



## Press Release

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### **Increasing Numbers of College Seniors Earning Certificate in Principles of Public Relations to Stand Out When They Start Out**

*NEW YORK (April 3, 2017)* — In today's fiercely competitive job market, more and more students from across the United States graduating with their bachelor's degree in public relations and related fields such as marketing and communications are looking to get an edge on the competition for entry-level jobs by obtaining a Certificate in Principles of Public Relations.

The Certificate, which is earned through passing an examination designed to test the foundational knowledge of those entering the public relations profession, is administrated by the Universal Accreditation Board (UAB) and gives students a leg up in securing sought-after positions in the profession.

Since the UAB launched the program three years ago, 170 students from 24 colleges and universities have received the Certificate, including 58 last year. See the full list of 2016 Certificate recipients here: [www.praccreditation.org/about-uab/new-notable/recent-certificates/index.html](http://www.praccreditation.org/about-uab/new-notable/recent-certificates/index.html).

"As a recent graduate venturing into the competitive job market, it was important to me to take initiative," said Nicole Ortiz, Corporate Communications Assistant at Scholastic Inc., in New York City, who graduated from New Jersey City University in May 2016. "I wanted to show employers what I had to offer and what set me apart from other applicants in my field. Earning my Certificate in Principles of Public Relations gave me the opportunity to stand out from the crowd, and helped me secure a terrific full-time position among stiff competition. I am proud of this accomplishment, as it has been an invaluable experience for me and has truly solidified my passion for public relations."

The Certificate examination tests students' knowledge of concepts such as:

- Communication models and theories
- Business literacy
- Ethics and law
- Program research, planning, implementation and evaluation

To prepare for the examination, students can sign up for an Online Study Course or attend a special class at many colleges and universities. Students earn the Certificate once they pass a computer-based examination at a testing center.

“Public relations is a highly competitive field to get into fresh out of college, and the Certificate in Principles of Public Relations helps new graduates stand out in the sea of other candidates with similar credentials,” said Judy Katzel, APR, 2017 UAB chair, and president of KDK Consulting Group.

“Employers recognize that these emerging professionals have gone the extra mile to ensure that they are dedicated and have what it takes to hit the ground running at their first job.”

To qualify for the Certificate in Principles of Public Relations examination, students must be within six months of graduation (either before or after) from an accredited college or university, whose degree is in public relations or a related area of study. They also must be members of the Public Relations Student Society of America (PRSSA) or student member of another UAB participating organization, and take a course specifically designated for Certificate preparation either online or on campus.

The UAB also oversees the highly regarded and internationally recognized Accreditation in Public Relations credential, highlighting public relations professionals professional competence, ethics, education and expertise.

For more information on the Certificate in Principles of Public Relations, visit [www.prcertificate.org](http://www.prcertificate.org).

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The UAB was established in 1998 by a coalition of public relations professional organizations, which includes the [Asociación de Relacionistas Profesionales de Puerto Rico](#), [Florida Public Relations Association](#), [California Association of Public Information Officers](#), [Maine Public Relations Council](#), [National Association of Government Communicators](#), [National School Public Relations Association](#), [Public Relations Society of America](#) (PRSA), [Religion Communicators Council](#) and the [Southern Public Relations Federation](#). Each organization contributes resources and senior-level volunteer members representing all segments of the public relations profession. More information about the Certificate and the Universal Accreditation Board is available at [www.praccreditation.org](http://www.praccreditation.org).