



Press Release

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Universal Accreditation Board Leadership Focuses on Growth for 2017

NEW YORK (Feb. 16, 2017) — The Universal Accreditation Board (UAB), which governs the industry certification for public relations professionals — the Accreditation in Public Relations (APR) — has announced key leadership positions and board members for 2017.

Judy Katzel, APR, chief communications officer for Catholic Charities Maine and owner of KDK Consulting Group, LLC, has been named chair. Katzel has more than 30 years of experience in public relations and is an active member of the Maine Public Relations Council. The UAB vice-chair for 2017 is Mitchell Marovitz, APR, Ph.D., Fellow PRSA. Elizabeth McMillan, APR, is the immediate past chair.

“I’m excited to take on this leadership role for 2017, and proud to serve with an amazing group of professionals from across the country representing our nine participating organizations on the Universal Accreditation Board,” Katzel said. “Last year, the UAB worked hard to update the computer-based Examination and resource materials. In 2017, we will focus on growth by encouraging communications professionals to seek one of our three designations: APR, the Certificate in Principles of Public Relations for college seniors and recent graduates, and APR+M for military communications professionals.”

“The APR contributed greatly to my professional success, and I look forward to guiding this incredibly talented board of professionals as we work to expand the ranks of APRs in 2017,” Katzel said.

For 2017, representatives from the nine UAB participating organizations are:

- **Asociación de Relacionistas Profesionales de Puerto Rico** – Carlos Rivera-Cuesta, APR
- **California Association of Public Information Officials** – Rachel Ann McGuire, MBA, APR
- **Florida Public Relations Association** – Kathleen M. Giery, APR, CPRC, and Lanette Hart, APR, CPRC
- **Maine Public Relations Council** – Eric Blom, APR
- **National Association of Government Communicators** – Laura Kirkpatrick, APR
- **National School Public Relations Association** – Barb Nicol, APR

- **Public Relations Society of America** – David Eaheart, APR; John Forde, Ph.D., APR, Fellow PRSA; Amy Hurd, APR; Kevin Kane, APR; Ann Knabe, Ph.D., APR+M; Katherine L. Morales, APR; Tina McCorkindale, Ph.D., APR; Kathleen Donohue Rennie, Ph.D., APR, Fellow PRSA; Richard G. Steele, APR+M; and Susan Walton, MA, APR, Fellow PRSA
- **Religion Communicators Council** – Douglas Farber Cannon, Ph.D., APR+M, Fellow PRSA
- **Southern Public Relations Federation** – Caron K. Blanton, APR, and Adam Kelley, APR
- The PRSA National Board of Directors liaison to the UAB is Robert Hastings Jr., APR+M, Fellow PRSA

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The Universal Accreditation Board administers the Examination for Accreditation in Public Relations and coordinates all activities related to the Accredited in Public Relations 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.