



## Press Release

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### **Universal Accreditation Board Leadership Focuses on the Future in 2018**

NEW YORK (Feb. 2, 2018) — 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 2018.

Mitchell Marovitz, Ph.D., APR, Fellow PRSA, has been named chair. He is a professor and chair of the public relations program in the graduate school at the University of Maryland University College. A scholar-practitioner with more than 35 years of experience in military, nonprofit and commercial communications and public relations, Marovitz is an active member of the Public Relations Society of America (PRSA) and its National Capital Chapter. The UAB vice-chair for 2018 is Douglas Cannon, Ph.D., APR, Fellow PRSA. Judy Katzel, APR, is the immediate past chair.

“This is an exciting time to lead the UAB. I’m proud to serve with this amazing group of professionals from across the country who represent the nine participating organizations. Last year we saw increased interest in certification from our members. We also saw rapid growth in the Certificate in Principles of Public Relations for new graduates,” Marovitz said.

“In 2018, we will continue to focus on growth by continually updating the examinations to keep them relevant and by explaining the value of our three designations: the APR, the APR+M for military communications professionals, and the Certificate in Principles of Public Relations for college seniors and recent graduates. We will also continue to reach out to additional professional organizations and explore other ways to expand individual eligibility for the APR.

“The APR gave me a process I have confidence in. That confidence contributed greatly to my professional success. I look forward to guiding this incredibly talented board as we continually improve the value of the credential for the working professional,” Marovitz said.

For 2018, 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**  
Marcia Kelley, APR
- **Public Relations Society of America**  
Kristie Byrum, Ph.D., APR, Fellow PRSA; 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; Kathleen Donohue Rennie, Ph.D., APR, Fellow PRSA; Lt. Cmdr. Nicole Schwegman, APR+M; and Richard Steele, APR+M
- **Religion Communicators Council**  
Jeff Huett, APR
- **Southern Public Relations Federation**  
Caron K. Blanton, APR, and Marian Faulk, APR

The PRSA National Board of Directors liaison to the UAB is Samantha Villegas, APR.

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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](http://www.praccreditation.org).