Universal Accreditation Board 2016 Leadership Focuses on Advancing, Evolving Accreditation

NEW YORK (Feb. 8, 2016) — The Universal Accreditation Board (UAB), the leading certification body for the public relations profession that governs the APR (Accreditation in Public Relations) process, has announced key leadership positions and board members for 2016.

Taking the helm as chair is Elizabeth McMillan, APR, director of corporate communications in Georgia with Fiserv. McMillan brings more than 15 years of experience in public relations, and active membership in the Public Relations Society of America (PRSA). The UAB vice-chair is Judy Katzel, APR, president of KDK Consulting Group in Maine. John Forde, Ph.D., APR, Fellow PRSA, is the immediate past chair.

“This is an exciting time to lead the UAB,” said McMillan. “Already this year, we have launched an updated 2016 Examination for Accreditation in Public Relations that ensures Accreditation stays current with professional knowledge and practice as well as begun development of a campaign to highlight the personal and professional benefits to PR practitioners who earn their APR. Continued focus will remain on growing APR+M, a military designation, and the Certificate in Principles of Public Relations, which targets graduating college seniors just entering the field, through the hard work of our board members, participating organizations and volunteers.”

For 2016, representatives from the eight participating organizations are:

**Agricultural Relations Council** – Robert O. Giblin, APR  
**Asociación de Relacionistas Profesionales de Puerto Rico** – Carlos Rivera-Cuesta, APR  
**Florida Public Relations Association** – Kathleen M. Giery, APR, CPRC, and Lanette Hart, APR, CPRC  
**Maine Public Relations Council** – John Lamb, APR  
**National School Public Relations Association** – Barb Nicol, APR  
**Public Relations Society of America** – Diane W. Jones, APR; Ann Knabe, Ph.D., APR+M; Mitchell E. Marovitz, Ph.D., APR; Katherine L. Mason, APR; Tina McCorkindale, Ph.D., APR; Kathleen Donohue Rennie, Ph.D., APR, Fellow PRSA; Bey-Ling Sha, Ph.D., APR; Richard G. Steele, APR+M; and Susan Walton, APR, Fellow PRSA  
**Religion Communicators Council** – Douglas Farber Cannon, Ph.D., APR+M, Fellow PRSA  
**Southern Public Relations Federation** – Caron K. Blanton, APR, and Adam Kelley, APR

The PRSA National Board of Directors liaison to the UAB is Anthony W. D'Angelo, APR, Fellow PRSA.

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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](http://www.praccreditation.org).