



## Press Release

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### **Millennial Public Relations Professionals Kick Careers Into High Gear With Certification**

NEW YORK (Sept. 5, 2017) —Three years ago, [Drew Piers, APR](#), graduated from Florida State University with a bachelor's degree in public relations and was also one of the first students in the nation to earn the [Certificate in Principles of Public Relations](#).

This millennial's degree, coupled with his newly minted Certificate in Principles of Public Relations, was a winning combination and landed him a position at Sachs Media Group — one of Florida's most prominent Public Relations firms — where he now serves as deputy director of public affairs.

"I highly recommend that any student interested in getting a running start in the job market begin with the Certificate in Principles of Public Relations," noted [Piers](#), who most recently earned his APR, which emphasizes education, expertise and ethics in the profession.

Piers is not the only new college graduate that is interested in getting a head start on a career, as today's job market remains competitive and fierce for graduates new to the profession.

In fact, since the Certificate in Principles of Public Relations program was created three years ago, nearly 200 students from 30 colleges and universities across the U.S. have received the Certificate — which boasts an 85 percent pass rate. Additionally, word-of-mouth on the Certificate and its benefits continues to spread.

"After hearing the success stories of young professionals like me getting a head start with their careers in public relations thanks to the examination, it has really piqued my interest," said Andrea Stewart, a California State University, San Bernardino, senior-year communications studies student and communications assistant at Western Municipal Water District in Riverside, California. "My current boss, Rachel McGuire, APR, shared with me the value the APR, coupled with her degree, has brought to her career. She encouraged me to go for the Certificate and then my APR to set myself apart from other recent graduates."

Judy Katzel, APR, 2017 Universal Accreditation Board (UAB) chair and president of KDK Consulting Group, noted that as employers continue to do more with less, it is important for emerging professionals to set the stage from day one at their first public relations job. Demonstrating the skills learned through their university training and the Certificate does just that and can really set this generation of PR professionals apart.

The Certificate, which is designed to test the foundational knowledge of those entering the public relations profession, is administered by the UAB and gives students a leg up in securing sought-after positions in the profession.

The Certificate tests students' knowledge of concepts such as:

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

Students can prepare for the Certificate via an on-campus class or by signing up for the [Certificate Online Study Course](#). The Certificate in Principles of Public Relations Examination is computer-based and administered at local testing centers.

To qualify for the Certificate in Principles of Public Relations, undergraduate 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; be members of the Public Relations Student Society of America (PRSSA) or a student member of another UAB participating organization; and take a course specifically designated for Certificate preparation either [online](#) or on campus.

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

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 including the Asociación de Relacionistas Profesionales de Puerto Rico, California Association of Public Information Officials, 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, and Southern Public Relations Federation. Each organization contributes resources and senior-level volunteer members representing all segments of the public relations profession. For more information about the APR designation and the UAB, visit [www.praccreditation.org](http://www.praccreditation.org).