Universal Accreditation Board Announces 2012 Leadership

NEW YORK, 2012 – The Universal Accreditation Board (UAB), the leading certification body for the public relations profession, has announced key leadership positions and board members for 2012.

Janet E. Kacskos, APR, Fellow PRSA is chair. She is director of communications at Millersville University in Millersville, Penn. She plans to lead the board through a very busy year. “The UAB is made up of a very talented, hard-working group of individuals who oversee the Accreditation process. During 2012, we plan to update questions on the Examination for Accreditation in Public Relations, lay the groundwork for the beta-testing of an entry-level credential in public relations and also develop plans to promote the APR to hiring agents, practitioners and the general public,” she says.

Vice-Chair is Susan G. Barnes, APR, Fellow PRSA, instructor at Belmont University in Nashville, Tenn. John E. Forde, APR, Fellow PRSA, along with Jay D. Rayburn, APR, CPRC, Fellow PRSA, are immediate past co-chairs. Forde is Associate Professor and Head of the Department of Communication at Mississippi State University; Rayburn is Associate Professor, Department of Communications, at Florida State University in Tallahassee, Florida.

The following professionals were appointed to the UAB as representatives of the Public Relations Society of America:
Adam Bashaw, APR+M
Jeffrey R. Caponigro, APR, Fellow PRSA
Douglas Farber Cannon, APR+M
Brook DeWalt, MA, APR
Frances Ward Johnson, Ph.D., APR
Ann P. Knabe, APR
Rose M. McKinney, APR
Elizabeth McMillan, APR
Bey-Ling Sha, Ph.D., APR

The PRSA National Board Liaison is Geri A. Evans, APR.

Representatives from the seven Participating Organizations for 2012 are:
Agricultural Relations Council
Robert O. Giblin, APR
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Asociación de Relacionistas Profesionales de Puerto Rico
Carlos M. Rivera-Cuesta, APR

Florida Public Relations Association
Kathleen M. Giery, APR, CPRC
Jay D. Rayburn, APR, CPRC, Fellow PRSA

Maine Public Relations Council
Tina L. Clark, APR

National School Public Relations Association
Janet Świecichowski, APR

Religion Communicators Council
Brian Gray, APR

Southern Public Relations Federation
John E. Forde, Ph.D., APR, Fellow PRSA
Melissa LaBorde, APR

The Universal Accreditation Board 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 Agricultural Relations Council, Asociación de Relacionistas Profesionales de Puerto Rico, Florida Public Relations Association, Maine Public Relations Council, National School Public Relations Association, Public Relations Society of America, Religion Communicators Council, Southern Public Relations Federation and Texas Public Relations Association. Each organization contributes resources and senior-level volunteer members representing all segments of the public relations profession. For a complete list of UAB members and other information about the APR designation, visit www.praccreditation.org.

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