

## Useful URLs for Candidates

*The following four Web sites are referred to in Session P, the Preliminary 'jumpstart' workshop:*

**Universal Accreditation Board (UAB):** [www.accreditationboard.org](http://www.accreditationboard.org)

This Web site is housed on the PRSA server, and can also be reached via [www.prsa.org](http://www.prsa.org)  
*Frequently asked questions about the Examination; application forms and procedures;  
preparing for the Readiness Review; publications available; the Professional Practice Study  
that led to the criteria for Knowledge, Skills and Abilities tested in the Examination and the  
Review.*

**National School Public Relations Association (NSPRA):** [www.NSPRA.org](http://www.NSPRA.org)

**Board of Ethics and Professional Standards (BEPS):**

[www.prsa.org/\\_About/ethics/](http://www.prsa.org/_About/ethics/)

**Institute for Public Relations (IPR):** [www.instituteforpr.com/index.phtml](http://www.instituteforpr.com/index.phtml)

Excellent knowledgeable publications on research and measurement, among other aspects  
*On the Home page, resting your cursor on "Research" triggers a drop-down menu*

*These Web sites have been suggested by experienced practitioners working in technology:*

**NetGain Update:** <http://www.netgain.org>.

*Free newsletter by independent consultants; available for sharing.*

**Ongoing media survey:**

<http://www.middleberg.com/toolsforsuccess/surveyofmedia.cfm>

*Analyses of journalists' practices and perception; guidance on creating messages for them.*

**Weblogs, etc.:** [www.computerworld.com/](http://www.computerworld.com/)

*Free electronic newsletter; search for Blogs brings up a copyrighted article on that topic and  
the trend toward its use in public relations..*