



Who makes up the Universal Accreditation Board (UAB)?

The participating organizations (POs) that make up the UAB include the following:

- Asociación de Relacionistas Profesionales de Puerto Rico
- California Association of Public Information Officials
- Florida Public Relations Association
- Maine Public Relations Council
- National Association of Government Communicators
- National School Public Relations Association
- Public Relations Society of America
- Religion Communicators Council
- Southern Public Relations Federation

What is the role and responsibility of the UAB?

The UAB is comprised of a chair, vice-chair and representatives from each public relations participating organization. Their responsibilities include:

- Developing and implementing policy for the program
- Developing and maintaining the Examination for Accreditation in Public Relations
- Reviewing appeal cases
- Granting Accreditation

PRSA administers the day-to-day operations of the UAB such as application tracking and maintenance renewal.

What is the Memorandum of Understanding (MOU) that was presented by PRSA in 2019 to the Participating Organizations for signature?

The MOU is a document developed by PRSA and presented to each of the UAB POs back in 2019 outlining PRSA's stance on how the UAB will be governed moving forward. The language included goes against the original intent of our collective partnership which was outlined in a PRSA Board Resolution on Jan. 20, 1995, as follows:

“Be it resolved that the Public Relations Society of America will participate with diligence and good faith in cooperation with fellow NAPRC organizations to define a process for instituting a universal public relations credentialing program that could operate independently from the control of any individual NAPRC group.”

Why has FPRA chosen not to sign the MOU at this time?

FPRA has raised concerns around the governance, marketing and strategic future of the UAB and PRSA's dominance over what was intended to be an equitable partnership between all Participating Organizations. We are currently working to find equitable resolution to these concerns with all members of the UAB.

What does this mean for my APR credential? Is my credential at risk?

Rest assured you have earned your APR from the UAB! With your continued maintenance of your credential through the UAB you are Accredited in Public Relations and that does not change.

I am currently going through the process to receive my APR credential. Will I be able to continue and sit for the exam?

Yes, you should continue your journey to achieve Accreditation. Nothing has changed at this time.

I have questions/concerns about this information. Who should I reach out to?

Please feel free to reach out directly to Immediate Past President, Alyson Sologaistoa, APR, CPRC with any questions or concerns. She is happy to discuss and can be reached at Alyson.sologaistoa@universalorlando.com.