Universal Accreditation Board Announces 2013 Leadership

NEW YORK (January 2013) — The Universal Accreditation Board (UAB), the leading certification body for the public relations profession, has announced key leadership positions and board members for 2013. Susan G. Barnes, APR, Fellow PRSA, is chair. She is a public relations instructor at Belmont University in Nashville, Tenn., with more than 30 years of experience in public relations.

“We have an exciting year ahead of us as we continue to grow,” said Barnes. “We’re concluding the beta test of an entry-level credential for graduating college seniors to enter into ‘the pipeline’ to pursue Accreditation in Public Relations (APR). We also expect to see significant growth in our APR+M candidates who are seeking Accreditation with a military communication emphasis.”

The UAB vice-chair is Bey-Ling Sha, Ph.D., APR, an associate professor at San Diego State University. Janet E. Kascoskos, APR, Fellow PRSA, is the immediate past chair.

The following professionals were appointed to the UAB as representatives of the Public Relations Society of America:
Douglas Farber Cannon, APR+M
Jeffrey R. Caponigro, APR, Fellow PRSA
Brook DeWalt, APR
Ann P. Knabe, Ph.D., APR+M
Mitchell E. Marovitz, Ph.D., APR
Elizabeth McMillan, APR
Kim Marie Sporrer, APR
Kaye D. Sweetser, Ph.D., APR+M
Frances Ward Johnson, Ph.D., APR

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The PRSA National Board of Directors liaison is Marisa Vallbona, APR, Fellow PRSA. Representatives from the seven participating organizations for 2013 are:

**Agricultural Relations Council**
Robert O. Giblin, APR

**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, Fellow PRSA

**Maine Public Relations Council**
Judy Katzel, APR

**National School Public Relations Association**
Janet Swiecichowski, APR

**Religion Communicators Council**
Philip Poole, APR

**Southern Public Relations Federation**
Melissa LaBorde, APR
Sherry Harlow, APR

The Universal Accreditation Board (UAB) 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, and Southern Public Relations Federation. 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 and UAB, visit [www.praccreditation.org](http://www.praccreditation.org).

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