Universal Accreditation Board Announces 2014 Leadership

NEW YORK (January 2014) — The Universal Accreditation Board (UAB), the leading certification body for the public relations profession, has announced key leadership positions and board members for 2014. Bey-Ling Sha, Ph.D., APR, professor and interim director of the School of Journalism and Media Studies at San Diego State University, is chair, with more than 15 years of experience in public relations education and practice.

“We are excited about the special milestones to be celebrated in 2014,” said Sha. “This is the 50th anniversary of Accreditation, with approximately 4400 Accredited members. We continue to grow the APR+M program for practitioners with military communication experience, and we are launching a Certificate in Principles of Public Relations for college seniors who desire a career in public relations.”

The UAB vice-chair is Elizabeth McMillan, APR, director, content strategy, with Fiserv in Georgia. Susan Barnes, 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  
Brook DeWalt, APR+M, Fellow PRSA  
John E. Forde, Ph.D., APR, Fellow PRSA  
Ann P. Knabe, Ph.D., APR+M  
Mitchell E. Marovitz, APR  
Mark W. Newman, APR  
Kim Marie Sporrier, APR  
Kaye D. Sweetser, Ph.D., APR+M

The PRSA National Board of Directors liaison to the UAB is Susan Walton, APR. For 2014, representatives from the seven participating organizations 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
Phillip 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. For more information about the APR designation and UAB, visit www.praccreditation.org.

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