NEW YORK (January 2015) — The Universal Accreditation Board (UAB), the leading certification body for the public relations profession, has announced key leadership appointees and board members for 2015. Serving as chair is John E. Forde, Ph.D., APR, Fellow PRSA, associate professor of communication and head of the Department of Communication at Mississippi State University. John brings 30 years of experience in public relations education and practice to the organization.

“Following an exciting year in 2014 of celebrating the 50th anniversary of Accreditation, we are focused and ready to tackle a number challenges in 2015, with special emphasis in two areas. The UAB is in the process of updating the computer-based examination content to ensure our accreditation is staying current with professional knowledge and practices. To accomplish this, we need input from practitioners in question writing and other related areas. We also are continuing to grow the Certificate in Principles of Public Relations program that currently targets graduating college seniors just entering the field,” said Forde.

The UAB vice-chair is Elizabeth McMillan, APR, director of corporate communications, with Fiserv in Atlanta. Bey-Ling Sha, Ph.D., APR, is the immediate past chair. Sha is professor and interim director of the School of Journalism and Media Studies at San Diego State University.

The following professionals have been appointed to the UAB as representatives of the Public Relations Society of America:

Douglas Farber Cannon, APR+M, Fellow PRSA
Anthony W. D’Angelo, APR, Fellow PRSA
Brook DeWalt, APR+M, Fellow PRSA
Diane W. Jones, APR
Mitchell E. Marovitz, Ph.D., APR
Tina McCorkindale, Ph.D., APR
Kaye D. Sweetser, Ph.D., APR+M
Susan Walton, APR

The PRSA National Board of Directors liaison to the UAB is Kathleen Donohue Rennie, Ph.D., APR, Fellow PRSA.

For 2015, representatives from the other seven participating organizations are:

Agricultural Relations Council
Robert O. Giblin, APR

Asociación de Relacionistas Profesionales de Puerto Rico
Carlos M. Rivera-Cuesta, 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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