



## Press Release

**CONTACT:** Douglas Cannon, Ph.D., APR+M, Fellow PRSA, 2019 Chair, Universal Accreditation Board, (540) 231-2331, [dfcannon@vt.edu](mailto:dfcannon@vt.edu)

### **More students are now eligible to earn the Certificate in Principles of Public Relations**

NEW YORK (September 9, 2019)—There is still time for recent college graduates from many communications programs to seek and earn the “Certificate in Principles of Public Relations,” a significant, first professional designation in their career.

Earlier this year, to celebrate the five-year mark for the Certificate Program, the Universal Accreditation Board (UAB), the governing body that oversees the Accreditation in Public Relations (APR) credential as well as this PR Certificate, voted to expand and institute the change for Certificate eligibility to now include **graduate** students in addition to undergraduates.

The Certificate Examination tests foundational knowledge of those entering the public relations profession and is administrated by the UAB. Passing the Certificate exam gives graduating students a leg up in securing sought-after positions in the profession. The examination tests students’ knowledge of concepts such as:

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

To learn more and hear firsthand experiences from recent Certificate recipients and graduates of the University of Central Florida, Darin Dabney and Turner Elliott, click and view “[Best Practices for Students: The Certificate in Principles of Public Relations](#)” webinar moderated by Certificate Workgroup chair Katherine Morales, APR.

To participate in the Certificate in Principles of Public Relations Program, undergraduate and graduate 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.

As of June 2019, more than 330 students from 56 universities and colleges nationwide have successfully earned the [Certificate in Principles of Public Relations](#) to #StandOutinPR since the program launched five years ago according to the UAB that administers the program. The UAB credits the success of the Certificate program to professors' and industry professionals' support, along with students' personal passion for public relations and a desire to distinguish themselves among growing competition.

Successful recipients hailed from Belmont University, Nashville, Tenn.; Drake University, Des Moines, Iowa; Lake Erie College, Painesville, Ohio; Metropolitan State University, St. Paul, Minn.; Otterbein University, Westerville, Ohio; San Diego State University, San Diego, Calif.; Sacramento State University, Sacramento, Calif.; SUNY Plattsburgh, Plattsburgh, N.Y.; University of Alabama at Birmingham, Birmingham, Ala.; University of Central Florida, Orlando, Fla.; University of North Alabama, Florence, Ala.; University of Wisconsin Oshkosh, Oshkosh Wis.; and, Virginia Polytechnic Institute & State University, Blacksburg Va.

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

# # #