PR Professionals**

NEW YORK (March 9, 2017) — The California Association of Public Information Officials (CAPIO) has joined the Universal Accreditation Board (UAB), the leading certification body for the public relations profession that governs the APR (Accreditation in Public Relations) process. CAPIO is the ninth participating organization in the UAB.

“We are happy to welcome CAPIO, California’s premier association for government communicators, into the UAB family,” said Judy Katzel, APR, 2017 UAB chair, and president of KDK Consulting Group. “Moving forward in 2017, we will continue to promote the value of the APR to the membership of our participating organizations and look for opportunities to bring more public relations organizations into the UAB.”

CAPIO counts more than 500 California-based government communicators as members, who specialize in public information and communication duties for their agencies and organization. Its members come from state, county, city, schools, special districts and private public relations firms.

“CAPIO members are some of the best and brightest government communicators in California,” said CAPIO President-Elect Christine Brainerd, APR, communications manager for City of Folsom. “Joining the UAB and providing access to the APR, the gold standard in public relations Accreditation, will be an added benefit to our members who want to continue to advance in the profession through education, expertise and ethics.”

Representing CAPIO on the UAB is Rachel A. McGuire, APR, communications manager for Western Municipal Water District in Riverside, California. McGuire earned her APR in 2015 and has been a member of CAPIO since 2005. She has served on the CAPIO board since 2009 in the roles of president; vice-president – awards; vice-president – conference; and is currently the education and development chair. She is also a member of PRSA and PRSA-IE, where she serves on the board as the vice-president of communications.

“I look forward to helping our CAPIO members advance both personally and professionally,” said McGuire. “As government communicators, we share in the vision of ethics, transparency and best practices in our industry.”

The other eight UAB participating organizations are:

- Asociación de Relacionistas Profesionales de Puerto Rico
- Florida Public Relations Association
- Maine Public Relations Council
- National Association of Government Communicators
- National School Public Relations Association
- Public Relations Society of America
- Religion Communicators Council
- Southern Public Relations Federation

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The Universal Accreditation Board (UAB) 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. For more information about the APR designation and UAB, visit [www.praccreditation.org](http://www.praccreditation.org). Learn more about CAPIO at [www.capio.org](http://www.capio.org). Public relations organizations interested in joining the UAB can learn more at [www.praccreditation.org/about-uab/](http://www.praccreditation.org/about-uab/).