

Indianapolis Professional Elizabeth Friedland earns Accreditation in Public Relations

New York (April 4, 2015) – Elizabeth Friedland, Senior Public Relations Strategist at Hirons Advertising and Public Relations, Indianapolis, has successfully completed the Examination for Accreditation in Public Relations, entitling her to use the APR professional designation. The announcement was made by the Universal Accreditation Board (UAB), a consortium of nine professional communication organizations that directs this competency certification program.

The Accreditation program aims to improve the practice of public relations by assessing competence in 60 areas of knowledge, skills and abilities (KSAs) associated with the profession. The Examination is designed for public relations professionals with at least five to seven years of job experience and/or a degree in a communications field. Candidates who successfully complete the rigorous process, including presenting his or her portfolio to a Readiness Review panel of three peers and sitting for a computer-based Examination, are granted the APR.

“Earning the APR reflects a mastery of the knowledge, skills and abilities needed to succeed in our increasingly complex profession,” said John E. Forde, Ph.D, APR, Fellow PRSA, 2015 chair of the Universal Accreditation Board. “Practitioners who achieve the designation are demonstrating their commitment not only to our profession, but also to a strong code of ethics and to the betterment of their organization and clients.”

The computer-based portion of the Examination is administered throughout the year at more than 300 Prometric Testing Centers. The Readiness Review is conducted prior to the computer-based portion of the Examination by a panel of three Accredited members of one or more of the nine organizations participating in the UAB. Professionals earning the APR must maintain their credential through continuing professional development, providing leadership to the profession and serving their local communities.

About the Universal Accreditation Board

The UAB was established in 1998 by a coalition of public relations professional organizations that today includes the Agricultural Relations Council, Asociacion 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 the Southern Public Relations Federation. Each organization contributes resources and senior-level volunteer members who represent all segment of the public relations profession.

For more information about the UAB and the APR designation, visit www.praccreditations.org.

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