

INSPRA President Bridget McGuiggan Earns Accreditation in Public Relations

Bridget McGuiggan, INSPRA President and Community Relations Coordinator for Orland School District 135, has successfully completed the Examination for Accreditation in Public Relations, entitling her to use the APR professional designation. The Universal Accreditation Board (UAB), a consortium of nine professional communication organizations that directs this competency certification program, made the announcement in April.

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 years of job experience and/or a bachelor's degree in a communication field. McGuiggan successfully complete the rigorous process by presenting her portfolio to a Readiness Review panel of three peer judges and passing a computer-based Examination.

“APR candidates must demonstrate a high-level of proficiency in public relations and communications,” said NSPRA Regional APR Chair Karen Geddeis. “It is not something that one can simply study for and memorize facts. To earn certification, a professional must demonstrate a strong understanding of communication and be able to apply their knowledge to actions that achieve results.”

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, Asociación 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, Southern Public Relations Federation and Texas Public Relations Association. Each organization contributes resources and senior-level volunteer members who represent all segments of the public relations profession.

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